



# Totohealth

Kenya, Nairobi

**Established in 2015, Totohealth tackles high maternal and child mortality rates in East Africa, especially in Kenya, by providing advice to mothers in marginalised communities through AI-enhanced mobile innovation.**

## SUMMARY

Totohealth is a mobile innovation company utilising artificial intelligence (AI) to accurately advise mothers from marginalised communities in Kenya on key contributors of the high maternal and child mortality rates.

## CHALLENGE

The problem is the high maternal and child mortality rates across East Africa, particularly in Kenya.

## SOLUTION

Totohealth utilises SMS and voice technology to help reduce maternal mortality, child mortality, and detect developmental abnormalities in early stages. They enable mothers and fathers to receive targeted and personalised messages timed to their stage of pregnancy or their child's age. These messages can highlight any warning signs in a child's health/development, as well as equip customers with knowledge on nutrition, reproductive health, parenting, and developmental stimulation.

The company strives to achieve the above by partnering with six municipalities in Kenya: Nairobi, Nandi, Machakos, Garissa, Baringo and Elgeyo Marakwet. These six municipalities use the Totohealth platform to improve health outcomes within their communities.

## IMPACT

Totohealth creates social impact locally and nationally by reducing deaths associated with giving birth through mobile

technology. A total of 51,875 parents are currently using Totohealth to monitor their health and that of their children from five weeks of pregnancy through to when the children are five years old.

The company achieved significant results over the last 4 years, improving maternal and child indicators at rates never observed before. As an example, 92% of Totohealth parents deliver in a health facility on a baseline of 62%. For this, they are recognised both locally and internationally for their efforts to reduce maternal child deaths.

## COMPETITIVE ADVANTAGE

Totohealth's competitive advantage is in the number of local dialects they can deliver the health advice in. Their content has been translated to 15 languages and is available on both text and voice through mobile apps.

The market competitive advantage is being the first mover. Totohealth expanded and signed partnership agreements with six municipalities, making it difficult for any other competitors to enter this market. Their content is also approved by the Ministry of Health, a process that takes over a year to achieve. Totohealth also advises on policymaking based on the feedback they receive from parents.

The company currently has 12 employees who are experienced across paediatrics, technology, and business, with a combined experience of over 35 years in maternal and child health.

In 2017, during the Former US President's visit, the Ministry of Health – under the President's directive – showcased Totohealth as an example of companies that solve local problems in an innovative way.

## SCALABILITY

Totohealth is testing expansion through two models: the Municipalities model, and the Mobile Network Operator (MNO) model.

The model with the municipalities is grouping Community Health Workers (CHWs) and assigning one Community Health Extension Worker (CHEW). The CHEW will oversee



a health unit with several CHWs. The company is currently working with 180 CHWs. The CHEW earns a commission of USD 0.1 for every parent registered by his/her CHWs. His/her role is oversight and providing support.

The second model for scaling up is using the MNO, working with Safaricom. Totohealth is currently testing two models with them. The first is bundling the Totohealth offer with their other products and selling it as a package to the mothers. The second is sending mass SMS messages to subscribers to sign up for the service. They are still in early stage testing for both models.

## EXPANSION PLAN 2019-2023

- Grow user-base to over 1 million subscribers. This will unlock the potential for big data and enhance the company's competitive advantage.
- Seal partnerships that will unlock exponential growth to reach 1 million subscribers.
- Build add-on services based on the data currently being collected.

## INVESTMENTS

Totohealth is currently raising USD 400,000. Of that amount, USD 80,000 will be spent of translation and platform improvements; USD 180,000 on acquiring additional talent on big data, content, and business development; USD 100,000 on customer acquisition; and USD 40,000 will go towards operating expenses. The company is looking for equity investment, but is open to grants as well.

## ANNUAL REVENUE

- 2018: USD 80,840
- 2017: USD 92,390
- 2016: USD 100,300

## PARTNERSHIPS

Totohealth is in a partnership with **Safaricom** (a leading telecom network operator with a market share of 63.3% in Kenya) for data, SMS delivery, and access to markets. Additionally, Safaricom invested USD 50,000 to pilot the innovation in hard-to-reach areas of Kenya.

Furthermore, they currently have a partnership with the Ministry of Health that has enabled Totohealth to gain access to the municipalities around different parts of the country. The Ministry of Health also reviews, advises, and approves the content sent out by Totohealth.

## AWARDS

- Most innovative and promising SME, ITU Telecom World in Hungary (2016)
- Best Overall Solutions, ICT Awards in Kenya (2016)
- Most Innovative Companies by Fast Company
- First Runner up, Africa Prize for Engineering Innovation run by Royal Academy of Engineering in London

## FOUNDER

Felix Kimaru, Co-founder and CEO, Kenyan.

Felix Kimaru is the Co-Founder and CEO of Totohealth. With a passion to connect every mother in Africa for them to easily access care, he founded Totohealth after he lost his aunt to complications during pregnancy. He has grown Totohealth to a team of 12 full time staff and has won several awards globally.

In 2016, Totohealth was awarded as the most Innovative Start-up in ICT at Connected East Africa Summit organised by Kenya ICT Authority. That same year, Totohealth won the Entrepreneurship Award in Budapest, Hungary, outshining start-ups from over 70 countries across 5 continents.

Felix has a Master of Business Administration from University of Milan, and a Bachelor of Science in Computer Science from Maseno University. He has previously worked on several projects with organizations including DFID, USAID and Grand Challenges Canada.

## CONTACT

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