

The first step for every man becoming a father.

PROBLEM

Male factors make up half of infertility cases, but there's a critical gap in the care men receive.

9 million

Americans face infertility each year¹

50%

of infertility cases due to men²

90%

of men with infertility are unable to find help³

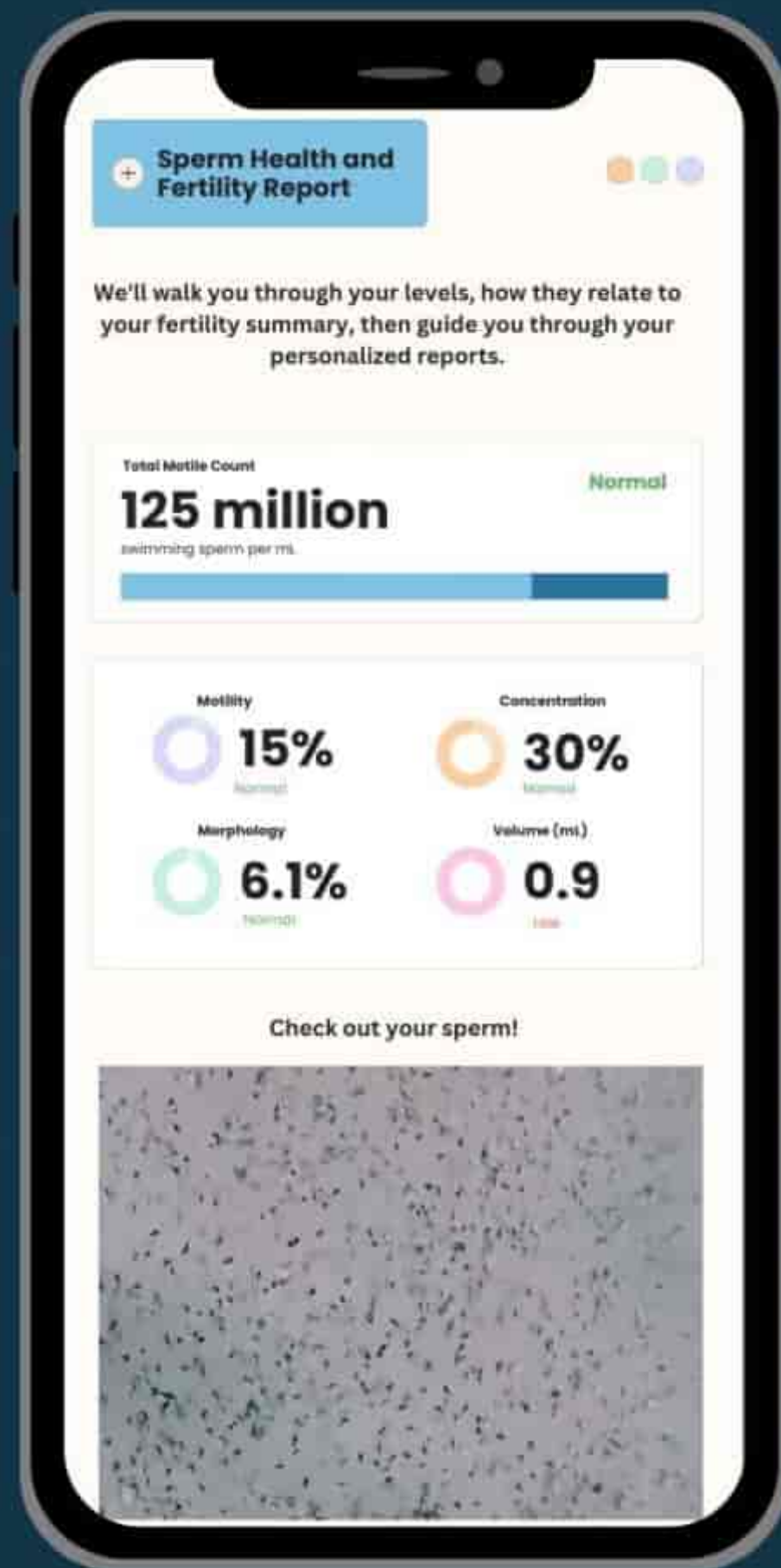
CURRENT STATE

Many men avoid fertility clinics due to discomfort and a lack of supportive improvement programs.

Men eventually end up in a fertility clinic collection room, but it often takes them two years to make the move because of discomfort and stigma.⁴



There are still no comprehensive programs dedicated to helping men improve their fertility.



SOLUTION

Making it easy for men to improve their fertility from the comfort of their home instead of the awkward clinic visit.

HOW IT WORKS

Our app-based approach uses a **test-treat-monitor** model where we can **improve infertility 50% of the time and save more than 22 frustrating months on average.** ✓

1

Test

Get a semen analysis test plus health assessment using our app.

2

Treat

Using the data collected, we develop a care plan and start treatment that includes coaching, supplements, and medications.

3

Monitor

Get the test done again to see how things have improved and hopefully bring sperm health and fertility from abnormal to normal.

TRACTION

MVP tested and established 130+ strong clinician partners ready to refer men to Hera.

Featured in:

AXIOS

FWR
FORT WORTH REPORT

**DALLAS
INNOVATES**

resolve
THE NATIONAL INFERTILITY ASSOCIATION

techstars

125

Patients from 5 clinics
paying in pilot using MVP.

135

Clinicians covering >15K
patients with infertility.

3

Patents pending.



Hera is simple and valuable!

Hera has made it really easy and simple to get answers. I was able to get results in my own home without having to go to a clinic, yet I still have access to highly qualified providers to help me interpret results.

I recommended Hera to a few friends who also want to take control of their health, and I would recommend it to others going forward.



Get your numbers from the comfort of your home.

Easy to order, easy to use, and from the comfort of your home. Quick analysis with nice optical reader. Very satisfied. Recommend to men who want to get a baseline in less than 20 minutes and with great peace of mind when it comes to privacy.



Great service!

The customer advocate at the Hera fertility was excellent. They provided personalized guidance and support at every step of my fertility journey. Their responsiveness and expertise made a significant difference in my experience.

WHY NOW

There's a **disconnect** between the growing infertility crisis and emerging solutions to address the gap in care.

Crisis

Infertility has risen to 1 in 6 people in the past five years, with sperm counts dropping drastically.

Sperm Count in Western Men Has Dropped Over 50 Percent Since 1973, Paper Finds

By Mava Salam

Infertility affects a 'staggering' 1 in 6 people worldwide, WHO says

Solution

Recent advancements in at-home sperm testing technology have improved accuracy, while new research shows that medications like CLOMID® are effective in improving male fertility.

Mail-in sperm testing system just as reliable in predicting male fertility as tests performed in clinic settings

Clomiphene citrate for male infertility: A systematic review and meta-analysis

COMPETITORS

We are more **consumer-friendly and comprehensive** while simultaneously driving superior health outcomes.

We aren't just testing - we're driving informed decisions and improved treatments.

Hera Fertility

Legacy

Posterity

YO

Bastion

At-home testing



Data-driven actionable care



Treatment protocols



Behavioral coaching



Driving health change



GO TO MARKET

Partner with clinics and organizations to directly sell to the leading fertility decision-maker: women. Then leverage early traction to establish retail and DTC consumer channels.

1

Partner with clinics to power their at-home men's testing and care.

Build a strong network of clinics specializing in women's health and fertility, including OBGYNs. Provide options like private labeling and incentives for clinicians for improved adoption and engagement.

2

Partner with organizations to power their at-home men's testing and care.

Offer a private-labelled solution for fertility benefits and health plans, enhancing their value proposition to enterprise clients.

3

Digital marketing - more focus on brand awareness.

Capture the full male fertility market by transitioning to DTC and directly engage men

Transaction-based model for initial package and follow-on services.

1

Initial transaction (100% will buy).

Offer initial package (\$250) for testing and treatment plan.

2

Subsequent / follow on transactions.

- Consultations (\$100-250 per).
- Coaching Programs (\$300 for 6 months).
- Medications or Supplements (\$25-50 per).

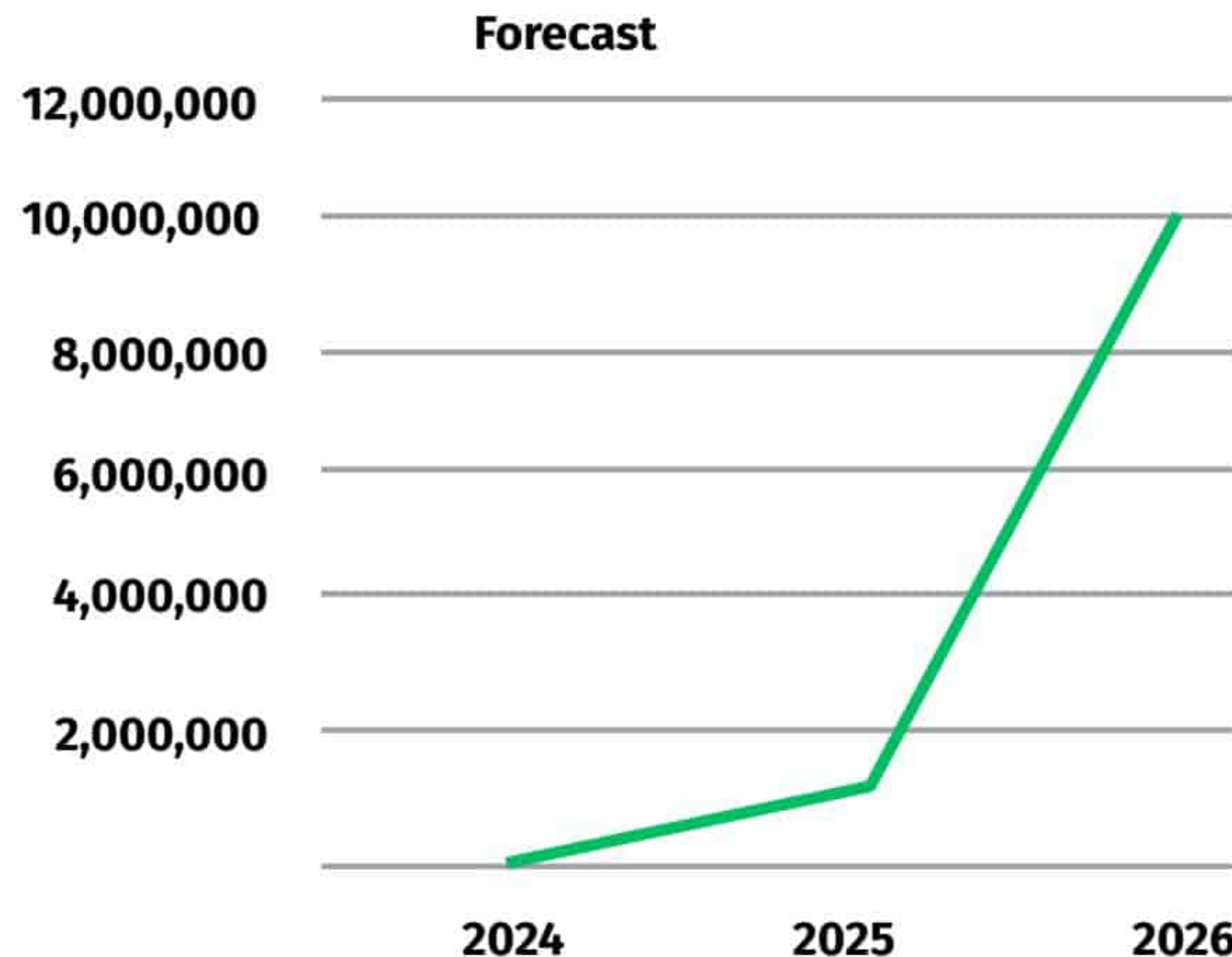
\$375 Average revenue per patient

\$45 CAC

Cash only with opportunity for insurance reimbursement for all areas, resulting in a significant LTV driver.

REVENUE & FINANCIALS

Robust service offering with high patient LTV driving strong projections and profitability at its core.



\$10m

run rate in 2026

2800+

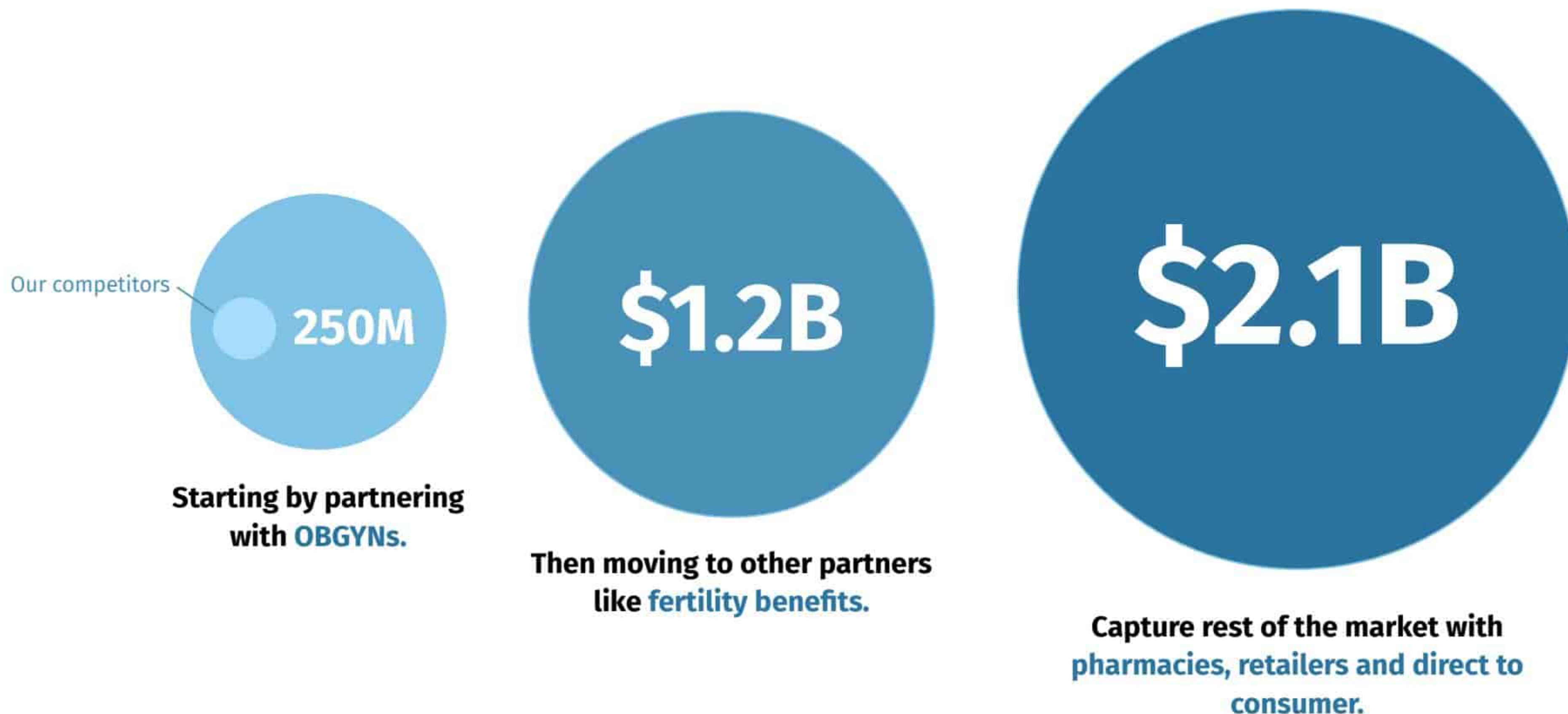
Patients in 2025

60%

Overall margins

MARKET SIZE

Capturing the massive (\$2.1B) and growing (10% y/y) male fertility market.



TEAM

All star team with startup, consumer health, and medical experience.



Thiv Paramsothy

Co-founder & CEO

- 2nd time founder with **a successful exit**
- Built a digital health startup, **sold to 6,000+ clinicians, and exited for \$5 million.**



April Rutter

Co-founder & COO

- **20+ years** leading the top rated fertility clinic in Missouri
- **Board Chair** of ARM-ASRM (Association of Reproductive Managers)



Dr. Darshan Patel

Reproductive Urologist & CSO
5+ years as reproductive urologist and researcher



Dr. Frederick Dzinke

Fertility Clinician (REI)
10+ yrs as a fertility doctor



Dr. Colleen Denny

OBGYN
10+ yrs as ob/gyn



Edward Philip

Technical
10+ yrs building and leading in health tech



Chris White

Sales & Partnership
5+ yrs selling to clinics and businesses



AJ Sivam

Branding
10+ yrs as GTM and branding specialist

FUNDRAISE

We are raising \$1.5 million.

USE OF FUNDS:

- Commercialize MVP of at-home kit to meet 100+ clinician partners.

- Launch a personalized app with improved UI/UX and AI/ML models.

- Secure insurance reimbursement for services and test.

RAISE TO DATE (\$255k):

techstars_
Physical Health
Fort Worth



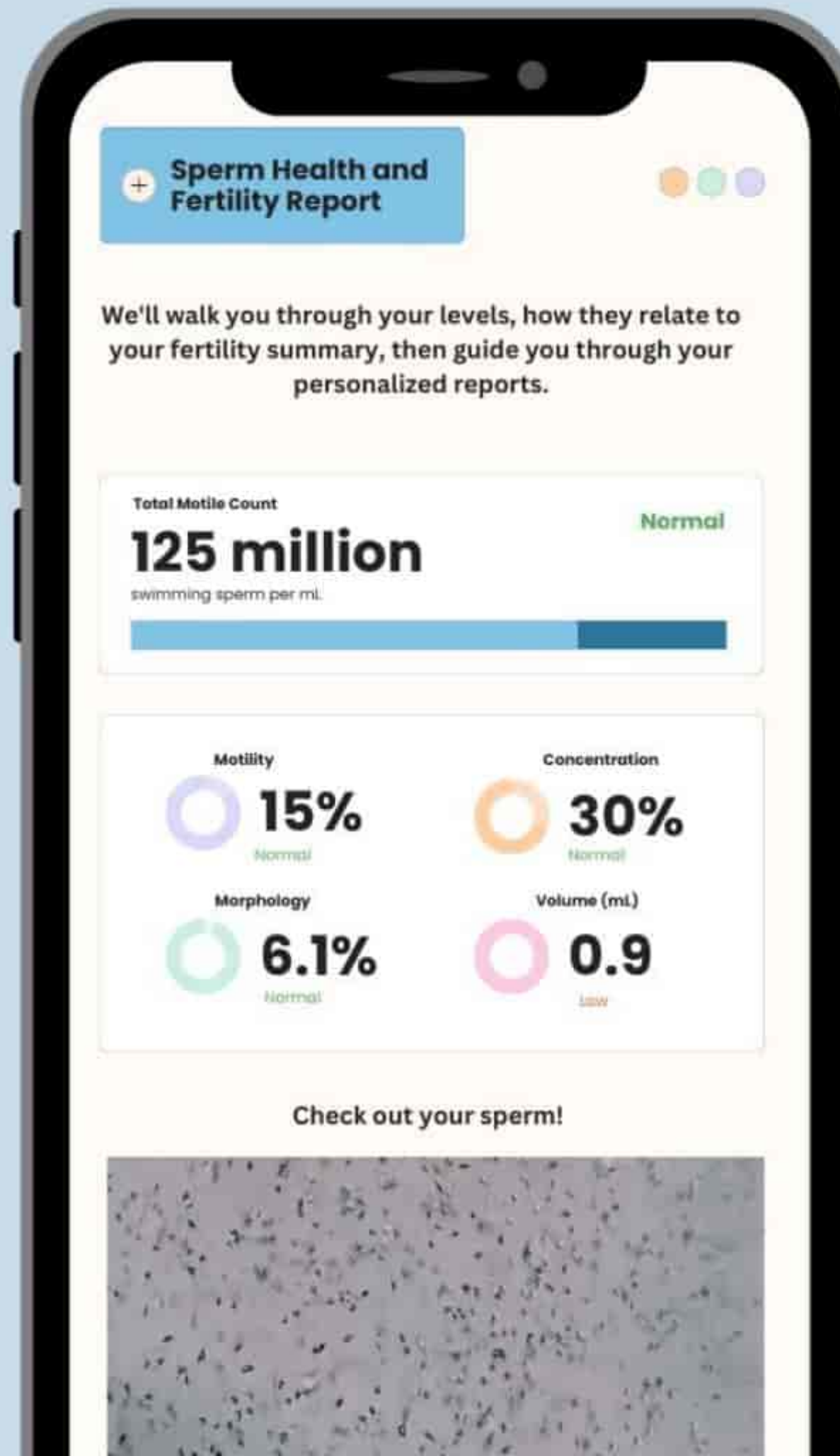
Foundry Square



PagerDuty



The first step for every man to becoming a father.





APPENDIX

APPENDIX

1. <https://www.who.int/news/item/04-04-2023-1-in-6-people-globally-affected-by-infertility>
2. Leslie SW, Soon-Sutton TL, Khan MAB. Male Infertility. [Updated 2024 Feb 25]. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2024 Jan-. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK562258/>
3. Christopher L R Barratt, Christopher J De Jonge, Richard A Anderson, Michael L Eisenberg, Nicolás Garrido, Satu Rautakallio Hokkanen, Csilla Krausz, Sarah Kimmins, Moira K O'Bryan, Allan A Pacey, Frank Tüttelmann, Joris A Veltman, A global approach to addressing the policy, research and social challenges of male reproductive health, Human Reproduction Open, Volume 2021, Issue 1, 2021, hoab009, <https://doi.org/10.1093/hropen/hoab009>
4. Leslie SW, Soon-Sutton TL, Khan MAB. Male Infertility. [Updated 2024 Feb 25]. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2024 Jan-. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK562258>

DREAM

We can be the first giant in men's fertility and health.



Modern Fertility

women's fertility - \$225M exit



Everlywell

women's health - \$1.3B valuation



Maven

women's health - \$1.3B valuation



Hera Fertility

men's fertility and health - ???

FOUNDERS

Exceptional founders in digital health and fertility.



Thiv Paramsothy

Co-founder & CEO

2x founder (1x exit). 10+ years in growth marketing and digital health startups.



April Rutter

Co-founder & COO

20+ years leading a fertility clinic and current chair of the Association of Reproductive Managers (ASRM-ARM)