

ova&me

Providing critical ovulation and pregnancy information in a user-friendly and premium format.

The airpod for reproductive health.

1. Limited innovation since the late 1980s in the mid range category, the same decade that Apple launched the Macintosh.



Pregnancy tests

- Single-use only
- Accuracy varies
- Unclear results due to vague test lines (if not digital)

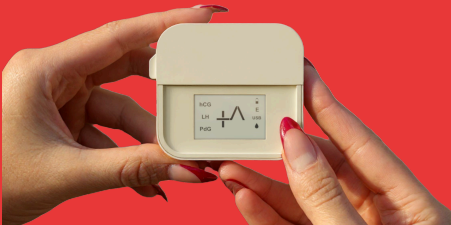


Ovulation tests

- No personalized results
- No support or guidance
- Ineffective for women with PCOS

2. We are providing women with a premium, 2-in-1 solution, promoting quick adoption + 'customer lock-in' effect

1. Reusable monitor



- Outperforms Clearblue and First Response
- User-friendly interface
- Quick results (3-5 min)
- Offloads data to app
- Works as a stand alone

2. Ovulation Refill



Positive results

- Tracks LH which is the single most important ovulation indicator
- Pin points your 2 most fertile day, based on personalized hormone levels

3. Pregnancy Refill



Positive results

- Sensitive 5 days prior to expected menstruation (key market driver)

3. Powered by technology developed by industry leaders

RFID tag

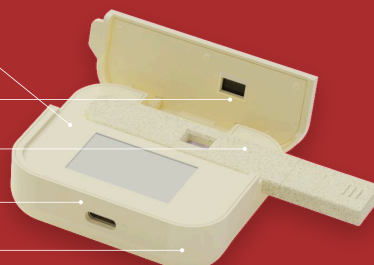
Precise and personal ovulation results

IP protected sensor technology

Biodegradable cassettes

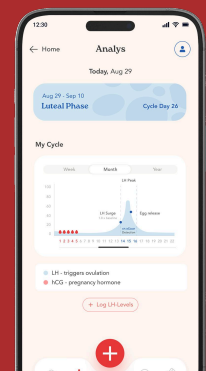
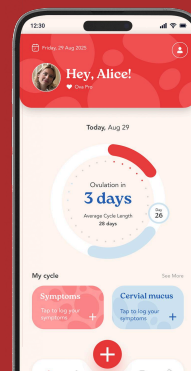
Offloads data to app

Can be used ova&ova again



Exclusive access to IP for pregnancy & fertility testing against a 2% royalty fee

4. Connect to app for data tracking, AI-powered analysis, support & guidance



Razor and blades model

- **Affordable starter pack** attracts customers early in their journey
- **Ova&me** is top of mind when costumers are in need of additional tests
- **App promotes** engaged customers (data tracking + support)

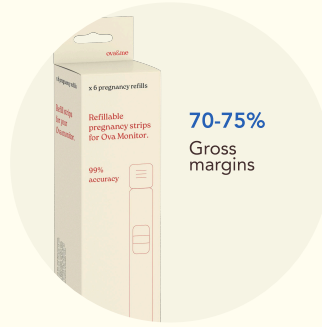
\$45-55



74-77%
Gross margins

Starter kit

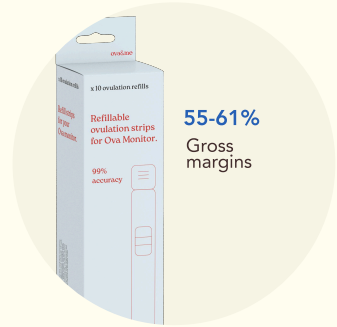
\$29-33



70-75%
Gross margins

Pregnancy Refill x 6

\$29-33



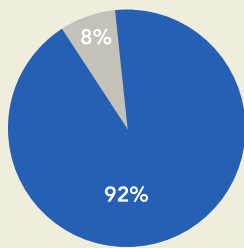
55-61%
Gross margins

Ovulation Refill x 10

Why customers love the solution

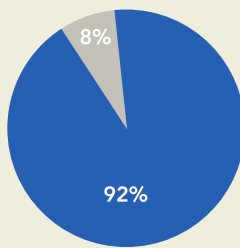
*218 respondents, mostly US & UK

Interest in product



• Yes • No

Fairly priced?



• Yes • No



"ova&me treats women as individuals with individual hormone profiles. Our reusable and affordable testing platform is game changing for women with ovulatory issues. It now provides all women with accurate information to support their fertility journey."

Eric Henau - ex OTC director @ Clearblue

Market opportunity

710 M

Tests sold annually (US + Europe)

And the team?

Worked together for decades with 80+ years of experience from the pregnancy and fertility testing market, specifically from executive positions @ Clearblue.

Launching end of 2026 in the US becoming the category leader by 2032

1. Brand Strategy

Ova&Me brings warmth and humanity to a category long defined by triggering and outdated communication. Our brand is warm and real, designed to be part of everyday life rather than a medical moment.



2. Distribution Strategy

Building our own D2C distribution whilst gaining insights and traction to secure deals with pharmacies and fertility benefits programs

1. D2C & Amazon

2. Pharmacies & Fertility Benefit Programs

Ova&me is uniquely positioned to be attractive to pharmacies given its accessible price point compared to other ovulation trackers

3. Why the US?

- One language
- Faster approval - 510(k) track
- Amazon provides quick access to consumers
- 88.000 Pharmacies, largely dominated by 3 players - Walmart, CVS & Wallgreens
- Abortion laws provide greater need for pregnancy and ovulation tests

Raising \$1.5 M

- Secure 510(k) FDA approval Q4 2026
- Scale manufacturing via existing partners and launch in the US end of 2026
- Finalize app development

With whom?

Looking for investors with experience in building hardware X software, consumer, and/or women's health companies

Contact

Join us in becoming the market leader in the most stable, revenue generating markets in over-the-counter diagnostics

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