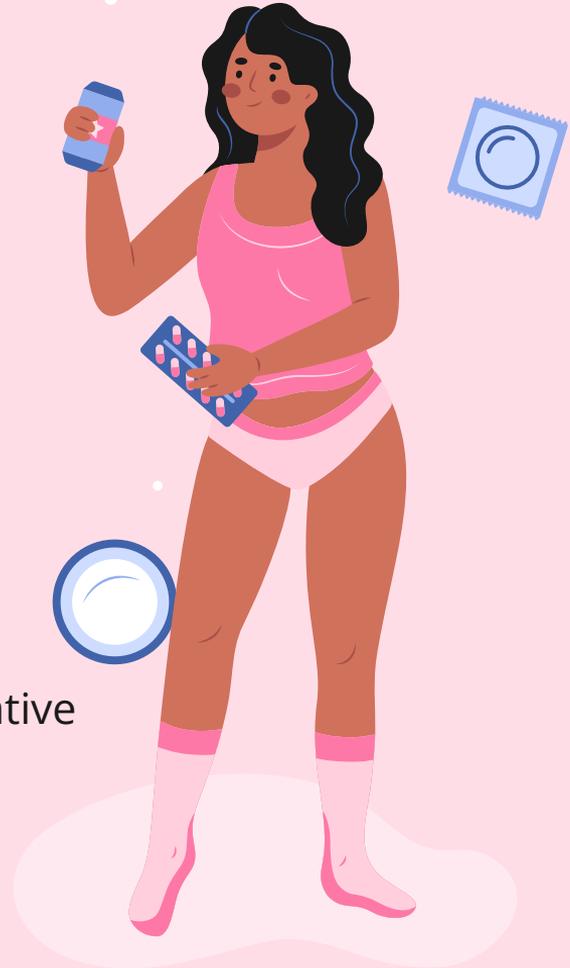


ReproPlan

Empowering choices, transforming lives

Bridging gaps in reproductive health through innovative technology



The Problem

- Adolescents and young women lack access to reliable sexual and reproductive health (SRH) information and services.
- High rates of unintended pregnancies and unsafe abortions result in preventable deaths and health complications.
- Barriers include stigma, misinformation, and limited access to contraceptives.
- **Market Data:** Over 1.5 million adolescents in Ghana face unmet SRH needs.
- **31.1%** of unmet needs for family planning in rural Ghana and **21.8%** of unmet needs for family planning in urban areas (**UNFPA Country Programme Document - CPD 8**)

The Solution

ReproPlan App: A digital reproductive health platform that:

- Provides comprehensive SRH education
- Locates nearby healthcare facilities.
- Offers personalized guidance.
- Enables last-mile contraceptive delivery through pharmacy partnerships.

Key Benefits: Accessibility, affordability, discreet, and empowerment for young people.

The Market

- **Total Addressable Market:** 5 million adolescents and young women in Ghana
- **Serviceable Addressable Market:** 1.5 million adolescents in urban and peri-urban areas
- **Market Growth:** Expected 10% annual growth in SRH app adoption globally.
- **Initial Focus:** Adolescents and young people aged 15-24 with smartphones.

* Business Model *

Revenue Streams:

- Subscription fees for premium content and features
- Commission on last-mile delivery services.
- Partnerships with pharmacies and healthcare providers.
- Advertisement from health-related brands.

Cost Structure:

- App development and maintenance.
- Marketing and user acquisition.
- Staff and operational costs.

Go-to-Market Strategy

Customer Acquisition: Social media campaigns, gamified engagement through **ReproQuest**, influencer marketing, school and community outreach, and referral programs.

Distribution Channels: Mobile app stores (Android & iOS), websites downloads, and partnerships with community organizations.

Partnerships: Collaborating with pharmacies, health NGOs, and local community leaders for outreach, awareness and delivery logistics.

Competition

Competitor	Value proposition	Our Advantage
Marie Stopes Ghana (NGO)	In-person SRH education and services.	Scalable, accessible digital platform with discreet delivery services.
Flo App	Menstrual tracking and basic SRH education.	Comprehensive SRH guidance, facility locator, and contraceptive delivery.
Safe2Choose	On-line SRH education and counseling.	Localized solutions and partnerships with pharmacies for easy access.

The Team



Rehana Yakubu

(Founder & CEO)
Communications
Professional and SRH
advocate with personal
experience driving
passion.



Zeinabou Bagayoko

(Chief Product Officer)
SRHR expert and software
engineer with a focus on
health tech solutions.

The Financials

Current Funding: Bootstrapped, with 10,000 cedis invested in **ReproQuest** development.

Revenue Projections:

Year 1: \$20,000

year 2: \$50,000

Year 3: \$120,000

Fundraising Needs: \$50,000 to achieve the following milestones.

- Launch the app and onboard 10,000 users.
- Establish partnerships with 50 pharmacies.
- Scale marketing efforts across Ghana.

The Milestone

Month/Year	Milestone
Dec 2024	Development of game (ReproQuest)
February 2025	Launch of ReproQuest for fundraising
Jun 2024	Prototype of ReproPlan app development
Oct 2025	Pilot Testing and Feedback
Dec 2025	Launch of ReproPlan app