

HEXAGON

...protecting you from bad drugs



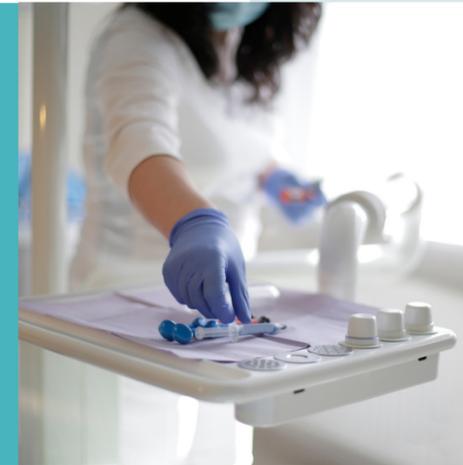
chuksdav4@gmail.com

PROBLEM STATEMENT

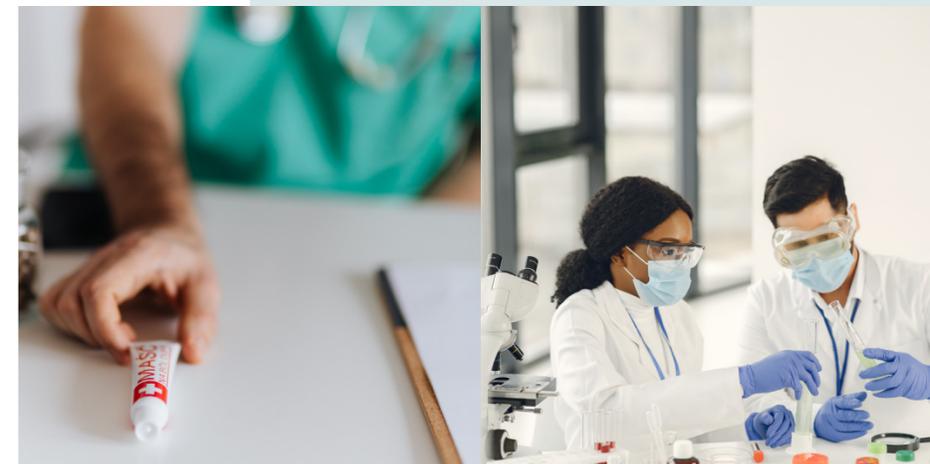
People all over the world rely on medications to manage chronic illness, prevent pregnancy, and treat life threatening diseases. Yet, people unknowingly consume counterfeit drugs every day, even in developed countries with well-regulated healthcare systems, causing thousands of deaths yearly.



Bad Drugs



Falsified



SOLUTION

Hexagon is a drug authentication and verification system where users get the information and validity on a particular drug.



WHY NOW?



Over 169,271 children died in the last year from taking counterfeit antibiotics.



Over 95% of online stores put lives at stake by selling sub-standard drugs.



With these, the rate of deaths keep increasing if there are no solutions to these problems.



MARKET SIZE

TAM - \$1.42trillion

SAM - \$200billion

SOM - \$10billion

MARKET SIZE

Release date

October 2020

Region

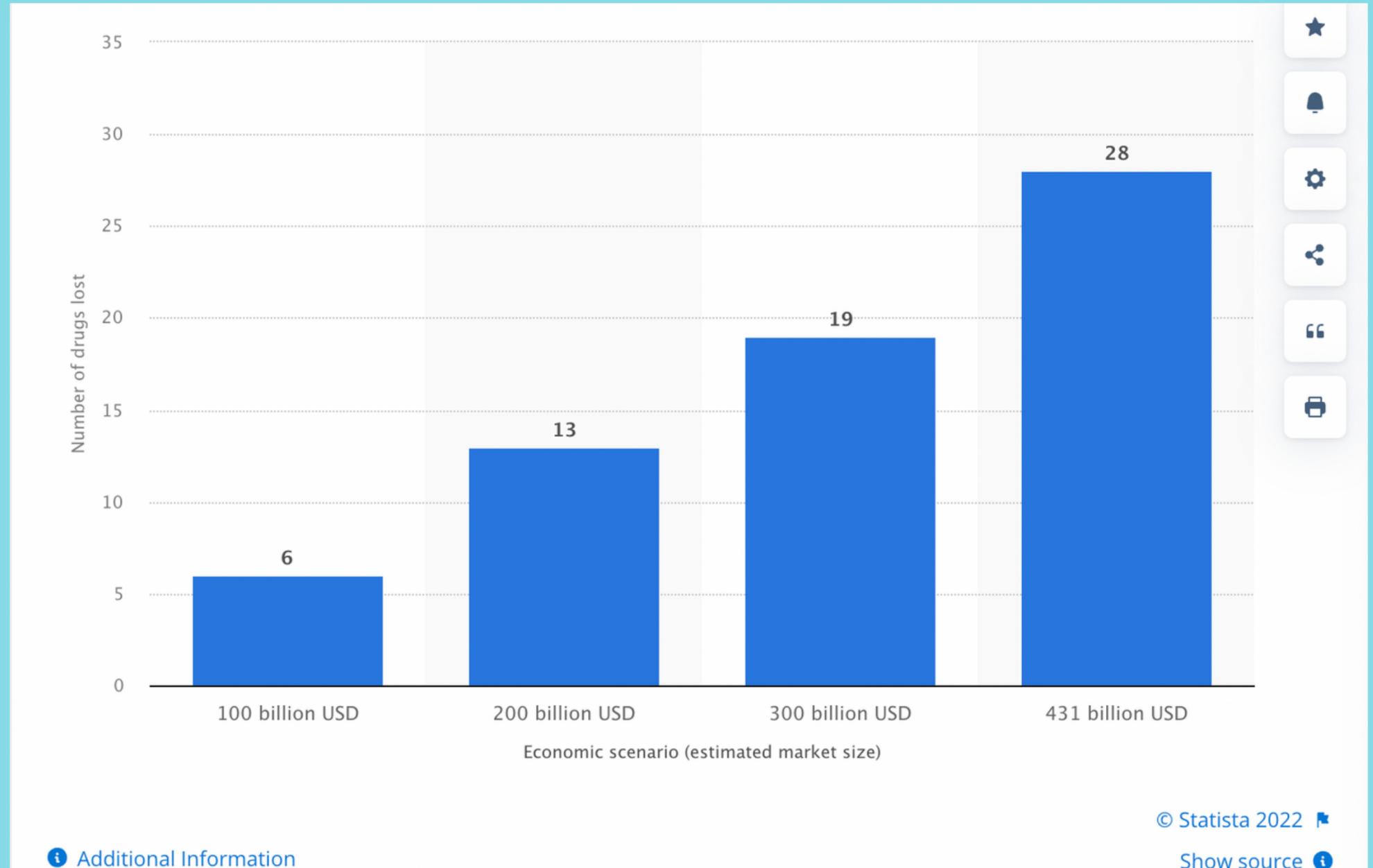
Worldwide

Survey time period

as of 2020

Supplementary notes

* In order to account for the uncertainty regarding the precise size of the counterfeit market, four potential economic scenarios are evaluated that are associated with estimated global counterfeit markets of \$100 billion, \$200 billion, \$300 billion, and \$431 billion.



ALTERNATE COMPETITORS



WHY OUR SOLUTION IS UNIQUE!

We are fighting the root problems like; unique codes being duplicated on multiple drugs which can include counterfeits, and wrong prescription of drugs to patients who do not know how certain drugs work.

THE PRODUCT

Users



check for drug authentication by inputting the unique code of the drug on hexagon.



look up information about a drug with its generic name and get information like its expiry date, use, effects, and others.

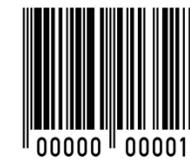


report falsified drugs with other related information.



users take surveys on products and earn tokens.

Manufacturers



manufacturers generate unique codes for each drug on the dashboard.



manufacturers particularly write only about drugs they produced; the use, effects, etc.



manufacturers and others get to see the list of reported drugs alongside information from the report page.



BUSINESS MODEL

Subscription Based

Pay as you go

Ad Based

Token Utilisation

MARKETING HEXAGON

- Contests & Giveaways/Rewards
- Search Engine Optimisation
- Email & Content Marketing
- Partnerships & Blog posts
- Google My Business Promotions
- Social Media Platforms & Adverts

FUTURE IMPLEMENTATIONS

Body based product verification

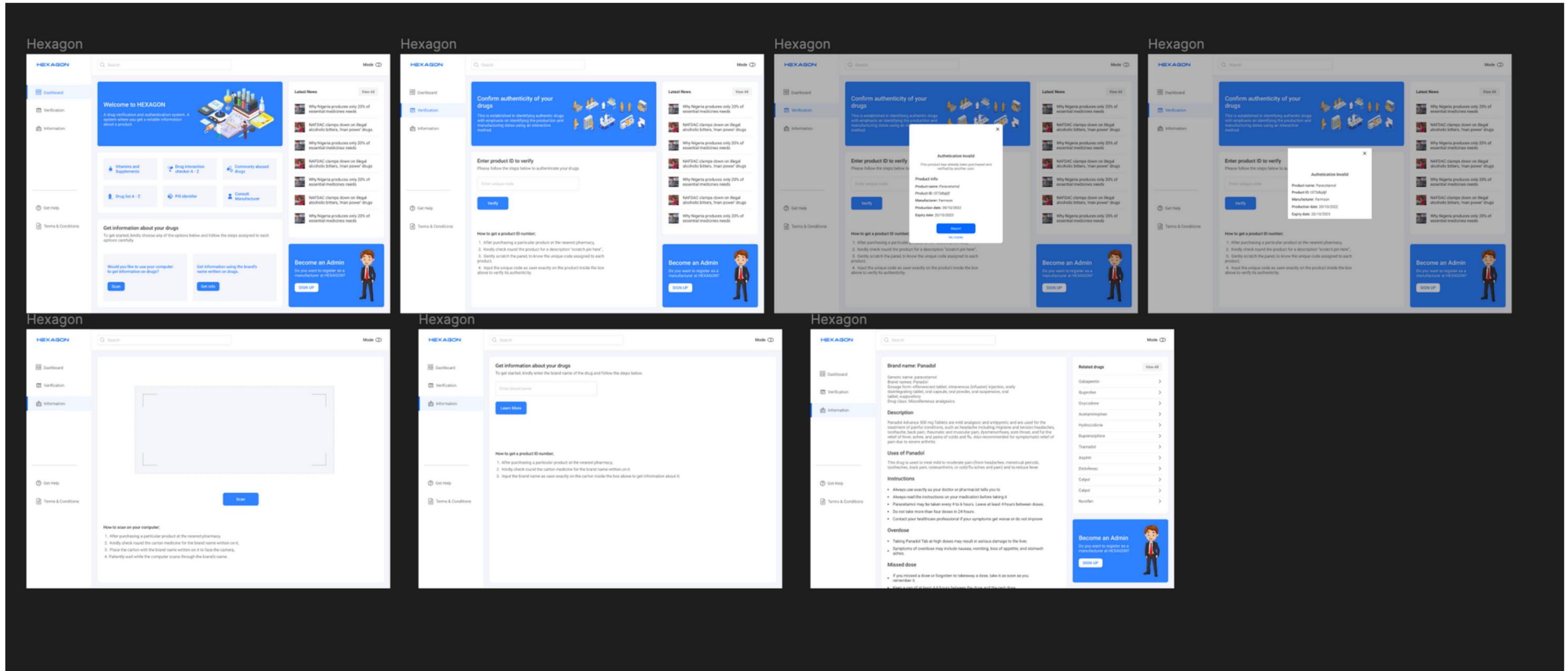
Facial based product verification

surveys for users and manufacturers

FINANCIALS

Per/Mfg	Price/Code	Produce/Mfg	Total/Yr
1	\$0.10	10,000	\$1000
10	\$0.10	10,000 * 10	\$10,000
100	\$0.10	10,000 * 100	\$100,000
1000	\$0.10	10,000 * 1000	\$1,000,000

FIGMA DESIGN



TEAM

Adewale Mayowa,
Product Designer.

Temitope Aroyewon,
Frontend Developer.

Saheed Lukman,
Backend Developer.

Chukwuka Okorie,
Product Manager.