

# Family Investor/Hackathon Pitch

“ Privacy-first, on-chain fertility and reproductive health platform on Hedera. We orchestrate care workflows, issue verifiable health NFTs, and align incentives with an on-chain reputation and rewards system.

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# Executive Summary

- Problem: Fragmented fertility journeys, manual verification, opaque cross-party coordination, and no incentive alignment.
- Solution: A Hedera-powered marketplace with verifiable artifacts (NFTs), automated care processes (smart contracts), and incentive alignment (HRS + Rewards), plus AI guidance.
- Why now: Web3 infra (Hedera EVM) offers low-fee finality, and healthcare demands verifiability, privacy, and global coordination.
- Traction: Fully running on Hedera testnet with deployed contracts and live HashScan links.
- Ask: Funding to mainnet.

# Problem

- Siloed medical data and slow, manual verification
- Complex, multi-party workflows (clinics, donors, surrogacy) run on email/spreadsheets
- Cross-border coordination lacks trust and transparency
- No incentives for data quality, adherence, or timely participation

# Solution

- Verifiable NFTs for identity, consents, and milestone receipts (HealthDataNFT, ProfileImageNfts)
- Smart-contract requests bookings and multi-step Processes

# Product Highlights

- Patient dashboard: bookings, documents, NFTs, care history
- Marketplace: discover clinics/services, transparent pricing, request flows
- Process tracking: on-chain checkpoints and milestone receipts
- Rewards & Reputation: earn/claim based on HRS and completed steps
- Extensible: new processes/services added via factories

## Architecture

# Business Model

- Marketplace fees from clinic bookings (tiered/percentage)
- Enterprise SaaS for provider tooling (dashboards, integrations, analytics)
- Premium AI and automation features
- Future tokenized incentives/pools (subject to regulatory review)

## Go-to-Market

- Pilot with reputable clinics/agencies on testnet
- Partner integrations (labs, logistics, storage)

# Competitive Landscape

- Point solutions: booking portals, credential wallets, AI symptom checkers
- Family's differentiation: end-to-end on-chain orchestration + verifiable artifacts + incentives
- Hedera performance and sustainability for healthcare-grade UX

## Moat

- Verifiable process data + reputation graph (HRS)
- Provider integrations and workflow depth
- Data minimization architecture and privacy-aware artifacts

# Technical Traction

- Deployed multi-contract system on Hedera testnet (HashScan links above)
- Frontend and API live with address-driven config
- Rewards path validated (new RewardContract deployed)

## Roadmap

- Security reviews and audits; formal verification where appropriate
- zk attestations for sensitive flows; privacy enhancements
- Broaden provider integrations (labs, pharmacies, logistics)

# Team & Ask

- Team: clinicians, fertility tech experts, and Web3 engineer
- Ask: Prize, Investment or Grants to finalize audits → mainnet

Contact

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