

BCT Glove

By SEPHA Tech Ltd

1



Problem

2



Breast cancer is now ranked the most common cancer worldwide. Breast cancer continues to be a high burden in Africa responsible for a number of deaths



In 2012, there were 98,000 diagnosed cases in sub-Saharan Africa with over 45,000 death



The above number is expected to double in the next 30 years

The major cause of these deaths is late diagnosis!



BCT Glove



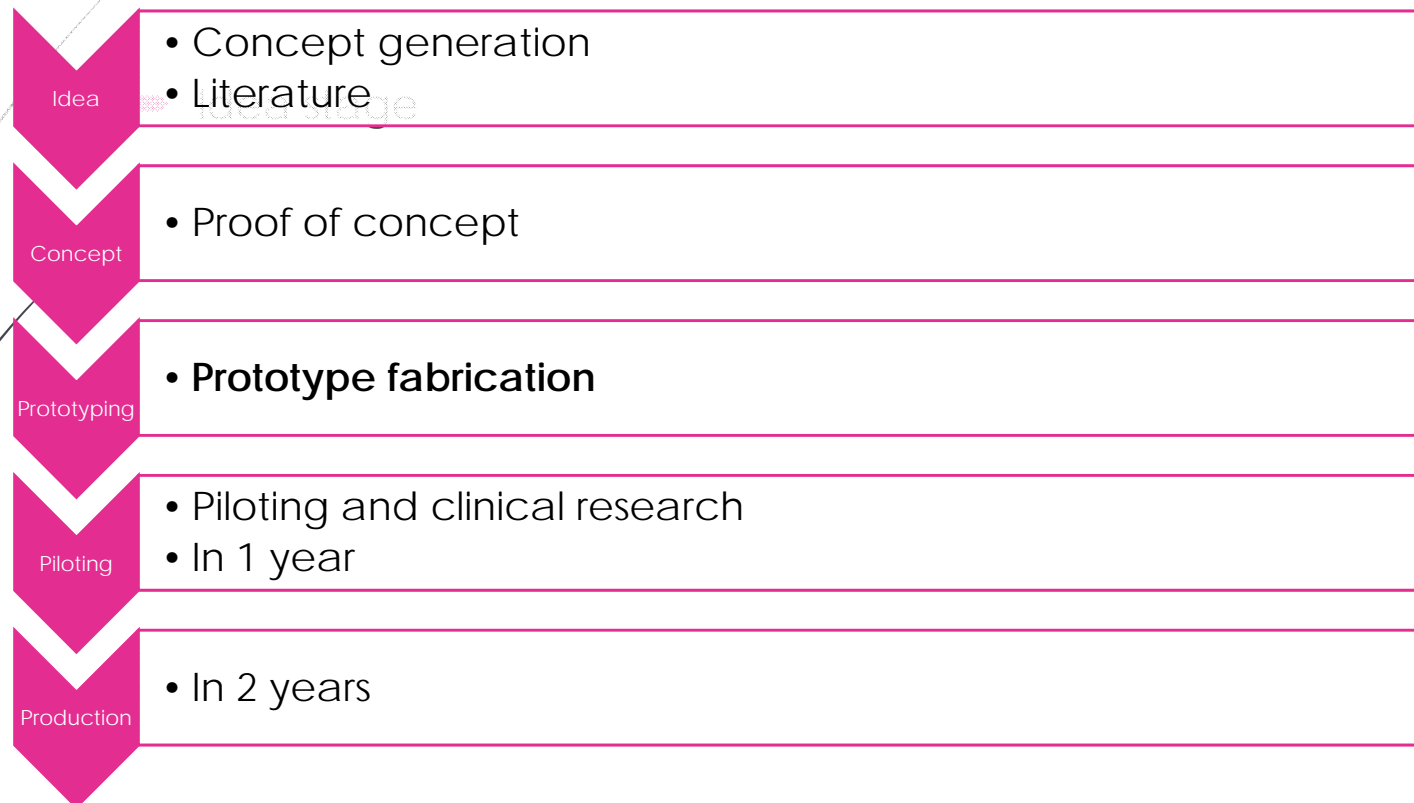
- A glove that is going to help reduce breast cancer deaths by enabling real time diagnosis
- The hand glove consists of sensors enhanced with nano material that detects cancerous growth and transmits light signals for ease of reading.

The BCT GLOVE IS;

- Easy to use
- Gives real time results
- Encourages privacy
- Can be used by everyone
- Relatively Cheap

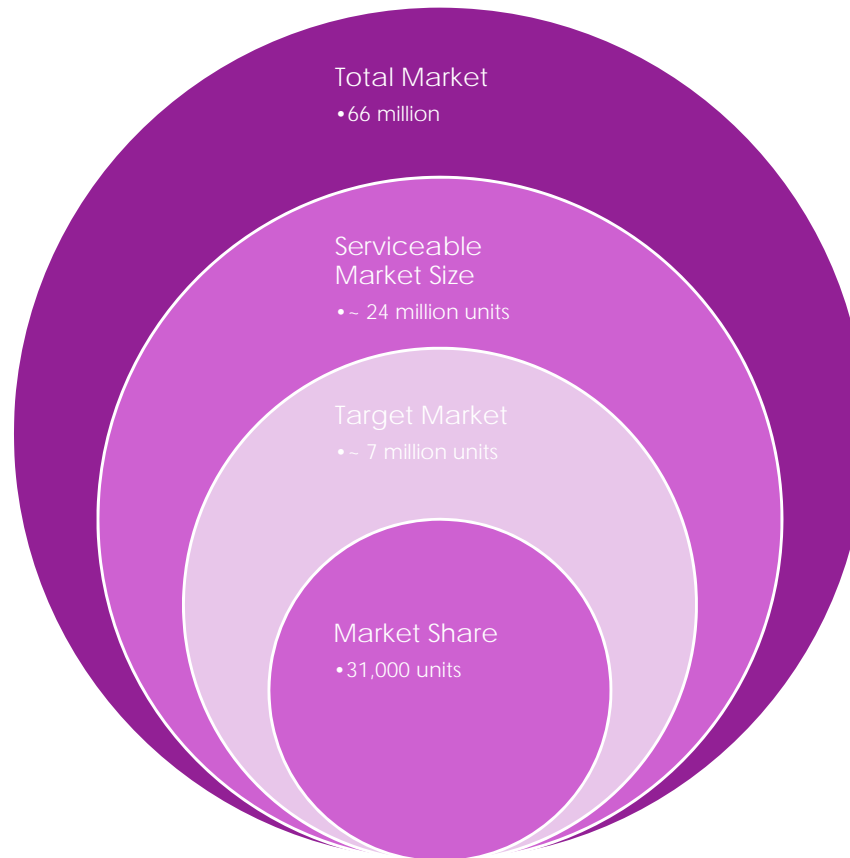


PRODUCT STATUS





OPPORTUNITY



Target Market: All women in East Africa above the age of 20



BUSSINESS MODEL

SALES STRATEGY

- We shall sell or mainly distribute through pharma companies
- Through hospitals both public and private
- Sale directly to customers

MARKETING STRATEGY

- Advertising through mass media like Radio, Television, Newspapers
- Advertising through digital media like website, social media
- Physical contact with influential stakeholders
- Promotions



COMPETETION

- Physical breast examination
- Mammogram
- breast ultrasound
- biopsy
- Breast Magnetic Resonance Imaging



COMPETITIVE ADVANTAGE

- Real time results
- Think its Relatively Cheaper
- Easy to use
- Non invasive
- Promotes Privacy



CONCLUSION

- ▶ The BCT Kit is going to reduce breast cancer deaths by enabling early diagnosis
- ▶ The BCT Kit can be used by every one any where without need of any connections such as internet or electricity
- ▶ We already have proof of concept, prototype and we are now moving to clinical trials and production
- ▶ BCT KIT has a 30% ROI in 3 years



THANK YOU

