



PYW LLC

Diane Haugen
Founder and CEO

Pregnancy Your Way

**WOMEN CAN CHOOSE THE KIND OF OF
PREGNANCY THEY WANT 95% OF THE TIME**

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About Our Pregnancy Your Way Application

Empowering Women Through Trusted Guidance

Many women can choose the kind of pregnancy they want 95% of the time. Women need the information and confidence to ask questions and make choices in cooperation with their doctor. Our Pregnancy Your Way app will centralize and expand upon the large amount of information Dr. Lindemann has made available online, making it quickly and easily accessible in one place—literally in a woman’s pocket. Our app will enable women to develop the confidence they need to take an active role in their pregnancy choices.



Problems and Solutions

<p>The fragmentation of our healthcare system has destroyed the traditional trusted relationship between a doctor and patient.</p>	<p>In pregnancy, the ability to develop a trusting relationship with a provider is known to be related to good maternal outcomes.</p>
<p>Many women and their families either can't afford healthcare or live in rural areas without obstetrical care.</p>	<p>Women need trusted information to bridge the gap between the lack of healthcare access and a trusted relationship with a primary doctor.</p>
<p>Lack of access to obstetrical care is directly related to maternal injury and death.</p>	<p>Providing women with the information they need to monitor their pregnancy will reduce maternal injury and death.</p>
<p>Our app, provides the missing link between patient and physician which will reduce the cost of women's healthcare.</p>	<p>Reducing the cost of women's healthcare will help corporations reduce the cost of their employee healthcare benefits.</p>

Size of the Market

Total Available Market (TAM):

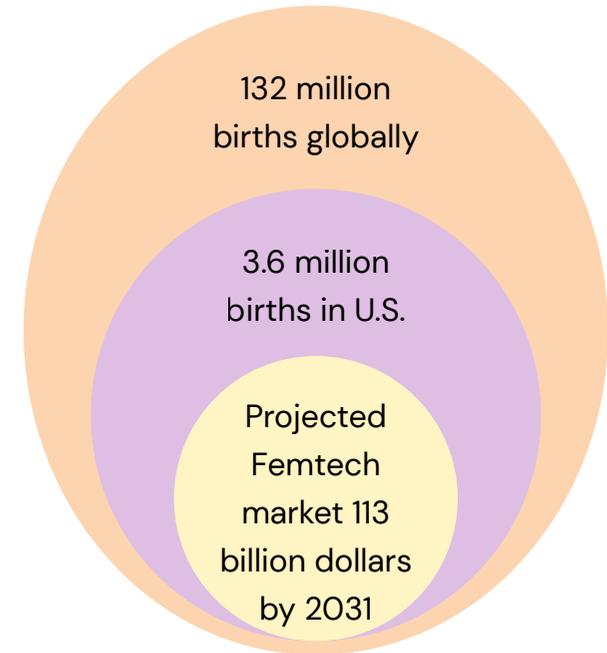
Globally, there are 132 million births per year.

Serviceable Available Market (SAM):

There are 3.6 million births per year in the United States.

Serviceable Obtainable Market (SOM):

The FemTech market is projected to reach 113 billion dollars by 2031.



Competitive Advantages

Competitive Advantage 1

Ours is the only pregnancy application with content written exclusively by an experienced obstetrician.

Competitive Advantage 2

Educational information for women and their families gives them confidence to work in cooperation with their physician to make choices for the kind of pregnancy they want.

Competitive Advantage 3

The information provided by our app is available 24/7, literally in the pocket of women who use the app.

Competitive Advantage 4

Anxiety is a known cause of problems in pregnancy. With our app, women can develop the confidence to “steer” their pregnancy in cooperation with their doctor.

Revenue Model

	Plan A Free	Plan B \$9.99/month	Plan C \$99.99/year	Plan D Develop Bulk Licensing \$50,000/year
Feature 1	Reduce anxiety related to pregnancy with trusted educational information.	Access to information supporting choice in pregnancy.	Access to Dr. Lindemann's book, <i>Pregnancy Your Way</i>	Build associate relationships with online pregnancy organizations.
Feature 2	Centralize access to extensive trusted online pregnancy information.	Encourage women to "steer" their pregnancy.	Provide a dedicated platform to access premium information and support.	License the application to hospitals and clinics.
Feature 3	Trusted information available 24/7, literally in the pocket of users..	Provide regular community meetings to ask pregnancy questions.	Ability to schedule private coaching sessions about pregnancy.	Promote the application to state healthcare organizations for use in their state healthcare programs.

Financial Projections

	Revenue	Expenses	Net Profit
Year 1	\$500,000	\$350,000	\$150,000
Year 2	\$1,000,000	\$500,000	\$500,000
Year 3	\$ 250,000,000	\$ 900.000	\$ 1,600,000
Year 4	\$5,000,000	\$1,500,000	\$3.500,000
Year 5	\$8,000,000	\$2.200.000	\$,5.800,000

Projected Accomplishments



Q1-Q2

It will take 6 months to centralize Dr. Lindemann's web content into the Pregnancy Your Way app and bring that content to market.



Q3-Q4

After 6 months, the Pregnancy Your Way app will be live and available for a robust marketing effort.



Q5

In the first year, the projected paid subscribers for Pregnancy Your Way is 10,000.

The Team

Thank you for your time!
Please reach out to us for questions.



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