



VITALRING

Empowering women's health
through innovative digital solutions

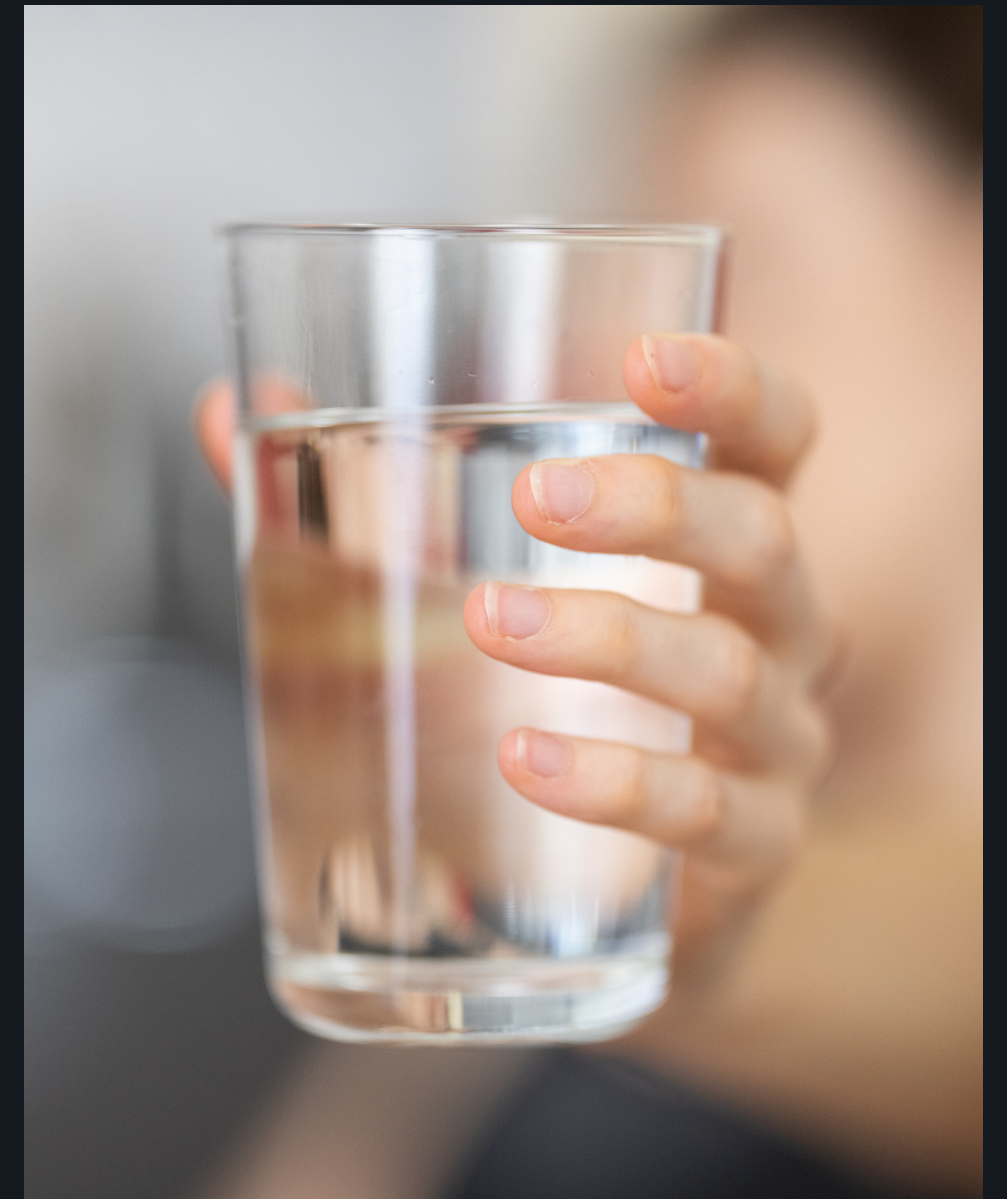


Imagine this



Drink more water

I'm having period cramps and moody



Our Value



VISION

Empowering women's health through innovative digital solutions.



MISSION

Revolutionizing female hormone monitoring for early disease detection and personalized health insights.

Concern



Fluctuations in hormone level
affect women's holistic health and well-being.

e.g. irregular periods, emotional instability,
anxiety, fertility challenges,
weight gain, acne breakout

However...

Over **80%** of women suffer from hormone-
related health issues that go mismanaged due
to low awareness.



VITALRING

Love yourself Love your body



Symptom tracking

By analyzing the data, we alert you to any female diseases, such as cervical cancer, breast cancer, polycystic ovary syndrome & OHSS, and provide relevant advice.



Health Insight

Continuous monitoring helps patients who undergo hormone replacement therapy or take oral contraceptives keep track of estrogen levels, as these drugs commonly contain estrogen.

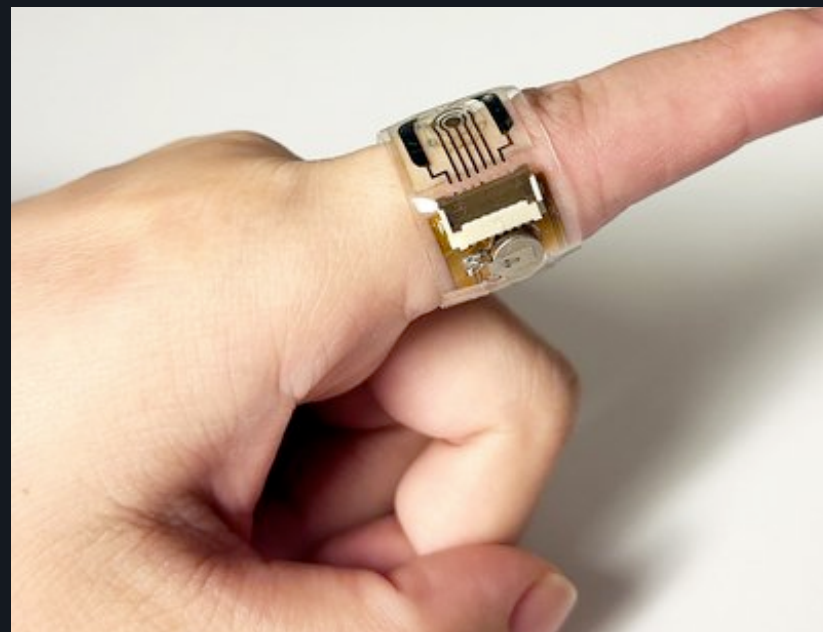
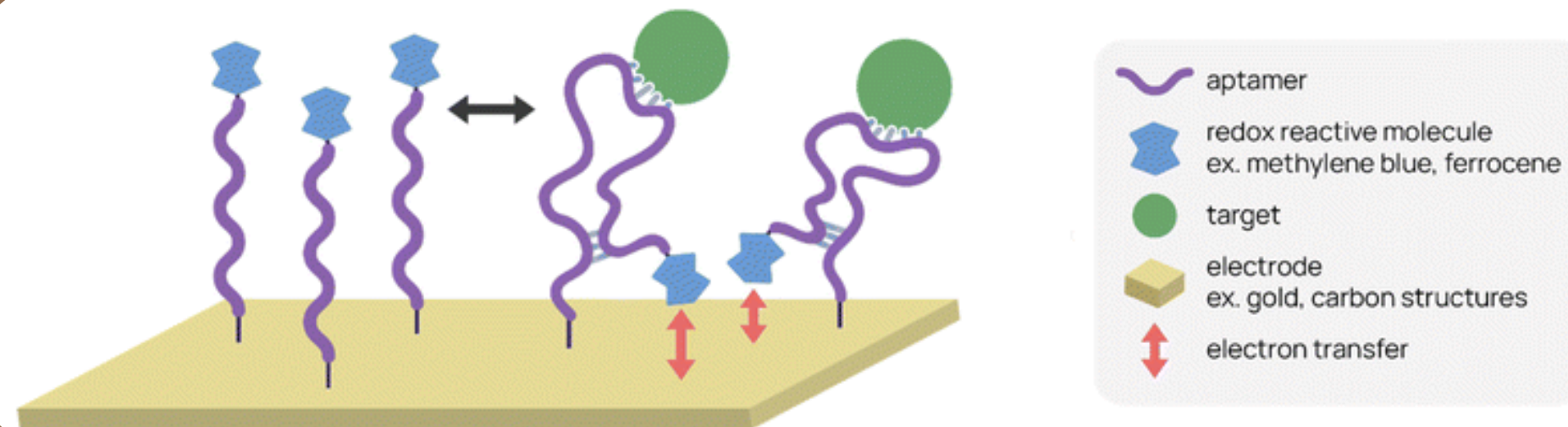


Period Forecast

The ovulation cycle can be tracked by monitoring estradiol levels and help identify when you're most fertile. It also indicates pregnancy and menopause.

Product design

"A wearable aptamer nano biosensor for non-invasive female hormone monitoring"



Credit: Caltech

1 Sweat around the fingers flows to sensors by the capillary effect in the microchannels

2 Estradiol binds to aptamer, a short-stranded DNA, and release a redox molecule

3 The molecule is recaptured on gold nanoparticles film and induce an electrical signal

4 The ring measures body temperature by an NTC thermistor

5 Data is transmitted wirelessly to your phone and undergo analysis

Application Features

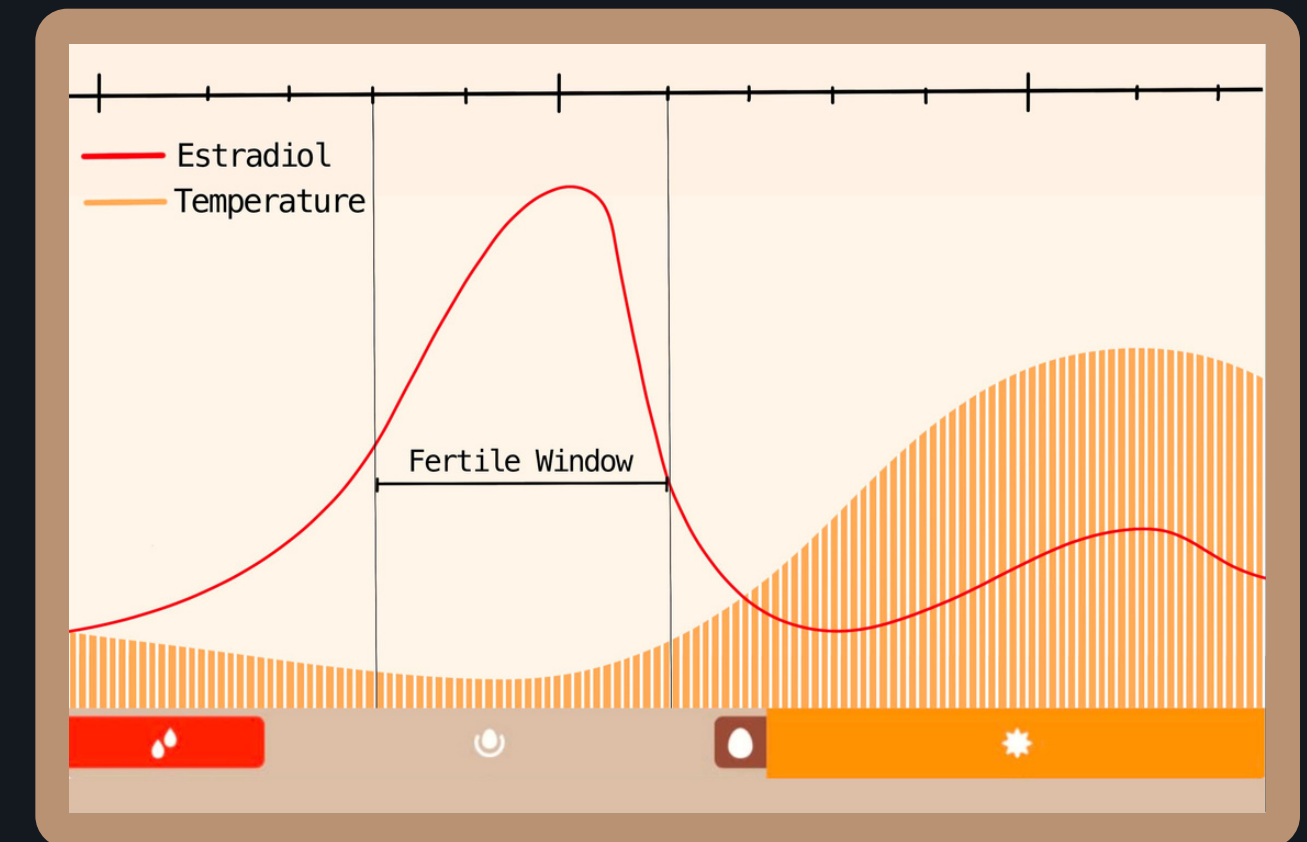
① Menstruation Cycle: A circle indicate the current menstrual cycle such as the menstruation phase

② Express Feelings: Enable users to express their emotions and receive quotes that provide encouragement

③ Data Input: Allow users to manually input additional data if they experience any unusual symptoms for further analysis.



④ Data Records: Present visualized records of past measured data, such as Estradiol levels and body temperature



⑤ Health Diagnosis: Provide health diagnosis based on the collected data and offering for the user's well-being.

⑥ Flower: Various flower conditions, representing the user's overall condition

Why now?

25 - 64歲 曾有性經驗的婦女應定期接受
子宮頸篩查
Women aged 25 – 64 who ever had sex
should have regular cervical screening

怕尷尬?
Embarrassed

太忙?
Too busy

打咗子宮頸癌疫苗?
Already received the HPV vaccine

錫自己 做篩查
Love yourself Have your screening

www.cervicalscreening.gov.hk



Cervical Screening

Birth Allowance in Policy Address 2023

行政長官
2023年
施政報告

鼓勵生育

支持新生家庭

- 向在香港出生而其父或母為香港永久性居民的新生嬰兒發放2萬元現金獎勵，為期三年
- 提高新生家庭與居所有關的稅項扣除限額至12萬元
- 推出「家有初生優先選樓計劃」，預留資助出售單位10%配額，讓有出生嬰兒的家庭抽籤及優先選樓
- 推出「家有初生優先配屋計劃」，讓有新生嬰兒的公屋申請家庭可縮減一年輪候時間

GOV
NEWS.HK



陪我講
我 WE
講 TALK

陪我講
Shall We Talk

陪我一起正視情緒健康
Let's take care of our mental health
Shallwetalk.hk

精神健康諮詢委員會
Advisory Committee on Mental Health

陪我講
Shallwetalk 陪我講



Mental Health Awareness

Breast Health Monitoring

CARE Bra®

innovative care wear for women

首個「乳腺健康監測」
居家內衣

First At-Home Breast Health Monitoring

BIORHYTHM × SATAMI



Competitive Advantage

Positioning map



Tech uniqueness

Non-invasive hormone monitoring

1

- sweat analysis
- pain-free, reusable
- comfort wearing, continuous tracking

User-friendly app interface

2

- does not require manual input
- real-time alerts and notifications
- proactive health management

Research-backed technology

3

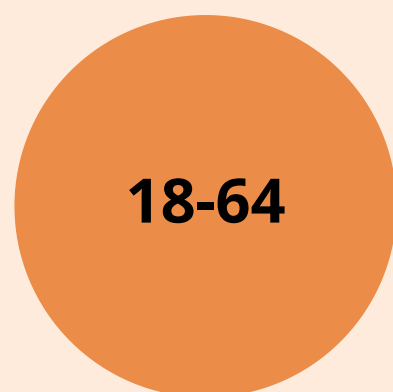
- suitable for people with irregular cycles and PCOS
- expert-reviewed
- provide interpretation and scientific advises

Competitors Analysis

Key Features	Vital Ring	Evie Ring	Oura Ring	Apple Watch
Price	HK\$1,500	HK\$2,103	HK\$1,775	HK\$3,199
Battery life	5 days	4 days	7 days	18 hours
Women heath related Diagnosis	Personalized health diagnosis based on data captured	Health information	Data from sensor	Data from sensor
Diagnosis Method	Body temperature & Estradiol level	Body temperature	Body temperature	Body temperature

Market Validation and Traction - Asia-Pacific women's digital health market

Age group



Approximately **43.7%** of individuals in this age range are aware of 6-7 digital health tools, while **40.6%** are aware of 4-5 tools

Market Overview

Reach USD **3.01 Billion** in 2024

CAGR of **20.5%** from 2024

Health Concerns

Health concerns related challenges

Investment and Innovation

Over USD **3 billion** in Capital Investments

More than **200 digital health solutions** are currently available or in development

Asia Regional Insights

China market domination of digital health

Cultural Adaptation towards using **Digital health solutions**

PRODUCT SCHEDULE



1st Stage

2nd Stage

3rd Stage

4th Stage

Business Development Plan

Define unique value proposition

Acquire early adopters and open up to larger partner networks

Form founding team, register the company

Launch and expand to new geographies

Technology Development

Build model and design wireframes

Conduct clinical trials

Create MVP for the ring and app

Prepare for regulatory compliance

Finance Planning & Others

Apply for seed grants

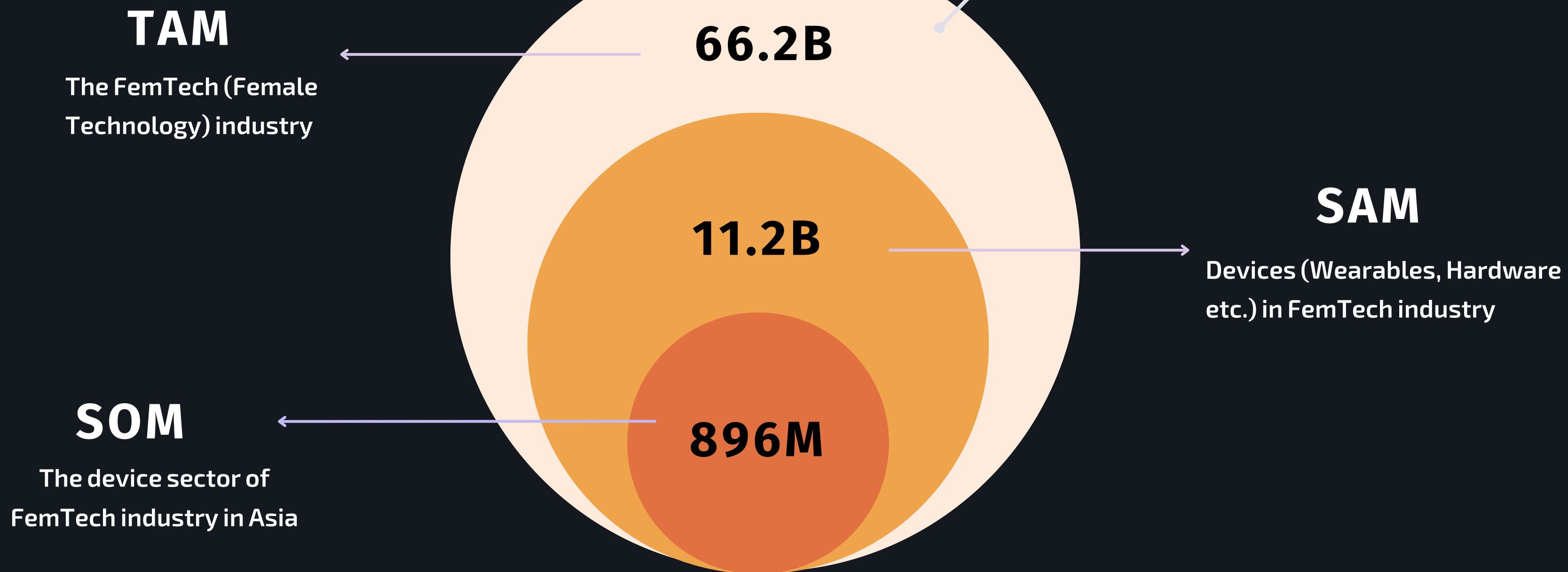
Pursue seed potentially via VCs specializing in healthtech

Seek angel investment

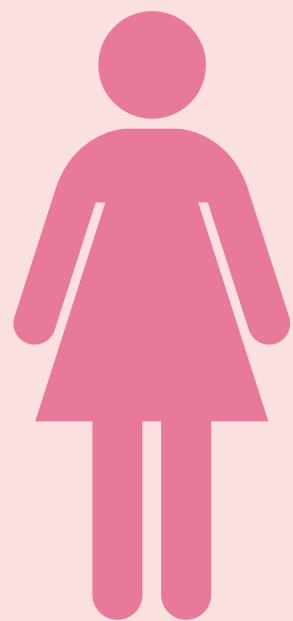
Implement revenue models

Market Size (in USD)

The global women's digital health market was valued at USD 1.5 billion in 2020 and is projected to grow at a CAGR of **19.9%** from 2021 to 2028.



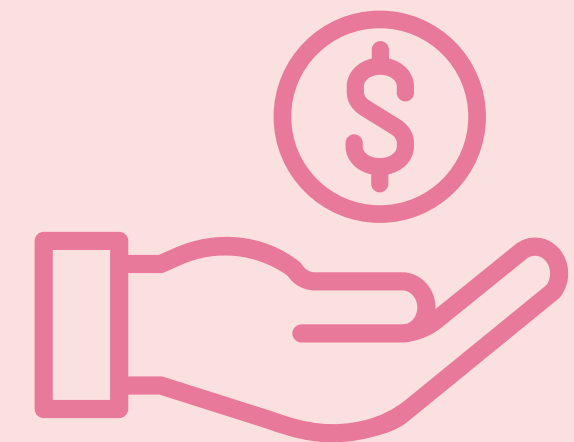
Business Model



Target users

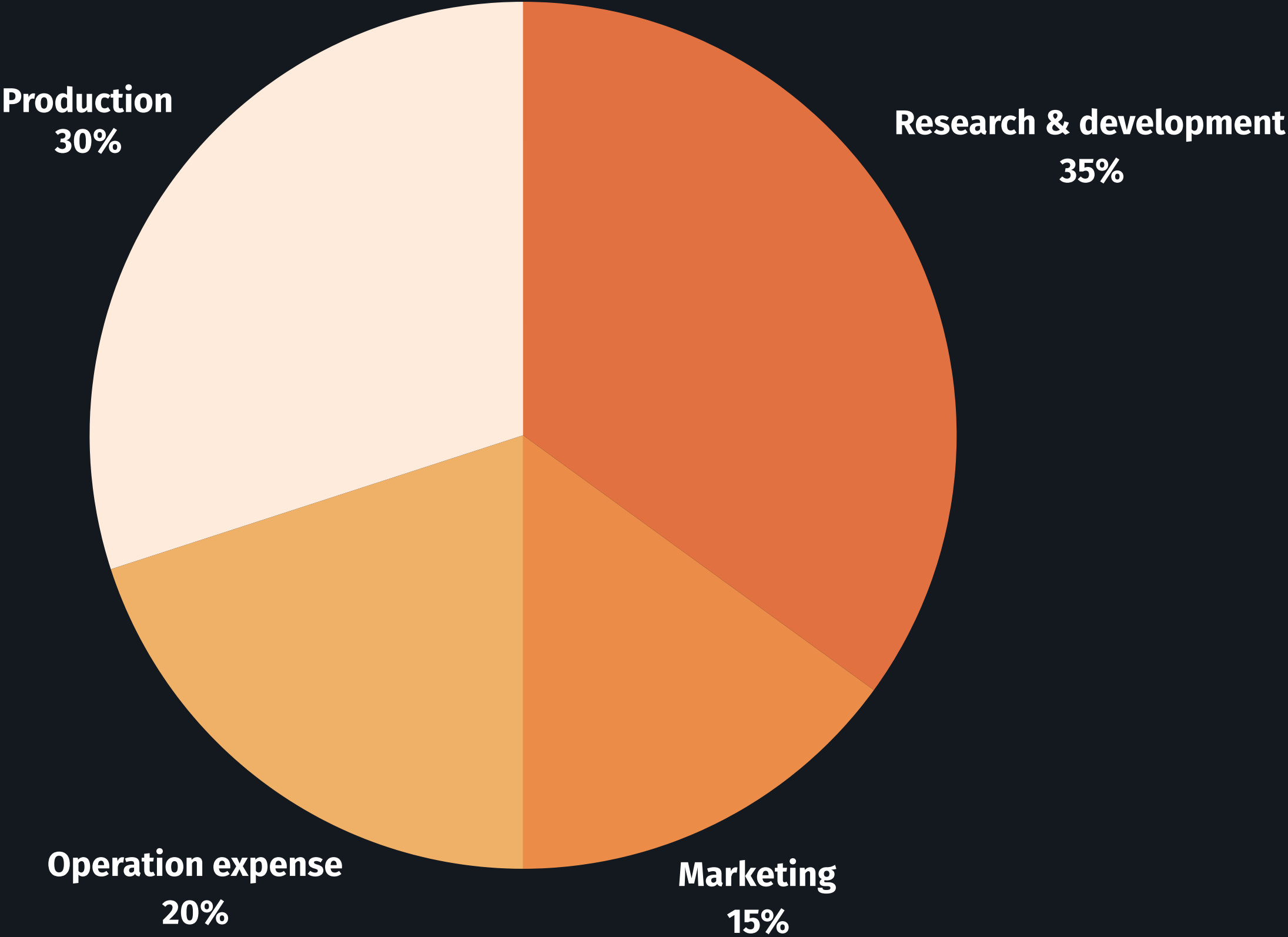
12-55

Age group



**Revenue from
retailing**

Funding distribution



PRODUCT ROADMAP

Business Development

Market research & Crowdfunding



Promotions via Social Media



Build relationships with partners



Customer retaining



Technology Development

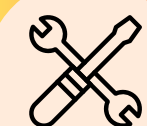
Aptamer System Development



Software Development



Hardware testing & Beta release



System and Function Upgrade



MEET OUR TEAM

We see your need and give what you need



Felix

Business Manager
Computer Science and Finance



Kiyumi

Founder
Biomedical Engineering,
Information Systems and Analytics



Sam

Project manager
Computer Science



Chuck

R&D Head
Computer Science and Finance



Kelly

Hardware Engineer
Computer Engineering and Finance



Jason

Market Researcher
Computer Science and Finance



Clement

Software Engineer
Computer Science



Marcus

Software Engineer
Computer Science and ISA



Thank you