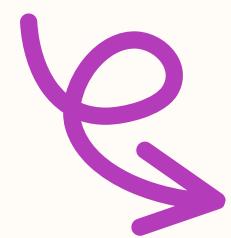


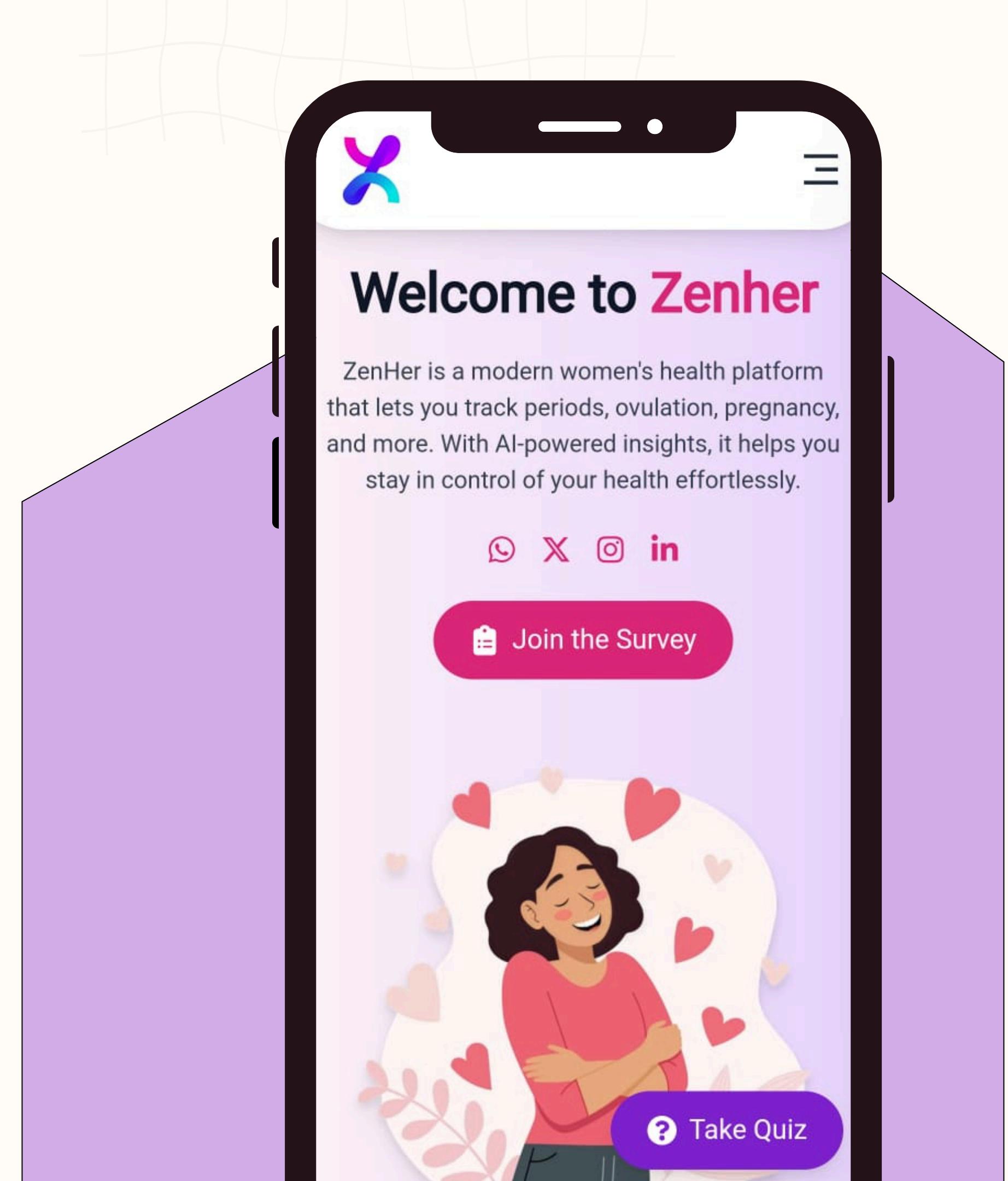
# PICTH DECK





# PROBLEM STATEMENT

- 80% of women experience irregular periods at some point.
- Lack of accessible and affordable expert consultations.
- Gaps in reproductive health education and guidance.
- No app integrates AI tracking, medical consultation, and expert driven health tips.
- Over 65% of patients in rural and semi urban regions delayed medical consultations due to inadequate access to quality care, fueling a rapid demand for telehealth solutions.



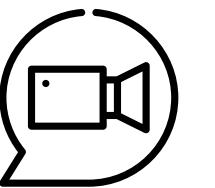


# OUR SOLUTION



## Smart Tracking, Smarter Predictions

AI-powered cycle tracking with predictive analytics.



## Expert Care, Anytime, Anywhere

Instant online consultations with top gynecologists at minimal costs.



## Your Health, Your Guide

Guided reproductive health insights tailored for each user.



## Stay Ahead of Irregularities

Personalized alerts & recommendations for irregular cycles or delayed periods.

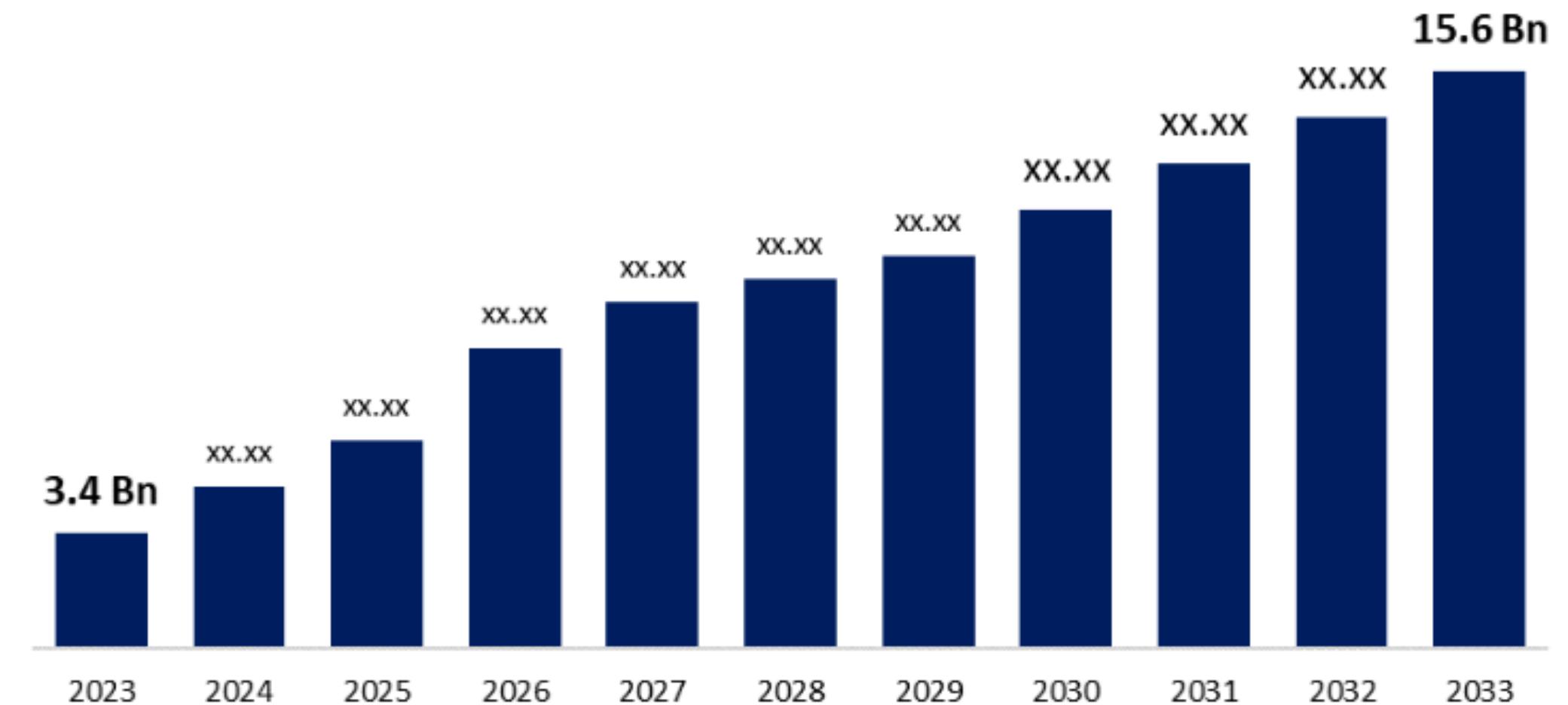


# MARKET OPPORTUNITY



- Global women's health app market: \$3B+ (CAGR: 18.6%)
- Digital healthcare market: \$200B+
- Flo & Clue competitors focus only on tracking.
- Telehealth (teleconsult + telemedicine): Projected to grow from USD 12 billion in 2022 to USD 8–10 billion by 2030.

Global Women's Health App Market



DIGITAL HEALTHCARE IN INDIA 2030  
A USD 40 BILLION OPPORTUNITY

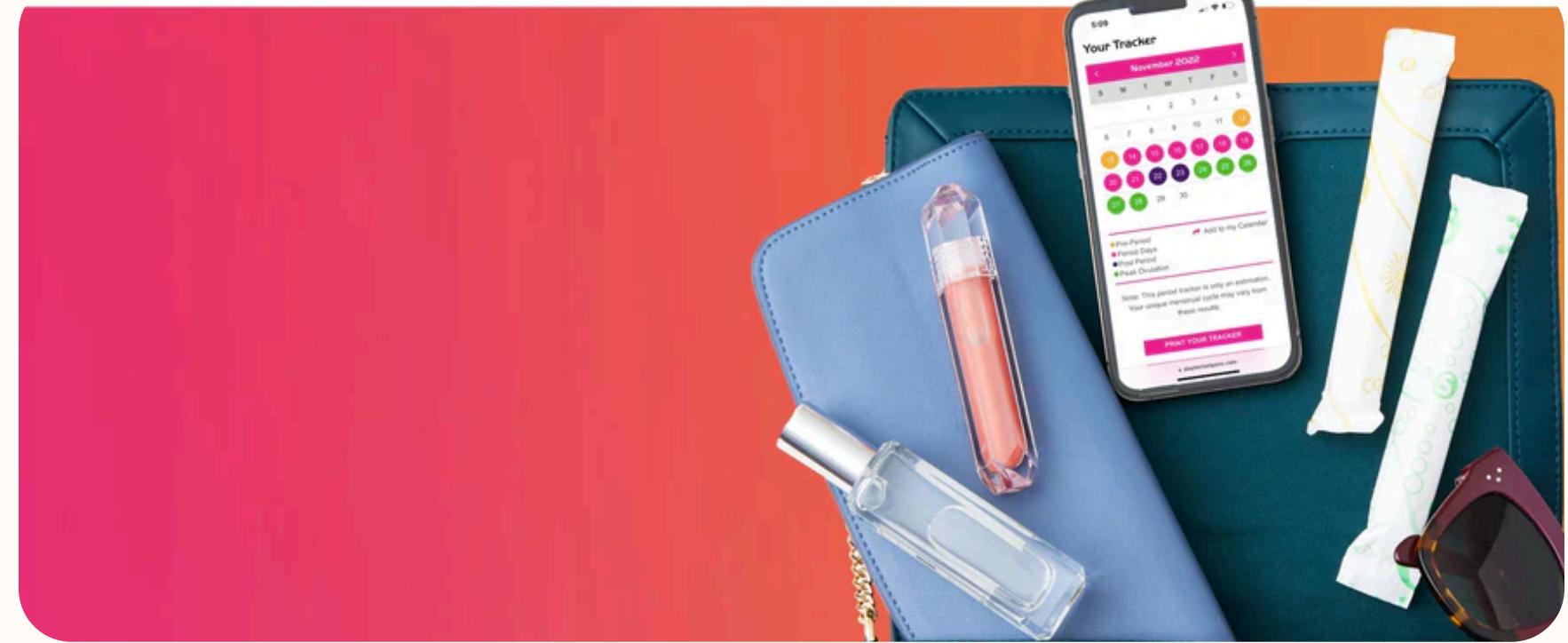


# PRODUCT OVERVIEW



Advanced AI & Data Analytics: personalized healthcare recommendations, predictive diagnostics, and risk stratification models.

A study by the Indian Institute of Public Health uncovered that 70% of urban patients would switch to teleconsultation if it could reduce waiting times by 50%, indicating strong latent demand.

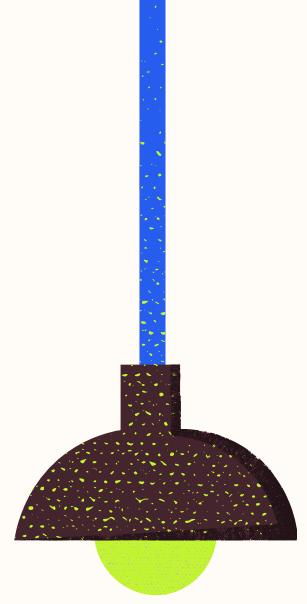


● **AI-Powered Cycle & Ovulation Tracking**

● **Instant Doctor Consultations**

● **Personalized Health Insights**

● **Guidance for Delayed & Irregular Periods**



# KEY FEATURES

Zenher is an AI-powered menstrual and reproductive health companion offering smart cycle tracking, predictive analytics, and real-time health insights. It provides instant online consultations with top gynecologists, ensuring accessible and affordable expert advice. Unlike traditional trackers, Zenher helps detect irregularities early and enhances user wellbeing seamlessly.



## Instant Online Doctor Consultations

Access top gynecologists for professional advice at minimal cost, anytime, anywhere.



## AI-Powered Cycle & Ovulation Tracking

Advanced predictive analytics to track periods, ovulation, and irregularities with precision.



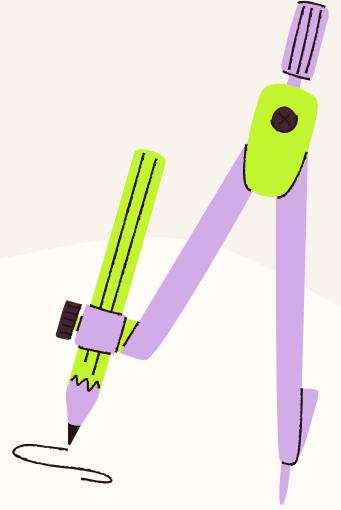
## 24/7 Expert Chat & Telehealth Integration

Seamless access to reproductive health experts for real-time support and consultations.



## Guidance for Irregular & Delayed Periods

Personalized alerts and expert recommendations to manage menstrual health effectively.



# TECHNOLOGY



## CUTTING EDGE TECHNOLOGY



**AI-powered predictions for cycle tracking & irregularities.**



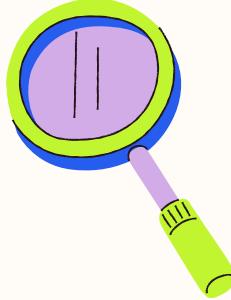
**HIPAA compliant telehealth platform for secure consultations.**



**ML-based symptom analysis for proactive health guidance.**



**Blockchain-enabled health data security for user trust.**



# BUSINESS MODEL



# FREEMIUM MODEL



**Free:  
AI-driven cycle  
tracking &  
community  
support.**



**Premium Subscription:**

- Doctor consultations at affordable rates.
- Advanced AI insights & personalized reproductive health plans.
- On-demand expert Q&A sessions.

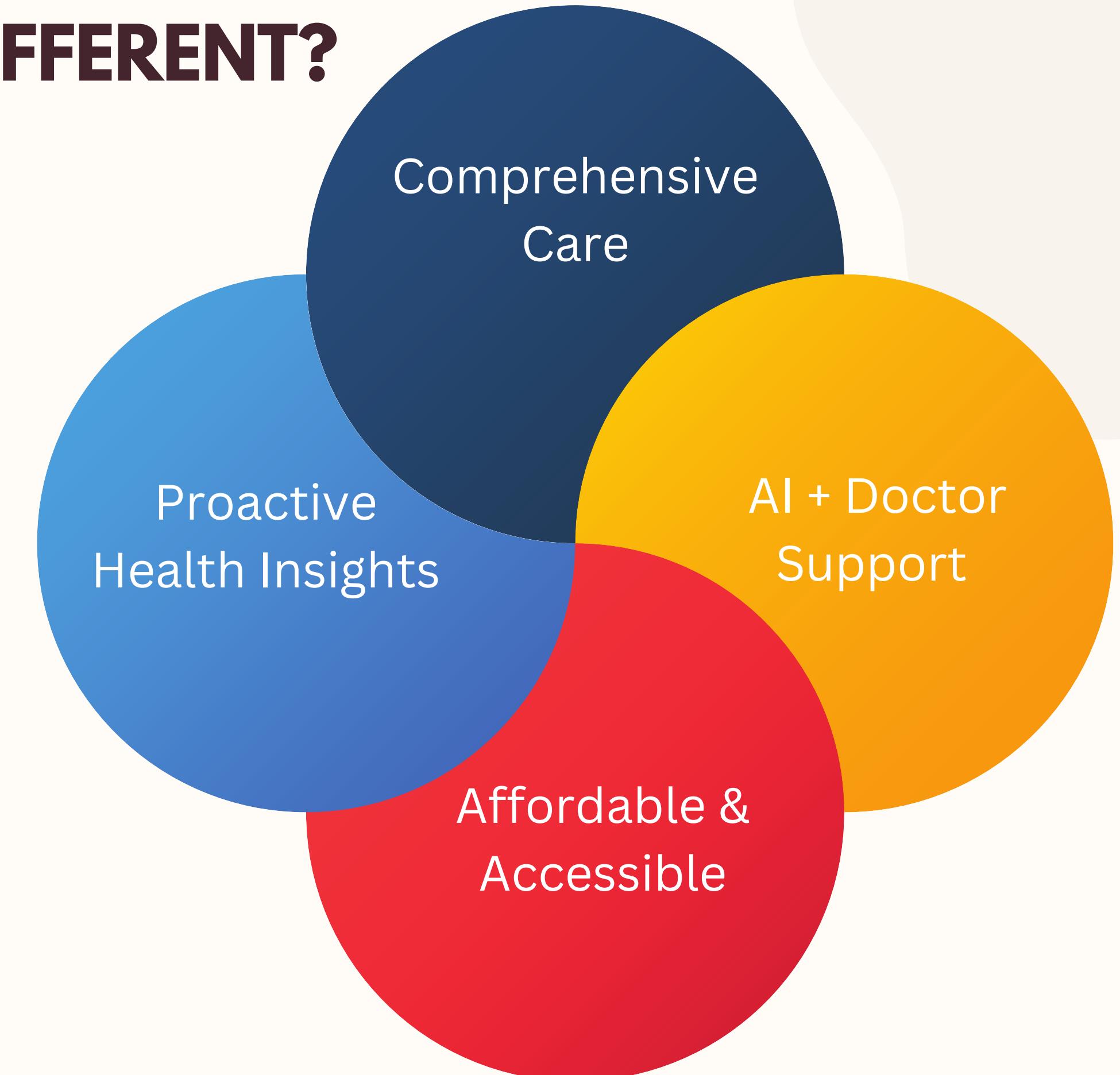


**B2B Partnerships:  
Employers, insurance  
providers, wellness  
brands.**



## HOW ZENHER IS DIFFERENT?

Zenher stands out from other women's health apps by combining menstrual tracking with direct doctor consultations, holistic wellness, and personalized coaching. Unlike traditional periodtracking apps that focus primarily on cycle predictions and fertility insights, Zenher integrates medical support, allowing users to consult healthcare professionals in real time.





# OUR SURVEY

200+ girls google  
form responses

150+girls offline  
survey





# Projections

Zenher's app revenue projections are based on a diversified monetization strategy, including subscriptions, affiliate sales, ad revenue, and healthcare consultations. By leveraging multiple income streams and optimizing conversion rates, the platform aims to ensure sustainable growth and profitability while delivering value to users.

Revenue Stream	Value	Conversion Rate	Per User Revenue (₹)
Subscription Revenue	₹199	10%	₹19.9
Affiliate Sales	₹500	5%	₹7.5
Ad Revenue	₹5	100%	₹5
Healthcare Consultations	₹500	2%	₹3
Total Revenue Per User	-	-	₹35.4 (~\$0.43)



# Growth & Revenue Projections

Zenher's growth and revenue projections outline a strong trajectory based on increasing user adoption and a steady rise in paying users. With projected growth over the years, revenue is expected to scale significantly while maintaining a sustainable cost structure. As user engagement increases, profitability is set to rise, reinforcing our long-term vision of financial stability and expansion in the digital healthcare space.

Year	Users (Cumulative)	Payin g Users (10%)	Total Reve nue (₹)	Total Cost (₹)	Profit (₹)
2025	50,000	5,000	17.7 Lakh	15 Lakh	2.7 Lakh
2026	2,00,000	20,000	70.8 Lakh	60 Lakh	10.8 Lakh
2027	10,00,000	1,00,000	3.54 Cr	3 Cr	54 Lakh
2028	50,00,000	5,00,000	17.7 Cr	15 Cr	2.7 Cr

**THANK YOU SO  
MUCH**