Evara

Your Menopause Wellness Companion

Support, science, and strength through every phase.

A STRATEGIC OVERVIEW

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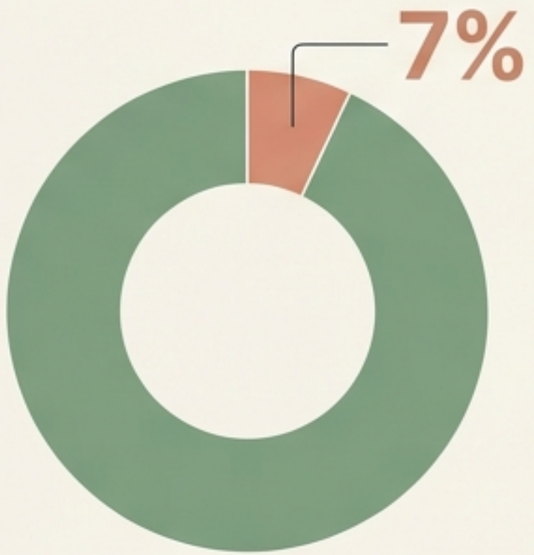
The Billion-Person Blindspot

1.2 Billion

Women globally will be in the **menopause** stage by **2030** (12% of the world population).

- Market Growth: **$17.8B** (2024) to **$24.3B** (2030) at **5.4% CAGR**.
- **25 Million** women enter menopause annually.
- **94%** of revenue currently from dietary supplements, indicating low medical trust.



Only 7% of Femtech funding focuses on menopause.

Insight: Despite a billion-person demographic, menopause remains structurally underserved across medical, digital, and workplace ecosystems.

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The Menopause Gap: A Systemic Failure

The Medical Gap

<20% of OB-GYN residents receive formal training in menopause management.
Result: Frequent dismissal of symptoms and misdiagnosis.

The Workplace Gap

72% of women hide symptoms at work due to stigma.
$1.8B estimated annual productivity loss in the US alone.

The Investment Gap

VC bias favors fertility.
Result: A fragmented market of supplements without holistic digital guidance.

The market is flooded with products but starved for solutions.

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Beyond Hot Flashes: The Triad of Pain

Physical (The Body)

Vasomotor Symptoms (80% of women), Sleep Disruption, Weight Gain & Metabolic Shifts.

Emotional (The Mind)

Anxiety & Panic, Brain Fog (Memory lapses), Identity Shift.

Social / Systemic (The Environment)

Workplace Stigma, Medical Gaslighting, Information Overload.

Menopause is a 34-symptom spectrum affecting the whole body and mind.

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The Faces of the Transition

Sarah, The Executive (47)

Context: High-stakes job. Fears 'brain fog' in meetings.
Pain Point: Hides symptoms to avoid ageism.
Need: Discreet, data-backed support.

Elena, The Homemaker (50)

Context: Overwhelmed by conflicting advice.
Pain Point: Wants simple health advice, not complex graphs.
Need: Education and community.

Maya, The Athlete (45)

Context: Fitness-oriented.
Pain Point: Frustrated by unexplained weight gain and performance decline.
Need: Wearable integration & predictive analytics.

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The Problem Statement

Women going through menopause lack personalized, accessible, and stigma-free digital support that integrates physical tracking, emotional guidance, and expert-backed resources in one place.

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Competitive Landscape

Competitor	Target Audience	Core Features	Pricing	The Gap
Peppy Health	Corporate/B2B	Telehealth & Expert Chat	Employer Funded	Not accessible to individuals; no predictive tracking.
Balance	Mass Market	Symptom Tracking & Content	Freemium	Lacks direct telehealth; community can be overwhelming.
Gennev	US Clinical Patients	Telehealth & Nutrition	High Cost	Expensive; purely clinical (lacks lifestyle)
Maven Clinic	Global Employers	General Family Health	Employer Funded	Menopause is a sub-feature; low personalization
Clue	Period Trackers	Cycle Data	Freemium	Data-heavy; lacks emotional support tools.

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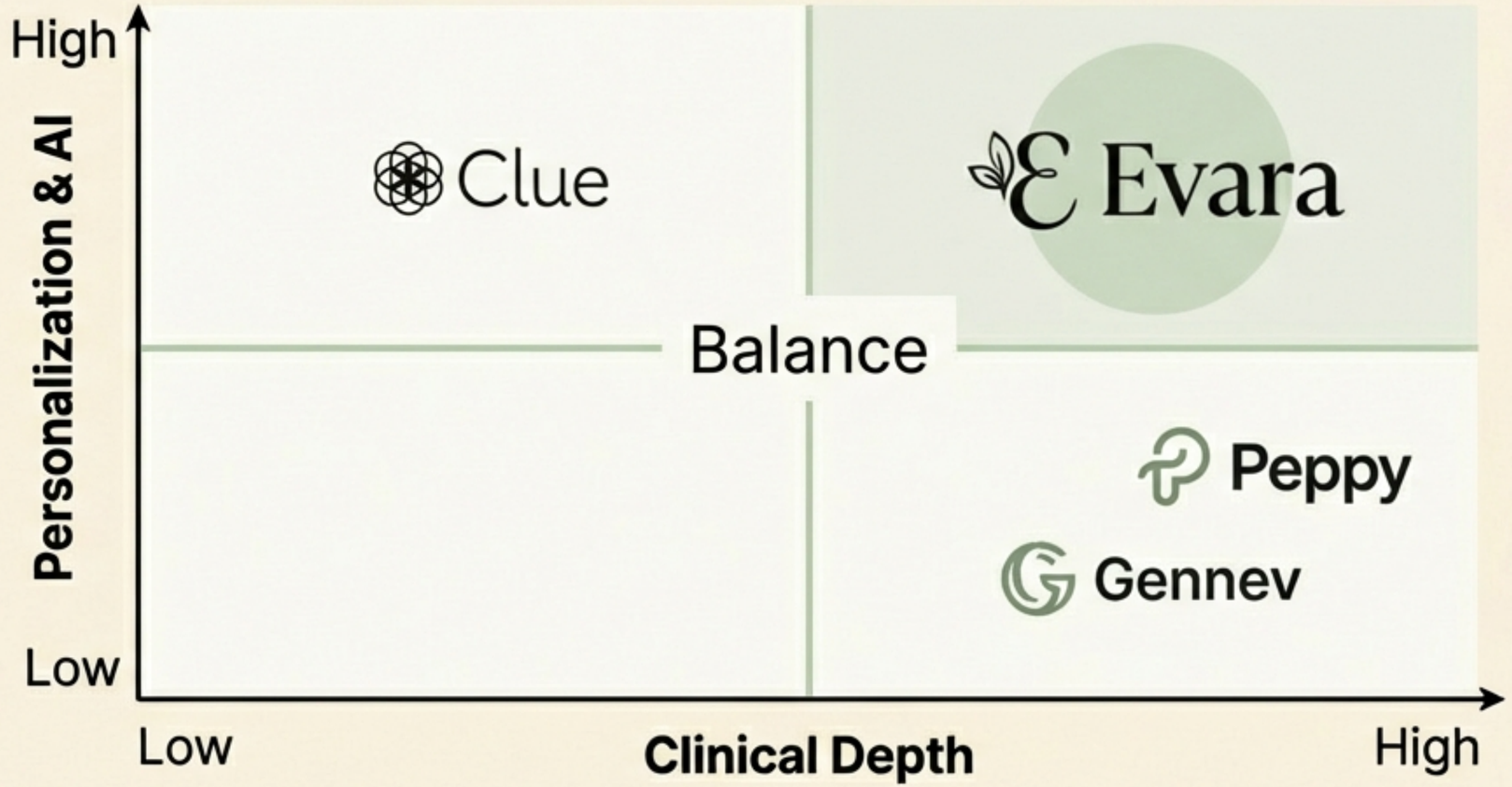
Finding the Wedge



No existing platform combines predictive AI, clinical depth, workplace integration, and lifestyle optimization into a unified experience.

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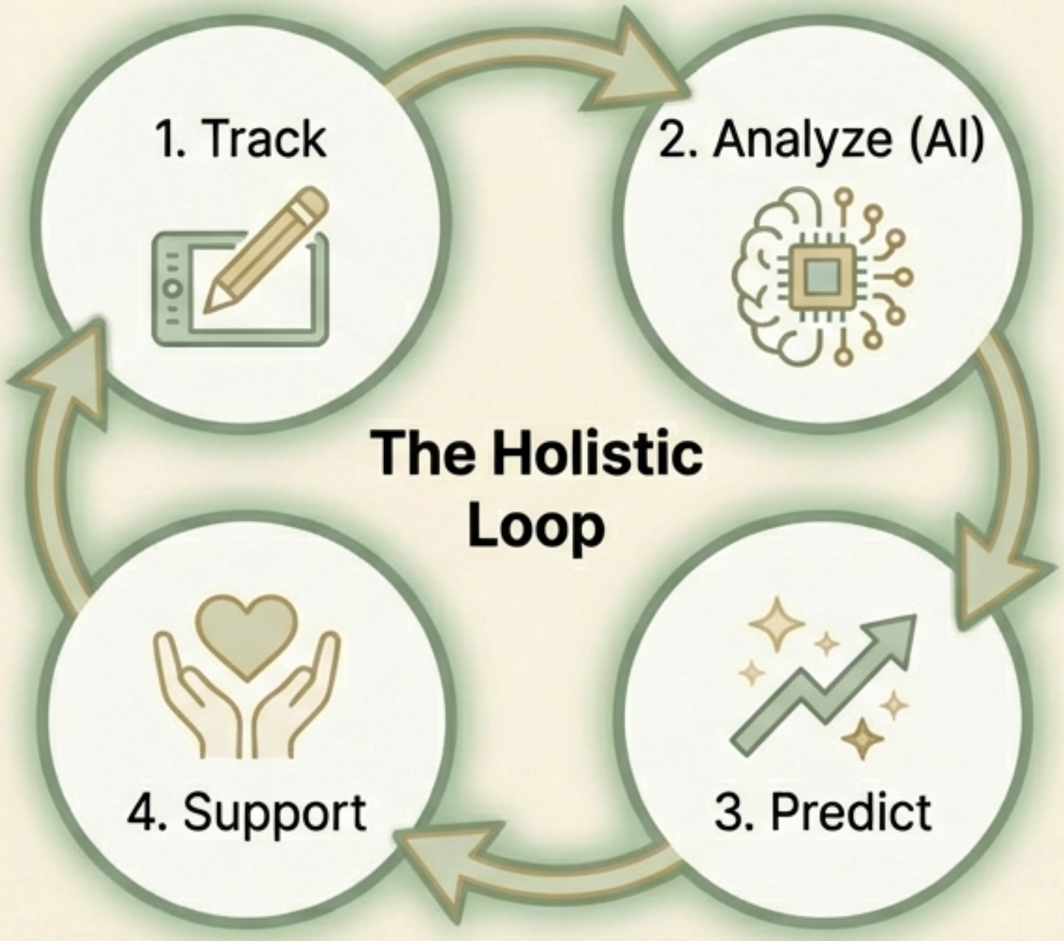
Introducing Evara.

An AI-powered, holistic menopause companion.



Key Differentiators

- **Personalized AI Insights:** Moving from reactive logging to proactive management.
- **Workplace Advocacy Toolkit:** Tools to navigate professional stigma.
- **Hybrid Care Model:** Bridging digital self-care with expert resources.

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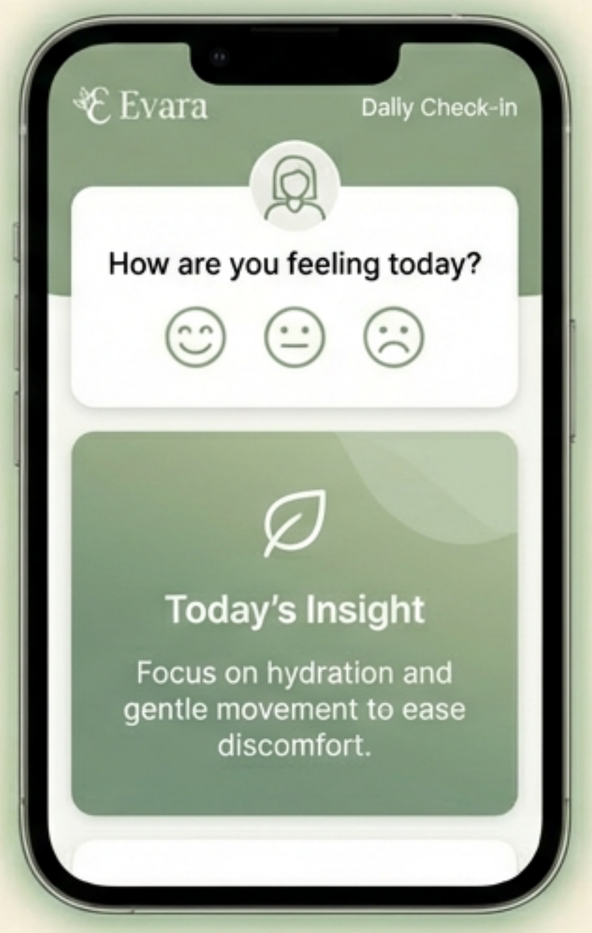
Phase 1: The MVP

Establishing the daily habit loop.

- Smart Symptom Tracker (Daily VMS, mood, sleep)
- Cycle & Stage Estimator
- Educational Library (Expert-vetted)
- AI Chatbot “Evara Guide” (Non-medical advisory)
- Community Forum
- Analytics Dashboard



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AI-Driven Personalization

Core AI Features

Symptom Pattern Detection: Identifying triggers (e.g., caffeine/sleep).

Mood-Risk Prediction: Alerting users to emotional dips.

Smart Nudges: Context-aware meditation or cooling tips.

Workplace Letter Generator: AI-drafted templates for HR requests.

The Guardrails: Responsible AI Framework

AI provides wellness guidance and pattern recognition, not medical diagnoses. All medical queries are triaged to human experts.

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Strategic Roadmap

Phase 1 (MVP)

Core tracking, Content Library, Community, Basic AI Chat.

Phase 2 (Integration)

Wearable Integration (Apple Health/Fitbit), Teleconsultation booking, Nutrition & Meditation modules.

Phase 3 (Ecosystem)

Advanced AI Predictive Modeling, Employer Partnerships (B2B)„ Insurance Integration, Supplement Marketplace.

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Monetization & Revenue Model

Primary Engine: Consumer Subscription (DTC)

- **Freemium:** Basic tracking & community (User Acquisition)
- **Premium:** Advanced AI insights, full content, health reports
- **Pricing:** $15-$30/month (Global)

Secondary Streams (Future)

- **B2B / Employer:** Corporate wellness bulk licenses
- **Marketplace:** Commissions on curated supplements & telehealth referrals

Rationale: Subscription ensures recurring revenue (ARR) and aligns with long-term health outcomes.

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Growth Strategy

Awareness

Partnerships with OB-GYNs, Influencer Doctors (YouTube/IG), SEO for 'symptom search'.

Consideration

Webinars, Community Workshops, LinkedIn targeting for HR.

Conversion

Referral incentives, Free trial of Premium AI features.

Retention

Daily personalized insights, Progress Streaks, Weekly health reports.

Building a sustainable user base through targeted engagement.

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Risks & Mitigation

Risk: Medical Misinformation

Mitigation: Medical Advisory Board vets content; AI guardrails prevent diagnostic claims.

Risk: Data Privacy

Mitigation: GDPR & HIPAA compliance; on-device processing transparency.

Risk: Low Digital Adoption

Mitigation: 'Homemaker' persona accessible UI (high contrast, large text), voice-assisted logging.

Risk: Regulatory Compliance

Mitigation: Classified as wellness tool (not medical device) for MVP; phased SaMD approach.

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