



**Personalized  
reproductive health care  
– at hand!**

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# Reproductive health under what care?

Over **186 mln** women with **fertility problems**

About **15% couples** suffer from **infertility**

Average age for a **first child** in EU **~31**

80% of women use mobile **period trackers** but **only 1%** are **medicine based**

- ➔ Lack of **fertility-oriented education** (age factor, lifestyle, prevention, treatment options)
- ➔ Poor information available online: **2/3 users find search inaccurate**
- ➔ **Low access to medical assistance** for fertility (few specialist eg. 104 in PL, treatment offer based on business model or availability)
- ➔ Infertility treatment as **traumatic experience** (stressful, uninformed, ineffective in 70%)



# Typical patient's path



Education	✗	✗	✗
Diagnosis	✗	? *	? *
Basic treatment	✗	✓ *	✗
Advanced treatment	✗	✗	✓

\*depends on business model, recourses, doctors' beliefs and knowledge. NOT ON PATIENT'S NEEDS





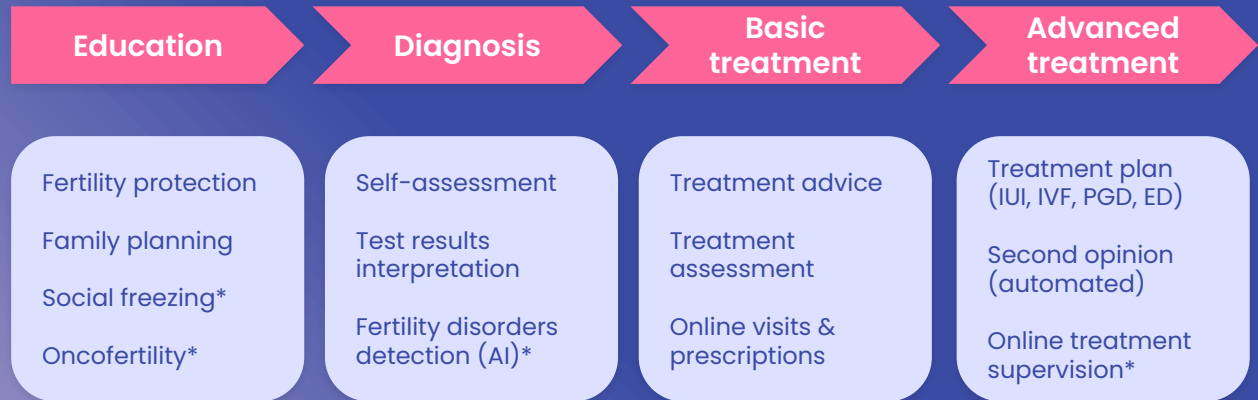
# VISION

Making self-care and informed decisions in  
**reproductive health accessible to every woman**  
– for family building and better quality of life.



# iYoni app solution

- Accessible individual assistance to preserve and protect fertility
- Improving life choices in the context of reproductive health
- Optimizing decisions linked to fertility assessment and infertility treatment

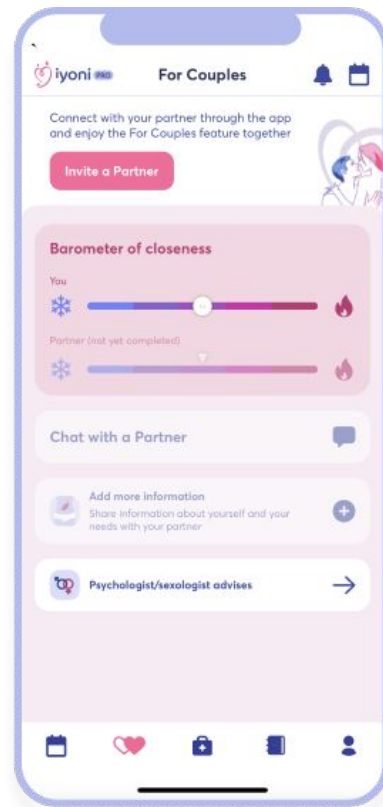
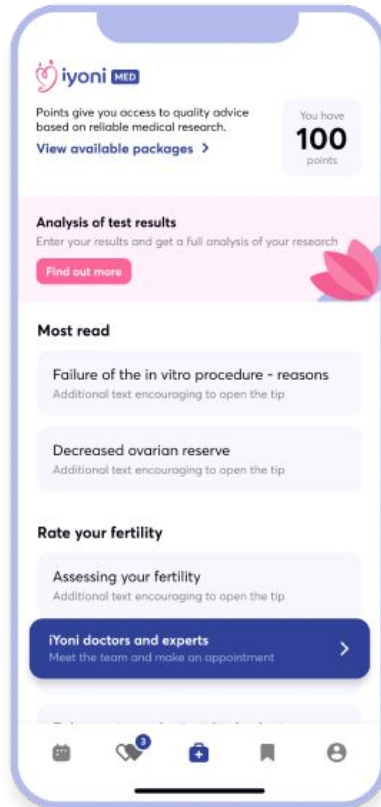


\* to be introduced



# The product

- complex fertility overview with AI predictions
- automated medical advice and test assessment
- sexual wellbeing supporting tool



★★★★★ 4,8 - average user rating

# The first medical app for women's reproductive health

Increase your chances of pregnancy, learn about your body, take care of your intimate life. Get smart diagnosis and treatment.

 Google Play

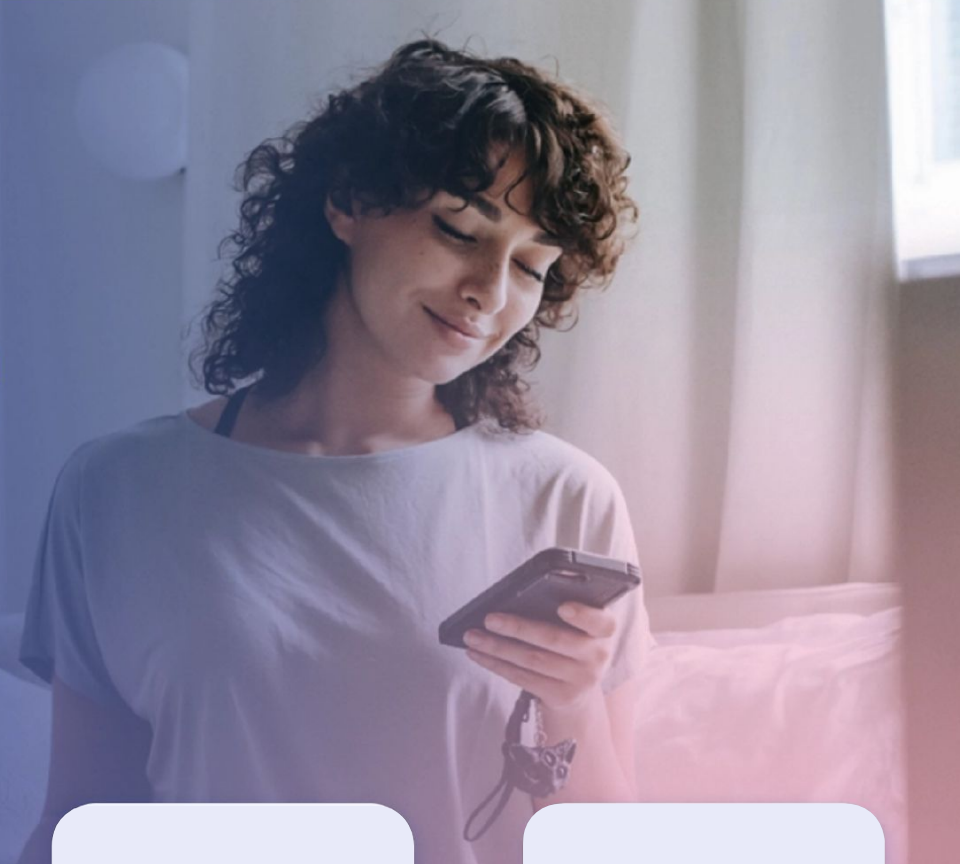
 App Store

> **130 000**  
users

> **30 000**  
MAU

> **260 000**  
registered cycles

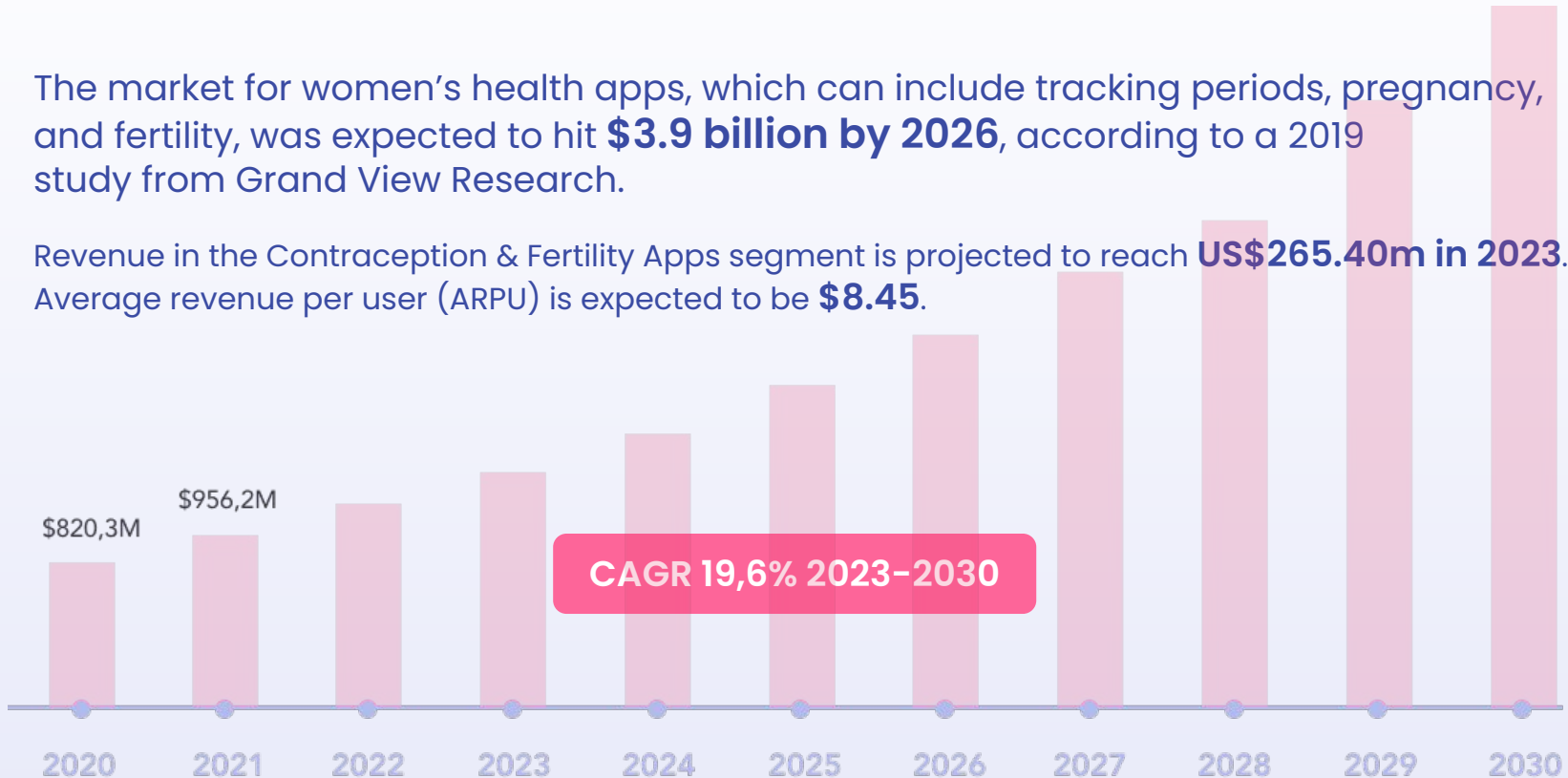
**13**  
languages



# Market overview

The market for women's health apps, which can include tracking periods, pregnancy, and fertility, was expected to hit **\$3.9 billion by 2026**, according to a 2019 study from Grand View Research.

Revenue in the Contraception & Fertility Apps segment is projected to reach **US\$265.40m in 2023**. Average revenue per user (ARPU) is expected to be **\$8.45**.





# iyoni vs period trackers



Medical based advices	✓	✗	✗	✗	✗
Direct contact with ART doctors	✓	✗	✗	✗	✗
Sexual life support	✓	✗	✗	✗	✗
AI detects infertility	✓	✗	✗	✗	✗
Tests results check	✓	✗	✗	✗	✗
Calendar	✓	✓	✓	✓	✓
Knowledge base	✓	✓	✓	✓	✗



# iYoni App Team



## The Founders

**Prof Krzysztof Łukaszuk, Medical Director**, MD, PhD, one of the most known reproductive medicine specialists in Europe, co-founder of the Polish network of fertility clinics INVICTA, scientist of the Medical University of Gdańsk and Warsaw. Innovator & serial entrepreneur.

**Katarzyna Goch, CEO**, marketing, communications and patients' experience manager with over 12 years of experience in women's health and infertility treatment business (Fertility & Women's Health Clinics, Medical and Genetic Laboratories). Sociologist & educator.

## 7 top fertility and IVF experts:

- Prof. Norbert Gleicher (US)
  - Prof. Anja Pinborg (DK)
  - Prof. Christophe Blockeel (BE)
  - Prof. Fady I Sharara (US)
  - Prof. Grzegorz Jakiel (PL)
  - Prof. Aneta Słabuszewska (PL)
- 4 sexologists and psychologists  
4 midwives



## 5 developers & AI/ML engineers

- 2 product & UX designers  
5 marketing & SoMe specialists  
2 project & office coordinators

# Business model

## B2B

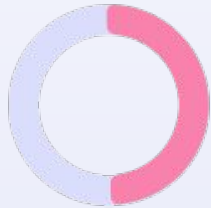
employee health benefit  
e-commerce/referrals  
clinical trials platform

## B2C

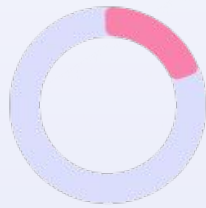
app subscription (€5, 25, 45)  
health programs  
(packages: €60/3m)

## B2G

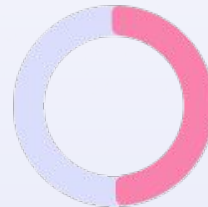
DTX path (DE/PL)  
nationwide fertility programs  
local fertility programs



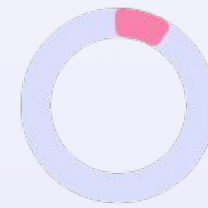
Product development  
Integrations  
AI solutions



Certification  
(CE, DTX)



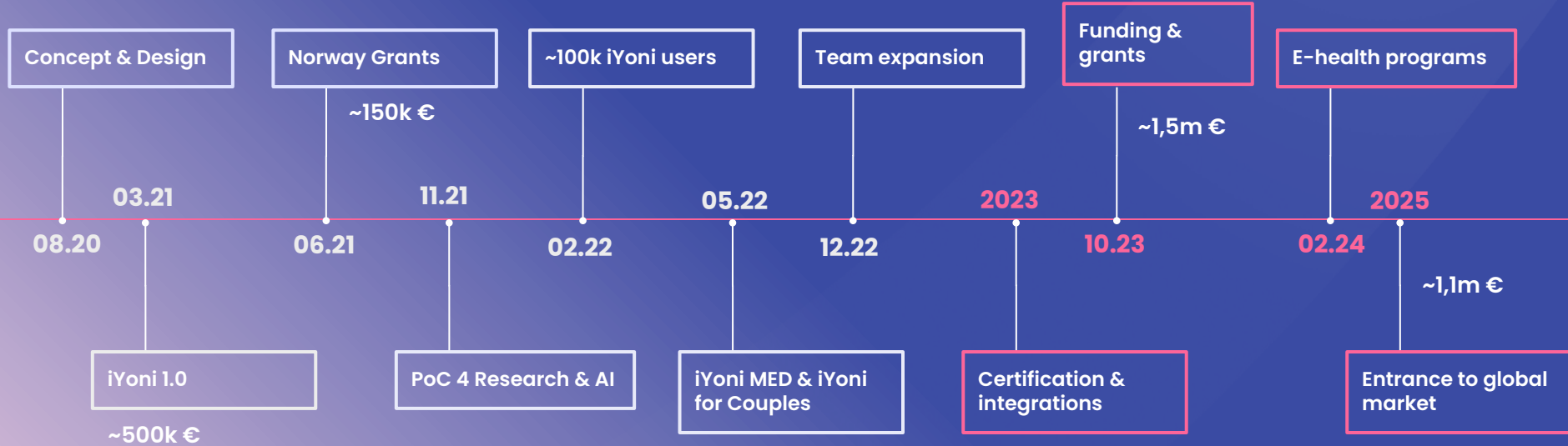
Sales,  
marketing  
& brand



Scientific  
research  
& cooperations



# iYoni in time



# Awards & Partnerships



# Media about iYoni



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