Keally

The operating platform for modern pharmacies.

Keally Care brings the core operations of a community pharmacy into one connected platform.

PRE-SEED · BOOTSTRAPPED · NIGERIA

Keally Technologies Limited

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THE PROBLEM

Already digitised. Just not connected.

Community pharmacies are not short of software. They are short of anything that joins it up — which is why all six of these are in use at once, in the same shop, on the same day.

POS

Sales recorded in one system

Spreadsheets

Stock, expiry and pricing tracked separately

Paper

Treatment and follow-up in notebooks

WhatsApp

Customer contact, untracked and personal

Cash book

Reconciliation done by hand at close

Memory

Who corrected what, and why, is unrecorded

And the pharmacy already has years of history in the system it uses today.

"What happens to everything we already have?" is the first question every owner asks — and the reason most switching conversations end.

WHY EXISTING SYSTEMS ARE NOT ENOUGH

Built to record a sale. Not to run a pharmacy.

What today's tools do

- Record the transaction
- Count stock, eventually
- Report last month, in a spreadsheet
- Treat the customer as a line item
- Leave corrections untraceable
- Assume one site, one till

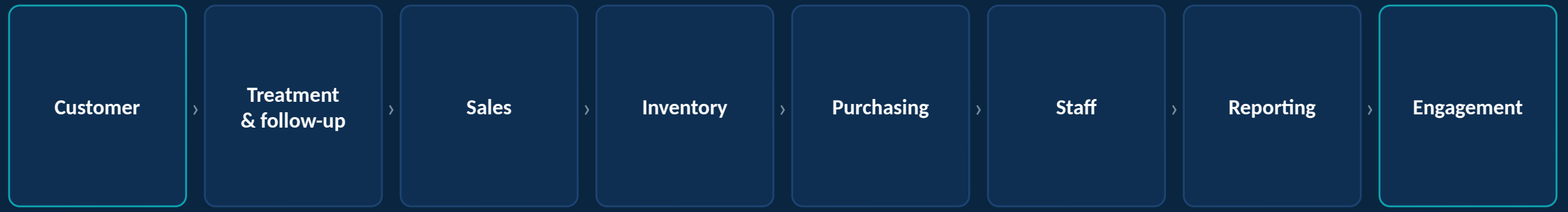
What a pharmacy actually needs

- Follow treatment after the customer leaves
- Catch expiry while stock can still be sold
- Show today's position at the counter
- Hold a customer record that carries forward
- Require approval before anything changes
- Work across branches, roles and staff

The gap is not features. It is that the operational layers of a pharmacy are not connected to each other.

THE SOLUTION

Keally Care connects the operating layers of the pharmacy.



Not another system to add. The layer that connects the ones already there.

1 Care that continues

The visit that never happened is caught the same day, not at the end of the course.

2 Stock that is accounted for

Batches, expiry and write-offs that require approval before anything moves.

3 A figure the owner trusts

Takings, margin, losses and running costs reconciled to a daily close.

THE PRODUCT

Prototype complete. Specification written. Ready to build.

Care

- Customers and consent
- Treatment plans and follow-up
- Refill scheduling
- WhatsApp reminders

Operations

- Inventory, batches, expiry
- Purchasing and suppliers
- Sales and payment recording
- Barcode / QR scanning and printing

Control

- Roles and per-person permissions
- Write-off request and approval
- Corrections requiring sign-off
- Day close and cash reconciliation

Visibility

- Operating costs and profitability
- Multi-branch reporting
- Append-only audit trail
- Data migration and onboarding

A working interactive prototype covers this scope end to end, in a protected environment. A 58-section product requirements document specifies it for production build.

THE MIGRATION ADVANTAGE

Pharmacies should not have to leave their history behind.

Today: EXPORT → TRANSFORM → VALIDATE → IMPORT

Over time: CONNECT → MAP → VALIDATE → SYNC

Why it matters commercially

Existing data is the single largest barrier to switching. Removing it is the wedge, not a feature.

What we are building

A repeatable migration framework that supports progressively more systems — not one-click import from every POS.

What it must get right

Opening balances typed separately from trading, so a migration never appears as a month of phantom purchases.

"We don't ask pharmacies to leave their history behind. We help them bring it with them."

WHY KEALLY

Built from inside a pharmacy, not from market research.

1 Founder–market fit

A practising pharmacist who founded and runs a community pharmacy, with eight years in healthcare

A product and technology co-founder with an engineering, operations and transformation background

Domain knowledge and execution capability inside the same company, not hired in

2 A real validation environment

Founder-connected pharmacy pilot environment at Duacare Pharmacy

Real workflows, real staff participation, real operational feedback

Baseline measurement captured before deployment, not after

3 Evidence of execution

Company incorporated; IP assignment and agreements in progress

Working prototype and a 58-section product specification

24-month roadmap with revenue-gated stages and a data-protection framework

Duacare Pharmacy is a founder-connected pilot environment, not a paying customer. Commercial validation is what the pilot is designed to test.

Start narrow. Community pharmacy in Nigeria.

Beachhead

- Independent community pharmacies in Nigeria
- Single-site owners first, then small multi-branch groups
- Chosen because the operational pain is sharpest and the buyer is the owner

Expansion path

Nigeria → Africa → Emerging markets

Market sizing is deliberately not asserted here. We will cite sources when we have them rather than estimate.

Business model — working hypothesis

SaaS subscription

Per pharmacy, per location, billed monthly

Tiered by scale

Branches and active customer volume

Onboarding and migration

Optional paid service for complex moves

Ecosystem revenue, later

Only once the platform earns it

Pricing is not yet validated. Testing it is an explicit objective of the pilot.

GO TO MARKET

Prove it in one pharmacy. Then make it repeatable.

1 Pilot

Deploy into the founder-connected pharmacy environment and run it daily

2 Migrate

Move a real pharmacy off its existing system and measure the friction

3 Validate

Test workflows, pricing and onboarding effort against a pre-Keally baseline

4 Convert

Turn validated pilots into the first paying pharmacies

5 Refer

Grow through pharmacy networks and word of mouth, which cost time not capital

6 Repeat

Codify onboarding into a playbook a new pharmacy can follow without a developer

The first pharmacy is access. The second is evidence. The tenth is a business.

ROADMAP

From prototype to commercial validation.

Now

COMPLETE

- Company incorporated
- Working prototype
- Product requirements v1.0
- Brand, domain and site live

Next

IN PROGRESS → BUILD

- Production architecture
- Secure multi-tenant backend
- Authentication and permissions
- Migration engine
- Pilot deployment

Then

REVENUE-GATED

- First commercial pharmacies
- Retention and unit economics
- POS and supplier integrations
- Additional African markets

Later stages are gated on revenue, not on the calendar. A stage begins when the one before it has paid for it.

THE FOUNDERS

Technology and pharmacy, in the same company.

Olawale Ajayi

Co-Founder — Product & Strategy

Engineer and technology professional with experience across engineering, operations, digital transformation and process improvement.

Leads product vision, business strategy, technology direction and execution. Saw a fragmented operational problem through direct exposure to pharmacy operations and treated it as a systems problem.

Funding the initial development and validation phase personally.

Pharm. Ijeoma Ajayi

Co-Founder — Pharmacy Product Lead

Pharmacist and Community & Public Health professional. Eight years in healthcare; founder and Chief Pharmacist of Duacare Pharmacy for four years.

Leads pharmacy-domain strategy and product validation — translating real community pharmacy workflows, customer needs and operational requirements into the platform. Supports product design, pilot implementation, workflow testing and early market development.

DUACARE PHARMACY — FOUNDER'S OPERATING TRACK RECORD

Not Keally revenue.

₦30m (2023) → **>₦80m** (2025) → **>₦100m** (2026 projected)

Annual revenue of the pharmacy she founded and runs.

Where the team is thin

No in-house engineering yet. A 20% founding-team pool on four-year vesting is reserved for early contributors, including a technical co-founder.

Technology and product on one side, pharmacy practice and operations on the other — with direct access to a real pharmacy environment for validation.

WHAT WE NEED NOW

Bootstrapping the company. Accelerating through access.

Keally's founder is funding the initial development and validation phase. At this stage our biggest constraints are not capital — they are engineering capacity, market access, technical infrastructure and experienced guidance.

01

Build

Experienced developers, technical mentors, engineering community, and a potential technical co-founder

02

Access

Introductions to community pharmacies, pharmacy groups, associations and healthcare operators for pilot deployment

03

Tools

Cloud and SaaS credits, developer platforms, security, analytics, testing and monitoring infrastructure

04

Expertise

SaaS pricing, B2B sales, pharmacy workflow, regulatory and data-protection guidance

05

Network

Founders, operators, healthcare technology entrepreneurs and strategic partners across the African ecosystem

Capital can come later, when Keally has demonstrated repeatable commercial traction.

Right now we are focused on proving that we can build it, deploy it into a real pharmacy, and scale it.

WHY THIS PROGRAMME, NOW

Keally is at the transition point.

Prototype → **Production** → **Pilot** → **Commercial validation**

Complete

This is where the programme changes the timeline

Engineering is the bottleneck

A specification and a prototype exist. Turning them into production software is a capacity problem, and the programme's developer network solves it faster than a job advert.

Pharmacy access compounds

Every additional pharmacy introduction shortens the path from one validation environment to a repeatable commercial pattern.

Credits extend the runway

Bootstrapped, infrastructure cost is a real constraint. Cloud and tooling credits convert directly into months of development.

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