



PRUNEDGE DEVELOPMENT TECHNOLOGIES

One line pitch:

To Enable residents living in rural areas without smart phones and internet access to share and receive vital information on any health issue free

Market Analysis:

"No human life is too big to be saved and too small to be lost". All human lives are valuable. Some lives are ignorantly lost just because of an inability to access that live saving information which is right there staring in front of us. The social good of the TECH-4-LONGLIFE SMS service is giving especially rural dwellers the means to communicate with other experienced health personnel and share vital information and methods to solve a particular health challenge and reduce mortality rate free of charge.

Value proposition:

Most Rural dwellers in Nigeria are either semi illiterates or complete illiterates and have no access to smart phones with internet capabilities but it is thought that around 90% have access to basic mobile 'feature' phones. TECH-4-LONGLIFE is an SMS-based peer-to-peer knowledge sharing platform that can be accessed using a basic mobile phone. Users sign up for free sending an SMS to a national short-code number. The user then registers their name, and can ask a question by sending an SMS to the TECH-4-LONGLIFE number. TECH-4-LONGLIFE back-end scans the message for keywords and quickly sends it out to people in the local area that it thinks might have an answer

Business Model:

TECH-4-LONGLIFE is definitely a social enterprise but with a for-profit business model in order to achieve long-term financial sustainability and scalability. TECH-4-LONGLIFE plans to partner with local, national, and possibly international companies who want to increase sustainability and promote health care improvements among their staff and also access isolated Rural Areas. In other developments too, Apps such as TECH-4-LONGLIFE can also be designed for multinational companies who wants to carry out a survey about an existing product or a new product from all their customers throughout the world without them having to be connected to the internet or use a smart phone.

IP and Regulatory situation:

all regulations are completely adhered to



COMPANY PROFILE

- **Website:**
www.prunedge.com
- **Field:**
- **Contact:**
UDEKWE Uche
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- **Location:**
block 5 obaile estate akure
23401 akure
Nigeria
- **Founded in:** //may/2015
- **Employees:** 14
- **Financial information (€):**
 - **Company stage:**
Pilot Phase
 - **Capital raised to date:**
5000
 - **Monthly burn rate:**
520
 - **Capital seeking and date:**
12000
- **Investors:**
FUTA, ONDO STATE
GOVERNMENT, EKITI STATE
UNIVERSITY