



feminade

Building the first female-focused clinical lab & nutraceutical
pharmacy to advance

Women's Health

147

Beta Customers

78

Case studies

4000

Waitlist

3

B2B Partners

\$750K

Fundraise

80% of Women Suffer from Hormonal Imbalance



60M in the
US 1.4B globally



Reproductive age
(15-49)



It takes 6 to 8 years to be
properly diagnosed once
symptoms appear



Insufficient
data & testing

Market Opportunity

\$157B





The Healthcare System is Failing Women by **misdiagnosing hormonal imbalances**

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- Irregular/Heavy Cycle Since Age 15
- Band-Aid Solution: Hormonal BC (IUD)
- Symptoms Dismissed
- Lack of Hormone Testing
- Thousands of dollars in Medical Bills



Meet Amanda, 29

What if we could unlock a future where women could access affordable and root-cause care with one click of a button?

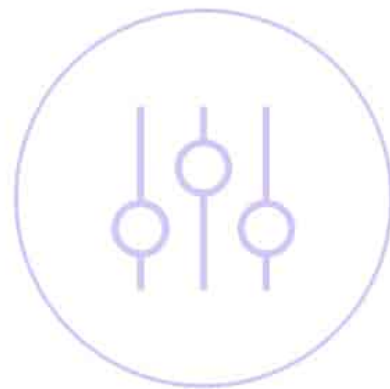
A future where women are:



Educated



Empowered



In control



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feminade

the first digital concierge
for women's health based
on holistic medicine.



Traditional Model

Out of pocket expense for a **6-month** holistic treatment including doctor visits and labs only is between \$1,500 & \$3,000 of which 63% is paid upfront.

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Our Model

- B2C Membership Based

- \$59.99/month

80% less cost than traditional model

-
- Upsell on add-ons

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Our core business model has **strong unit economics**

- 1 **-** We market to females with a CAC of ~ \$122
- 2 **-** Current wholesale cost of test kit = \$175, w/ each user ordering a kit per year
- 3 **+** Payout to providers per hour = \$50, doctors spending 3 hours per user per year
- 4 **+** Each user pays \$59.99/month . The average user is on the platform for 24 months = \$1439.76
- 5 **+** 40% purchases supplements at \$120/month at a 35% margin = \$403.2
- 6 **=** LTV = \$1842.96 w/ Gross Margin 67%

Levers to improve margin

- Lowering wholesale cost of test kit to \$99
- In -house supplement production increasing margins to 80%
- Upsell : in-app add-ons, supplements, products, etc








Our Opportunity In A Fragmented Market

Feminade is the only company tackling hormonal imbalance, which is the culprit of the majority of symptoms women suffer from

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	Comprehensive/Pain-free testing	D2C/Accessibility	Targeted treatment protocol	Cost	Business Model
feminade	✓	✓	✓	\$	Membership + Service
				\$\$\$	Membership Only
				\$\$	1-Off Service
		✓		\$\$	Membership Only
Traditional Healthcare		✓		\$\$\$	Reactive 1-Off Cost

Traction

- 4000 Waitlist
- 160 Paying Beta Customers in 1st 3 months
- 80 successful Case Studies
- 3 B2B Partners

Milestone

August 2021

Raised Capital from 305 Ventures.. Hired software engineers to build our app.

January 2022

Launch new app/Rebranding.. Hire CTO and Chief Marketing officer. Add 500 new customers.

June 2022

Launch branded supplements. Launch data analysis dashboard Expand membership options.

January 2023

Build API for partner integration. Grow B2B partners including employers.



Extensive background in SaaS, business development combined with 40 years collective knowledge and expertise in **Women's Health.**



Founder, CEO
Roya Pakzad

- 10 years in B2B SaaS & eCommerce combined
- Growth hacker & business development expert
- UC Berkeley IEOR



Special Advisor to CEO
Ryan Howard

- Serial Entrepreneur/ Advisor/Speaker
- Founder & former CEO of 100Plus (acquired)
- Founder & former CEO of Practice Fusion
- Digital Health Technology Pioneer



Chief Medical Officer
Erin Biller, ND, FAIHM

- Hormone expert – 7 years
- Graduated Bastyr University
- 1st ND to graduate AIHM
- Bastyr Founder's Alumni Award



Medical Advisor
Shawn Tassone, MD, PhD

- Board certified OBGYN
- American Board of Integrative medicine
- Women's hormone & reproductive health expert



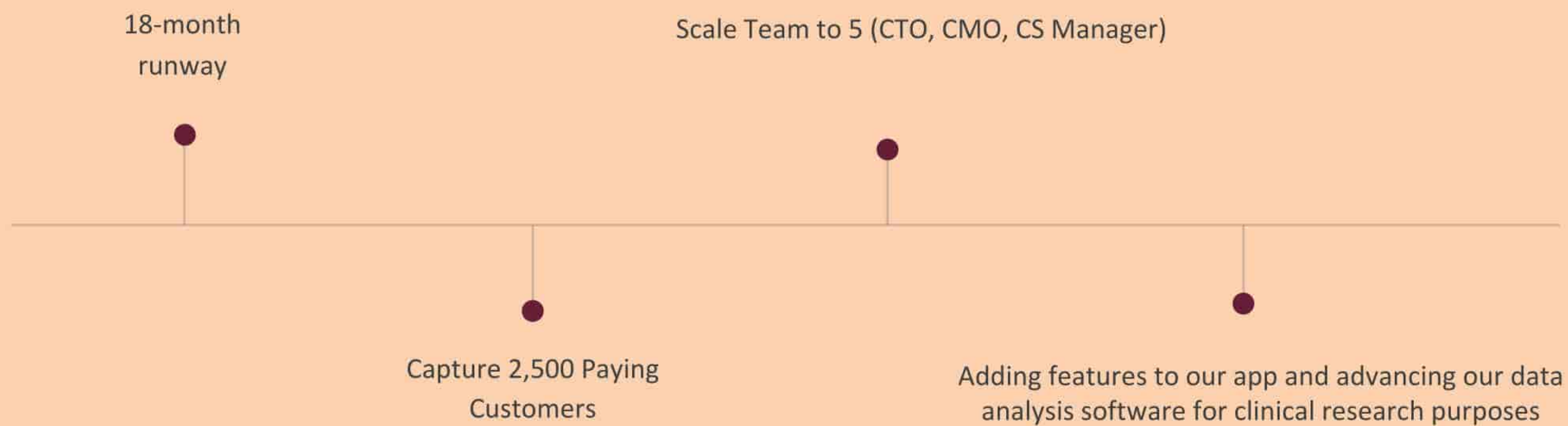
Medical Advisor
Natalie Kringoudis

- Hormone expert – 16 years
- Fertility Specialist
- Best selling author
- Public speaker
- Chinese herb medicine, Acupuncturist



Seeking \$750K

Milestone




A woman with long brown hair, wearing a white t-shirt and blue denim shorts, is captured mid-jump with her arms raised in a 'V' shape. She is barefoot and jumping over a dark ledge. The background is a soft-focus sunset sky with warm orange and pink hues on the left and cooler blue and purple hues on the right. On the right side of the image, there is a decorative graphic of concentric, wavy white lines.

feminade THANK YOU

✉ roya@feminade.com

|  [@feminadeinc](https://www.instagram.com/feminadeinc)

|  [@feminadeinc](https://www.twitter.com/feminadeinc)



Our Customers Love Us

feminade



“

Amanda Van-Rowen

My period is regular for the first time in my life.



“

Dr. Amy Beckley

The best investment I could make in my health.



“

Leila Pari

I got my period for the first time in 5 years.



B2C

- Influencer Marketing
- SEO/Content Marketing
- Paid Ads: Google & Social Media
- Email Marketing
- Virtual Events/Webinars/Panels
- PR/Press/Blogs
- Referrals/Word of Mouth

B2B

- Strategic Partners (Ovulation tracking, cycle tracking, fertility tracking...)
- Affiliate Marketing
- Employers



Product Marketplace Strategy



Feminade Web Application

A robust dashboard for members to track data, access test results, courses, manage communications, etc. A software for providers and admins dashboard.

Q1 2022



Branded Supplements

Custom formulas, supplements and products created to address various symptoms and conditions.

Q2 2022



Smart Symptom Checker

A symptom checker for women focused on hormonal imbalance symptoms and reproductive health.

Q4 2022



NurseBot

A robust dashboard for members to track data, access test results, courses, manage communications, etc. An EHR software for providers and admins dashboard.



Data Analysis Software

A robust data analysis software to aggregate and analyze data for clinical research purposes.



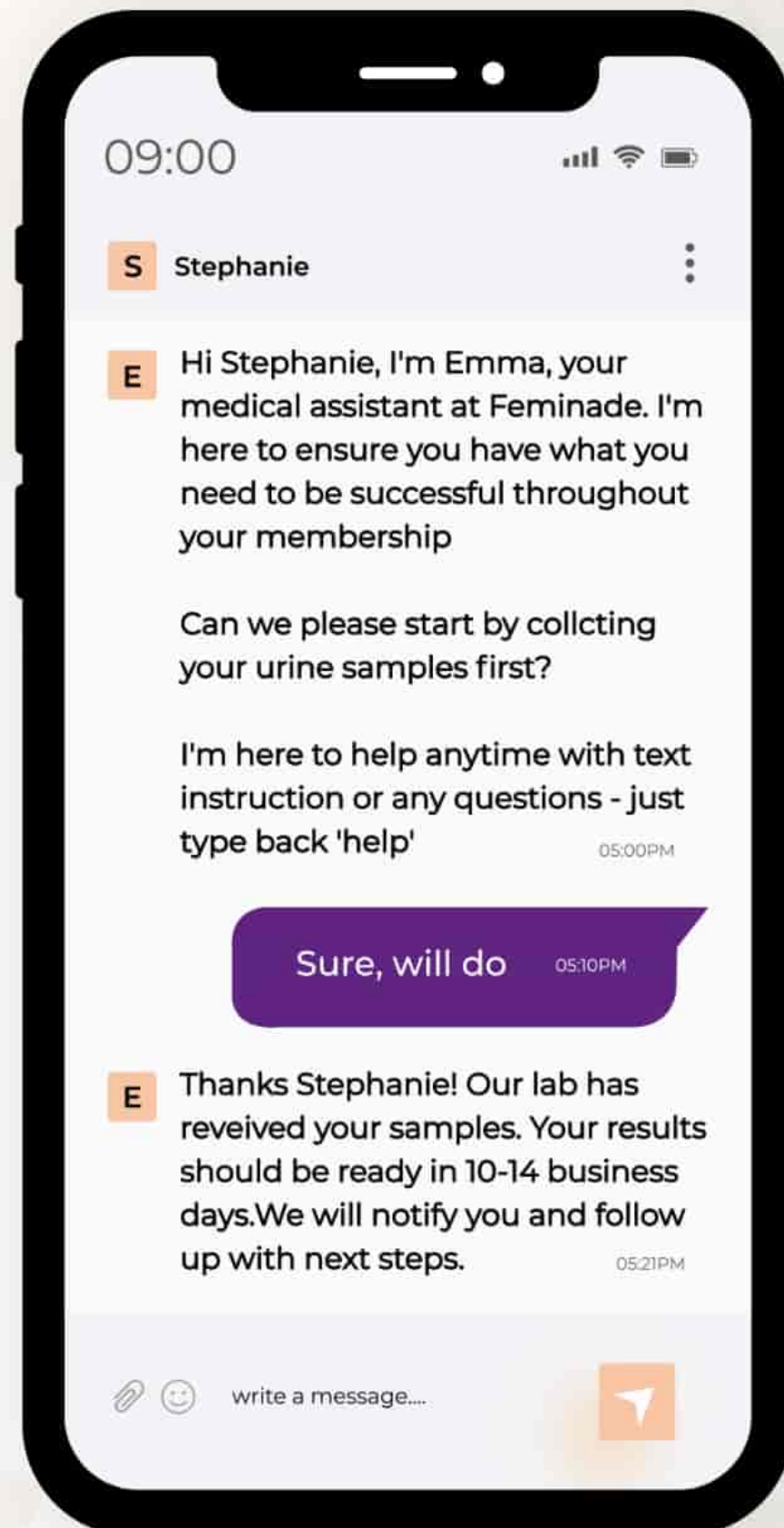
API for Partner Integration

Feminade integration into any 3rd party data tracking application in minutes with one line of javascript.

Clinical Strategy



AI Virtual Medical Assistant 'Emma' engages members on behalf of Feminade for onboarding and adherence, resulting in higher member retention and significant staff-time savings.



Enrollment and Adherence

'Emma' is a force multiplier for Feminade by facilitating member sign-ups, educational courses, test kit instructions, lab results, and ongoing adherence to ensure that members are successful throughout their membership.

Personified

Feminade gathers consent to perform outreach as a staff member. This rapidly builds trust and rapport resulting in higher compliance from members.

SMS Just Works for Everyone

Zero configuration required. 100% of our users have SMS on smartphones.

Relevant, Contextualized Conversation

Feminade can granularly segment members by their health context. For both Emma and member-initiated conversations in each segment, we set relevant conversation triggers/goals/frequencies and personalize message flow/copy variants

