

Selene - Every body reacts differently

Predictive Contraceptive Matching & Simulation

Choosing a birth control pill today is guesswork. Doctors prescribe based on broad guidelines, women endure months of trial-and-error, and millions quit or switch due to side effects they never needed to experience.

Selene fixes the first decision and shows you what comes next.

We built a matching engine that takes a woman's baseline profile age, cycle history, body composition, known sensitivities, lifestyle factors and does two things:

- 1. Match.** Predict which hormonal contraceptive formulation is most likely to work for her, and which ones to avoid, delivered as a personalized compatibility score for each available pill.
- 2. Simulate.** For any given formulation, generate a projected timeline of how her body is likely to respond over the first 12 months expected cycle changes, probable side-effect windows, and when stabilization typically occurs.

Our models are trained on population-scale outcome data: reported side effects, discontinuation patterns, and cycle behavior across thousands of real women on real formulations.

One input. A recommendation and a forecast. Zero trial-and-error.

The simulation turns an invisible, anxiety-inducing process into something a woman can anticipate and prepare for reducing unnecessary discontinuation and building trust in the choice she made.

As the platform matures, optional integrations wearable biometrics, symptom tracking can refine predictions over time. But the core value is delivered upfront, at the moment the decision matters most.

For whom: Women choosing or switching contraceptives. Prescribing clinicians who want data-backed guidance.

How it wins: No hardware required. No daily logging. A smarter starting point and a window into what to expect.

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Business Analysis & Go-to-Market Strategy

1. TAM / SAM / SOM

TAM - Total Addressable Market

~\$20B

The global oral contraceptive pill market was valued at ~\$19.85B in 2024 and is projected to reach \$38B+ by 2033 (CAGR ~7.5%). The broader FemTech market sits at ~\$40-60B depending on source, growing at 14-16% CAGR. Selene's TAM encompasses every woman globally who uses or considers hormonal contraception, roughly 150M+ oral contraceptive users worldwide.

SAM - Serviceable Available Market

~\$1.8B

Women aged 18-35 in North America and Europe who actively use digital health tools and are choosing, switching, or dissatisfied with their current pill. North America alone accounts for ~37% of the contraceptive pill market (~\$6B), and Europe ~35% (~\$6.4B). Studies show ~48% of women discontinue or switch due to side effects. The digital health-savvy subset of these switchers/new users represents our SAM.

SOM - Serviceable Obtainable Market

~\$18-45M (Year 1-3 target)

Capturing 1-2.5% of the SAM through direct-to-consumer subscription and B2B partnerships with telehealth contraceptive providers (Nurx, Hers, Ro). At a \$10-15/month subscription or a per-recommendation licensing fee, 100K-250K active users in Year 1-3 would place us in this range.

2. Competitor Analysis

Direct Competitors

Company	What They Do	Gap
Flo Health (London, \$1B valuation)	Cycle tracking, AI predictions, health content. 380M+ downloads.	Tracks your cycle. Does NOT recommend which pill to take or simulate side effects.
Clue (Berlin, \$30M+ raised)	Science-first cycle tracker with symptom logging.	Same gap - tracks what's happening, never tells you what to choose.
Natural Cycles (Stockholm, FDA-cleared)	BBT-based fertility awareness contraception.	An <i>alternative</i> to the pill, not a matching engine for it.
Adyn (Seattle)	Blood test → birth control recommendation.	Closest competitor. But requires a physical test kit (\$249+), limiting accessibility and scale. Hardware dependency = adoption barrier.
The Lowdown (UK)	Crowdsourced contraceptive reviews + doctor consultations.	Review aggregator, not a predictive engine. No personalized matching or simulation.

Indirect Competitors

Company	Relevance
Hims & Hers / Ro / Nurx	Telehealth contraceptive prescribing - potential <i>partners</i> , not threats. They prescribe but don't optimize the choice.
Planned Parenthood (Spot On app)	Basic pill reminder & tracker. Educational, not predictive.

Key Insight

Nobody does what Selene does. Existing apps either track your cycle (Flo, Clue), replace the pill (Natural Cycles), or prescribe without personalizing (telehealth). None predict how a specific formulation will affect a specific woman, and none simulate the body's response over time.

3. Competitive Matrix

Feature	Selene	Flo	Clue	Natural Cycles	Adyn	The Lowdown
Pill matching / recommendation	✓	✗	✗	✗	✓	✗
Side-effect simulation	✓	✗	✗	✗	✗	✗
No hardware required	✓	✓	✓	✗ (thermometer)	✗ (blood test)	✓
AI-driven predictions	✓	✓	✓	✓	✗	✗
Cycle tracking	v2	✓	✓	✓	✗	✗
Formulation-specific insights	✓	✗	✗	✗	✓	Partial (reviews)
No daily logging required	✓	✗	✗	✗	✓	✓
Accessible price point	✓	Freemium	Freemium	~\$100/yr	\$249+	Free/consult

Selene's unique position: AI-powered pill matching + body simulation, no hardware, no daily effort.

4. Go-to-Market Strategy

Guiding Principle

The product is built for the consumer. The revenue comes from the system around her. We grow the user base fast by making Selene free, then monetize through the providers who serve those users.

Phase 1 Hackathon → Proof of Concept (Month 0-3)

- Launch demo with public datasets (WebMD reviews, FAERS, Kaggle cycle data)
- Build landing page with waitlist: "Find your pill match in 5 minutes - free"
- Target early adopters through TikTok/Instagram (birth control side-effect content is already viral, millions of views)
- Partner with 2-3 reproductive health influencers for validation
- Goal: 10K+ waitlist signups = proof of consumer demand to show B2B partners

Phase 2 Free Consumer Launch + First B2B Deals (Month 3-9)

- Launch free web app: full matching + simulation for every user, no paywall
- Optional paid report (\$14.99) for a detailed PDF to bring to your doctor
- Content marketing: SEO-optimized blog ("best pill for acne," "birth control that doesn't cause weight gain")
- Simultaneously: approach 3-5 telehealth providers (Hers, Nurx, Ro) with user traction data as proof of demand
- Sign first B2B API licensing deals
- Goal: 50K+ free users, 2-3 signed B2B partners

Phase 3 B2B Scale + Clinical Integration (Month 9-18)

- White-label API live with telehealth partners - Selene powers their prescribing intelligence
- Employer health benefit integration (same playbook as Maven Clinic / Progyny)
- OB-GYN practice partnerships: Selene as a clinical decision support tool
- Expand into EU markets (strong regulatory support + contraceptive access infrastructure)
- Goal: 200K+ free users, 5-10 B2B partners, \$1M+ ARR

Phase 4 Platform Play (Month 18+)

- Add optional wearable integration (Oura, Apple Watch) for cycle refinement
- Daily diary for longitudinal personalization
- Expand beyond pills: patches, rings, IUDs, full contraceptive matching
- Proprietary dataset becomes the moat, no competitor can replicate it without the user base

5. Business Model

Core Philosophy

The decision of what goes into a woman's body should belong to her, not to a prescriber working off broad guidelines and 10-minute appointments. Selene puts the match and the forecast directly in the consumer's hands. She walks into the consultation already informed, already confident, and already holding a data-backed recommendation.

How It Works

1. **The woman** visits Selene (web or app) enters her profile and receives her full match + simulation for free.
2. **The prescriber** (telehealth platform, OB-GYN practice, clinic) integrates Selene's engine into their workflow and pays for it.

The prescriber benefits because better matching = fewer side-effect complaints, fewer method switches, higher patient retention, and lower support costs. Selene doesn't replace the doctor. It arms the patient *and* the provider with the same intelligence.

Revenue Streams

Stream	Model	Pricing	Timeline
B2B API Licensing	Per-recommendation or monthly license to telehealth providers	\$2-5/recommendation or \$5K-25K/mo	Phase 2
Clinical Decision Support SaaS	Monthly subscription for OB-GYN practices & clinics	\$200-500/mo per practice	Phase 3
Employer Health Benefits	Per-employee-per-month (PEPM)	\$1-3 PEPM	Phase 3
D2C One-Time Report (optional)	Premium detailed report + PDF for doctor visit	\$14.99-29.99 one-time	Phase 2
Data Insights (anonymized, aggregated)	Research partnerships with pharma	Custom contracts	Phase 4

Primary Model: B2B API Licensing

- **Free for consumers:** Full match + simulation. No paywall. The woman always gets her answer.
- **Paid by partners:** Telehealth platforms (Hers, Nurx, Ro), clinics, and employer benefit programs integrate Selene into their prescribing workflow and pay per use or per license.
- **Optional D2C upsell:** A detailed downloadable report (\$14.99) for women who want a formatted PDF to bring to their own doctor, not required, but available.

6. Product-Solution Fit

The Problem

- 48% of women switch or discontinue contraception due to side effects
- 73% of women who switch cite side effects as a primary reason
- The average woman tries 3+ contraceptive methods in her lifetime
- 43.6% of hormonal contraceptive users report mood changes
- There is no clinical tool that personalizes the pill decision upfront
- Doctors prescribe based on broad guidelines, not individual prediction

The Solution

Selene takes a woman's baseline profile and using population-scale outcome data delivers two things:

1. **A match:** which formulation is most compatible with her body
2. **A simulation:** a projected timeline of how she'll likely respond over 3-6 months

Why It Works

- Eliminates trial-and-error → reduces time-to-fit from months to minutes
- Gives women agency over a decision currently made for them
- Gives doctors a data-backed starting point instead of guesswork
- Reduces unnecessary discontinuation → fewer unintended pregnancies

7. Product-Market Fit Indicators

Demand Signals

- "Birth control side effects" → 100K+ monthly Google searches
- Birth control TikTok content → billions of cumulative views
- r/birthcontrol → 150K+ members actively asking "which pill should I try?"
- Flo Health hit \$1B valuation in 2024, proving women will pay for reproductive health tech
- 65% of US women aged 15-49 use contraception; 12.6% specifically use oral pills
- Telehealth contraceptive providers (Hers, Nurx) are scaling rapidly but still don't personalize the *which pill* decision

Underserved Need

Women are actively seeking this tool. They search for answers on Reddit, TikTok, and forums because *it doesn't exist yet as a product*. Selene turns an unstructured, emotional, community-driven search into a structured, data-driven recommendation.

8. Unit Economics

B2B API Model (Primary)

Metric	Value	Notes
Per-recommendation fee	\$2-5	Charged to telehealth partner per unique user match
Monthly platform license	\$5K-25K	Volume-based tiers for larger partners
Annual contract value	\$60K-300K/yr per partner	Depends on partner size and volume
Gross margin	~90%+	Pure software, no COGS beyond compute
Sales cycle	2-6 months	Enterprise health-tech standard
Target partners Year 1	3-5	Telehealth prescribers + 1-2 clinic networks

D2C Report Model (Secondary)

Metric	Value	Notes
Report price	\$14.99-29.99	One-time, optional premium PDF
Conversion rate (free → paid report)	~3-5%	Conservative for health tools
Customer Acquisition Cost (CAC)	~\$5-10	Content + influencer marketing (core product is free, so top-of-funnel is wide)
Gross margin	~95%	Digital delivery only

Why B2B-First Works Better

The economics of a consumer subscription don't hold without recurring value (no wearables, no daily tracking = no reason to pay monthly). But B2B flips the equation:

- **Telehealth providers** spend heavily on customer retention. Every time a patient switches pills due to side effects, the platform risks losing her entirely. Selene reduces churn at the prescriber level, that's worth \$2-5 per patient easily.
- **Clinics** save consultation time. Instead of 15 minutes of "let's try this and see," the doctor starts with a data-backed recommendation. More patients per day, better outcomes.
- **The consumer gets the full product for free**, which means the funnel is massive, adoption is frictionless, and the dataset grows fast.

Summary

Element	Selene
TAM	~\$20B (global oral contraceptive market)
SAM	~\$1.8B (digital-savvy women switching/choosing pills in NA + EU)
SOM	~\$18-45M (Year 1-3, via B2B partnerships)
Differentiator	Only product that matches + simulates. No hardware. Instant value.
Core principle	The consumer gets the product for free. The prescriber pays for the intelligence.
Business model	B2B API licensing + clinical SaaS. Free for consumers.
Gross margin	90%+
GTM	Free consumer product builds demand → B2B partners pay to integrate the engine

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