

# Matha

“For all mothers”



### Team Details

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## 1. What problem is your startup aiming to solve?

*Matha* addresses the critical gap in accessible, timely, and trusted medical support for **busy mothers**, particularly those who are expecting, planning to conceive, or caring for newborns. Many mothers find it difficult to visit hospitals or midwives frequently for minor but important health concerns. They often struggle to get reliable medical advice quickly, leading to stress, misinformation, or unnecessary doctor visits. In addition, emotional challenges during motherhood—like isolation, anxiety, and the need for peer support—often go unaddressed. *Matha* aims to solve these problems by offering a **comprehensive, on-demand support platform** that combines medical guidance, emotional support, and community-based care.

## 2. Briefly describe your startup.

*Matha* is a **mobile platform** designed for mothers and aspiring mothers to receive 24/7 medical advice from certified doctors through text or call, schedule discounted appointments, and access personalized pregnancy and infant-care guidance. The app also includes a **community forum** where mothers can share experiences and seek support from peers, and a **curated digest** of articles and expert content to help users stay informed. The experience is tailored to each user's stage in the motherhood journey with weekly tips, reminders, and health tracking features. *Matha* empowers mothers to manage their health and emotions confidently—anytime, anywhere.

### **3. Who are the target users or beneficiaries of your product?**

- **Primary users:**

- Expectant mothers (pregnant women)
- Women planning to conceive
- New mothers with infants (0–12 months)

- **Secondary beneficiaries:**

- Pediatricians, gynecologists, and midwives who wish to offer consultations through a digital channel

**4. Who are your main competitors, and what sets your startup apart from them?**

- **BabyCenter** – Offers articles and forums but lacks real-time medical access.
- **Flo and Ovia** – Focus primarily on menstrual tracking and pregnancy insights, but not live doctor access.
- **Maya** – Includes health tracking and anonymous Q&A, but lacks full doctor integration and maternal community focus.

**What sets *Matha* apart:**

- **24/7 live access to certified doctors** specifically for maternal health
- **Affordable monthly subscription** model for constant support
- **Motherhood-focused community** and emotional wellness tools
- **Personalized, weekly health and self-care tips** for every stage of pregnancy and infant care
- **Dual-sided marketplace:** Doctors also benefit from listing and patient growth opportunities

## **5. How do you plan to generate revenue with your product?**

### **1. Subscription Fees from Mothers**

- Monthly/quarterly/yearly subscription plans for full access to medical advice, content, and tools.

### **2. Appointment Booking Commissions**

- Partner doctors or clinics pay a small fee or percentage per confirmed appointment through the platform.

### **3. Premium Features & Packages**

- Premium care plans for personalized coaching sessions.

### **4. B2B Collaborations**

- Collaborations with maternity clinics, baby product brands, or insurance providers for bundled offerings.

**6. a. Do you already have users for your product?**

We are currently building our early user base through surveys, interest forms, and targeted outreach to mothers and healthcare providers.

**b. If yes, how many of them are paying customers?**

We have not yet launched our monetized version.

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**7. What is the current stage of development for your product?**

We are in the planning stage.

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**8. Have you registered a company for your startup?**

Not yet.



## 9. Why should YGC Season 14 select your team for participation?

Our team combines **technical expertise, user empathy, and real-world problem-solving** to build impactful solutions. We are passionate about improving maternal health access and emotional wellbeing using scalable digital tools. *Matha* directly addresses a widespread but underserved need with a clear business model, growing market, and societal impact. YGC's support will empower us to validate, build, and launch our MVP faster, get mentorship from industry leaders, and turn our vision into a high-impact healthtech startup for women across the country.

**10. Do you intend to continue building a startup based on this product beyond YGC?**

**Yes.** We are fully committed to developing *Matha* into a sustainable, long-term business that transforms how women experience and manage motherhood. We believe in the platform's potential to improve health outcomes, emotional wellbeing, and access to care, especially in regions where such support is limited. YGC will be a launching pad, not the finish line.