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MESSAGE FROM CEO



Dear Partners, Supporters, and Members of the Lifesten Community,

Reflecting on 2025, I am incredibly grateful and optimistic about our progress in advancing preventive healthcare across Africa. What started as a mission to help people take control of their health earlier has blossomed into a vibrant ecosystem connecting technology, behavioral science, and community engagement.

This year, we took significant steps toward addressing one of the most pressing health challenges in Africa, where noncommunicable diseases now account for more than half of deaths in many communities.

We made huge strides in empowering individuals to manage their health proactively. Our digital platform engaged thousands of users across our mobile wellness ecosystem. A major highlight was our presence at the Africa HealthTech Summit 2025, where more than 3,000 participants joined our digital wellness challenges and over 500 individuals experienced our interactive health and wellness hub. To support this momentum, we released a significantly upgraded Lifesten Health App that brings health tracking, wellness plans, and community challenges into one unified experience focused on sustainable behavior change.

On a global scale, 2025 was a phenomenal year. I had the honor of representing Lifesten Health in the Commonwealth Startup Fellowship, joining 20 founders from across the Commonwealth. This incredible journey included a bootcamp in Accra, mentorship from Imperial College London, and a showcase in London. We also participated in the World Health Assembly in Geneva, reinforcing our belief that preventive health must be central to global health systems.

We could not have achieved this without our partners, including the World Health Organization and various local organizations in Rwanda. As we look ahead to 2026, our focus remains on expanding access to preventive healthcare and reaching millions more. Thank you for continuing to trust us with your health journeys.

Stephen Ogwen
CEO, Lifesten Health

ABOUT US

Lifesten Health is a health-tech company that utilizes technology and incentive-based wellness programs to empower individuals to achieve their health goals. We aim to create a fun, engaging and rewarding experience for our users by providing tools and resources that support a healthy lifestyle. Our innovative approach to health and wellness aims to make the journey of improving one's health an enjoyable experience, with the added incentive of rewards for reaching personal health milestones.

OUR MISSION

Lifesten Health exists to make preventive healthcare accessible, engaging, and data-driven.

By combining artificial intelligence, behavioral science, and digital health tools, we empower individuals and organizations to understand health risks early and adopt healthier lifestyles before illness develops.

We believe healthcare should not begin in hospitals. It should begin with everyday habits.



HIGHLIGHTS OF 2025

TOP 20

STARTUPS
SELECTED BY
COMMONWEALTH
STARTUP
FELLOWSHIP

3000+

PARTICIPANTS
IN DIGITAL
WELLNESS
CHALLENGES

750K

TOTAL
ACCUMILATED
LIFEPOINTS
FROM THE APP

1ST

FULLY
APPROVED AI
BASED
COMPANY IN
RWANDA

500+

INDIVIDUALS
SCREENED AT
AFRICA
HEALTHTECH
SUMMIT

69

SCREENING
CORNERS SET

2 M

EDUCATED ON
HEART HEALTH

12K+

ACTIVE APP
USERS

260+

NUTRITION
ASSESSMENTS

700+

DIAGNOSTIC
SCREENINGS
AT EVENTS

640+

MENTAL HEALTH
CONSULTATIONS

EXECUTIVE SUMMARY

KEY MILESTONES AND ACHIEVEMENTS

- **Product Development:** Released a major app update featuring personalized home dashboards, AI-driven diagnostics, structured micro-journaling, tailored wellness plans, and gamified challenges with redeemable rewards.
- **Strategic Partnerships:** Collaborated with WHO under the Be Healthy, Be Mobile initiative, Zone Fitness Rwanda, Nutri Santé, Imanzi Counseling Centre, Goodlife Clinics Rwanda, and digital partners Reach Digital Health & Dala Africa to deliver immersive, tech-enabled wellness experiences.
- **Global Recognition:** Represented African preventive health innovation at the World Health Assembly in Geneva, the Commonwealth Startup Fellowship, and Imperial College London; strengthened international mentorship and investor networks.
- **Community Engagement:** Conducted digital and in-person wellness challenges, reaching over 3,000 participants during the Africa HealthTech Summit 2025; implemented innovative step-tracking, wellness challenges, and reward-based engagement to drive healthy habits.

Technology & Innovation

Lifesten Health leverages behavioral science, preventive epidemiology, and AI-powered analytics to deliver a comprehensive preventive health ecosystem.

Key innovations include:

- Structured Micro-Journaling to track physical, mental, and nutritional routines.
- Gamified Wellness Challenges to drive engagement and sustained behavior change.
- Cross-Platform Analytics & Dashboards for individuals, workplaces, and public health organizations.
- AI-Enhanced Screening Tools, including facial transdermal optical imaging for rapid health assessments.



Looking Ahead – 2026 Priorities

- Expand access to Lifesten Health across East Africa and the broader Commonwealth region.
- Scale digital preventive health programs with governments, workplaces, and insurers.
- Enhance app functionality with smarter dashboards, AI-assisted journaling, and integrated wellness programs.
- Strengthen partnerships with health, fitness, nutrition, and mental health organizations to deliver holistic wellness solutions.
- Deepen community engagement through gamified challenges, education programs, and reward-based behavior change initiatives.

Conclusion

2025 has been a year of growth, innovation, and global recognition for Lifesten Health. By combining technology, partnerships, and community engagement, we are building a preventive healthcare ecosystem that empowers individuals to take control of their health, transforms workplaces, and supports public health initiatives. As we move into 2026, our focus is on scaling impact, expanding access, and strengthening our digital health infrastructure—one scan, one challenge, and one healthy habit at a time.

PRODUCT DEVELOPMENT AND TECHNOLOGY

At Lifesten Health, technology is not an end in itself, it is a means to empower individuals to build healthier lives over time. Our approach to product development focuses on creating practical, accessible tools that help people understand their health, form better habits, and sustain long-term well-being. Throughout 2025, our product and engineering teams worked to expand Lifesten from a digital wellness application into a more comprehensive preventive health platform.

THE LIFESTEN HEALTH APP

In November 2025, we launched a major update to the Lifesten Health App, transforming it into a comprehensive preventive health platform.

New features include:

Personalized Health Dashboards

Users can track physical activity, nutrition progress, and wellness streaks through a unified dashboard that provides real-time insights into their health.

Customized Health Plans

The platform now allows individuals to design personal routines across physical fitness, mental health, and nutrition, with reminders, progress tracking, and rewards.

Gamified Health Challenges

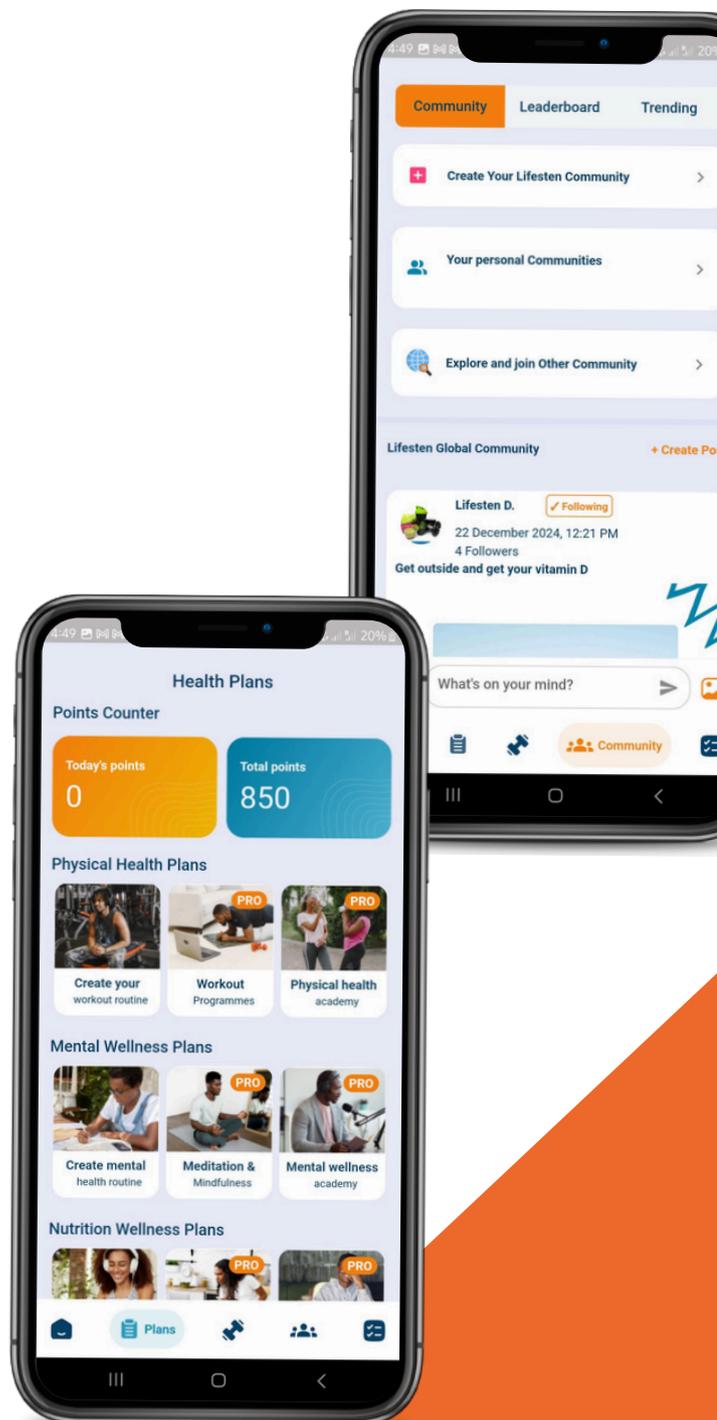
Users can join community wellness challenges, track progress through leaderboards, and earn points redeemable through Lifesten's partner network.

Digital Screening Hub

The app enables users to perform AI-powered facial health scans, log manual readings such as BMI or blood glucose, and complete mental wellness assessments.

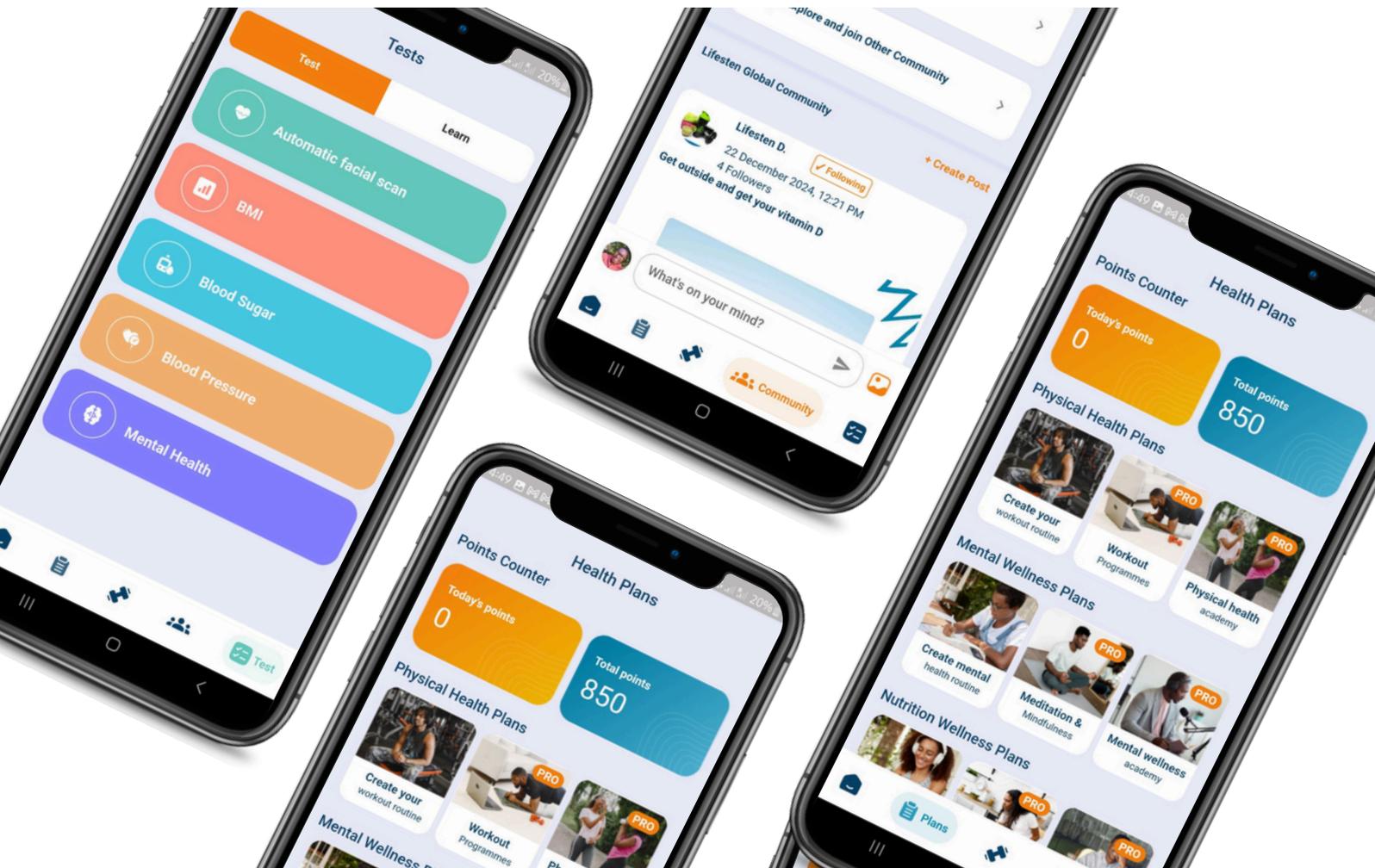
Corporate and Community Health Tools

Organizations can deploy the platform for workplace wellness programs, health insurance engagement, and community health initiatives. Together, these tools transform the smartphone into a personal preventive health companion.



BUILDING A HOLISTIC PREVENTIVE HEALTH PLATFORM

In 2025, Lifesten Health transitioned from a wellness application into a comprehensive preventive health ecosystem. Through a major platform upgrade, the company integrated multiple facets of health management into a single digital environment designed to monitor, educate, and improve user well-being.



Core Personal Health Tools

Central to this evolution is a redesigned personalized dashboard that tracks real-time activity, wellness progress, and behavioral streaks. The platform now offers structured health plans that guide users through physical activity, nutrition, and mental well-being routines. These measurable programs help individuals build consistency through reminders and progress visualization.

Gamification and Community

Lifesten utilizes gamification to make preventive health sustainable. An expanded challenge infrastructure allows individuals and organizations to launch wellness competitions involving leaderboards, digital rewards, and milestone recognition. These tools proved their scalability during the Africa HealthTech Summit, engaging thousands of participants in synchronized health activities.

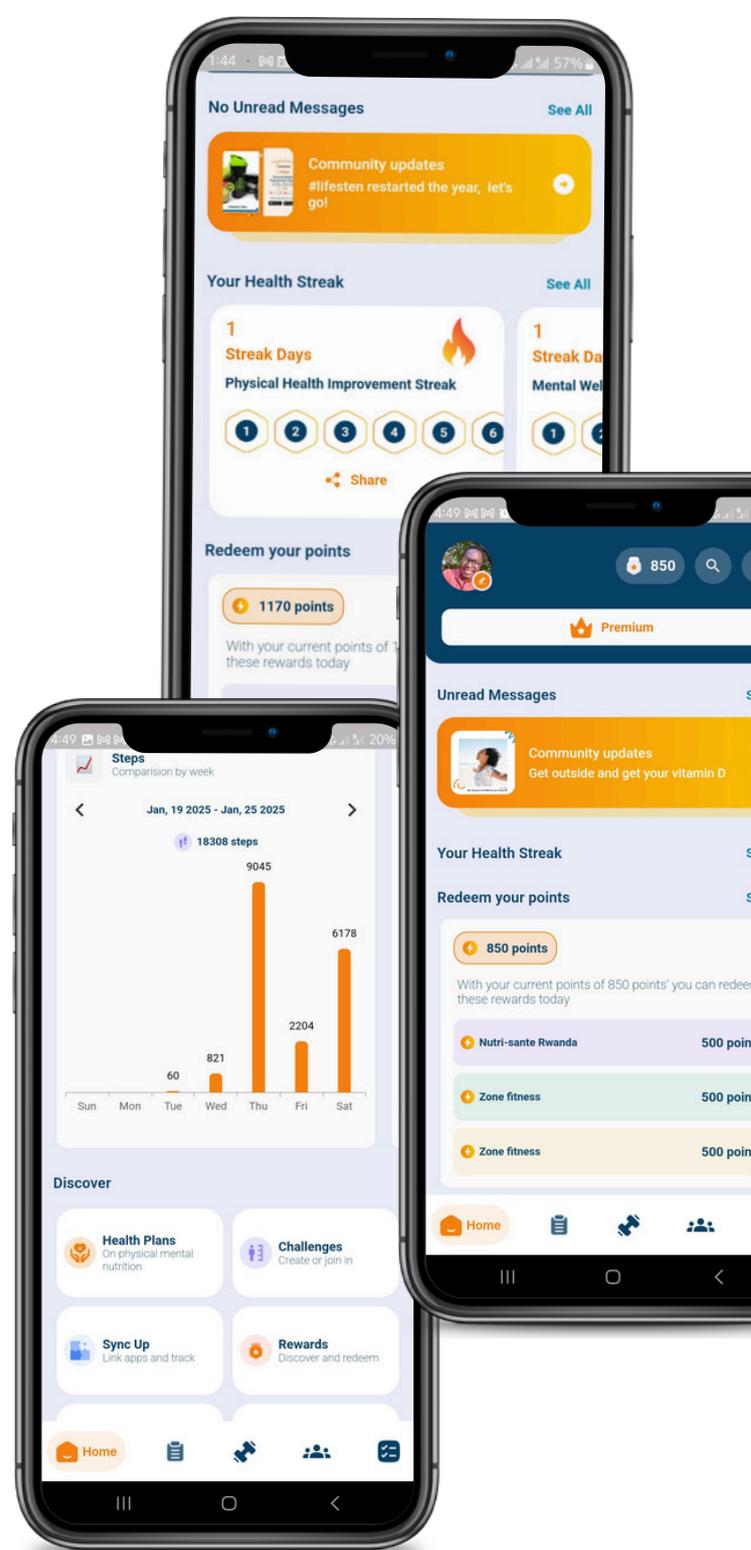
Digital Screening and Insights

The platform's digital screening hub provides deeper insights into health status. Key features include:

- Smartphone-based assessments: Utilizing tools like AI-powered transdermal optical imaging to estimate health indicators.
- Manual Logging: Tracking blood pressure and glucose levels to identify early warning signs of noncommunicable diseases.
- Educational Integration: Resources that help users understand lifestyle factors and health risks.

Institutional and Public Health Support

The update also expanded institutional capabilities. New dashboards allow employers, insurers, and public health programs to manage corporate wellness initiatives and monitor population health trends. These tools support integration with community health worker programs, helping organizations gather data to inform large-scale prevention strategies.



LOOKING AHEAD- A PREVENTIVE HEALTH ECOSYSTEM

Through continuous development in 2025, Lifesten has evolved from a wellness application into a comprehensive preventive health ecosystem. By combining behavioral science, digital diagnostics, gamified engagement, and community-based health programs, the platform supports both individuals and organizations in building healthier communities.

As we move into 2026, our product roadmap will continue to focus on improving personalization, strengthening predictive health insights, and expanding integrations that allow Lifesten to operate as foundational infrastructure for preventive healthcare across Africa.

STRATEGIC PARTNERSHIPS & MARKET EXPANSION

At Lifesten Health, we believe that meaningful progress in preventive healthcare requires collaboration across sectors. Our partnerships bring together governments, global health institutions, wellness providers, and technology organizations to create an integrated ecosystem that supports individuals in building healthier lives. Throughout 2025, these collaborations played a central role in expanding our reach, strengthening our platform, and demonstrating how digital innovation can support population-level health outcomes.

PUBLIC HEALTH AND GLOBAL INSTITUTIONS

A key pillar of our partnership strategy is working with organizations that shape public health policy and implementation. In 2025, Lifesten Health deepened its engagement with global health institutions through collaboration with the World Health Organization (WHO) under the Be He@lthy, Be Mobile initiative, a joint program between the WHO and the International Telecommunication Union designed to integrate mobile technologies into national health systems

Our work with public health institutions also builds on our earlier collaboration with the Rwandan Ministry of Health, where Lifesten supported large-scale non-communicable disease (NCD) screening programs that have reached over 1.6 million individuals to date. These initiatives highlight the potential for digital health platforms to complement national health strategies and expand early detection and health awareness.

Over the three-day summit:

- More than 500 participants engaged directly with the wellness hub.
- Over 200 individuals received health screenings, including blood pressure and glucose checks.
- More than 160 participants underwent nutrition assessments with professional guidance.
- 40 individuals received mental wellness consultations from trained counselors.

The experience showed how preventive healthcare can move beyond clinical settings and become an accessible, engaging part of everyday life.



ECOSYSTEM AND TECHNOLOGY COLLABORATIONS

Delivering preventive health at scale requires strong digital infrastructure and ecosystem collaboration. In 2025, Lifesten worked closely with partners such as Reach Digital Health and Dala Africa to enhance digital engagement and integrate the Lifesten platform into broader health activation experiences. Their expertise in digital implementation and user engagement enabled seamless integration between in-person health events and our mobile platform, allowing participants to track their health, participate in wellness challenges, and connect with the growing Lifesten community.

These collaborations strengthened our ability to build a connected preventive health ecosystem where digital tools support real-world health engagement.

BUILDING AN INTEGRATED PREVENTIVE HEALTH ECOSYSTEM

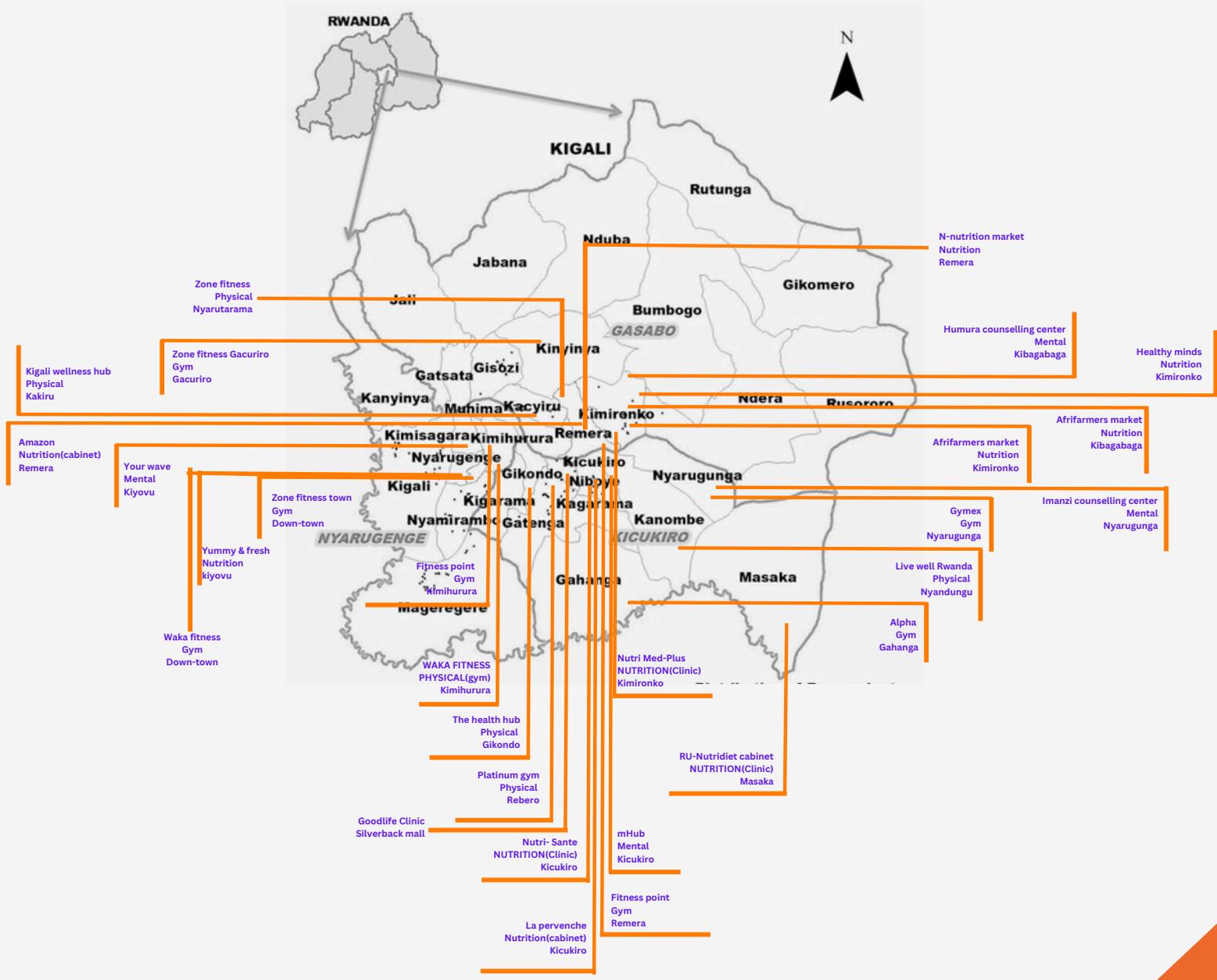
These partnerships reflect Lifesten Health's broader vision: building a preventive health ecosystem where technology, health professionals, and community organizations work together to support healthier lifestyles.

By connecting digital health tools with real-world services and expertise, we are creating pathways that make preventive care more accessible, engaging, and actionable for individuals and organizations.

As we look ahead, partnerships will remain central to our strategy. By continuing to work with governments, global institutions, and ecosystem partners, we aim to expand the reach of preventive health solutions and support healthier communities across Africa and beyond.



OUR COVERAGE IN RWANDA



GLOBAL ENGAGEMENT AND LEADERSHIP

In 2025, Lifesten Health strengthened its position as an emerging voice in preventive health innovation by actively participating in global health, entrepreneurship, and technology forums. These engagements enabled us to contribute African perspectives to global health conversations while building partnerships that support the scaling of preventive healthcare solutions across the continent.

Throughout the year, Lifesten Health was represented internationally by our Co-Founder and CEO, Ogweno Stephen, who participated in high-level events and innovation programs that brought together policymakers, researchers, entrepreneurs, and global health institutions. These engagements provided opportunities to showcase how African-led digital health innovations can contribute to solving some of the world's most pressing health challenges, particularly the growing burden of non-communicable diseases (NCDs).

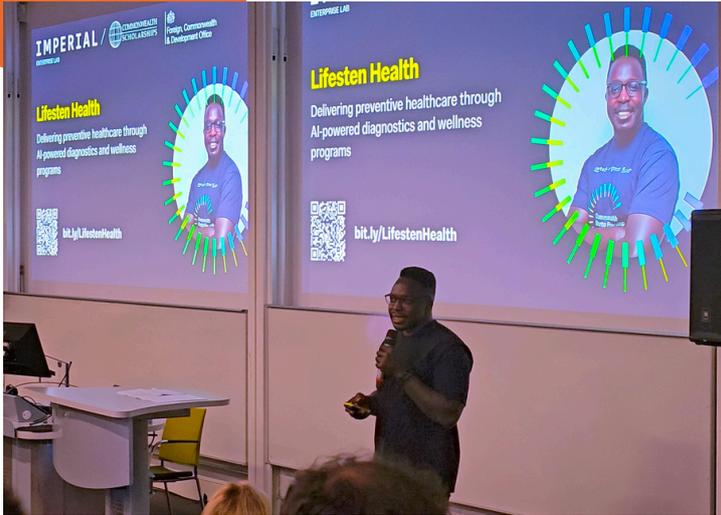
One of the most significant milestones was Lifesten's participation in the **Commonwealth Startup Fellowship**, a global program supporting high-impact startups from across the Commonwealth. Over six months, the program provided advanced training, mentorship, and international exposure, including a two-week intensive bootcamp in Accra and a capstone showcase hosted at Imperial College London.

Through this fellowship, Lifesten strengthened its strategic positioning, refined its business model, and expanded its network within the global innovation ecosystem. Lifesten Health also engaged with global health leaders during the World Health Assembly in Geneva, the highest decision-making forum for international public health. Participation in this gathering allowed the team to connect with global technology companies, health institutions, and policymakers exploring how digital innovation can strengthen health systems and accelerate progress toward universal health coverage.

These global engagements played a critical role in positioning Lifesten Health not only as a technology startup, but as a thought leader in preventive health, advocating for systems that empower individuals to stay healthy through early detection, behavior change, and accessible digital tools.



KEY GLOBAL ENGAGEMENT HIGHLIGHTS IN 2025



Commonwealth Startup Fellowship

- Selected as one of 20 high-impact startups from across the Commonwealth.
- Participated in a two-week intensive bootcamp in Accra, Ghana.
- Completed a six-month program featuring mentorship and masterclasses led by Imperial College London and the Commonwealth Secretariat.
- Presented Lifesten Health at the Capstone Showcase at Imperial College London.

World Health Assembly – Geneva, Switzerland

- Participated in global discussions on digital health innovation and NCD prevention.
- Engaged with leaders from international organizations, technology companies, and global health institutions.
- Contributed insights on the role of AI, behavioral science, and digital engagement in preventive healthcare



Global Entrepreneurship and Innovation Panels

- CEO Ogweno Stephen spoke on the “Entrepreneurship for Development” panel hosted by the Commonwealth Scholarship Commission.
- Shared perspectives on how startups can contribute to health equity and sustainable development across emerging economies.

Through these engagements, Lifesten Health continues to demonstrate that African-led innovation can play a leading role in shaping the future of preventive healthcare globally. By connecting local impact with global knowledge networks, we are building stronger pathways for scaling solutions that improve health outcomes across Africa and beyond.

EVENTS AND COMMUNITY IMPACT

In 2025, Lifesten Health strengthened its commitment to preventive healthcare by engaging communities, institutions, and global stakeholders through a series of impactful events and collaborative initiatives. These engagements were designed not only to showcase innovation but also to demonstrate how digital health tools, behavioral science, and community participation can come together to promote healthier lifestyles across Africa.

BRINGING PREVENTIVE HEALTH TO LIFE AT THE AFRICA HEALTHTECH SUMMIT

One of the year's most significant moments was Lifesten Health's participation in the Africa HealthTech Summit 2025 in Kigali, where we partnered with the World Health Organization (WHO) through the Be Healthy, Be Mobile initiative to create the Be He@lthy Hub, an immersive wellness experience at the heart of the summit. Rather than a traditional exhibition booth, the Be He@lthy Hub was designed as a living demonstration of preventive health in action. The space combined digital health technology, fitness activities, nutrition guidance, mental wellness support, and clinical diagnostics into a single interactive environment.

Over the three-day summit:

- More than 500 participants engaged directly with the wellness hub.
- Over 200 individuals received health screenings, including blood pressure and glucose checks.
- More than 160 participants underwent nutrition assessments with professional guidance.
- 40 individuals received mental wellness consultations from trained counselors.

The experience showed how preventive healthcare can move beyond clinical settings and become an accessible, engaging part of everyday life.





Digital Challenges that Inspire Healthy Habits

To complement on-site activities, Lifesten Health introduced the 5K Steps-a-Day Challenge, a digital wellness initiative powered through the Lifesten app. The challenge invited summit participants to track their daily movement and compete in a friendly, community-driven competition.

The response exceeded expectations:

- Over 3,000 delegates joined the challenge during the summit.
- Participants collectively logged thousands of kilometers in steps.
- The top participant walked an impressive 42 kilometers over three days.



Engaging Communities Beyond the Summit

Beyond large conferences, Lifesten Health continued to engage communities through wellness challenges and digital programs designed to make preventive health accessible and rewarding.

In December 2025, we launched the **“Get in the Zone” Fitness Challenge in partnership with Zone Fitness Rwanda**, encouraging individuals across Kigali to build daily movement habits through a 10-day step challenge tracked on the Lifesten app. Participants competed for rewards including gym passes, discounted memberships, and wellness merchandise.



The initiative reinforced a core belief that drives Lifesten’s work: small, consistent habits , such as walking, exercising, and engaging with health communities , can have a powerful long-term impact on public health outcomes.

LOOKING AHEAD: 2026

As we move into 2026, LifeSten Health is focused on scaling its platform into a comprehensive **preventive health operating system**, one that empowers individuals, organizations, and healthcare providers to proactively manage long-term health and wellness.

Our strategy is built around three core priorities: **platform expansion, strategic partnerships, and deeper integration** of diagnostics and behavioral interventions.

First, we will continue expanding the LifeSten Health platform into a **unified ecosystem** that combines advanced diagnostics, personalized health insights, and structured behavioral programs. While innovations such as transdermal optical imaging AI provide powerful non-invasive health insights, they represent just one component of a broader suite of tools designed to help individuals understand, monitor, and improve their health over time. LifeSten's platform integrates multiple data inputs, from physiological diagnostics to lifestyle behaviors, to generate actionable recommendations that support sustained health improvement.

Second, we are actively pursuing a **white-label strategy** that enables partners, including healthcare providers, insurers, wellness platforms, and enterprise organizations, to deploy LifeSten's preventive health infrastructure under their own brand. This approach allows partners to rapidly offer sophisticated preventive health capabilities without needing to build the underlying technology stack themselves. Through white-label partnerships, LifeSten can scale globally while embedding its preventive health intelligence across diverse ecosystems.

Third, we are investing in the **development of personalized health pathways** that guide users from insight to action. Rather than simply providing diagnostics, LifeSten's platform connects individuals with structured interventions, ranging from lifestyle guidance and habit formation to ongoing health monitoring, creating a continuous loop of assessment, recommendation, and improvement.

Our long-term ambition is to position LifeSten as the operating system for preventive healthcare: a foundational layer that connects diagnostics, behavioral science, digital health tools, and care providers into a single, user-centric platform. By shifting healthcare from reactive treatment to proactive health management, we aim to help millions of individuals build healthier lives while reducing the long-term burden of chronic disease.

In 2026, LifeSten Health will continue expanding partnerships, enhancing its technology platform, and scaling its impact globally, bringing us closer to a future where preventive health is accessible, personalized, and embedded into everyday life.

A FUTURE BUILT ON PREVENTION

The global healthcare system has historically focused on treatment.
But the future of health lies in prevention.
At Lifesten Health, we believe technology can help people understand their health earlier, build healthier habits, and ultimately prevent disease before it begins.

2025 was a year of progress.
The years ahead will be about scale.
Together with our partners, communities, and users, we are building the digital infrastructure for preventive health in Africa.

One scan.
One challenge.
One healthier habit at a time.



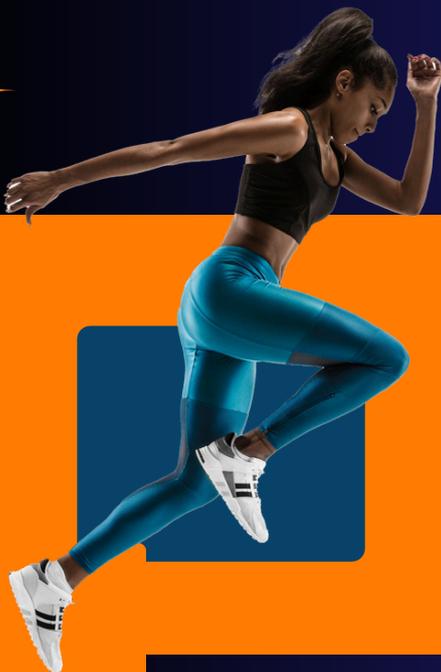


LET'S WORK TOGETHER

www.lifestenhealth.com

lifesten.health@gmail.com

[+250 790 001 248](tel:+250790001248)



NORRSKEN KIGALI HOUSE, RWANDA

+250783666113

+250 790 001 248

lifesten.health@gmail.com

