

# Real-Time Counterfeit Drug Detection Using AI & Blockchain

Scan. Verify. Trust.

## Team Members

**Project Lead:**  
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**Frontend:**  
Ayomikun

**Mobile:**  
Francis

**Backend:**  
Moyo

**Product/Comms:**  
Ayodeji

**Design:**  
Yosola

**(Pharmaceutical Advisor)**  
Pharm. Bidemi

Tim Ladi, a 23-year-old student, lost his vision after using fake eye drops (Global Health, 2024).

“

I lost my vision because of a drug I trusted.



The Wicked Problem

# A Silent Killer in Nigeria's Healthcare System



**>500,000  
deaths/year**

from counterfeit drugs in  
Sub-Saharan Africa (WHO)



**1 in 3 drugs**

in Africa are substandard  
or falsified



**As at 2022**

**\$4.8B**

Worth of drugs were  
seized (NAFDAC)

Counterfeiters exploit  
**lookalike packaging, weak  
regulation, and fragmented  
supply chains**, leaving  
millions vulnerable every  
single day.







Our Mission & Value Proposition

# Restoring Trust at the Point of Purchase

## Mission Statement

VeriMed AI empowers citizens, pharmacists, and regulators to detect counterfeit drugs instantly and act decisively — right from their smartphones.



### Instant Detection

Uses AI to verify drug packaging accuracy in real-time



### Explainable Decisions

Clearly shows why a product is fake — not just a yes/no verdict





### Trustworthy Reporting

Every counterfeit report is logged to the blockchain and shared securely with regulators



# Why VeriMed AI Wins Where Others Fail

Feature	 Scan2Verify	 VeriMed AI
Barcode Check	✓	✓
Image/Label Analysis	✗	✓
Explainable AI Feedback	✗	✓
Blockchain Logging	✗	✓
Offline Mode	✗	● (Planned)
TTS & Accessibility	✗	✓
Regulator Dashboard Reporting	✗	✓



*Barcode can be cloned, but packaging patterns and tamper detection are unique—pixels don't lie*

**- Key Coach's Insight**

# Revenue Model



Primary Customers

**Pharmaceutical Companies**

Total in Nigeria

**180**

Target Market Share

**10%**

18 Companies

## Pricing Model

Implementation Fee:

**₦15,000,000  
(one-time)**

**Annual License:**

- ≤1M instances:  
**₦10,000,000**
- 1.1M – 3M instances:  
**₦28,000,000**



Secondary Customers

**Retail Pharmacies**

Total in Nigeria

**5,000**

With 500 as initial focus

Target Market Share

By Year 2

**10%**

## Subscription Pricing

**Annual License:**

- Monthly: **₦80,000**
- Quarterly: **₦192,000**
- Yearly: **₦616,000**

# Ask + Go-To-Market Strategy

## Go-To-Market Strategy

### Phase 1: Pilot & Partnerships

- Partner with NAFDAC, local pharmacies & NGOs to deploy VeriMed in high-risk areas

### Phase 2: Brand-Sponsored Rollout

- Launch co-branded scan campaigns with verified pharma brands

### Regulatory Alignment

- Expand B2B & B2G by onboarding pharma APIs and regulators

### Built for Scale & Access

- Regional expansion via grants, health programs, and digital trust ecosystem

## What we Need

**01**

### Strategic Partnerships

Introductions to NAFDAC, pharma brands, NGOs

**02**

### Funding Support

**\$50,000–\$100,000** in grant or pilot funding

**03**

### API Access / Data Licensing

Official packaging metadata from regulators & brands

**03**

### Pilot Opportunities

3–5 pharmacies, hospitals, or state health units

# From MVP to National Shield

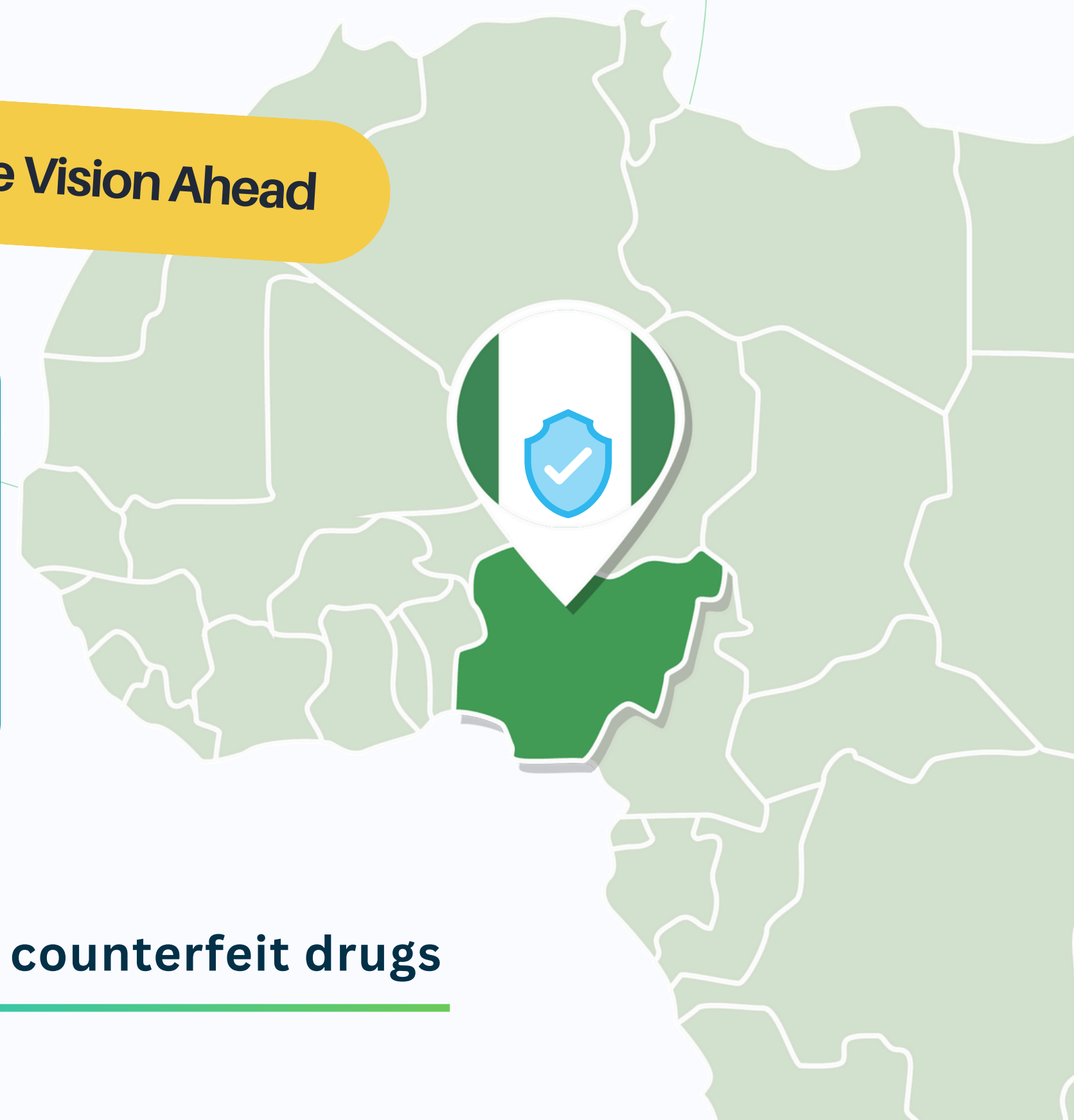
## Scale-Up Vision:

- Partner with manufacturers, not just regulators.
- Integrate into NAFDAC workflow.
- Deploy through Android Play Store.
- Cover both pharmaceuticals and food items in future phases.

## Ask:

- Support for further development and adoption.
- API access from NAFDAC & pharma collaborations.
- Help us bring VeriMed AI to every pharmacy and home in Africa.

The Vision Ahead



“

*We're not tracking trucks.  
We're tracking trust.*



**Join us in fighting counterfeit drugs**