

# ENTRY NOMINATION

## Organisation

The National Information Technology  
Development Agency (NITDA)



## Agency:

Image Merchants Promotion Limited

## Title:

- Nigeria Tech Innovation Challenge  
and MyClinic COVID-19 Solution



# Summary/Background

## **SUMMARY**

*With the devastating effect of Coronavirus Pandemic and the need to provide workable remedies and solution to the scourge, NITDA hosted an innovation challenge which identified and showcased innovative technology that helped in containing the pandemic and cushion its effects.*

*The challenge which attracted over 1500 applications within a week, encouraged teams of intelligent, creative, passionate, tech-savvy young Nigerians to come up with innovative and entrepreneurial ideas to tackle the scourge*

## **Background:**

*NITDA is an agency of government that implements the Information Technology Policies as well as coordinate general IT development and regulation in Nigeria.*

*In April 2020, NITDA through its subsidiary, Office for ICT Innovation and Entrepreneurship (OIIE), invited Nigerians, especially software developers, to apply for opportunities to participate in the online “Nigeria COVID-19 Innovative Challenge.”*



# Problems/Opportunity

## PROBLEMS

With the World Health Organization (WHO) declaring Coronavirus (COVID-19) a global pandemic, nations across the world including Nigeria were concerned about appropriate guidance to practice social distancing, enforce work from home policies and other remedies in an effort to flatten the curve of viral infections across the population.

## OPPORTUNITY

Nigeria's start-ups for sometimes could not receive adequate support due to poor motivation and incentives to help them come up with innovative and entrepreneurial ideas that could be patronized.

Realising the importance of encouragement and supports towards realization of the potentials, NITDA provides enabling and competitive avenue for the startup numbers to flourish and attract investors and venture capitalists through exhibitions and challenges.



# Objectives/ Targets

## CAMPAIGN OBJECTIVES

- To identify and encourage indigenous technological solutions in containing the pandemic
- To Promote creative ingenuity of young Nigerians
- To Mobilise support, funding and patronage for the project
- To engage stakeholders in discussion

## TARGET AUDIENCES

- Start-ups
- Government and public sector players
- Media



# Geographic Location

## GEOGRAPHICAL LOCATION

Nigeria, a west African Country and most populous nation in the African Continent

## ENDORSEMENT

NITDA's endorsement and support from Ministry of Communication and Digital Economy

## CREATIVE SOLUTION

While the world was under lockdown, the challenge was hosted and conducted virtually.



# Tactics/ Endorsement

## COMMUNICATION TACTICS

- Media Relations
- Event Management
- Press Release
- Social Media

## DIFFICULTY ELIMINATED

Since the cost of advertorial in conventional media was high, social media and tech industry media were used to call for entries from developers, entrepreneurs and other creative minds to explore, experiment and build software solutions that can help address the scourge.

The banner is for a virtual event. At the top left is the logo of the Federal Ministry of Communications and Digital Economy. At the top right is the logo of NITDA. Below these is a green bar with the text 'YOU ARE INVITED TO THE'. In the center, a laptop screen displays 'Virtual Demo Day'. To the right of the laptop is the Microsoft Teams logo and the text 'Microsoft Teams Link: <http://shorturl.at/koHYZ>'. Below the laptop, the date and time are listed: 'Thursday 7th May, 2020 2:00 PM'. On the right side, there is a logo for 'NIGERIA COVID-19 Innovation Challenge'. At the bottom left, there is a portrait of Dr. Isa Ali Ibrahim Periamé, FNCS, FBCS, FIM, Honorable Minister of Communications and Digital Economy, with the text 'Special Guest & Chief Host'. At the bottom right, there is a portrait of Kashifu Inuwa Abdullahi, CCIE, DO / CEO NITDA, with the text 'Host'. At the bottom left, there is the text '@NITDANigeria' and social media icons for Facebook, Twitter, and Instagram.

# Executions of the Campaign Programme:

**Orientation Stage:** The Covid-19 innovation challenge initiative was conceptualized, implemented and opened for application under the lockdown.

**Brainstorming Stage:** Assessment and selections of winning entries are based on potential impact of innovations with regard to COVID-19 on the strength of adaptability, scalability, creativity and presentation skills of the products.

**Decisive Stage:** Considering the Lockdown, communication tactics for invitation, participation and hosting were done virtually through Media Relations, Press Releases, Social Media and Event Management

**Implementation Stage:** The event was hosted where the Minister of Communication and Digital Economy, Dr Isa Ibrahim Pantami announced and presented prizes to the following winners: a) Algorizmi Health, an application that addresses scaling up the availability of ventilators; b) Smart Disinfection Chambers, an application on smart tunnel for disinfection of persons entering a location; c) MyClinic.ng, an application that enhances remote patient management.

# Feedback on Myclinic.ng

With sustained PR campaigns, one of the winning entries, MyClinic.ng has gone ahead to attract massive patronage

Jaiz Bank Plc has taken the initiative to provide all its account holders FREE instant access to licensed medical doctors on Myclinic for two months.

With the resurgence of Covid-19, Myclinic.ng was highly recommended by healthcare specialists as indigenous tech solution for enabling families and individuals to access high-quality healthcare from anywhere, anytime, in cost-effective and convenient manners using the mobile phone.

MyClinic has so far recorded over 300% growth in subscriptions within a quarter.



The advertisement features a smiling female doctor in a white lab coat and a grey hijab, with her arms crossed. The background is a light green and white hexagonal pattern. The Jaiz Bank logo is in the top right corner, with the tagline 'FOR A BETTER LIFE'. The main text reads: 'We do not only care about protecting your wealth, we also care about protecting your health.' Below this, it says 'Talk to licensed Medical Doctors for FREE on myclinic.ng' and 'Call 0810 000 6975 to get started.' At the bottom, it says 'in collaboration with myclinic.ng'.

**Jaiz** Bank  
FOR A BETTER LIFE

**We do not only care about protecting your wealth, we also care about protecting your health.**

Talk to licensed Medical Doctors for FREE on **myclinic.ng**

Call **0810 000 6975** to get started.

in collaboration with **myclinic.ng**



# Outcomes of the Campaign

**Stakeholders Engagement:** It engages stakeholders, particularly young people as part of the national solution solving team for COVID-19.

**Awareness on Indigenous Technologies:** It identifies and showcases indigenous innovative technologies developed by Nigerians towards containing COVID-19 and similar future pandemics.

**Mitigation:** The solutions mitigate the health, social and financial impacts of COVID-19 using innovative technologies

**Preventive Detection:** Facilitate and enhance processes along the prevention-detection-treatment value chain of COVID-19;

**Institutional Endorsements:** Patronage by Public and Private Sectors as well as recommendations by health experts.



myclinic.ng

Licensed Medical  
**DOCTORS**  
available for Online  
Consultation!

Download Myclinic.ng App on:

Google play | Download on the App Store

No Internet or Smartphone?  
No Worries! Simply Dial:

**0810 000 6975**

www.myclinic.ng | @myclinicng

The advertisement features a central illustration of a male doctor with glasses, wearing a white lab coat and a stethoscope, holding a tablet. The background is white with a repeating pattern of light blue stethoscopes. The text is in a clean, sans-serif font, with 'DOCTORS' in a large, bold, teal font. The overall design is professional and modern.

# MEDIA REPORTS ON OUTCOME OF THE CAMPAIGNS

## Before the Innovative Challenge

BEFORE THE CAMPAIGNS ON INNOVATION CHALLENGES

*Major Challenges the Nigerian Tech Ecosystem Suffered*

<https://technext.ng/2019/12/31/major-challenges-the-nigerian-tech-ecosystem-suffered-in-2019/>

*Nigerian tech companies are struggling, but they will be just fine*

<https://nairametrics.com/2019/11/21/nigerian-tech-companies-are-struggling-but-they-will-be-just-fine/>

*Nigeria's Tech Startup Ecosystem and its Pertinent Challenges*

<https://samandwright.com/nigerias-tech-startup-ecosystem-and-its-pertinent-challenges/>

*'I Hope We Find an African Solution for Covid-19' – Kola Aina Expresses Belief in COVID Innovation Challenge*

<https://technext.ng/2020/04/07/i-hope-we-find-an-african-solution-for-covid-19-kola-aina-expresses-belief-in-covid-innovation-challenge/>

## Processes towards the Challenge

Nigerian government sets up special committee to support struggling startups

<https://techcabal.com/2020/04/07/nigerian-government-sets-up-special-committee-to-support-struggling-startups/>

Applications Open for Nigeria COVID-19 Innovation Challenge (fundsforngos.org)

<https://www2.fundsforngos.org/covid-19-grants-and-resources/applications-open-for-nigeria-covid-19-innovation-challenge/>

Application Opens For Nitda-Powered Nigeria Covid-19 Innovation Challenge

<https://innovation-village.com/nitda-powered-nigeria-covid-19-innovation-challenge/>

Over 1500 Startups Applied For Nigeria COVID-19 Innovation Challenge, Says NITDA's Boss

<https://itedgenews.ng/2020/05/13/over-1500-startups-applied-for-nigeria-covid-19-innovation-challenge-says-nitdas-boss/>

# MEDIA REPORTS

## During the Innovative Challenge

*3 Winners Emerge in NITDA Covid-19 Innovation Challenge*

<https://innovation-village.com/3-winners-emerge-in-nitda-covid-19-innovation-challenge-winners/>

*Digital Ventilators, Smart Disinfection and Other Solutions That Emerged from NITDA's Covid-19 Hackathon*

<https://technext.ng/2020/05/12/digital-ventilators-smart-disinfection-chambers-and-other-solutions-that-emerged-from-nitdas-covid-19-hackathon/>

*NITDA awards N2.5m to Covid-19 innovative challenge winners*

<https://www.blueprint.ng/nitda-awards-n2-5m-to-covid-19-innovative-challenge-winners/>

*NITDA shares progress report on pandemic support for Nigerian startups*

<https://techcabal.com/2020/06/19/nitda-shares-progress-report-on-pandemic-support-for-nigerian-startups/>

## After the Innovative Challenge

*The Imperative of Tech Innovation Challenge in Nigeria, By Inyene Ibanga*

<https://opinion.premiumtimesng.com/2020/09/20/the-imperative-of-tech-innovation-challenge-in-nigeria-by-inyene-ibanga/>

*Nigerian Technopreneurs launch Myclinic.ng mobile app for medical consultation*

<https://theeagleonline.com.ng/nigerian-technopreneurs-launch-myclinic-ng-mobile-app-for-medical-consultation/>

*MyClinic App, an Innovative Solution to Covid-19 Resurgence – Healthcare Experts*

<https://economicconfidential.com/2020/12/myclinic-app-covid-19/>

*Jaiz Bank Patronage of MyClinic to Account Holders*

<https://twitter.com/HIHub/status/1313452392743043072>