



## Pitch Deck: Plants And Pills Therapy Center

### 1. Introduction

- **Company Name:** Plants And Pills Therapy Center
- **Tagline:** Harmonizing Plants and Pills for Holistic Health
- **Investment Request:** 10,000,000 Naira
- **Enticing ROI:** Detailed in Financial Projections Section

**2. Executive Summary** Plants And Pills Therapy Center provides holistic healthcare solutions by integrating traditional herbal medicine with modern pharmaceutical practices. Our goal is to address various health challenges through sustainable and culturally respectful approaches.

**3. Problem Statement** There is a prevalent misuse of herbal therapies and a lack of integrated healthcare solutions combining herbs and modern medicines. This gap leads to ineffective treatments and missed opportunities for comprehensive care.

**4. Solution** We offer a unique approach that harmonizes herbal and modern medicine, providing holistic, effective, and safe healthcare solutions. Our services include personalized treatment plans, sustainable practices, and community education.

### 5. Products

- **3 Wonders Herbal Mixture:** Treats osteoarthritis, rheumatoid arthritis, neuropathy.
- **3 Ways Herbal Cough Syrup:** Effective for stubborn coughs and sore throat.
- **3 Power Herbal Powder:** Enhances men's sexual health.
- **7 Wonders Herbal Powder:** Treats STIs and UTIs for both genders.
- **7 Power Herbal Powder:** Aids in digestion and detoxification.
- **P&P Fertility Aid:** Boosts fertility in women.
- **HEPA 101:** Treats hepatitis B.
- **DIA 100:** Manages type 2 diabetes.
- **P&P Pure Honey:** Natural sweetener and health enhancer.
- **HyperCalm-120:** Manages hypertension.

### 6. Services

- **Diabetes Therapy**
- **Hypertension Therapy**
- **Stroke Management**
- **Cancer Therapy**
- **Fertility Therapy**
- **Arthritis Therapy**
- **Infection Therapy**
- **Sexual Therapy**
- **Pain Therapy**
- **Neurological Disorders**

- **Psychological Therapy**

**7. Target Market** Our products and services are aimed at individuals seeking holistic health solutions, including those with chronic conditions, those interested in preventive health, and those who prefer natural remedies.

**8. Unique Selling Proposition (USP)** Harmonizing traditional herbal remedies with modern pharmaceuticals for comprehensive, effective, and sustainable healthcare.

## 9. Social Impact and UN Goals Contribution

- **No Poverty:** Creating jobs and supporting local economies.
- **Zero Hunger:** Supporting sustainable agriculture.
- **Good Health and Well-being:** Offering holistic health solutions.
- **Gender Equality:** Promoting female entrepreneurship.
- **Clean Water and Sanitation:** Educating on sustainable practices.
- **Affordable and Clean Energy:** Exploring renewable energy.
- **Decent Work and Economic Growth:** Creating and protecting local jobs.
- **Industry, Innovation, and Infrastructure:** Implementing sustainable practices.
- **Reduced Inequalities:** Ensuring equitable access to healthcare.
- **Sustainable Cities and Communities:** Promoting community well-being.
- **Responsible Consumption and Production:** Minimizing waste and promoting recycling.
- **Climate Action:** Reducing carbon footprint and promoting sustainability.
- **Quality Education:** Educating on holistic health and sustainability.

## 10. Team

- **Mubarak Abdulsalam:** Pharmacist, expertise in medication management and health innovation.
- **David Boyede:** Administrator, excels in organizational efficiency.
- **Oluwafunke Isaiah:** Accountant, drives financial credibility.

**11. Competitive Analysis** Competitors: Traditional herbalists, pharmaceutical companies, integrative health clinics. Our Edge: Unique integration of herbal and modern medicine, sustainable practices, community education.

## 12. Financial Projections and ROI

- **Investment Need:** 10,000,000 Naira
- **Use of Funds:** Expanding services, enhancing sustainability, community education, upgrading facilities, increasing product offerings.

## Detailed Financial Projections and ROI

### I. Investment Overview

- **Total Investment Required:** 10,000,000 Naira
- **Purpose:** Expansion of services, sustainability enhancements, community education, facility upgrades, and product offerings increase.

### II. Revenue Streams

- **Product Sales:** Herbal mixtures, powders, syrups, and honey.

- **Service Fees:** Personalized holistic therapies, consultations, and treatment plans.
- **Workshops and Educational Programs:** Community health education and wellness workshops.

### III. Market Demand and Unique Offerings

- **High Market Demand:** Growing preference for natural and holistic health solutions.
- **Unique Selling Proposition:** Harmonizing traditional herbal medicine with modern pharmaceuticals.
- **Target Market:** Individuals seeking holistic health solutions, chronic condition management, and preventive care.

### IV. Revenue Projections (Year 1 to Year 3)

- **Year 1:**
  - **Product Sales:** 15,000,000 Naira
  - **Service Fees:** 5,000,000 Naira
  - **Workshops:** 2,000,000 Naira
  - **Total Revenue:** 22,000,000 Naira
- **Year 2:**
  - **Product Sales:** 25,000,000 Naira
  - **Service Fees:** 8,000,000 Naira
  - **Workshops:** 3,000,000 Naira
  - **Total Revenue:** 36,000,000 Naira
- **Year 3:**
  - **Product Sales:** 35,000,000 Naira
  - **Service Fees:** 12,000,000 Naira
  - **Workshops:** 4,000,000 Naira
  - **Total Revenue:** 51,000,000 Naira

### V. Expense Projections (Year 1 to Year 3)

- **Year 1:**
  - **Operational Costs:** 10,000,000 Naira
  - **Marketing and Sales:** 3,000,000 Naira
  - **R&D and Product Development:** 2,000,000 Naira
  - **Total Expenses:** 15,000,000 Naira
- **Year 2:**
  - **Operational Costs:** 12,000,000 Naira
  - **Marketing and Sales:** 4,000,000 Naira
  - **R&D and Product Development:** 3,000,000 Naira
  - **Total Expenses:** 19,000,000 Naira
- **Year 3:**
  - **Operational Costs:** 15,000,000 Naira
  - **Marketing and Sales:** 5,000,000 Naira
  - **R&D and Product Development:** 4,000,000 Naira
  - **Total Expenses:** 24,000,000 Naira

## VI. Profit Projections (Year 1 to Year 3)

- **Year 1:**
  - **Total Revenue:** 22,000,000 Naira
  - **Total Expenses:** 15,000,000 Naira
  - **Net Profit:** 7,000,000 Naira
  
- **Year 2:**
  - **Total Revenue:** 36,000,000 Naira
  - **Total Expenses:** 19,000,000 Naira
  - **Net Profit:** 17,000,000 Naira
  
- **Year 3:**
  - **Total Revenue:** 51,000,000 Naira
  - **Total Expenses:** 24,000,000 Naira
  - **Net Profit:** 27,000,000 Naira

## VII. Return on Investment (ROI)

- **Year 1:**
  - **ROI:**  $(\text{Net Profit} / \text{Investment}) * 100 = (7,000,000 / 10,000,000) * 100 = 70\%$
  
- **Year 2:**
  - **ROI:**  $(\text{Net Profit} / \text{Investment}) * 100 = (17,000,000 / 10,000,000) * 100 = 170\%$
  
- **Year 3:**
  - **ROI:**  $(\text{Net Profit} / \text{Investment}) * 100 = (27,000,000 / 10,000,000) * 100 = 270\%$

**IX. Summary** With a 10,000,000 Naira investment, Plants And Pills Therapy Center projects substantial growth and high returns over three years, driven by strong market demand and our unique integrative healthcare approach. Investors can expect an attractive ROI, reflecting our commitment to financial success and impactful health solutions.

**13. Closing** Investing in Plants And Pills Therapy Center means supporting a revolutionary approach to healthcare that harmonizes tradition and modernity, benefiting both individuals and the broader community. Join us in transforming healthcare and achieving sustainable, holistic well-being for all.

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