

BUSINESS PLAN FRAMEWORK

EXECUTIVE Summary

- ✓ Aims to design, validate, and commercialize a ZigBee-enabled pulse oximeter.
 - ✓ It addresses Nigeria's shortage of affordable diagnostic tools .
 - ✓ It provides a locally made alternative to imported medical devices.

VISION STATEMENT

To be Nigeria's leading manufacturer of affordable, intelligent medical monitoring devices

VISION STATEMENT

To design and produce cost-effective, accurate, and smart pulse oximeters that improve early disease detection

BUSINESS OBJECTIVES

1. Develop a fully functional, certified pulse oximeter.
2. Launch mass production and marketing within 12 months.
3. Capture 10% of Nigeria's hospital diagnostic device market in 3 years.

PRODUCT DESCRIPTION

- ✓ A wireless, AI-based pulse oximeter with ZigBee communication and adaptive ML for precise hypoxemia detection.
- ✓ **Features:** low power consumption, portability, affordability, and cloud data support.

MARKET ANALYSIS

- ✓ Nigeria's medical device market is valued at ₦150 billion with 70% import dependence.

TARGET MARKET

Hospitals, clinics, telemedicine platforms, NGOs, and home healthcare