



FRANAPP HOLISTIC MEDICAL CENTRE

Ghana's First Fully Integrated Private Holistic Medical Centre

INVESTOR PITCH DECK

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THE PROBLEM

Ghana's Healthcare System Is Fragmented — At the Exact Moment Demand Is Surging

45%

of all deaths in Ghana are now NCD-related
(hypertension, diabetes, cardiovascular disease)

22.7%

hypertension prevalence at secondary facility
level — Ghana's #1 NCD

43%+

of urban Ghanaian adults are overweight or
obese

Critical Service Delivery Gaps

- Public hospitals: patient overload, long waits, limited advanced diagnostics
- Advanced diagnostics (MRI, CT, specialist labs) concentrated in very few facilities
- Private providers are siloed — patients self-assemble care with no clinical coordination
- NHIS coverage gaps in advanced diagnostics, regenerative therapy, and preventive care

THE SOLUTION

One Coordinated Clinical Roof — No Comparable Facility Exists in Ghana

FHMC combines conventional medicine, advanced diagnostics, regenerative therapy, and preventive wellness into a single, coordinated patient journey — delivered under one unified clinical philosophy.



Conventional Medicine

General & specialist consultation,
chronic disease management



Advanced Diagnostics

In-house MRI, CT, and full clinical
laboratory



Regenerative Therapy

PRP, Prolozone, ozone-assisted
treatments



Preventive Wellness

Corporate wellness, telehealth, lifestyle
medicine

WHY NOW

Ghana's Government Is Actively Financing The Market FHMC Is Built For

GHS 2 Billion

Government healthcare infrastructure commitment, 2024–2028

GHS 200 Million

2025 national healthcare budget allocation

GHS 9.9 Billion

Mahama Cares Fund — NHIS financing for NCDs FHMC specialises in (kidney, diabetes, hypertension, cancer)

USD 16M+

IFC investment into comparable Ghana private healthcare facilities (Nyaho, New Crystal Health, Quest Imaging)

Six Segments, One Unified Care Model



Urban professionals & corporate employees with employer-sponsored health benefits



Adults managing chronic conditions — hypertension, diabetes, cardiovascular disease



Health-conscious preventive-care seekers — largest underserved segment in Accra



Expatriate & international community seeking internationally aligned standards



Older adults requiring continuous healthcare support



Regional West African patients seeking specialist & regenerative services

Five Revenue Streams, Diversified From Day One

Outpatient Consultations	Core, high-volume daily revenue
Diagnostic & Laboratory	Premium margin, in-house capture
Regenerative & Wellness Therapies	Highest-margin service line
Corporate Wellness Contracts	Predictable, relationship-based revenue
Telehealth Services	Subscription-based, highly scalable

Category Creation — No Direct Competitor in Accra

Provider	What They Offer	What They Lack
Nyaho Medical Centre	Premium general medicine, diagnostics & surgery	No integrative, naturopathic, or regenerative arm
The Trust Hospital	Mid-market, multi-branch, broad access	No premium integrative capability
HealthNet Hospital	Preventive packages, young urban focus	No ND-led clinical leadership or regenerative therapies
Public Facilities (GARH, 37 Military)	High-volume primary & emergency care	Severely resource-constrained; no integrative care

FHMC is the only Accra provider combining conventional medicine + MRI/CT diagnostics + full laboratory + regenerative therapy + naturopathic care + corporate wellness + telehealth — under one coordinated patient journey.

Fully Documented, Regulatory Pathway Mapped

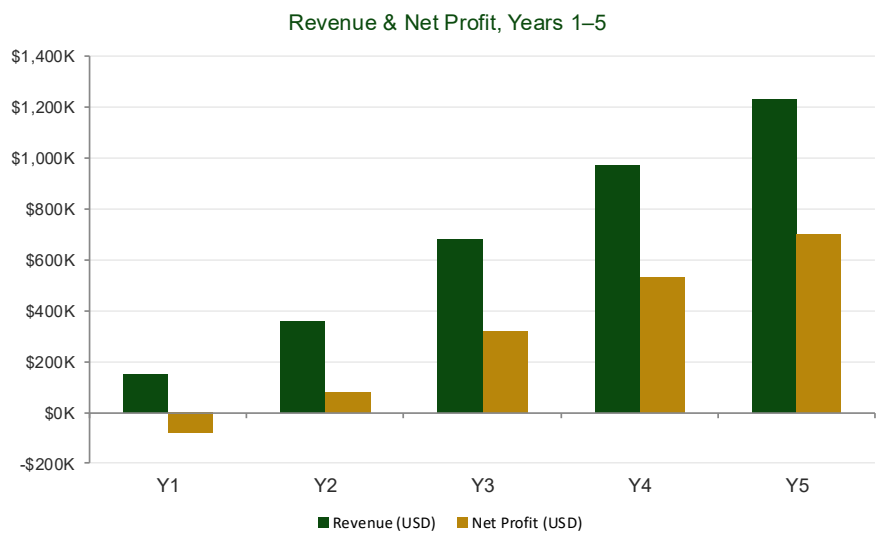
Completed

- Fully costed 5-year financial model, Business Proposal, Business Plan & 15-appendix Supporting Documentation Portfolio complete
- Regulatory pathway pre-engaged across TMPC, HeFRA, GAMPA, MOH & GHS
- Founder execution track record demonstrated — FMWG, a related training venture, operational in Accra since 2025

Roadmap

Phase 1 Foundation & Regulatory Site acquisition, licensing, incorporation, core team	Phase 2 Design, Construction & Staffing Facility build, clinical fit-out, full staffing	Phase 3 Launch & Scale Clinical operations live, revenue ramp to Year 5 maturity
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Path to USD 703K Net Profit by Year 5



Capital Sought	USD 1,000,000
5-Yr Cumulative Net	USD 1,556,000
Break-Even	Month 12 / 18
Projected IRR	18–22%
5-Year ROI	25–50%

Founder-Led, With a Multidisciplinary Team Around Him



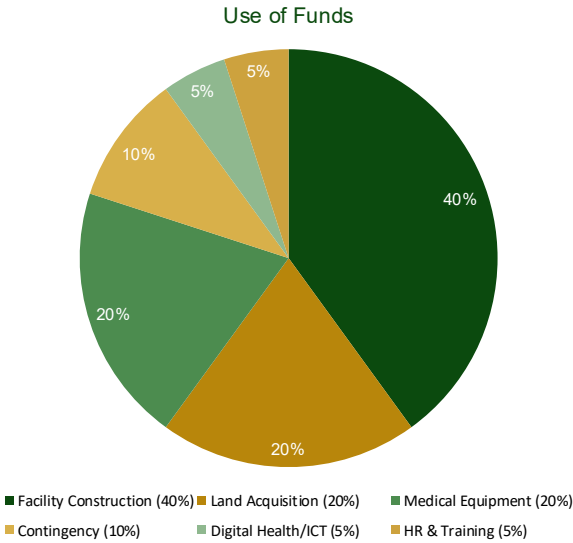
Dr. (ND) Francis Appiah

Founder & Chief Executive Officer

- Licensed Naturopathic Doctor — BSc, Naturopathic Medicine & Complementary and Alternative Medicine
- Teaching Assistant, Nyarkotey College of Holistic Medicine (Clinical Nutrition, Embryology & Histology)
- Founder, Franapp Mentorship & Wellness Guidance (FMWG) — operational talent pipeline since 2025
- Published health columnist (Modern Ghana, Daily Graphic, Daily Guide) and author

Backed by a multidisciplinary leadership team spanning hospital administration, clinical governance, finance, and operations — offsetting key-person risk.

Raising USD 1,000,000



Investment StructureEquity, Debt, or Hybrid

Equity Offered30% (negotiable 25–35%)

Investment StagePre-Construction — Active Raise

Full Business Proposal, Business Plan, and Appendices Portfolio available upon request.



Thank You

"Your Holistic Medical Partner for Optimal Health"

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