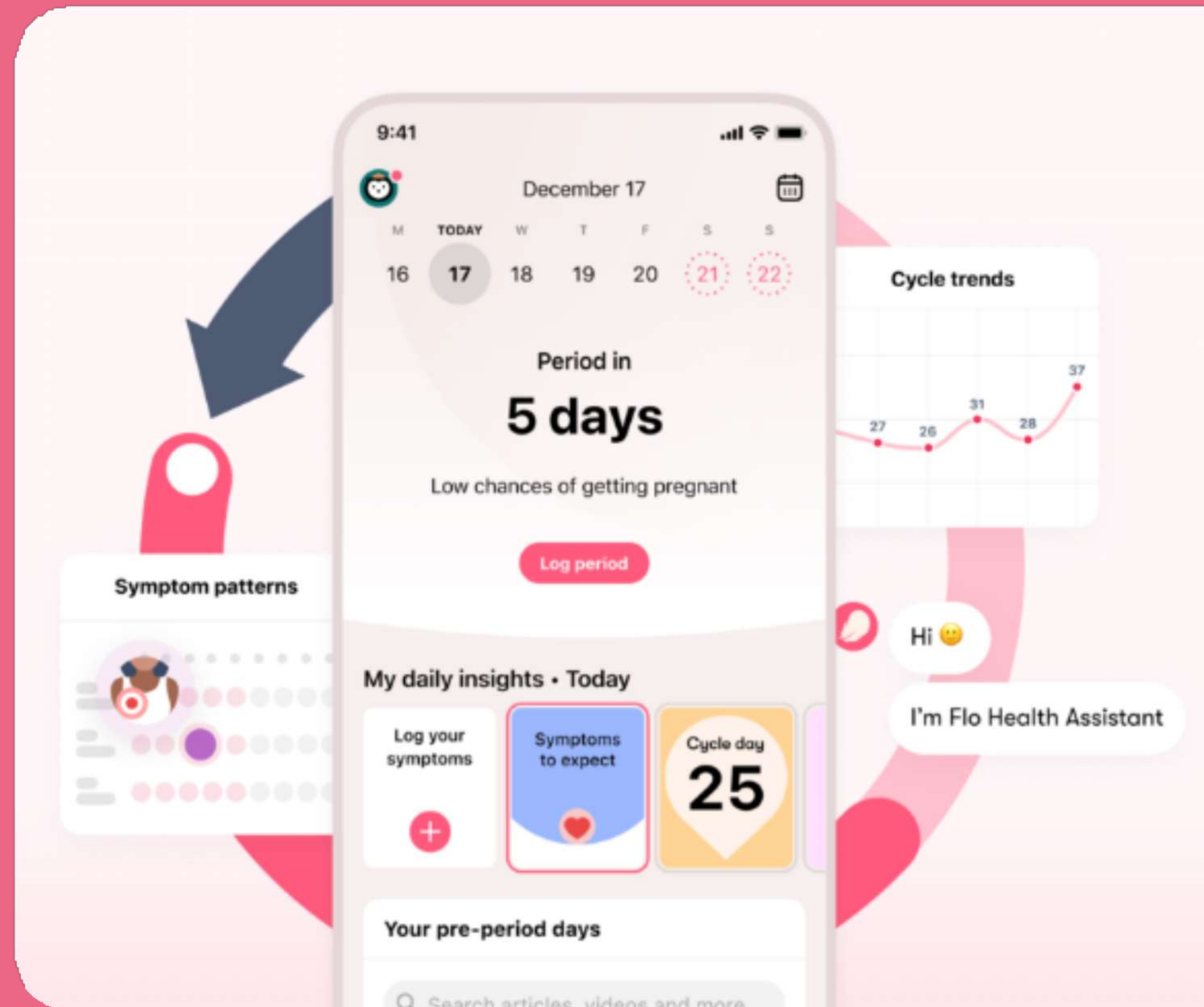




# The AI-Powered Women's Health Companion



## 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

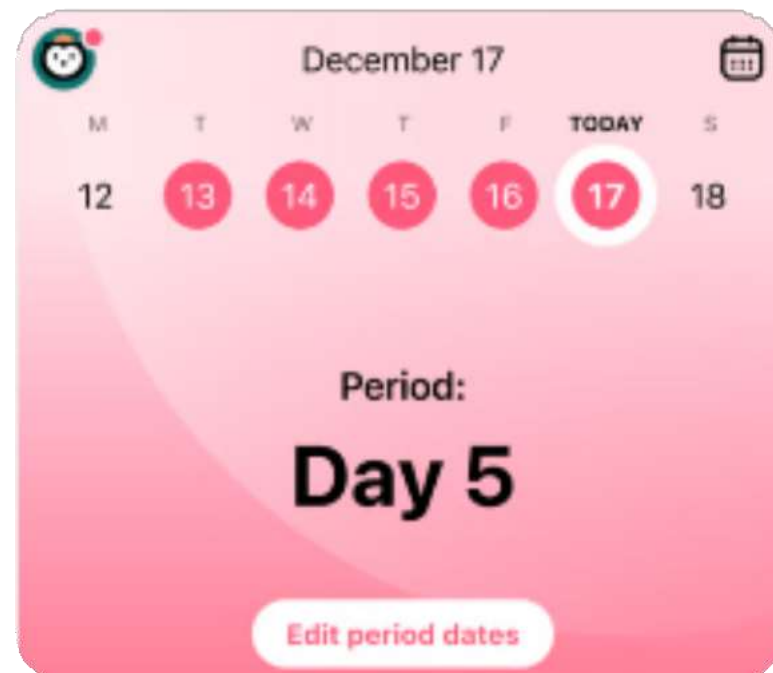
Flo is the world's leading women's health app, combining AI-powered cycle tracking with medical expertise to support 380M+ users. It offers personalized insights across all reproductive stages - from periods to pregnancy to menopause - using doctor-verified health content and accurate predictions. More 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

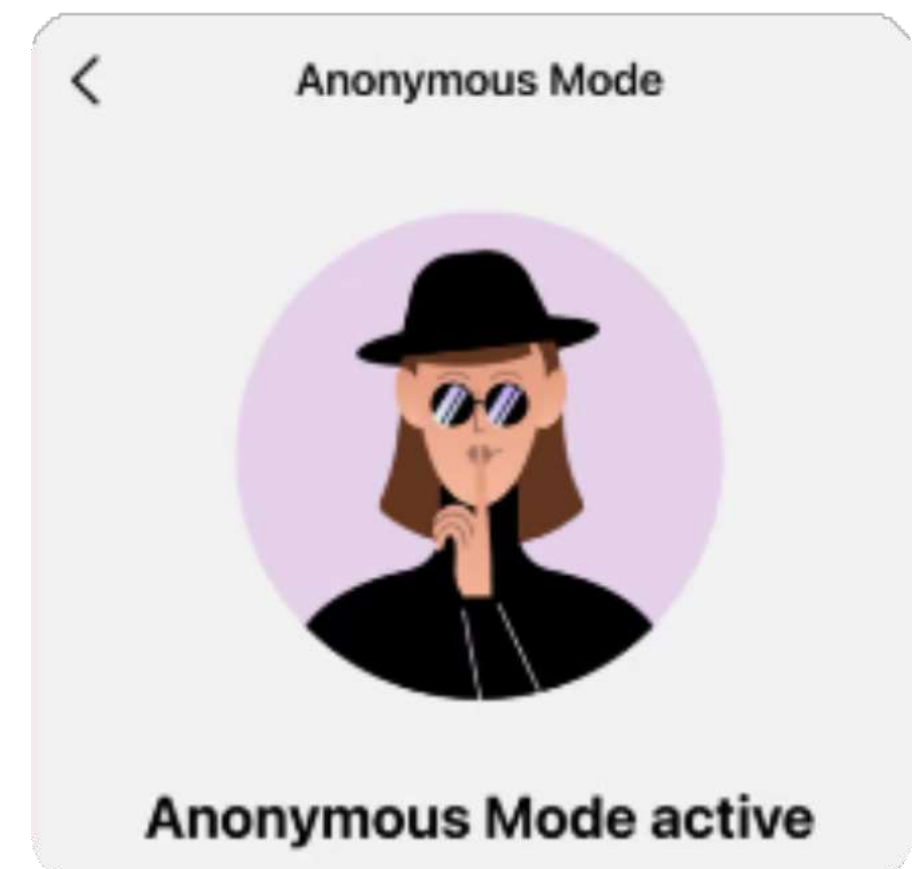


## Monetization

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

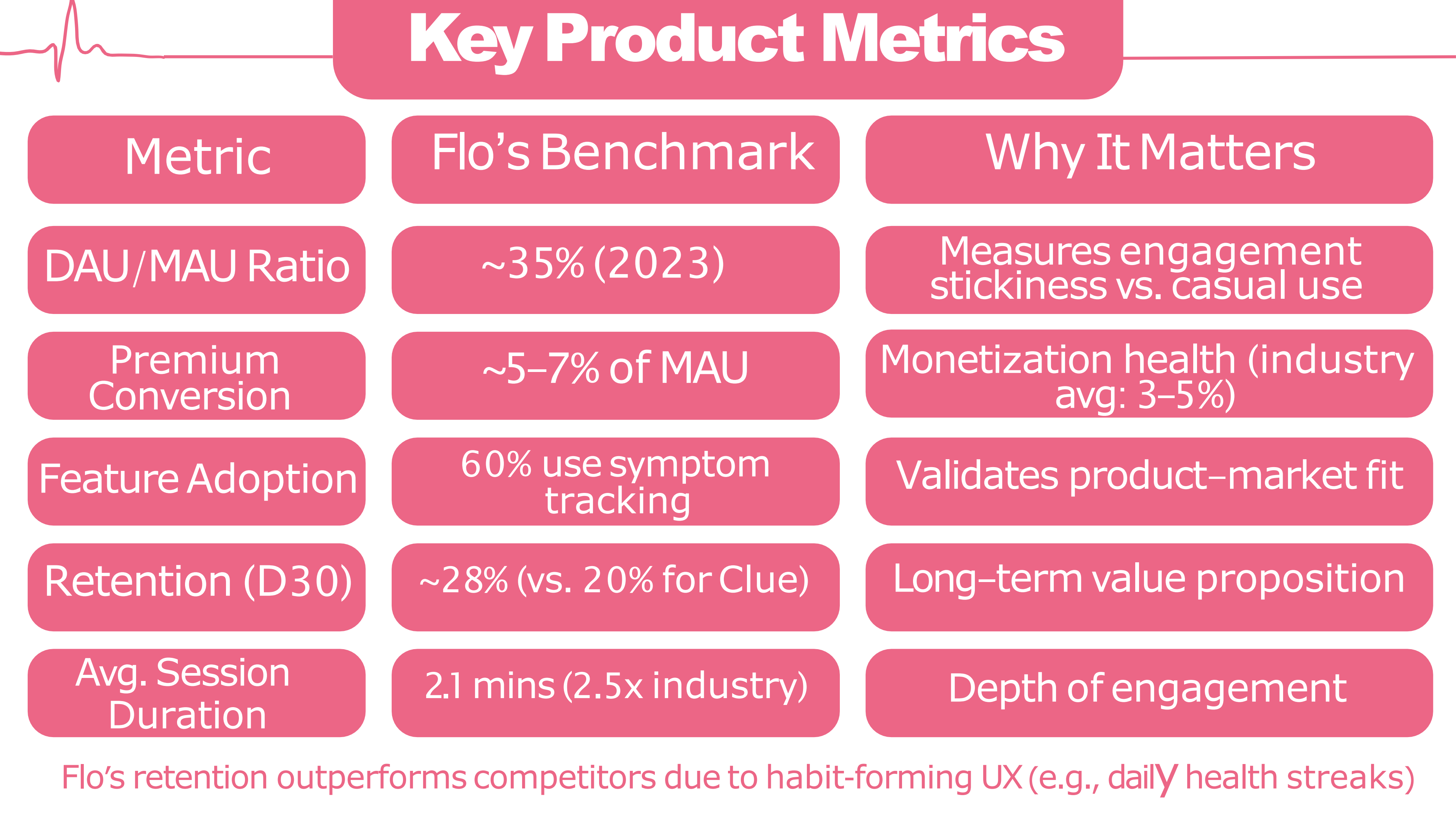
Personalized health reports triggering FDA-cleared health alerts along with Doctor – reviewed articles



## 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

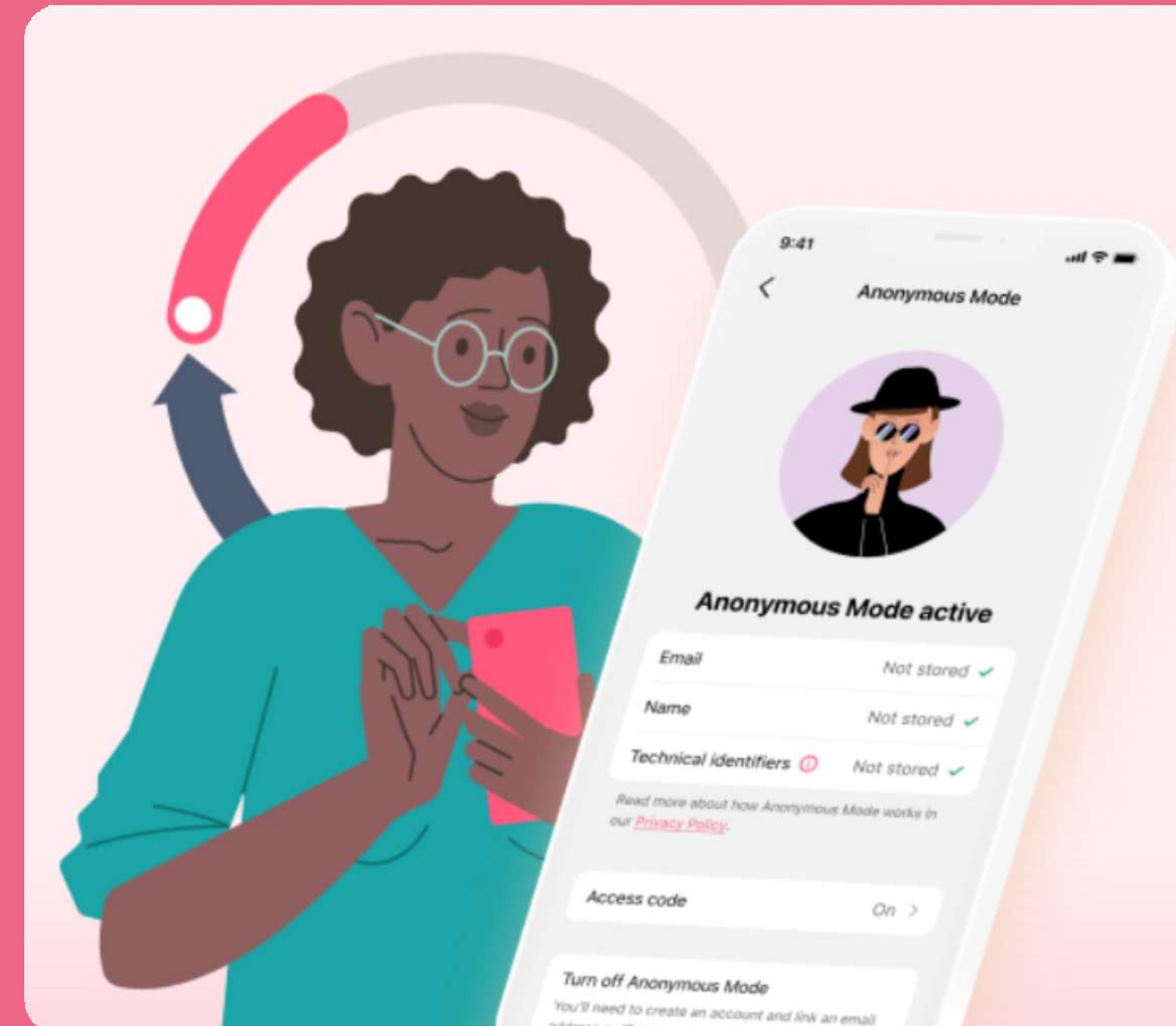
## PRD Goals

- 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

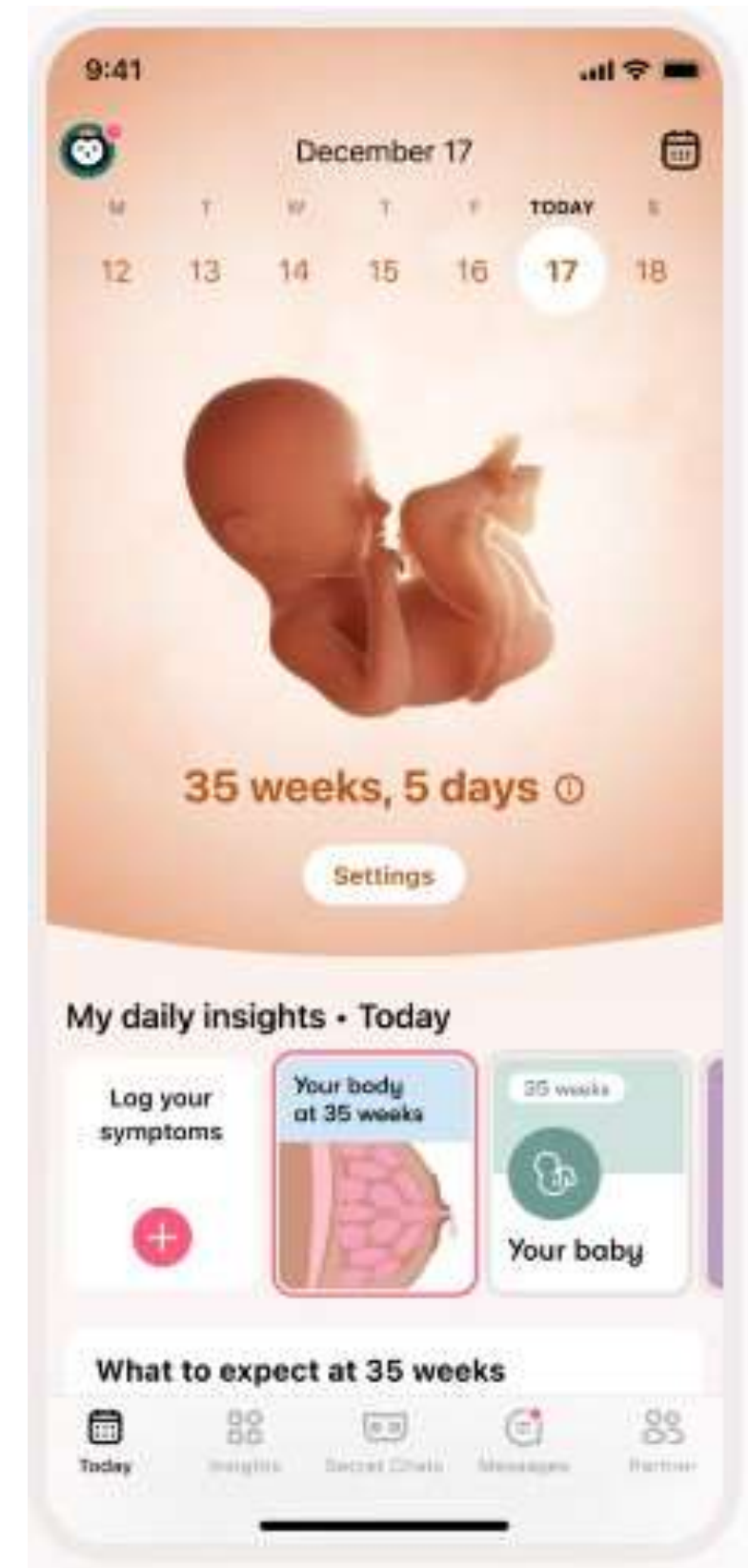
## "Flo for Partners" Launch

### 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)

By : Raima Rajan