

She-Hub*

The Everwell platform for all things related to women's health



*placeholder name

Challenge

The health of women and girls is of particular concern because, in many societies, they are disadvantaged by discrimination rooted in sociocultural factors. For example, women and girls face increased vulnerability to HIV/AIDS.

A healthy community has healthy women at its heart.



Problem 1

Lack of information at one source in an easily accessible manner



Problem 2

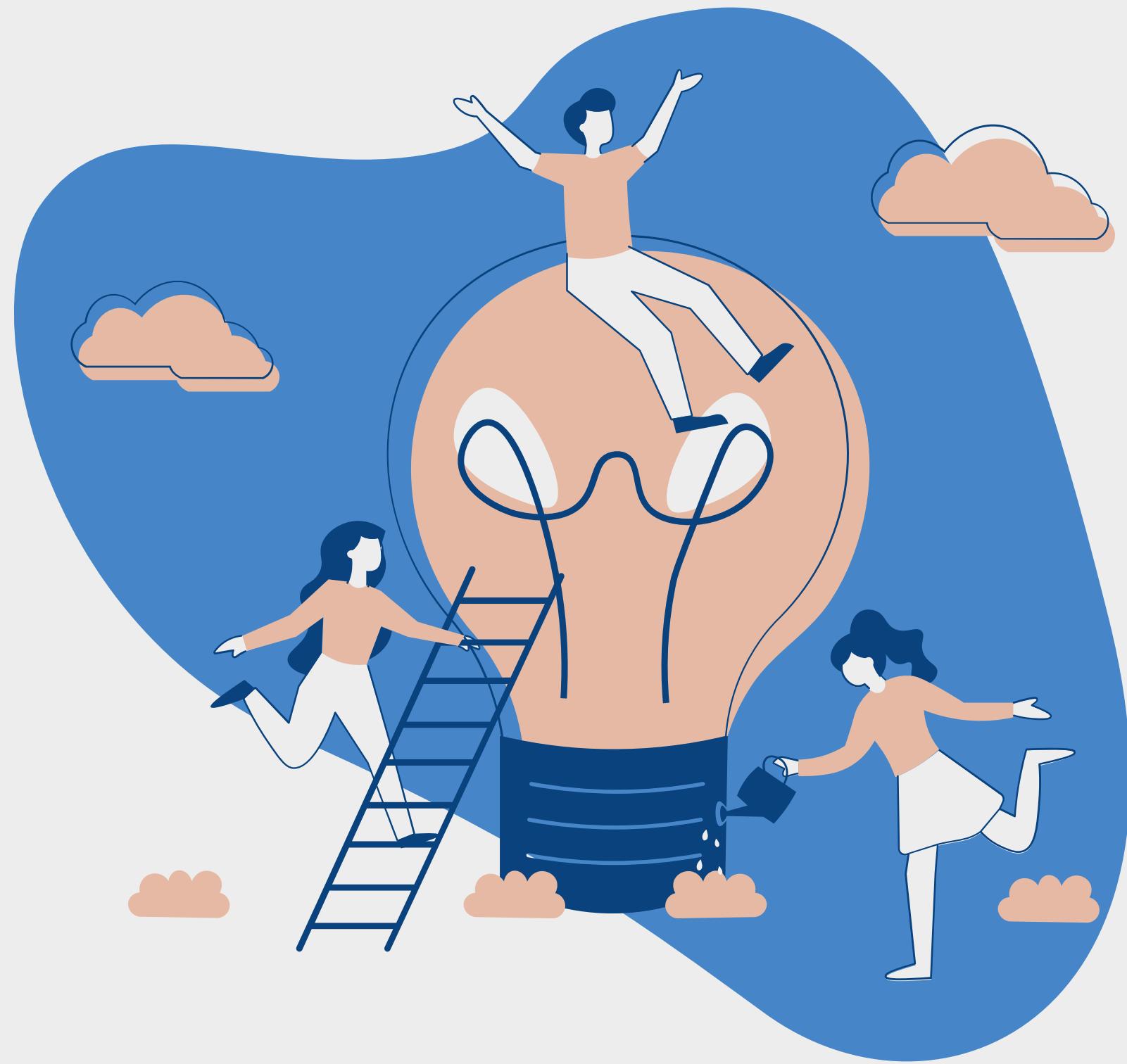
Language plays a vital role in the way women access health. Currently, solutions not being available in vernacular is a serious problem

Problem 3

Lack of supportive and constructive community for women to be a part of to learn from and engage in

Problem 4

Given this lack of supportive and constructive community, women often hesitate to reach out for help in a timely manner



The Utopia

Placing the right to good health
and healthy living back in the
hands of the woman



Product and Service

Introducing She-Hub: Everwell's very own brain child dedicated to ensure better health for all women

Solution 1: Information Center

A one stop, comprehensive women health app that provides women a safe space to explore their health at their pace and understanding

(Starting with breast cancer, cervical cancer, PCOS)

Solution 2: Localized Menstrual Tracker

A menstrual tracker app available in any language for better sexual and reproductive health with personalized notification based on user profile (eg: symptoms checker for a woman closer to menopause). Additional functionality of secure calendar sharing

Solution 3: Community Connection

Access to a community of other women who are going through similar journeys to learn from and be a part of



Target Market

We envision that women belonging to low-middle income communities need these support the most. Thus,

Kusum

A 34 year-old mother of 2, migrant worker living in Dharavi has been experiencing pelvic pain during intercourse, and has observed bleeding from her vagina during non-menstrual days. She is concerned, but does not know what to do

Kamala

A 16 year-old from Chamoli recently hit puberty. She is unaware of what all to expect in the coming years apart from the information her mother provided her. She concludes all menstrual related myths to be the truth



Ali

Kusum's partner--aware of the symptoms that Kusum is facing and wants to do more but is unaware of whom to speak to or which doctor to see. His close confidante brushed it away saying these are "women issues" and will subside soon

Abigale

A 20 year old newly wed in Mombasa, Kenya wants to start her own family in a few years. She wants to make sure she is in the best of health before she takes to motherhood. But with work and managing her home, she wishes there was an easier way to keep track of her health

Opportunity in Numbers

**~600 Million
(India)**

Number of women
in India

~200 Million*
Women who have
access to a smart
phone

2,000
for pilot, phase-1

Direct Competitors

Other Menstrual health apps



Indirect Competitors

Government pregnancy
journey apps



Competitive Advantages & USP



USPs:

- *Comprehensive App and Platform* with validated information on diseases and medical conditions
- *Available in All Languages*
- *Rewards for Engagement*
- *Community Support and Connection*
- *Ability to Report Abuse*
- *Customized Menstrual Tracking* with logs for moods, symptoms and intimacy



Advantage 1: Established presence

In the Indian health-tech ecosystem, Everwell's products have an established footing

Advantage 2: Completely localised

She-Hub will be completely localised for the benefit of all users ensuring better reach and addressing one of the biggest gaps

Advantage 3: Target population

Currently there is no one stop solution like this proposed idea in the target community. Most apps cater to menstrual health alone among city dwellers

Prototype inclusions and build plan

Following features is what we intend to build as a part of the prototype

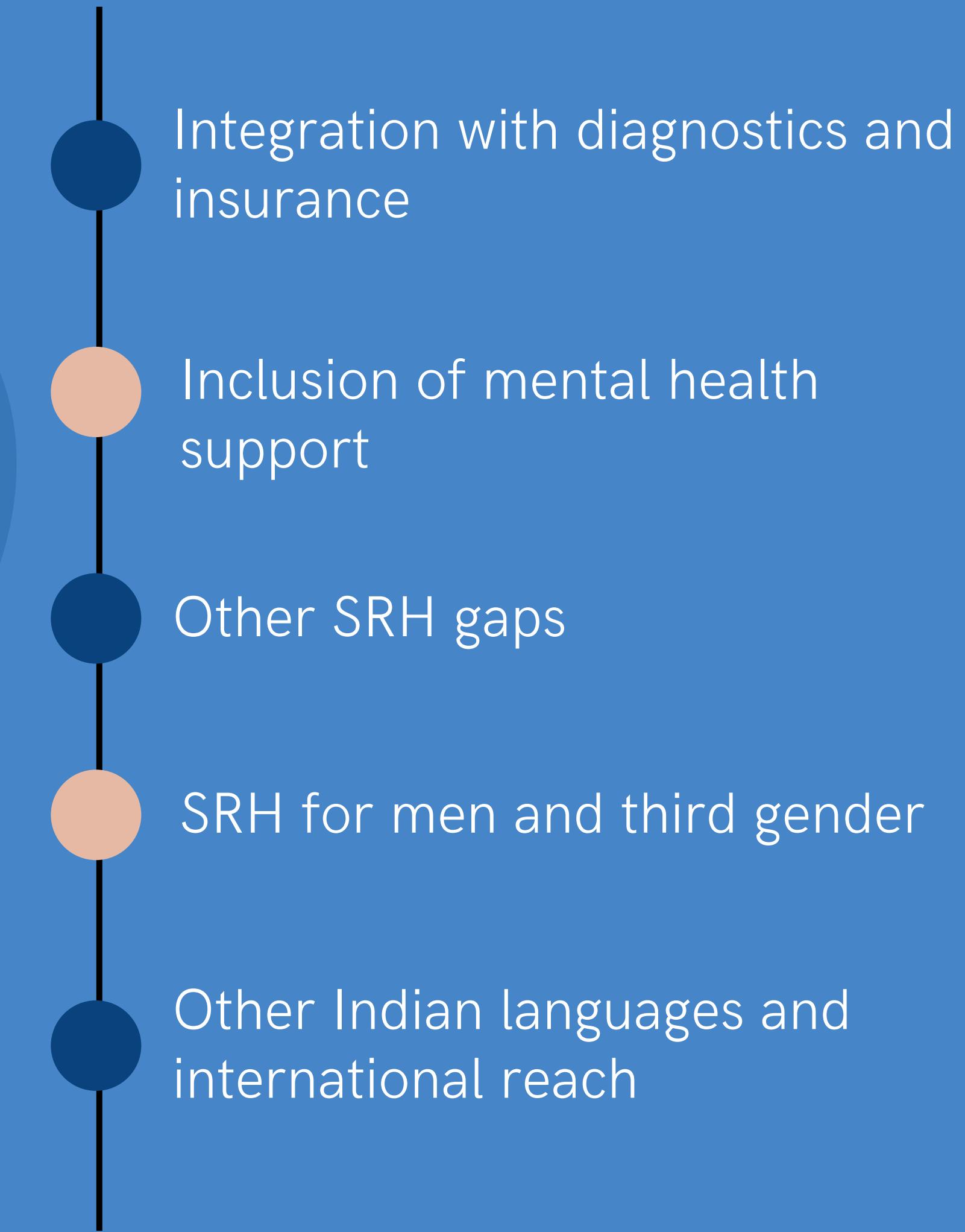
- Link to community engagement based on registration
- Localized, visual menstrual tracker
- Link to information center
- Link to marketplace
- Personalized push notification reminders
- Link to appointment reminder
- Abuse alert and SOS

Tech-Talk

This is how we intend to achieve our goals during the Hackathon

- Vue JS
- Bootstrap, Semantic UI
- Pouch DB

Future Feature Roadmap



Business Model

Paid pilots leveraging existing partnerships--
The Period Fellowship, JHU, FMCH and
other NGOs working in related fields.

Notification to existing women patients to use
this cool new feature designed specifically for
them!

Phase - 2 Income generation (marketplace,
ads, nominal subscription fee for enhanced
features such as secure share with partner)

Phase-3 International rollout and paid pilots

The Team



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