

The FutureList

LUNA

Innovation Memo

WWW.THEFUTURELIST.COM

Innovation In Words



A note from the Co-founder of LUNA, Chibudu Nyiro:

LUNA has witnessed remarkable success stories that underscore the positive impact of our services. Initially starting with small community events attended by just two individuals, we have now seen attendance soar to over 300 participants per event. This growth is a testament to our ability to provide a space where individuals feel heard and safe and have their concerns addressed.

LUNA

Executive Summary



Health



Telehealth



lunahealth.co



Bootstrapped



2022

LUNA is a healthtech startup based in Kigali, Rwanda, providing a platform that integrates telehealth services, e-commerce for medical products, and a supportive community to deliver comprehensive healthcare solutions.

Operating in the healthtech sector, LUNA focuses on improving access to affordable healthcare services, particularly for women in rural and marginalized areas. One significant challenge is the lack of reliable healthcare access in these regions, which contributes to poor health outcomes and health disparities. To address this, LUNA combines personalized telehealth consultations, e-commerce for verified medical supplies, and USSD technology to enhance inclusivity.

The platform aims to address gaps in diagnostic services by offering solutions that meet the growing demand for accessible and affordable healthcare. Through its combination of telehealth and e-commerce services, LUNA provides individuals with a practical way to access quality healthcare products and services. In addition, its community initiatives, such as health education campaigns and mobile clinics, promote awareness and encourage proactive health management.

By prioritizing accessibility, affordability, and inclusivity, LUNA has the potential to broaden its reach. Expanding telehealth services, growing its e-commerce platform, and enhancing community outreach could position LUNA as a key contributor to addressing healthcare disparities in Africa and beyond.



Berabose Aline Joyce

Co-founder and CEO

Berabose is a visionary leader and activist in sexual and reproductive health rights in Africa. As the Co-founder and CEO of LUNA, she pioneers Femtech solutions for African women's health needs. Recognized for her advocacy, she was ranked among Rwanda's Women Changemakers and Women to Watch in Health 2023 and won the Health and Wellness Award in Rwanda.



Chibudu Nyiro

Co-founder and COO

Chibudu is a results-oriented professional known for elevating operational standards and driving overall team and business performance. With a strong background in project management and communication, he effectively communicates the company vision and sets clear work expectations to achieve measurable goals in demanding environments.

Innovation Spotlight

Core Features

- **Telehealth Services**

LUNA provides teleconsultation services, allowing women to remotely consult verified health professionals such as gynaecologists and obstetricians for personalised healthcare solutions. This core functionality is pivotal in overcoming the stigma and judgment associated with traditional in-person healthcare visits.

- **Online Consultations**

The platform offers a range of consultation options, including text, video, and potentially physical consultations. Users can freely discuss topics, empowering them to seek information without fear of judgment.

- **E-commerce Platform**

LUNA SHOP will be an e-commerce platform where women can access verified health and wellness products. The platform will collaborate with certified shops, pharmacies, and healthcare practitioners to ensure the delivery of safe products.

- **LUNA Community**

Anonymity is preserved through LUNA's community, which is separate from LUNA's platform, which experts manage. This group on WhatsApp covers diverse topics such as sexual health, mental health, menstrual care, motherhood, and general women-centric discussions.

Design and User Experience

- LUNA's design prioritizes inclusivity by offering a safe and trusted environment for women to consult health professionals as they take charge of their health and explore various solutions and products.
- The platform ensures a user-friendly consultation process, simplifying tasks such as submitting intake forms, making payments, and engaging in consultations via text, phone, or video.

Performance metrics

- LUNA ensures consistent service availability and uptime for users in consultations and on the platform. Load times are optimized for a seamless user experience, particularly during critical interactions.
- Additionally, the platform employs a rating system based on user feedback to gauge service quality and likelihood of recommendation (NPS).
- Moreover, LUNA is actively tracking user access points across regions to help inform service improvements and enhance accessibility.

Integration and Compatibility

LUNA ensures compatibility and accessibility by offering optimized versions for mobile and web platforms. The platform enables users to book consultations online through phone or Zoom calls. Through a strategic partnership, LUNA incorporates an AI chatbot to provide anonymous and accurate responses to women's health-related inquiries. LUNA is working on integrating USSD technology into its systems to reach users with limited internet access or analogue phones.

Safety and Compliance

- LUNA is obtaining government data protection certifications, ensuring robust cybersecurity measures to safeguard sensitive health data and uphold user privacy. Users have control over their data through an encrypted database, reflecting LUNA's commitment to anonymity and confidentiality.

Innovation in Business Model

LUNA innovates with a B2B2C model, connecting users with healthcare providers, and utilizes a transactional pricing model for consultations.

Market Impact & Future Outlook

Market Impact:

- **Healthcare Accessibility**

LUNA's telehealth services break barriers to healthcare access, especially in underserved regions, improving overall accessibility for women.

- **E-commerce Expansion**

LUNA's e-commerce platform offers trusted health products, enhancing convenience and trust in online health retail.

- **Social Impact**

LUNA provides a safe space for women to discuss health issues, destigmatise topics, and foster inclusivity. They've significantly increased community outreach attendance.

Future Outlook:

- **USSD-Enabled Platform**

LUNA is developing a USSD-enabled platform to enhance accessibility for individuals without smartphones, potentially expanding its user base significantly.

- **Localisation Initiatives**

Introducing localised content and involving certified professionals enhances LUNA's relevance and effectiveness across different cultural contexts, facilitating sustainable growth and impact.

- **Potential Industry Leadership**

LUNA's focus on inclusivity, innovation, and addressing societal challenges positions it as a potential leader in women's healthcare, with implications for industry practices and norms in East Africa and beyond.

- **Partnerships**

Collaborations with international organizations, fertility clinics, and endometriosis startups will support LUNA's operations and advance its service delivery in women's health and wellbeing.

LUNA is making significant strides in transforming the healthcare landscape. It has the potential to shape industry practices and norms while continuing to expand its reach and impact.

Societal & Environmental Impact

LUNA's mission is to change how women receive, seek, and experience health services and products, emphasising inclusivity, transparency, and accessibility. Here are some of their efforts' social and environmental impacts:

- **Improving Access to Healthcare Professionals** - LUNA's telehealth services break geographical barriers, enabling remote consultations with verified professionals.
- **Promoting Digital Health Solutions** - LUNA's focus on digital platforms encourages adopting eco-friendly healthcare practices, minimizing paper waste and avoiding travel for healthcare services.
- **Destigmatising Conversations** - LUNA's anonymous WhatsApp community and awareness campaigns foster open dialogue, reducing stigma around women's health issues.
- **Enhancing Mental Health Support** - LUNA's mental health initiatives normalize discussions of mental well-being, promoting awareness and support.
- LUNA minimises its environmental footprint, contributing to Sustainable Development Goals (SDGs) 3 and 5.

LUNA has impacted over 3,500 women through its platform, ensuring they receive the best assistance and medical care. They actively work to improve women's health and well-being to achieve health equality.

Potential Funding & Partnership Opportunities

LUNA has several potential funding and partnership opportunities to support its growth and expansion based on the niche it serves. It is worth noting that LUNA has already established partnerships with some international organisations and entities, such as the African Leadership University, Women Deliver, and ALX Ventures, to accelerate its growth in health care.

Here are more potential opportunities LUNA can explore:

- **Healthcare Investors**

LUNA's innovative approach to women's health, combining telehealth, e-commerce, and community engagement, makes it an attractive investment opportunity for healthcare-focused venture capital firms and impact investors. With a female co-founder and CEO, LUNA stands to attract investment from women-focused funds and investors.

- **Technology Partnerships**

Given LUNA's emphasis on leveraging technology to deliver healthcare services, partnerships with companies like Sand Technologies could enhance its platform's capabilities and user experience. Collaborations with AI companies or telecommunication providers could further enhance LUNA's telehealth services, e-commerce functionalities, and accessibility features.

- **Corporate Partnerships**

Collaborations with corporate entities, especially those focusing on women's health and wellness, could provide LUNA with strategic support and access to resources. Partnerships with pharmaceutical companies, wellness brands, or healthcare providers could facilitate product integration, marketing initiatives, and distribution channels for LUNA's e-commerce platform.

- **Academic Collaborations**

Partnering with academic institutions or research organisations can provide LUNA access to expertise, resources, and insights to further develop its platform and collaborate on research. Collaborative research projects, pilot studies, or knowledge exchange initiatives can contribute to the evidence base supporting LUNA's approach to women's health and wellness.

- **Philanthropic Foundations and Startup Programs**

Foundations and startup programs focused on women's empowerment, healthcare access, or technology-driven solutions may offer grant funding or partnership opportunities to support LUNA's initiatives. LUNA can leverage its support to expand its reach and impact within the community.

Overall, leveraging these funding and partnership opportunities can facilitate LUNA's continued growth, scalability, and impact in addressing women's health needs in Africa and beyond.

Potential Roadblocks & Risks

- **Community Resistance to Change**

Stigma and taboos surrounding sexual and reproductive health and other sensitive topics may hinder open discussions on LUNA's platform. LUNA has implemented anonymity in its consultation process. Also, implementing awareness campaigns can help break down these barriers by educating communities and fostering a more inclusive and accepting environment.

- **Multilingual Support**

Language barriers can limit access to LUNA's services for women who need to be proficient in English. Multilingual support would ensure inclusivity across diverse linguistic backgrounds, enabling more women to access vital health information, products and services.

- **Localised Delivery Networks**

More efficient and reliable product delivery networks can impact user experience and satisfaction. Establishing partnerships with local delivery services and healthcare providers in target markets enhances product delivery efficiency, ensuring timely and reliable access to health and wellness products.

- **Enhanced Cybersecurity Measures**

Inadequate cybersecurity measures risk the privacy and security of users' sensitive health data. LUNA is already ensuring that robust security measures are implemented. Furthermore, investing in advanced cybersecurity protocols and encryption technologies is crucial to ensure the secure handling of data, build trust among users, and mitigate the risk of data breaches or unauthorised access as LUNA grows and scales its platform.

- **Flexible Pricing Models**

Financial constraints may limit access to LUNA's services for specific user segments. Implementing tiered pricing or subsidised services addresses these constraints, ensuring the platform remains accessible to a broader audience and promoting inclusivity in healthcare access.

Conclusion

LUNA's innovative approach to women's health, combining telehealth, e-commerce, and community engagement, positions it as a significant player in the industry. The company's commitment to inclusivity, empowerment, and addressing societal challenges makes it a transformative force in the broader landscape of women's healthcare in Africa and beyond. LUNA's platform design prioritises inclusivity, ensuring a safe and anonymous space for women to engage in open conversations and seamlessly access health services, solutions and products.

Through its innovative business model, LUNA operates on a B2B2C approach, connecting women with vetted healthcare professionals and service/product providers. The platform charges users for consultations based on the chosen medium, contributing to its sustainability. LUNA's scalability efforts include community growth, localisation initiatives, and enhanced product delivery networks, showcasing adaptability to diverse user needs.

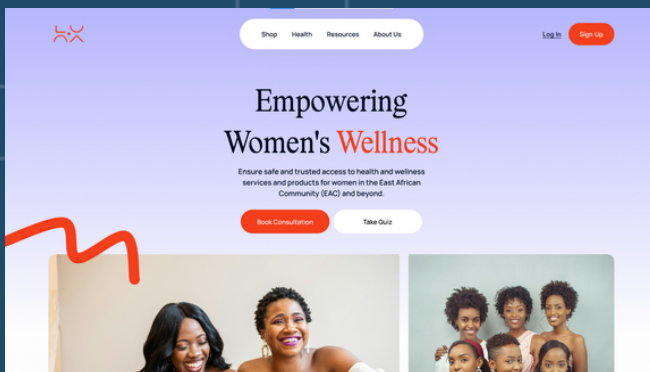
LUNA is driving positive change and reshaping the landscape of women's health by providing a tech-enabled supportive environment for women to access essential health services and products. As LUNA continues to expand its reach and impact, it has the potential to become a leading catalyst for empowering women and promoting equitable access to quality healthcare across the continent and globally.

Innovation In View

How **LUNA** brings innovation to life

Virtual and Anonymous consultation with vetted Healthcare Professionals

LUNA revolutionizes women's healthcare by offering a comprehensive platform that combines telehealth services, online consultation options, and an e-commerce marketplace. In a world where stigma and judgment often deter women from seeking essential healthcare services,



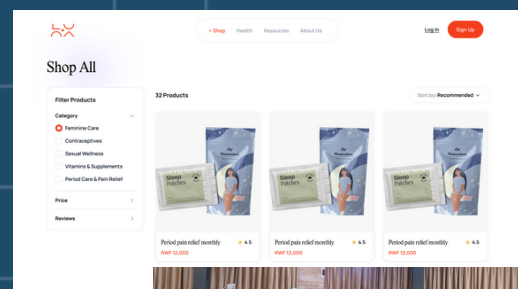
- LUNA provides a platform where women can access verified health consultations from professionals remotely and anonymously.
- LUNA provides various options for women to book consultations with health professionals: call, text or video.
- LUNA users have access to carefully curated healthcare solutions, medical products and referrals.
- LUNA has also introducing AI Chatbots and USSD to reach more women, especially those in remote areas.

Empowering women's healthcare through innovative e-commerce solutions and community engagements.

LUNA is introducing an e-commerce platform, LUNA SHOP, where women can access a curated selection of health and wellness products delivered safely through collaborations with certified shops, pharmacies, and healthcare practitioners.

Also, LUNA supports its users and other women through its WhatsApp community and outreach initiatives. This opens the door for discussions on various sensitive topics for women. LUNA creates awareness and encourages women to seek appropriate healthcare from verified health professionals.

With its innovative approach, LUNA is reshaping women's healthcare, promoting inclusivity, accessibility, and empowerment.



Contributors

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The FutureList

Notes on our methodology

About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.

Scaling Innovation

How **The FutureList** identifies and scales innovation globally



Ecosystem and sector mapping

Our Ecosystem team identifies the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.



Innovation memos and platform profiles

Our Research team interviews founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.



Introductions to strategic opportunities

Our Ecosystem team shares company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.



Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.



Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

Sponsor

The FutureList platform and events are sponsored by partners.



Sand Technologies, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at www.sandtech.com

**The
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