

Selene

Every body reacts differently.

Predictive Contraceptive Matching & Simulation

The Problem

Choosing a birth control pill is guesswork.

48%

of women switch or stop
due to side effects

3+

methods tried by the
average woman

0

tools exist to personalize
the pill decision upfront

"Side effects were the most common reason for discontinuing the pill."

— CDC National Survey of Family Growth

The Solution

Selene does two things.



Match

Predict which pill formulation is most compatible with her body, and which ones to avoid.

Personalized compatibility score for each available pill.



Simulate

Project how her body will likely respond over the first 3-6 months on a given formulation.

Expected cycle changes, side-effect windows, stabilization timeline.

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

How It Works



Profile

Age, cycle history, body composition, sensitivities, lifestyle factors

AI Engine

Trained on population-scale outcome data: side effects, discontinuation, cycle behavior

Match + Simulate

Compatibility scores for each formulation + projected body response timeline

Data Sources

FDA FAERS (adverse events) | WebMD contraceptive reviews | Drug review datasets | Menstrual cycle datasets

Market Opportunity

TAM

~\$20B

Global oral contraceptive market

SAM

~\$1.8B

Digital-savvy women choosing/switching
pills (NA + EU)

SOM

~\$18-45M

Year 1-3 via B2B
telehealth
partnerships

FemTech market: ~\$40-60B (2024), growing 14-16% CAGR. Flo Health reached \$1B valuation tracking cycles alone.

Competitive Landscape

Feature	Selene	Flo	Clue	Natural Cycles	Adyn
Pill matching	✓	✗	✗	✗	✓
Side-effect simulation	✓	✗	✗	✗	✗
No hardware required	✓	✓	✓	✗	✗
No daily logging	✓	✗	✗	✗	✓
Free for consumers	✓	Freemium	Freemium	~\$100/yr	\$249+

Key Insight

Nobody does what Selene does. Existing apps track your cycle or replace the pill. None predict how a specific formulation will affect a specific woman.

Business Model

The woman owns the decision. The system pays for the intelligence.



For the Consumer

Completely free.

Full match + simulation.

No paywall. No subscription.

She gets her answer, always.



For the Partner

B2B API licensing.

Telehealth providers pay
\$2-5/recommendation or
\$5K-25K/mo platform license.

Better matching = fewer switches = higher retention for prescribers. Selene saves them money.

Go-to-Market

Phase 1

Month 0-3

Prove Demand

Hackathon demo + waitlist.
Viral content on TikTok/IG.
10K+ signups.

Phase 2

Month 3-9

Free Launch + B2B

Free consumer app live.
First telehealth API deals.
50K+ free users.

Phase 3

Month 9-18

Scale

5-10 B2B partners.
Clinical integration.
\$1M+ ARR.

Phase 4

Month 18+

Platform

Wearables, journaling.
Expand beyond pills.
Proprietary dataset = moat.

Unit Economics

Year 1

\$360K ARR

3 telehealth partners
@ \$10K/mo avg

Year 2

\$1.26M ARR

5 partners + 2 clinic
networks @ \$15K/mo

Year 3

\$5M+ ARR

10+ partners + employer
benefits + data deals

90%+

Gross Margin

\$2-5

Per-Recommendation Fee

\$60-300K/yr

Contract Value

\$0

Hardware Cost

Selene

Every body reacts differently.

Know before you take.