



Redefining Healthcare Access for Nigerians


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Adenike Badejoko

Operations

 CEM, Lagos Business School

 1st Place, She Leads Africa

 Speaks English, Yoruba & Flowers fluently



Abdulazeez Yisau

Technology

 Half Algorithm, Half Human

 2x Computer Science Grad, Ilaro Poly & OOU Alum.

 Senior Fullstack Software Engineer. Ex NOIC



Adewale Badejoko

Biz Dev & Growth

 Implemented > 100 Business Initiatives


 Enterprise Leadership, Ulowa.


 Amateur Equestrian & Author



Oluwatobi Adedeji

Finance

 Accounting, Harvarde College of Science and Business management studies.

 Finance brain, fashion soul

For most Nigerians, staying healthy feels like survival



Emotional Ache

Stress, anxiety, and exhaustion but therapy feels like luxury



Access Ache

Nearest health center? 45 minutes away, if there's fuel.



Information Ache

Nigerians guess care, Google symptoms, and hope for the best.



Systemic Ache

Every service works alone; the "patient" is the one trying to connect the dots.



Financial Ache

Health cost too much even before sickness

Frootify – Everyday Access to Total Wellness

An omnichannel wellness platform linking physical and digital care, giving Nigerians simple, preventive, and personalized access to total wellbeing.

Why Frootify Works



Prevention is Cure

We shift the focus from treating sickness to maintaining wellness, lowering health costs and improving quality of life.



Cultural Relevance

Nigerians trust what they can see and touch. Frootify blends physical experience points with digital access to build trust and adoption.



Full-Scale Health (Physical + Mental + Social)

Wellness is holistic: body, mind, and community. Frootify integrates them into one connected journey.











Personalization

Each user gets a profile-driven experience from diet and fitness to mental health etc. tailored to their needs and lifestyle.

Our Journey so far... (2020 – 2025)

What We've Done






-  Built Nigeria's first omnichannel preventive healthcare platform (Physical + Digital)
-  Developed FrootiVend™, a proprietary ERP powering partner and vendor operations
-  Designed My Blends-On-The-Go (MyBlongo), a scalable preventive health distribution model
-  Launched Speak With A Health Buddy (Swahb) telehealth service
-  Secured LOIs with 30+ healthcare partners across Nigeria
-  Established presence in 2 Nigerian states, building physical service points in 2 cities.
-  Built a robust B2B2C data and analytics layer through Frootify App
-  Developed Health Financing tools (Wallet + HealthPay Later)

Impact & Results Achieved

- 250m+** Naira in revenue generated through health and wellness services
- Operational efficiency** Operational efficiency increased, enabling 24/7 automated service delivery
- >150k** Over 150,000 healthy products delivered to users
- 1,000+** Facilitated 1,000+ hours of preventive consultations
Building a trusted network of verified preventive health providers
- 10,000+** 10,000+ active community members engaging in preventive wellness
Driving personalized wellness recommendations and loyalty programs
Promoting inclusive access to healthcare for everyday Nigerians

Our next milestone

(36 Months)

What We Aim to Achieve	Impact & Results We Intend to Create
 100,000 active Frootifiers (users)	Growing a wellness movement powered by data, trust, and culture-driven health adoption
 MyBlongo presence in all 6 Southwestern states	Accessible preventive wellness across 30M+ Nigerians. Proximity-based health convenience
 Expansion into 2 countries (Nigeria & Ghana)	Establish Frootify as West Africa's trusted preventive health brand
 ₦2.5 Billion Annual Recurring Revenue (ARR)	Strengthened business sustainability and investor confidence
 Ranked #1 Preventive HealthTech Startup	Category leadership and ecosystem recognition as the preventive health pioneer

Partnering for Scalable Impact

Frootify is building Africa's scalable preventive healthtech infrastructure, while its MyBlongo serves as its most successful distribution engine. Our traction with MyBlongo by Frootify proves one thing clearly: Nigerians are ready for preventive healthcare retail

Our Dual Growth Model:



Frootify (Digital Backbone)




- Builds the technology, data, and health identity infrastructure powering preventive health.
- Long-term tech play: data intelligence, user ecosystem, and cross-border scalability.

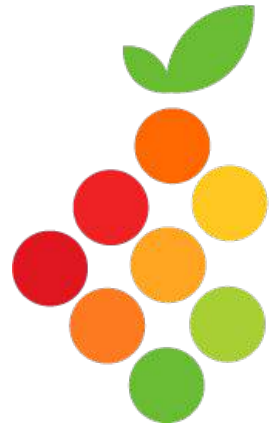


MyBlongo (Physical Expansion)

- Expands physical wellness retail through a Joint Venture-driven **Special Purpose Vehicle (SPV)** model.
- Near-term operational growth and cash flow engine through retail footprints and partnerships.

Investment Pathways

<p>₦30M (\$20K) MyBlongo SPV – Single PSP Expansion</p>	<p>₦75M (\$50K) MyBlongo SPV + Frootify Tech – Dual Expansion</p>	<p>₦375M (\$250K) Frootify Strategic Growth Investment</p>
<p> Establish a new MyBlongo Service Point (PSP) in a second-tier city</p>	<p> Launch 2 PSPs (1 first-tier, 1 second-tier) + fund partial Frootify tech development</p>	<p> Scale technology, regional expansion, product & talent under “King of the West” plan</p>
<ul style="list-style-type: none"> • 3-year repayment • 20% ROI 	<ul style="list-style-type: none"> • Capital + 23% ROI or 3% equity • Board Advisor seat 	<ul style="list-style-type: none"> • 15% equity stake • Board of Directors seat



FrootifyTM

**Join Us As We Build Africa's
Largest Preventive Healthcare
Platform**

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