

Madagascar

Madagascar — MG

Capital: Antananarivo • Currency: MGA • Population: 30.0M
Regulator: CNaPS • Languages: Français, Malagasy

Executive Summary / Résumé exécutif

Africnam deploys a sovereign digital health-coverage stack in Madagascar — USSD + native app + provider console — settling claims in MGA through local Mobile Money rails: MVola, Orange Money, Airtel Money. Two SaaS tiers: \$3/month Micro-Health and \$7/month Corporate. Regulator anchor: CNaPS.

Africnam déploie une couverture santé numérique souveraine au/en Madagascar — USSD + application native + console prestataire — avec règlement en MGA via les rails Mobile Money locaux : MVola, Orange Money, Airtel Money. Deux offres SaaS : 3 \$/mois Micro-Santé et 7 \$/mois Corporate. Ancrage régulateur : CNaPS.

Market Snapshot / Panorama marché

Population:	30.0 M
Currency / Devise:	MGA
Capital:	Antananarivo
Mobile Money:	MVola, Orange Money, Airtel Money
Languages / Langues:	Français, Malagasy
Regulator / Régulateur:	CNaPS

Africnam Value Proposition

- 90/10 revenue split protecting providers and members
- Telemedicine triage filter reducing unjustified hospital visits
- Escrow caps (\$50 outpatient / \$150 hospital) blocking abuse
- OTP dual-key pharmacy dispensation preventing fraud
- USSD access for feature-phone populations (no smartphone required)

Financial Engineering / Ingénierie financière

Micro-Health tier at \$3/month generates recurring ARPU with 90 % returned to the local ecosystem (clinics, pharmacies, patients) and 10 % retained as SaaS margin. Corporate tier at \$7/month bundles telemedicine, wellness, and escrow-protected hospitalisation. Cross-border settlement is denominated in USD to shield operators from MGA volatility.

Le palier Micro-Santé à 3 \$/mois génère un ARPU récurrent avec 90 % réinjectés dans l'écosystème local (cliniques, pharmacies, patients) et 10 % conservés comme marge SaaS. Le palier Corporate à 7 \$/mois intègre téléconsultation, prévention et hospitalisation sécurisée par séquestre. Le règlement transfrontalier est libellé en USD pour protéger les opérateurs de la volatilité du MGA.

Regulatory Alignment / Alignement réglementaire

Africnam operates under CNaPS guidance in Madagascar: encrypted data residency, HMAC-signed USSD webhooks, audit trail for every claim, and consent-first patient onboarding. All health data remains within the sovereign perimeter.

Go-to-Market / Mise sur le marché

- 1. Pilot** 3 corporate clients + 5 clinics + 10 pharmacies (90-day sprint)
- 2. Scale** USSD short-code activation with local MNO + Mobile Money integration
- 3. Public tenders** Partnership with CNaPS for national micro-health cohorts
- 4. Cross-border Diaspora** funding channel from EU/US/UK to family members in-country

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