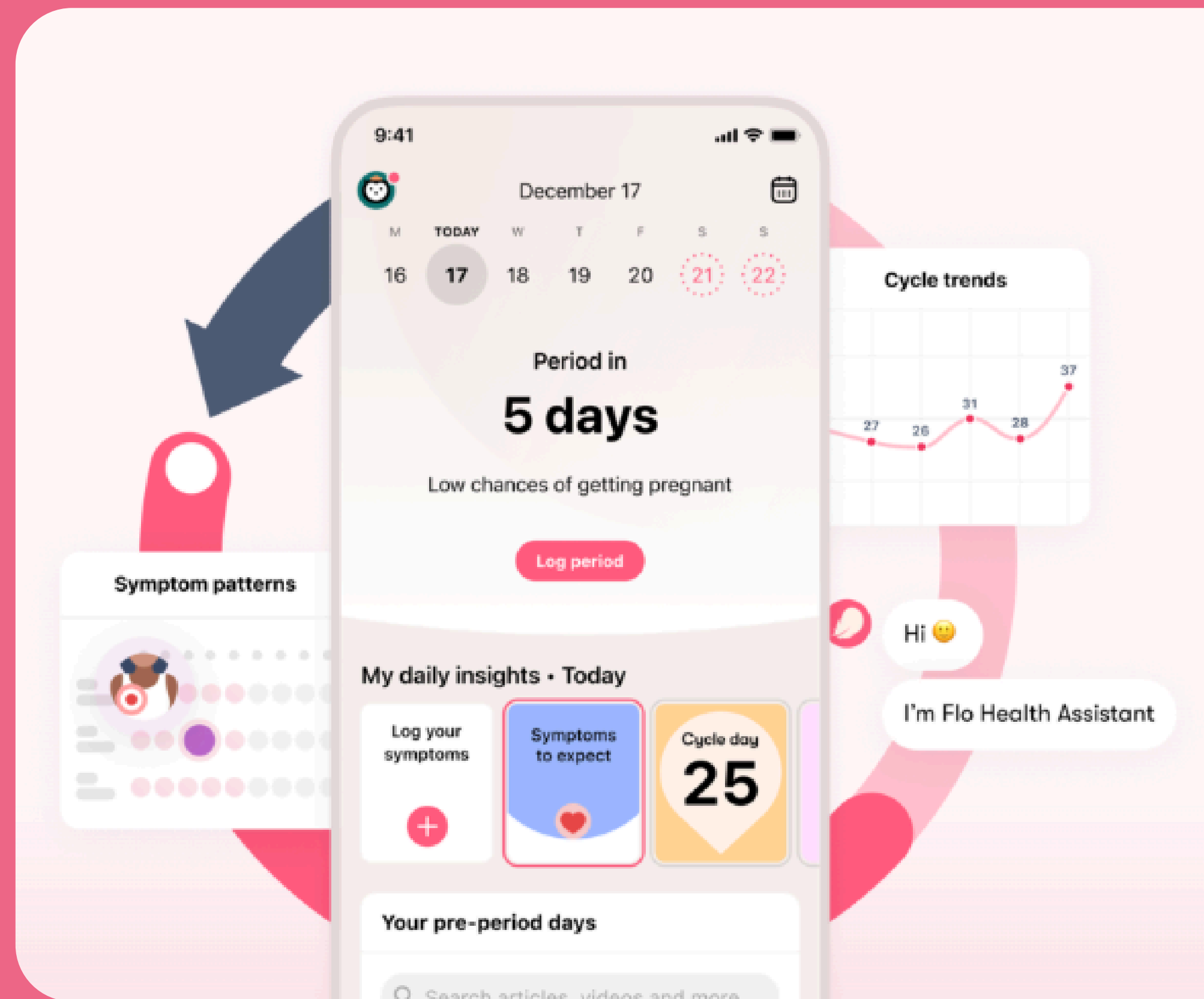




The AI-Powered Women's Health Companion



Key Features

- AI-driven cycle forecasts (claimed **90%+ accuracy**)
- **70+ health symptoms** tracked (mood, pain, sleep, etc.)
- **Anonymous Mode** for privacy-conscious users

Social Impact

- **11M+ free Premium subscriptions** provided
- Research partnerships (Mayo Clinic, **UN Population Fund**)
- **22 languages** supported globally

Business Model

- **Freemium structure** (Ads + Premium subscriptions)
- **Premium features:** \$9.99/month or \$39.99/year
- **85% user recommendation rate**

Executive Summary

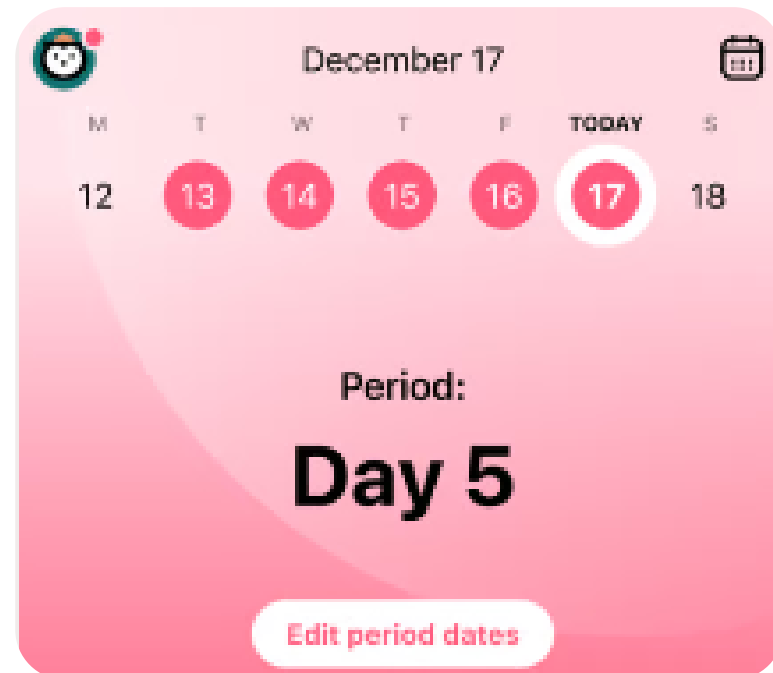
Flo is the world's leading women's health app, combining AI-powered cycle tracking with medical expertise to support 380M+ users. It offers personalized insights across all reproductive stages - from periods to pregnancy to menopause - using doctor-verified health content and accurate predictions. More than just a tracker, Flo provides a complete health ecosystem with educational resources, symptom analysis, and a private community, all while maintaining strong data privacy protections and partnerships with medical institutions like Mayo Clinic.





A guide to AMH and its role in reproductive health

May 02, 2025

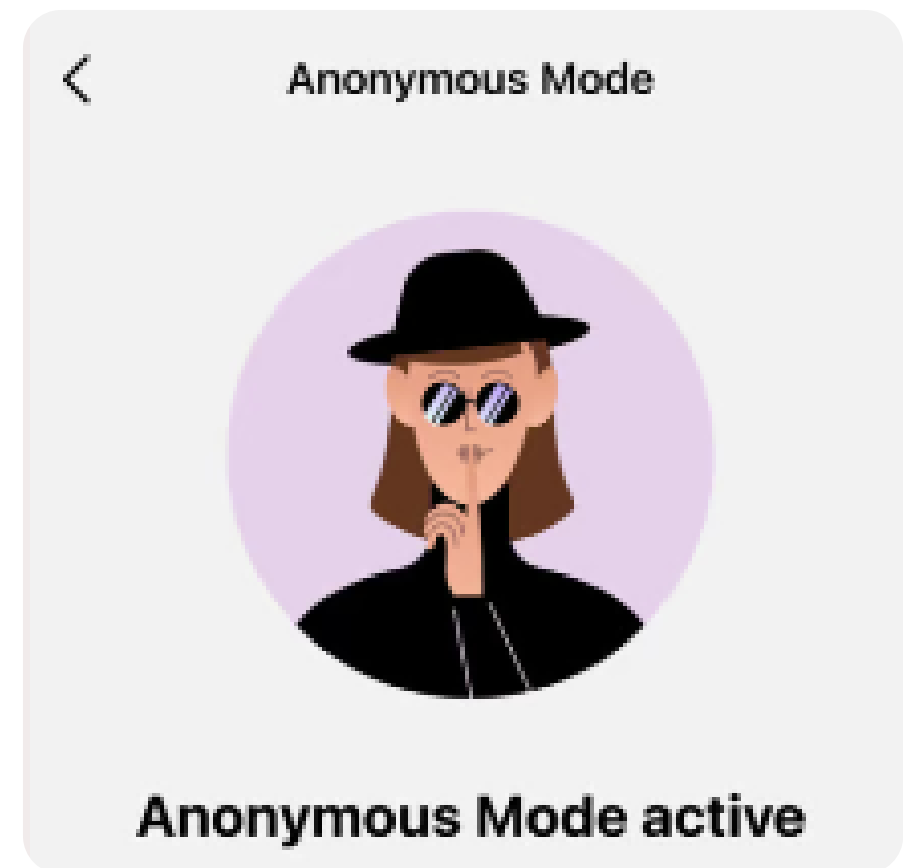


Monetization

Premium Advanced analytics
B2B advertising and research contracts

Community

“Secret Chats” serves as the anonymous forums along with Expert Q&A live OB-GYN sessions



Insights

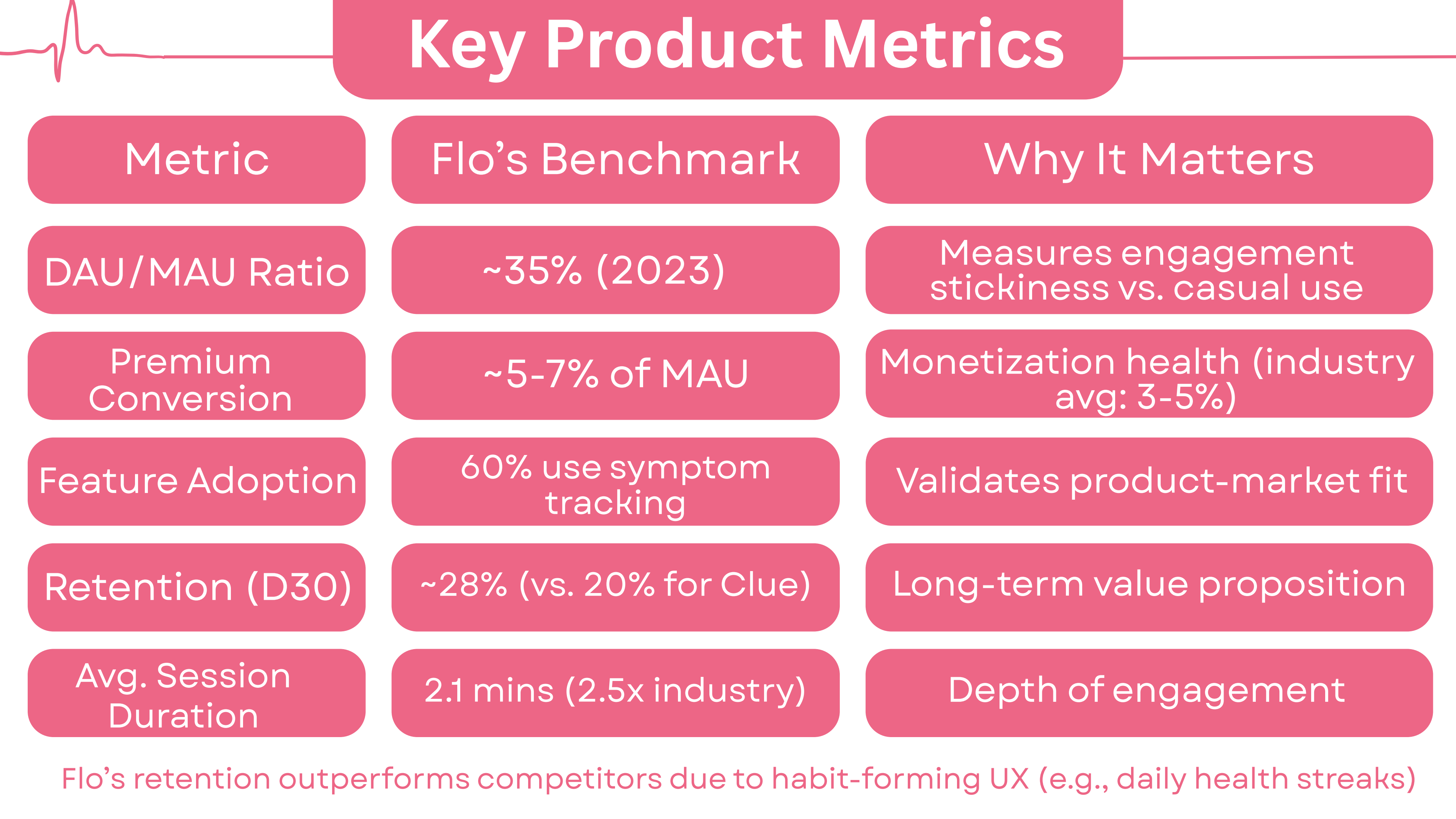
Personalized health reports triggering FDA-cleared health alerts along with Doctor - reviewed articles



Tracking

Period/Oulation predictions as well as information about ongoing menstrual/pregnancy phase based on the 70+ symptoms log

Flo's Feature Ecosystem



Key Product Metrics

Metric

Flo's Benchmark

Why It Matters

DAU/MAU Ratio

~35% (2023)

Measures engagement stickiness vs. casual use

Premium Conversion

~5-7% of MAU

Monetization health (industry avg: 3-5%)

Feature Adoption

60% use symptom tracking

Validates product-market fit

Retention (D30)

~28% (vs. 20% for Clue)

Long-term value proposition

Avg. Session Duration

2.1 mins (2.5x industry)

Depth of engagement

Flo's retention outperforms competitors due to habit-forming UX (e.g., daily health streaks)

PRD-Level Feature Deep Dive : Anonymous Mode

Launched 2020

Problem Statement:

"After 2020 privacy scandal (data shared with Facebook), users distrust Flo with sensitive health data"
The Wall Street Journal

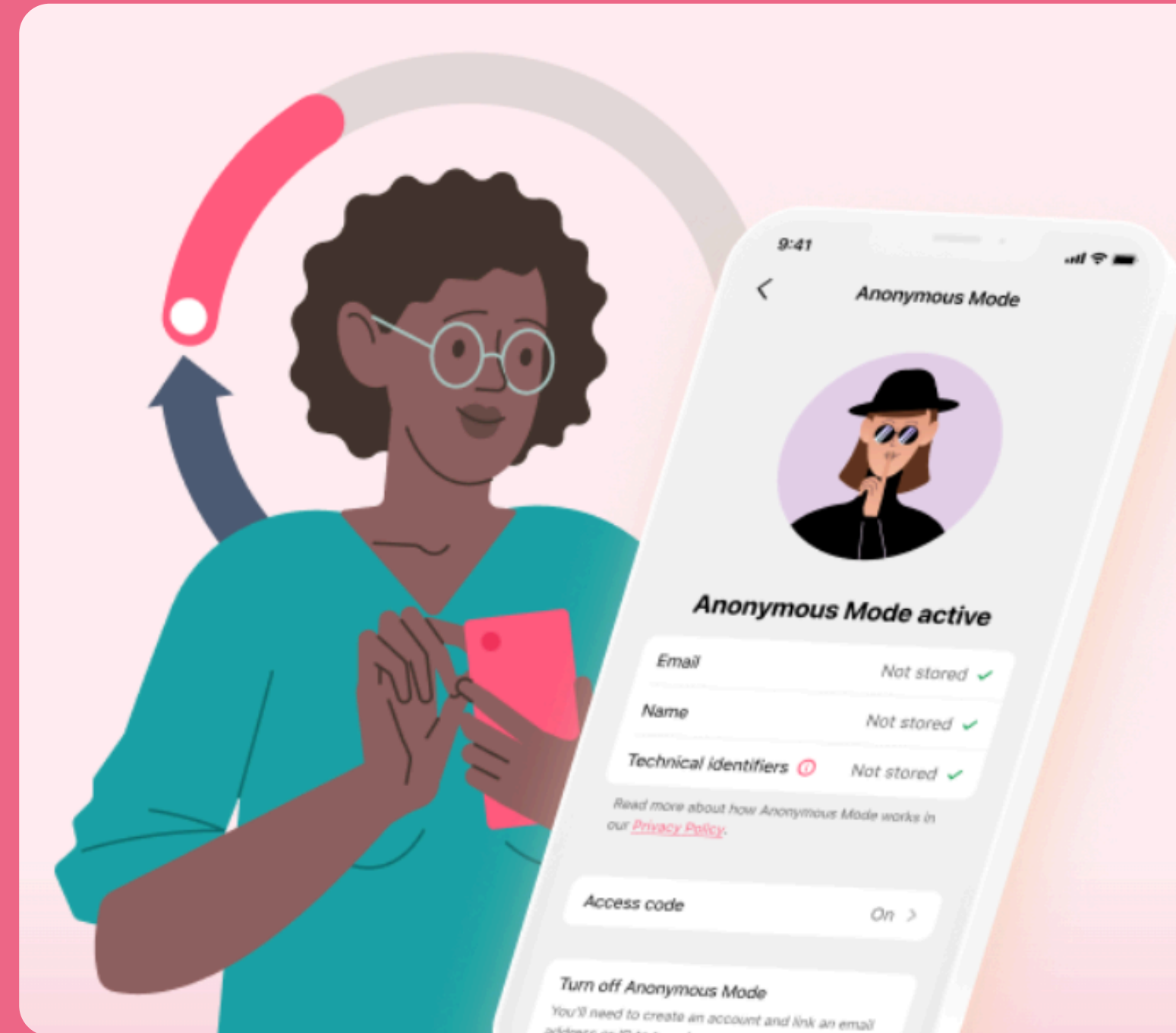
PRD Goals

- Reduce uninstalls by 15%
- Regain top-tier App Store rating (4.8+)

Outcome

- 22% decrease in churn (Sensor Tower)
- 4.9 App Store rating within 6 months

- Shows Flo prioritizes trust over data monetization (strategic pivot)
- Trade-off: Reduced ad targeting revenue → pushed subscription growth



Inflection Points & Corporate Decisions

2019

Shift from "Period Tracker" to "Health OS"

Decision

- Added 50+ non-cycle symptoms (sleep, stress, hydration)
- Launched "Health Trends" analytics dashboard

Impact

- 40% DAU increase (broadened use cases)
- New revenue stream: B2B employer wellness programs

2022

Pregnancy Mode Relaunch

Problem

35M+ pregnancies tracked → high churn post-conception

Solution

- Personalized trimester guides (120+ OB-GYN reviewed)
- Apple Watch integration for real-time health sync

Result

55% retention boost for pregnant users

2023

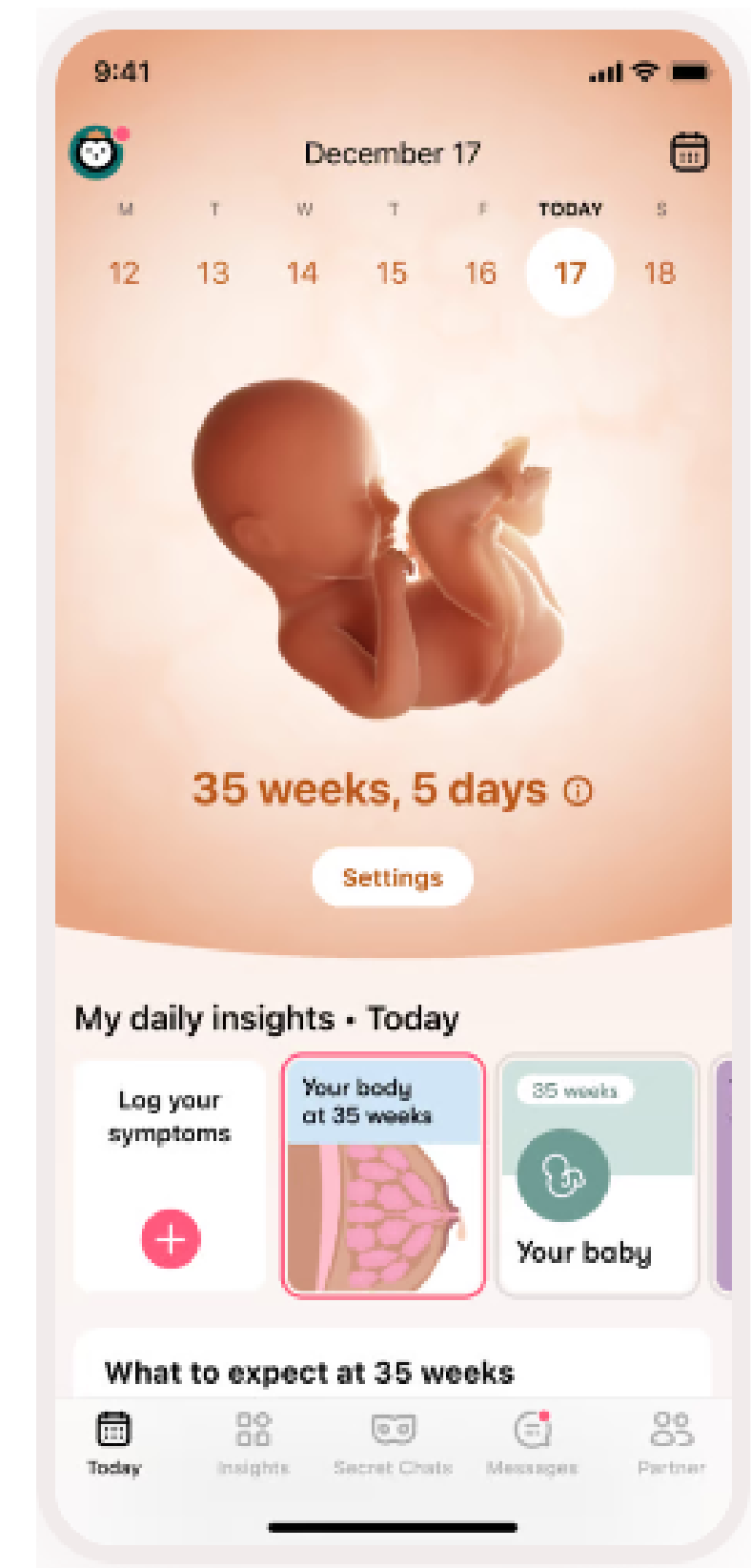
"Flo for Partners" Launch

Strategic Vision

- Address emotional needs in shared fertility/pregnancy journeys
- Feature: Secure, consent-based data sharing with partners

Impact

- 30% increase in couple-based subscriptions (shared Premium plans)
- 4.8/5 user rating for "relationship transparency"



Flo's Winning Formula

- AI + Medical Authority: 94% prediction accuracy with 120+ doctors
- Habit-Forming UX: Streaks, notifications, and personalized nudges
- Lifecycle Approach: From periods to pregnancy to menopause

Critical Challenges Ahead

- Privacy Paradox: Balancing data monetization with user trust
- Subscription Fatigue: 5-7% conversion rate suggests pricing friction
- Platform Threats: Apple/Google's native health features



Flo



Strategic Recommendations

Short-Term

- Test a mid-tier subscription (\$4.99/month for basic analytics)
- Expand "Flo for Partners" with couple's wellness features

Long-Term

- Build telehealth integrations (e.g., OB-GYN video consults)
- Pioneer corporate API partnerships (HR/fertility benefits)