

Women Cycles

Seed Investment Round

Womencycles.com



We live in the age of chronic illness

4932 symptoms that uniquely/predominantly affect women

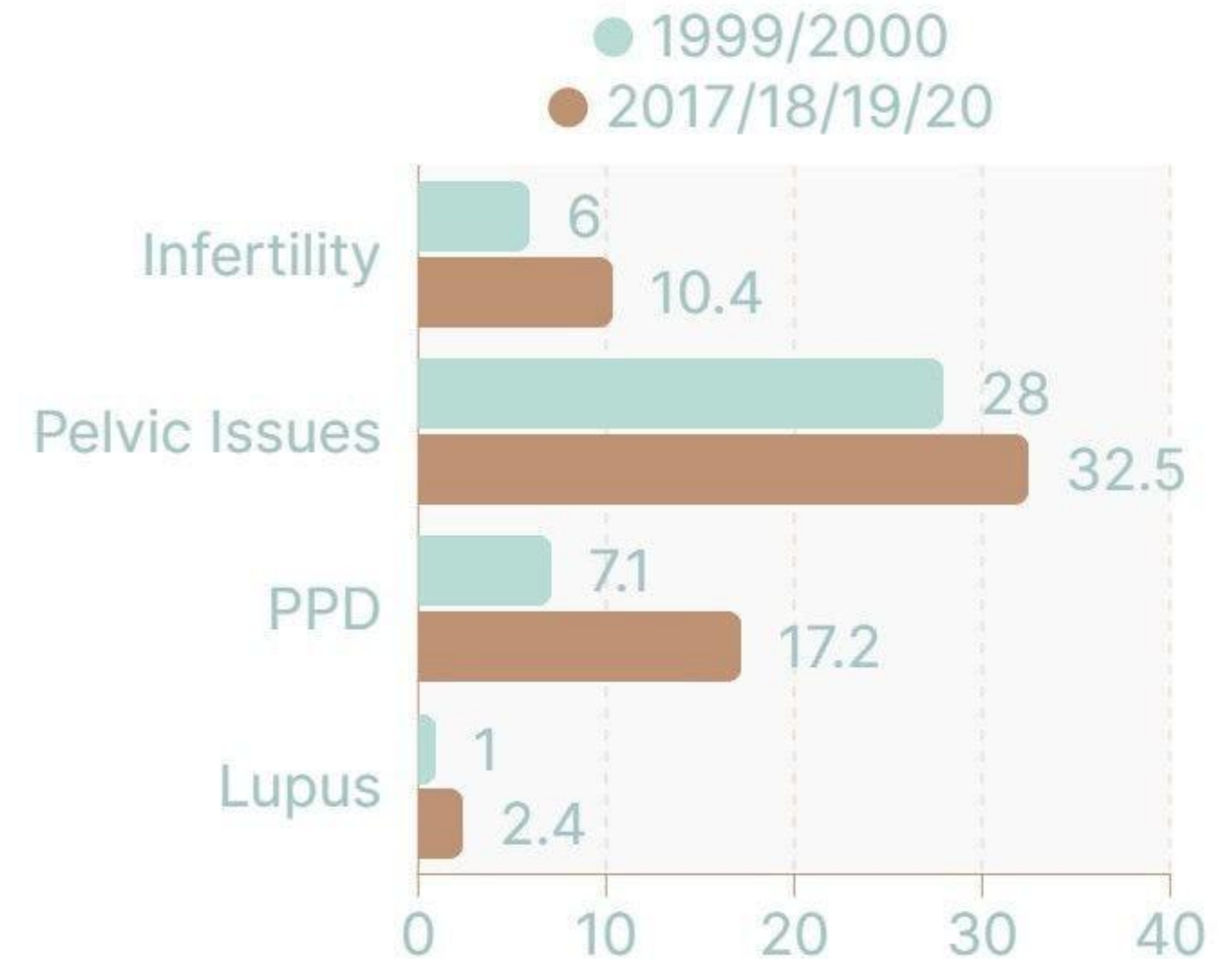
Despite the proliferation of health content online, wellness and health trends, women's chronic & life quality issues are on a rise.

Band-Aid Symptoms

Western Medicine is the wrong toolbox to use for majority of these issues as most treatments do not provide long-term relief

Outdated/Dangerous

Lack of research leaving us with solutions from 30-50+ years ago that in some cases can be dangerous



Science-Based Natural Healing

Root Cause Health

Understand the root cause of the symptoms.

No Pills. No Surgeries.

Natural solutions that are science-based and non-invasive.

Healing, not managing

Find ways to not just reverse but heal.



Women
Cycles

1st Product: Focus Pelvic Issues.

349 USD for 12 weeks

your typeform Initial Assessment - No Kegels Program has a new response:

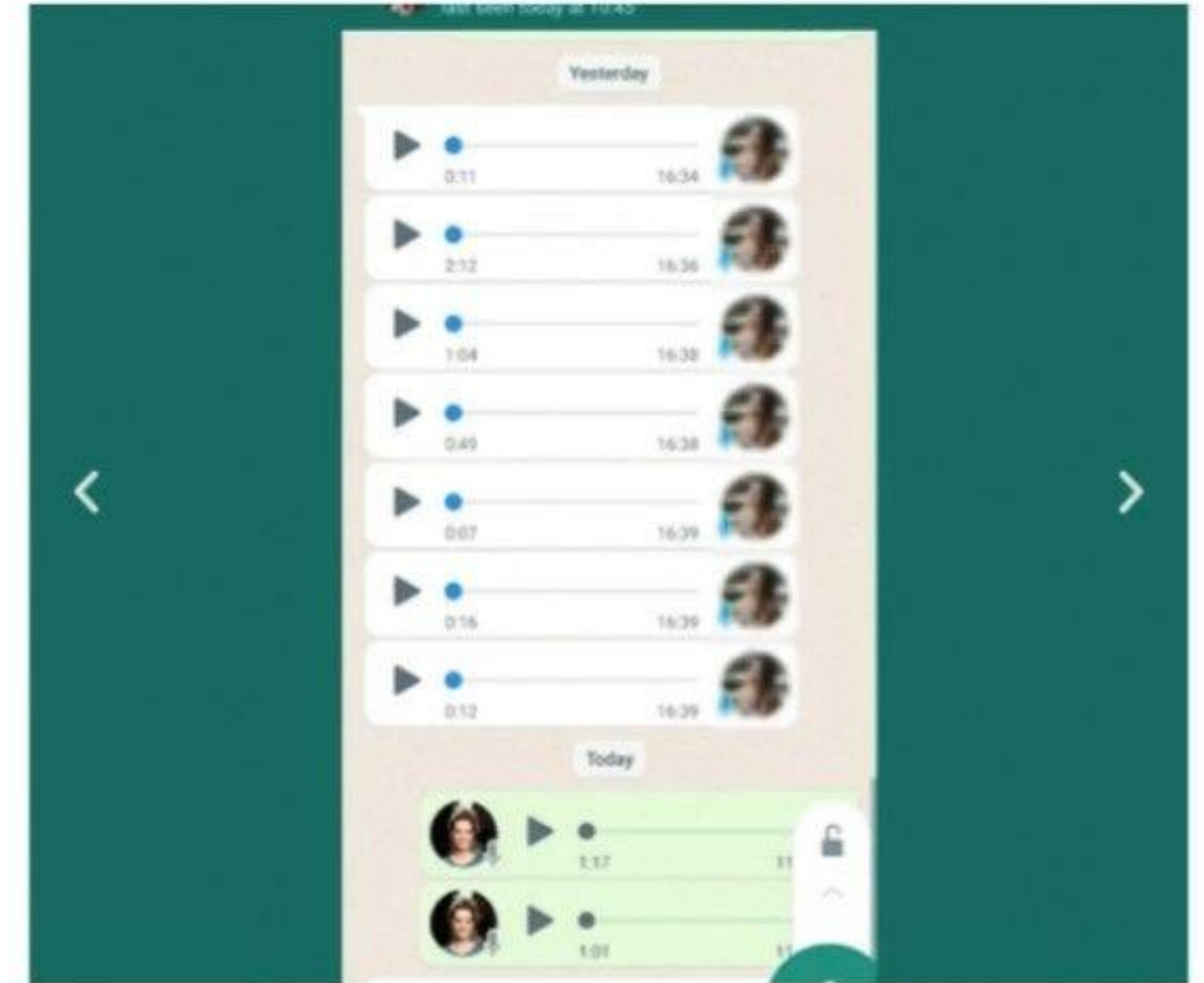
- What symptoms do you have currently?
Bladder leakage/incontinence, Lack of energy, Chafing, Heaviness/Bulging Sensation
- Rate how severe the Heaviness/ Bulging Sensation is
6
- Rate how severe the Chafing Sensation is
7
- Rate how severe the bladder leakage/incontinence is
9
- Rate how severe the lack of energy is
7
- Rate how severe the Self-doubt is
7
- Rate how severe the effect on the libido is
1
- Rate how severe the feeling of "feeling stuck" is
6
- How long have you had these symptoms?
More than 1 year



A care team dedicated to
your progress

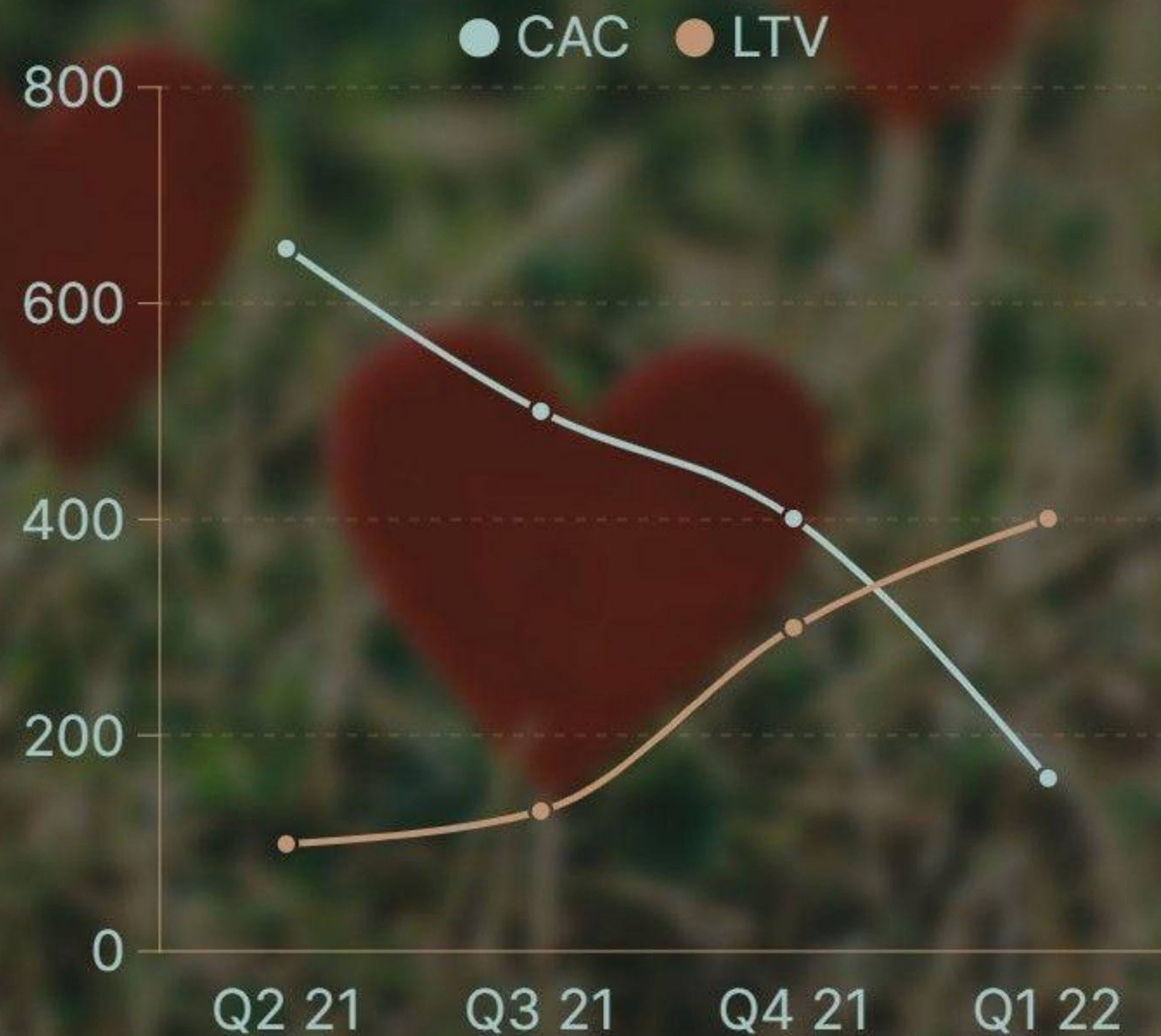
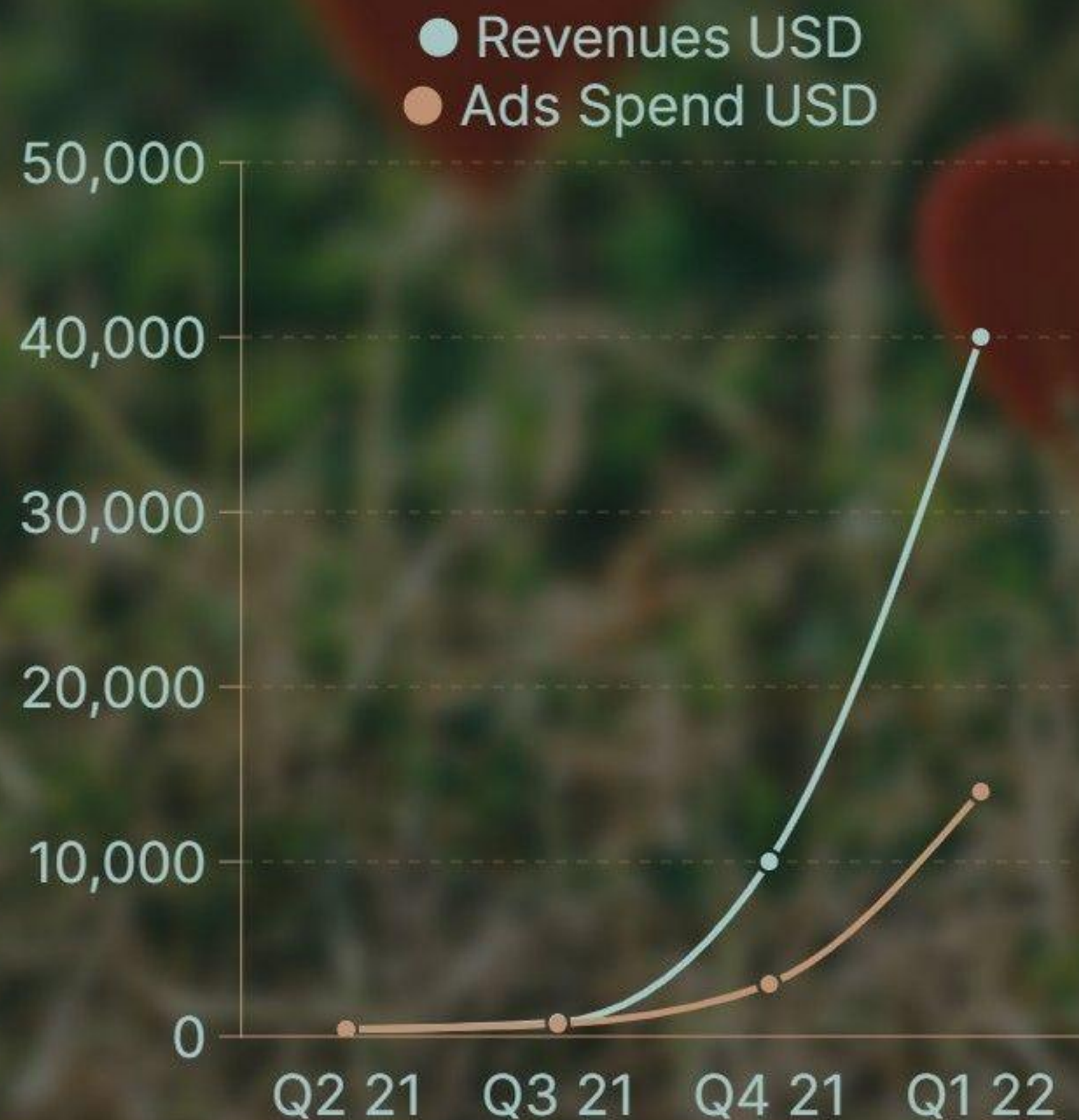


Personalized schedule. 50+
Methods



Stay motivated - Continuous
progress tracking & check-ins

2x money back 1st buy. NPS of 60+. 84% renew after 12 weeks



"I am so indebted to you! I can now sit down on the floor again & play with my kids"
— Amanda, UK, 54 years

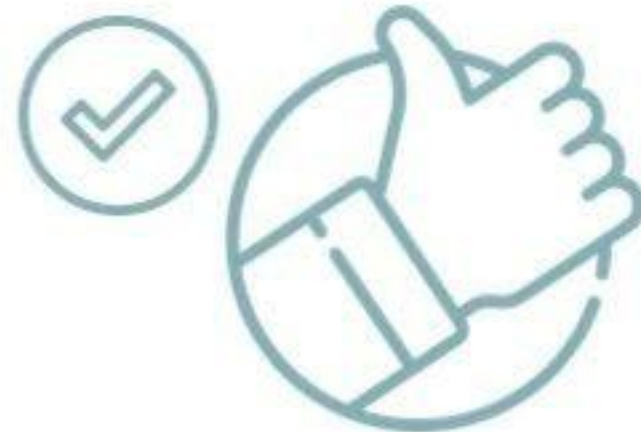
Check more reviews at
[womencycles.com/stories](https://www.womencycles.com/stories)

Unfair Advantages: A strong wedge to build from



**Target Group of
45+ Women that
are willing & able**

*Our customers have money,
time & willingness to work
on their unresolved issues*



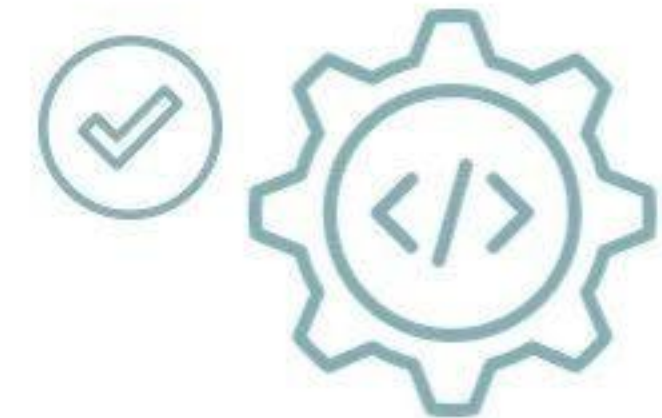
**Many connected
conditions to
expand into**

*Elder women have many
chronic & life quality issues
for us to naturally expand
into*



**Position of
combining science
& natural healing**

*Being let down by the
medical system, our
solutions are very attractive
to their eyes*



**Timing with rising
systematic apathy
and conversation**

*Fueled by influencers, BBC
& Netflix make the timing to
talk about tabooed issues
perfect*

Value Drivers to move our unit economics from good to great

1

Cross-Sell into more symptoms

Launching new products that are complementary to pelvic floor health - e.g, menopause issues, thyroid related challenges and more.

2

MasterClass for Women's Health

Onboard influencers and creators, similar to the Masterclass model to build more exclusive content, affiliate partnerships and differentiation

3

Localisation in EU Languages

Our content has demand in German, French, Spanish & Nordic Languages. Being a purely digital practice, we can scale significantly quicker

4

Kajabi for Women's Health

We have over 100+ content creators. Together, we will launch a platform and marketplace of products, content and services for science-based natural healing

Women 45+. 100M women in the West that are relevant



Women who
believe in natural
healing



Women who feel
let down by
existing solutions



Women who want
to work
preventively

TAM: 100M
SAM: 24M
SOM: 3.6M



Just obtaining 200K paying members takes us to 100M USD in ARR.
Our goal is to get to 1M paying users by 2030 - 500M USD ARR

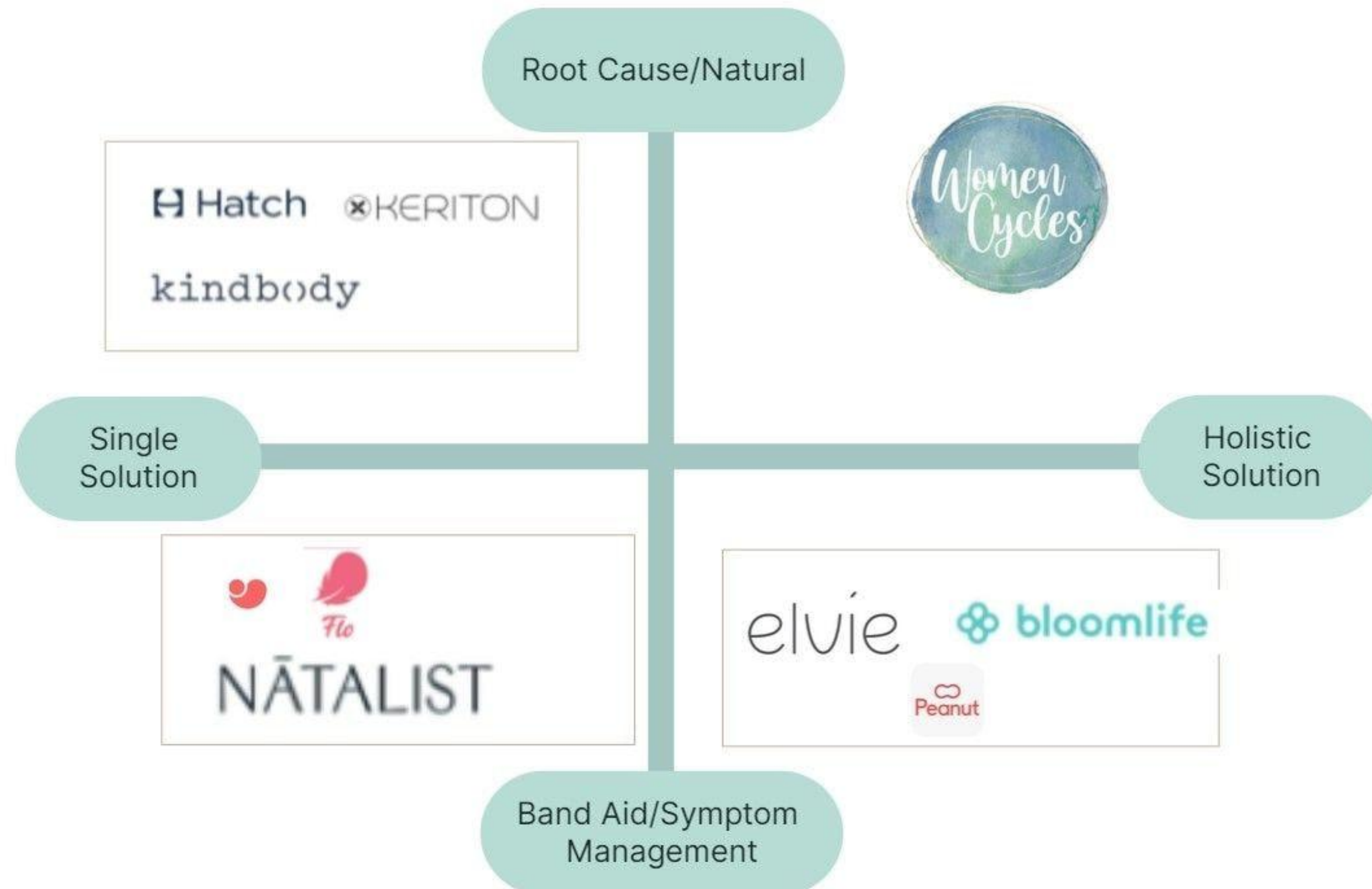
Our competitors do not share our category or approach

Natural, no side-effects

By working with the root cause of issues and offering natural solutions, we are the only long-term no side effect solution for women facing issues we cover

Multiple Solutions = Truly Personalised

We produce unique content together with many different practitioners, that are tailor-fit to every user's unique needs through tech & telehealth support



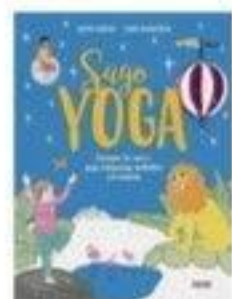
Strong team: Serial Entrepreneurs & leading angels



Filippa Odevall

Founder of Skolyoga, Nordic's largest yoga network in schools.

Certified Doula, Yoga and hypopressives instructor, Author of 4 books with the region's largest publisher Bonnier. "Sagoyoga" is in the top 10 best-selling kids books in Sweden.



Mahesh Kumar

Co-founder FitnessCollection (Sold to Classpass in 2019), Epicenter Northern Europe's largest innovation house and previously CEO at Result, a consulting outfit across Europe. Investor Werlabs (med-tech), Deep North



Juls Teo

Content lead.



Allie Murphy

Care Team



Iqra Razzaq

Product & UX



Jens Lapinski

AngelInvest



Auxxo Female Catalyst Fund

German micro fund



CalmStorm VC

Health tech focused VC

Investment Opportunity

- Strong unit economics: **2x money 1st buy**
- **30%** top-line growth Month-on-Month
- Wedge into willing & able **target group** to up-sell & cross-sell
- Growing **Channels**: SEO, Influencers, PR & Affiliate Marketing
- Significant room to expand **unit economics**: New Products, Content & Optimisations
- Unique **position** within growing women's health market
- Only **200K paying users** needed to get to 100M USD ARR
- Strong **team** with a proven track record to scale & create value
- Capital efficient value creation: **50% of capital left** from Q2 2021 fundraising



**Raising 2M EUR. 20% Dilution
Standard Terms.**