



MEET LEADING
INNOVATORS

Shaping the Future of Pharmacy in Africa

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SHAPING THE FUTURE OF PHARMACY CARE

i3 innovators leading the way in Africa

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OVERVIEW

This lookbook profiles 6 leading innovators from i3's Future of Pharmacy cohort, covering their business models, impact, customer reach, products of public health priority they currently carry, and strategic partners.

Information was collected from January through June 2025. However, due to innovators' rapid growth, the data may not reflect companies' current status.

Interested in connecting with startups to explore partnership opportunities?

Get in touch with the i3 program at support@innovationsinafrica.com.

DISCLAIMER

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[Website](#)



FOUNDED
2018

HQ
Egypt

STAFF SIZE
100–250


COUNTRIES OF
OPERATION


Egypt, Saudi Arabia

FUNDING RAISED
Total Funding Range
(USD): \$5M–\$10M

KEY INVESTORS

- Flat6labs
- AU1300 startups
- Newtown Partners
- Global Brain
- GMS Capital
- 500 Global
- Vision Ventures

 i3 Alumni

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WHY YOU SHOULD KNOW CHEFAA

Chefaa is a fast-growing, AI-powered, GPS-enabled platform that **enables patients across Egypt to order, schedule, and refill prescriptions digitally.** Through a network of partner pharmacies, **orders are fulfilled within 90 minutes** or scheduled in advance at discounted rates. Chefaa stands out for its impressive direct reach to patients, and its features like medication reminders, guides, and tele pharmacy services. It also provides valuable insights for pharmaceutical companies and offers credit for pharmacies.

PUBLIC HEALTH PRODUCTS CARRIED INCLUDE

- **MNCH:** Iron, MMS, PPH management bundles, CPAP and antenatal corticosteroids
- **Malaria:** antimalarials
- **NCDs:** oral agents, insulin, cardiovascular care products
- **FP:** oral contraceptives
- **And more**

PUBLIC HEALTH IMPACT

- **Accessibility:** connects patients to nearby pharmacies and eases remote fulfillment.
- **Availability:** supports pharmacies inventory management and procurement, including offering credit for procurement.
- **Visibility:** provides customized analytics to power sales and marketing for pharmaceutical partners.

LEADERSHIP PROFILE



Doaa Aref
*CEO and
Co-Founder*

Doaa is an entrepreneur with an MBA and diploma in healthcare management from Harvard Business School.



Dr. Rasha Rady
*COO and
Co-Founder*

Dr. Rasha graduated from the Faculty of Medicine at Cairo, and has a Master's and PhD in pediatrics, specializing in pediatric hematology.

CUSTOMER REACH

Chefaa has one of the largest patient reaches for business models of this type on the continent.

- **100K patients per month**
- **1.6K pharmacies served**

STRATEGIC PARTNERS

Sanofi, Bayer, Abbott, Globemed, Pharma Overseas, Astrazeneca, Mersal Foundation, GSK, IOM, Government of Egypt

[Website](#)



FOUNDED
2022

HQ
Tanzania

STAFF SIZE
<100

COUNTRIES OF
OPERATION
Tanzania

WHY YOU SHOULD KNOW DAWA MKONONI

Dawa Mkononi is a young, fast-growing pharmaceutical supply chain platform leveraging technology and embedded financing to **streamline medicine distribution for pharmacies, clinics, and hospitals in Tanzania**. The platform features AI-powered demand forecasting, real-time inventory tracking, digital ordering, and a built-in Buy Now, Pay Later (BNPL) credit scoring system. This enables fast, affordable, and compliant procurement of essential medicines.

PUBLIC HEALTH PRODUCTS CARRIED INCLUDE

- **MNCH:** Iron, MMS, PPH management bundles, CPAP and antenatal corticosteroids
- **Malaria:** RDTs, antimalarials
- **NCDs:** oral agents, insulin, cardiovascular care products
- **FP:** LARCs, oral contraceptives, medical abortion products
- **And more**

CUSTOMER REACH

In less than 3 years, Dawa Mkononi has achieved adoption rates that rival the largest companies of this type on the continent.

- **3.3K providers** served

FUNDING RAISED
Total Funding Range
(USD): \$1M–\$5M

PUBLIC HEALTH IMPACT

- **Availability:** optimizes inventory processes and improves procurement for pharmacies, reducing stock-outs. It also offers pharmacies flexible, credit-based purchasing options through an embedded BNPL model.

STRATEGIC PARTNERS

Boehringer Ingelheim, Biogen Pharmaceuticals, Maisha Meds, NMB Bank

KEY INVESTORS

- Sanofi
- Villgro Africa
- Pontem Ventures
- Warioba Ventures

LEADERSHIP PROFILE



Dr. Joseph Paul
CEO and Co-Founder

Dr. Paul is an entrepreneur with a background in medicine and healthcare management.



Asorael Ayo
CTO and Co-Founder

Asorael is an entrepreneur and full-stack developer with 7+ years of experience in programming.



Kilalo Mjema
Co-Founder

Kilalo is an emergency physician and honorary lecturer at Muhimbili University of Health and Allied Sciences.



i3 Alumni



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FOUNDED
2018

HQ
Côte d'Ivoire

STAFF SIZE
<100

COUNTRIES OF
OPERATION
Benin, Togo,
Cameroon, Chad,
Congo, DR Congo,
Côte d'Ivoire,
Senegal, Guinea,
Mali, Gabon

FUNDING RAISED
Total Funding Range
(USD): \$5M–\$10M

KEY INVESTORS
• LBO France
• Launch Africa Venture
• EIT Health
• Proparco

 i3 Alumni

WHY YOU SHOULD KNOW MEDITECT

Meditect is a SaaS platform digitizing pharmacy management in 11 Francophone African countries. It offers pharmacies cloud-based pharmacy management software to optimize inventory and operations, and provides insights leveraging these data to pharmaceutical companies working in the region. **Meditect is the largest and only provider of its kind helping digitize supply to pharmacies across Francophone Africa.**

PUBLIC HEALTH PRODUCTS CARRIED INCLUDE

- **MNCH:** Iron, MMS, PPH management bundles, CPAP and antenatal corticosteroids
- **Malaria:** RDTs, treated mosquito nets, antimalarials
- **HIV:** RDTs
- **NCDs:** oral agents, insulin, cardiovascular care products
- **FP:** LARCs, oral contraceptives, medical abortion products
- **And more**

CUSTOMER REACH

Meditect is the largest and only provider helping digitize supply to pharmacies across Francophone Africa.

- **270 active pharmacies**

STRATEGIC PARTNERS

PIEX, Ubipharm, Laborex

PUBLIC HEALTH IMPACT

- **Availability:** optimizes inventory management for pharmacies and drugstores, reducing stockouts and supporting pharmacies to introduce products of public health priority.
- **Affordability:** connects pharmacies to wholesalers and pharmaceutical companies to access products at lower prices.
- **Visibility:** provides real-time data from pharmacies and a manually curated 27K SKUs repository, giving clients visibility that traditional panels lack.

LEADERSHIP PROFILE



Arnaud Pourredon
*CEO and
Co-Founder*

Arnaud has a background in medicine and 7+ years of experience in public health in both Africa and Southeast Asia.



Roland Paire
*CTO and
Co-Founder*

Roland is a software developer and entrepreneur. Prior to Meditect, he co-founded Hotel-Skipper—a management app for hotels.

[Website](#)



FOUNDED
2013

HQ
Ghana

STAFF SIZE
>250

COUNTRIES OF
OPERATION
Benin, Togo, Ghana,
Nigeria

WHY YOU SHOULD KNOW MPHARMA

mPharma enables access to affordable, genuine medicines and primary healthcare through a **network of retail pharmacies**. mPharma takes a holistic approach, transforming **pharmacies into frontline care hubs** by equipping pharmacies with inventory management software and connecting patients to lower-cost medicines as well as pharmacists, community nurses, and physicians.

PUBLIC HEALTH PRODUCTS CARRIED INCLUDE

- **MNCH:** IV iron, MMS, PPH management bundles
- **Malaria:** RDTs, antimalarials
- **HIV:** RDTs, antiretrovirals
- **NCDs:** oral agents, insulin, cardiovascular care products
- **FP:** LARCs, oral contraceptives, medical abortion products
- **And more**

CUSTOMER REACH

mPharma has pioneered ambitious new approaches to pharmacy care, reaching a large number of patients directly since their founding 12 years ago.

- **60+ pharmacies active**
- **11M patients served**

FUNDING RAISED
Total Funding Range (USD): \$50M–\$100M

PUBLIC HEALTH IMPACT

- **Availability:** inventory management system improves procurement efficiency and reduces stock-outs.
- **Affordability:** patients who are Mutti members receive up to 10% discount on products.
- **Visibility:** data collected at pharmacies is interoperable with national health systems and other strategic partners.

STRATEGIC PARTNERS

Sanofi Global Health Unit, Pfizer, Boehringer Ingelheim

KEY INVESTORS

- Unbound
- Novastar Ventures
- Social Capital
- JAM Fund
- Lux Capital
- TO Ventures
- Northstar

LEADERSHIP PROFILE



Kwesi Arhin
CEO

Kwesi is a senior health leader and CEO of mPharma, having previously served as the company's COO. He holds a BSc from the University of Ghana.



Edwin Bichanga
VP Retail Operations

Edwin is a dynamic leader with experience launching start-ups and high-impact ventures in East and Southern Africa.



Marion Wageni
Head of Franchise Business

Marion is a seasoned operations expert with over a decade of experience driving sustainable growth for businesses in East Africa's health and retail sectors.

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FOUNDED
2017

HQ
Kenya

STAFF SIZE
<100

COUNTRIES OF
OPERATION

Kenya, Uganda

WHY YOU SHOULD KNOW MYDAWA

MYDAWA operates one of the continent's most sophisticated 'bricks-and-clicks' models, **integrating pharmacies within and beyond its chain with digitally enabled consults, coordination, and medication delivery.** In Kenya and Uganda, MYDAWA offers quality-assured teleconsultations, diagnostics, and same-day delivery. It is integrated with leading insurers, and registers and manufactures its own generics. This vertical integration allows MYDAWA to sell its products for up to 30% less than market prices.

PUBLIC HEALTH PRODUCTS CARRIED INCLUDE

- **MNCH:** maternal azithromycin, IV Iron, MMS
- **Malaria:** antimalarials
- **HIV:** RDTs, PrEP
- **NCDs:** oral agents, insulin, cardiovascular care products, cancer treatment and management therapies
- **Vaccines:** concierge vaccination services for adult (e.g., yellow fever) and children's vaccines
- **FP:** LARCs, oral contraceptives, medical abortion products
- **And more**

PUBLIC HEALTH IMPACT

- **Accessibility:** access to licensed physicians, health advice, and same-day delivery of products.
- **Affordability:** supplies own-brand medicines and partners directly with manufacturers and suppliers to cut costs by up to 30%.
- **Quality:** deploys end-to-end tracking to point of delivery to ensure quality of drugs, employs clinicians to ensure counselling, diagnosis and dispensing advice is strong.

LEADERSHIP PROFILE



Neil O'Leary
Founder

Neil is a seasoned executive and investor who has built or controlled businesses with a combined revenue of more than \$7 billion and thousands of employees.



Priscilla Muhiu
Group COO

Priscilla has over 18 years of experience in business development, operations and entrepreneurship. Prior to joining MYDAWA, she was General Manager at Glovo.

CUSTOMER REACH

MYDAWA has one of the largest direct-to-consumer reaches on the continent.

- **1.2M patients** served directly
- **108 providers** in network

STRATEGIC PARTNERS

Kenya Ministry of Health, Novo Nordisk, Gates Foundation

FUNDING RAISED
Total Funding Range
(USD): \$10M–\$50M

KEY INVESTORS

- Alta Semper Capital
- Creadev
- AAIC
- Africa Healthcare Master Fund



Women-led

[Website](#)



FOUNDED
2009

HQ
USA

STAFF SIZE
<100

COUNTRIES OF
OPERATION

Kenya, Nigeria, India

WHY YOU SHOULD KNOW SPROXIL

Sproxil runs a large-scale mobile-based drug authentication platform tackling counterfeit medicines across multiple countries, helping ensure authenticity of billions of products. It now provides **real-time pharmaceutical market data** (Sproxil Surveys), **an AI-powered patient and pharmacist engagement platform** (AISHA), and direct-to-patient reimbursements to improve supply chain transparency, medication safety, and public health decision-making.

PUBLIC HEALTH PRODUCTS SUPPORTED INCLUDE

- **Malaria:** RDTs, antimalarials
- **HIV:** RDTs
- **NCDs:** oral agents, oncology, cardiovascular care products
- **And more**

CUSTOMER REACH

• **4.5B patients reached**
with authentication labels

STRATEGIC PARTNERS

Imperial Healthcare / WWCVL,
NAFDAC, Merck KGaA

FUNDING RAISED
Total Funding Range
(USD): \$1M–\$5M

PUBLIC HEALTH IMPACT

- **Quality:** enables patients to authenticate products before use.
- **Visibility:** enables governments, pharmaceutical companies and healthcare organizations to capture real-time market data at low-cost and large scale.
- **Visibility:** real-time alerts on counterfeit medicine detection.
- **Affordability:** offers digitally-enabled discounts and rebates on eligible products to lower costs and improve access.

KEY INVESTORS

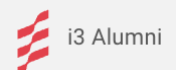
- Acumen
- DFID
- HDIF
- USAID
- Gates Foundation
- Deutsche Bank
- Open Road Ventures
- Netri Foundation
- US Small Business Administration

LEADERSHIP PROFILE



Ashifi Gogo
CEO and Founder

Ashifi is an entrepreneurial business leader with over 20 years of experience working in frontier and emerging markets. He holds degrees in technology management, innovation, and engineering from Whitman College and Dartmouth College.



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FOUNDED
2020

HQ
Kenya

STAFF SIZE
<100


COUNTRIES OF OPERATION


Cameroon, Ghana, Kenya, Nigeria, Senegal, South Africa, Tanzania, Uganda, Zambia

FUNDING RAISED
Total Funding Range (USD): \$1M–\$5M

KEY INVESTORS

- DBSA
- Morgan Stanley
- Boehringer Ingelheim
- DEG/Developpp
- DRK Foundation
- Bayer
- Sagana
- SCBF (Swiss Capacity Building Facility)
- UM6P Ventures

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WHY YOU SHOULD KNOW ZURI HEALTH

Zuri Health is a **virtual hospital and full-service telemedicine platform that delivers on-demand care** through its mobile app, website, WhatsApp chatbot, and SMS. Patients speak with licensed doctors, order medicines through an integrated online pharmacy, and receive doorstep delivery. They book lab and diagnostic tests, get samples collected at home, and share results with clinicians for follow up. The platform also supports home visits and structured chronic care programs, giving patients continuous, coordinated support outside traditional facilities. Zuri Health’s model brings a **complete primary care experience into a single, easy-to-use digital service.**

PUBLIC HEALTH PRODUCTS SUPPORTED INCLUDE

- **MNCH:** Female contraceptives, cervical cancer screening, vaccination
- **NCDs:** Oral agents
- **And more**

CUSTOMER REACH

• **3M patients reached** directly

STRATEGIC PARTNERS

MPESA Foundation, Boehringer Ingelheim, Bayer, MTN Group, Safaricom, Betika, various insurance partners, and Kenyan county governments

PUBLIC HEALTH IMPACT

- **Accessibility:** Facilitates remote access by offering virtual consultations through multiple channels including SMS, specifically designed for those without smartphones or internet access.
- **Availability:** Virtual hospital model ensures medical consultation, medication and diagnostic services availability 24/7.

LEADERSHIP PROFILE



Ikechukwu Anoke
Founder and CEO

Ikechukwu is a serial entrepreneur with >20 years of experience. Most notably, Ike served as Group CEO at MTECH communications, one of Africa's first tech startups.

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Daisy Isiaho
Co-Founder and Chief Product Officer

Daisy is a strong commercial leader with a track record in strategic thinking, new business development and commercial execution.



Titilola Olaolu-Hassan
Co-Founder and COO

Titilola has 20 years of experience, 14 of which were spent working in Telco focusing on leadership, strategy, operations, product management, and sales.



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