



**MenoCare**

Your Wellness Journey Partner

**MenoCare**

# **Smart Women's Health Companion**

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October 2024



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# Agenda

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- 1、 Problem Statement
- 2、 Mission and Vision
- 3、 Product Value
- 4、 Development Plan
- 5、 Market Prospects

# Problem Statement

## The Challenge

- **1.2 billion** women worldwide will be in menopause by 2030
- **75%** experience disruptive symptoms, only 36% seek professional help
- **80%** report inadequate healthcare support
- Average menopause duration: **7-14 years**

## Key Issues

- Limited access to specialized healthcare
- Lack of reliable information and support
- Significant impact on quality of life and work performance
- High healthcare costs and productivity losses
- Insufficient digital solutions in the market

Source: WHO Women's Health and Aging Report (2021); Study published in the journal "Menopause" (2021); Study from the Journal of Women's Health (2019)

# Vision & Mission

## Vision

To become the world's leading digital health platform for menopausal women, empowering them through technology-driven solutions.

## Mission

- Provide personalized digital health management tools
- Deliver data-driven insights and recommendations
- Create a supportive community for menopausal women
- Bridge the gap between women and healthcare providers

# Product Value

## Comprehensive Health Tracking

Mood and emotional well-being  
Sleep quality monitoring  
Symptom tracking  
Diet and lifestyle logging

## Smart Analysis

AI-powered health insights  
Personalized recommendations  
Progress visualization  
Early warning system

## Professional Support

Expert consultation access  
Educational resources  
Community support  
Healthcare provider connectivity

## MVP

<https://menocaretest-kwj7u2bolxeaqqgabemzuho.streamlit.app/>

Frontend: Python Streamlit  
Backend: Gemini Flash 1.5 with Prompt Engineering

Function:

- Mood, sleep, symptoms monitoring and health insights
- Diet and lifestyle logging and suggestions
- Progress visualization

# Development Plan

## Foundation (Year 1)

- Launch core app features
- Build initial user base
- Establish key partnerships
- Validate business model

## Growth (Year 2-3)

- Expand feature set
- Integrate wearable devices
- Scale user acquisition
- Develop premium services

## Expansion (Year 4-5)

- International market entry
- Advanced AI capabilities
- Ecosystem development
- Industry leadership

# Market Prospects

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## Market Opportunity

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Global digital health market growing at **20%** annually      Increasing healthcare spending in target demographic  
Women's health market valued at **\$50B+**      Rising demand for digital health solutions

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## Business Model

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### Revenue Streams

Freemium subscription model  
Telemedicine services  
Partnership programs  
Data insights monetization

### Growth Potential

Projected user growth: **200%** annually  
Expected market penetration: **15%** within 3 years  
Estimated revenue growth: **150%** year-over-year  
Break-even projected in **Year 3**