ASHIFI GOGO, CEO, Sproxil

A venture-backed social enterprise that provides brand protection in emerging markets by leveraging mobile phones and scratch-off labels.

Photo credit: Reuters
The Problem: Do you know where your drugs are made?

The Problem:
Do you know what you are consuming?

The Solution: Mobile Product Authentication™

**SCRATCH**
The Label

**TEXT**
The Special PIN

**VERIFY**
Genuine or Fake

Source: Images © Sproxil
Sproxil: Our success to date

• Operating in 5 countries across 3 continents

• Over two million verifications and counting as of June 2012

• Recent winner of the World Business and Development Award 2012

• Endorsed by Nigeria’s National Agency for Food and Drug Administration and Control (NAFDAC) and Kenya’s Poisons and Pharmacy Board

“This is a genuinely remarkable achievement... (it's) empowering... putting people in charge of their own healthcare.”

-- President Bill Clinton

Source: http://www.clintonglobalinitiative.org/ourmeetings/2010/meeting_annual_multimedia_photo_gallery.asp?id=18&Section=OurMeetings&PageTitle=Multimedia