



- Online Support for Women in Menopause -

www.menoacademy.com

Team



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Redefining Midlife



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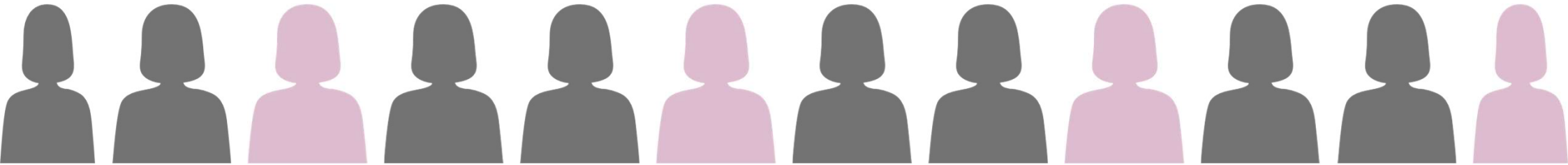


Anja Jancke-Souhr
Fitnesscoach



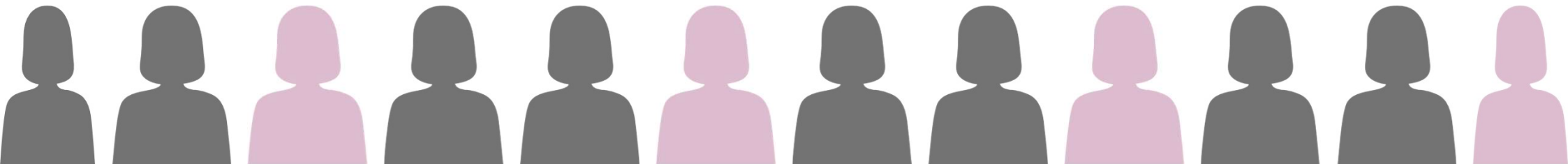
Sabine Karner
TCMExpert

Problem



2 out of 3*

women experience symptoms



*Menstruationsgesundheitsbericht_2024

Solution

MENO Academy - We focus on women and their menopause.



100% online and flexible



personal consultation with doctors
and experts



become part of the community
together with other women



access to webinars, videos,
exercises and much more



Competitors



Platforms
Social Media

Medicals

Coaches
Consultants

Associations,
Self-help groups

Pharmacies
Supplements

Knowledge



Medical advise



Hormone test



Coaching, counseling



Experts Masterclasses



Nutrition,
Weight management



Exercise, sport



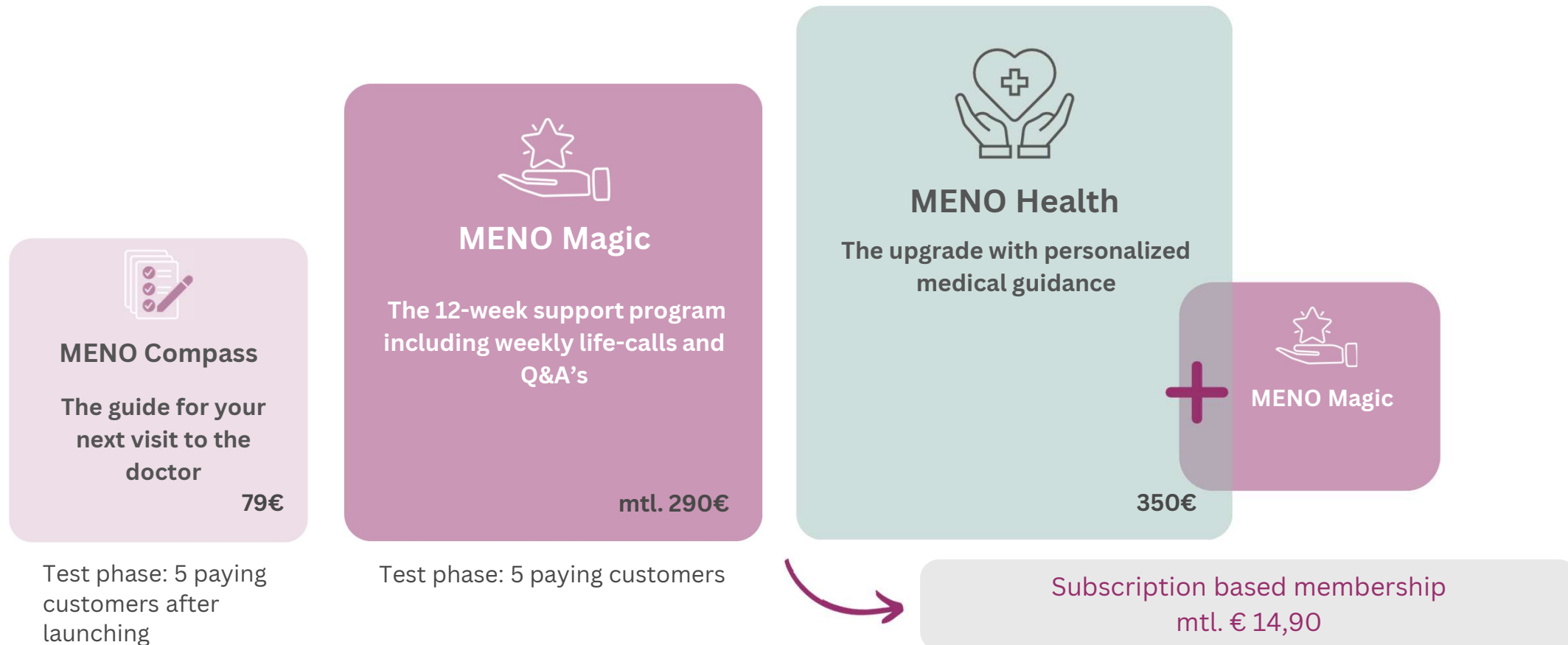
Relaxation, Mindset



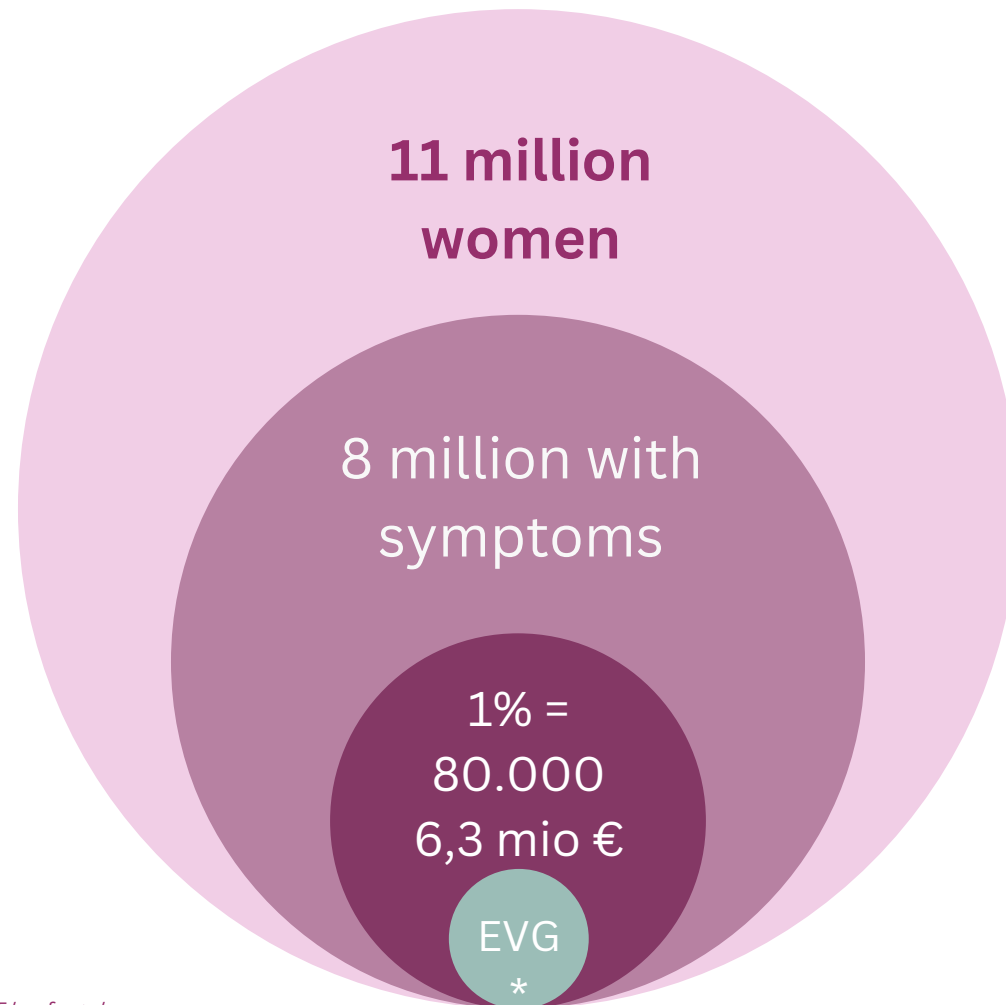
Community, Exchange



Business Model

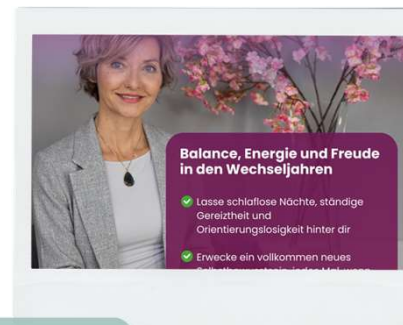
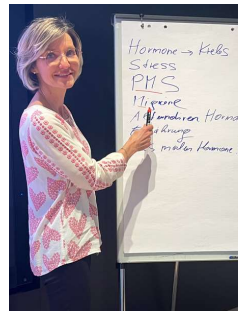


Market

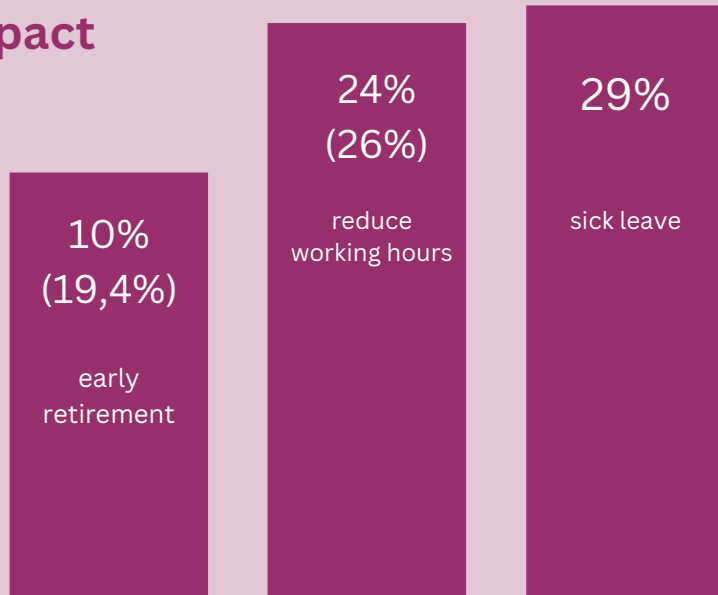


[*https://de.statista.com/statistik/daten/studie/272875/umfrage/verwendung-rezeptfreier-mittel-gegen-frauenbeschwerden-in-den-wechseljahren/](https://de.statista.com/statistik/daten/studie/272875/umfrage/verwendung-rezeptfreier-mittel-gegen-frauenbeschwerden-in-den-wechseljahren/)

Marketing



Impact



(Quelle: Forschungsprojekt MenoSupport, HWR Berlin, 2024)

ca. 90 %

Irritability

ca. 60 %

hair loss

ca. 60 %

depressive mood

ca. 40 %

depressive mood

ca. 80 %

exhaustion

ca. 50 %

palpitations, blood pressure swings

ca. 50 %

sleep disturbances

ca. 60 %

loss of libido

ca. 70 %

hot flushes, sweating

ca. 50 %

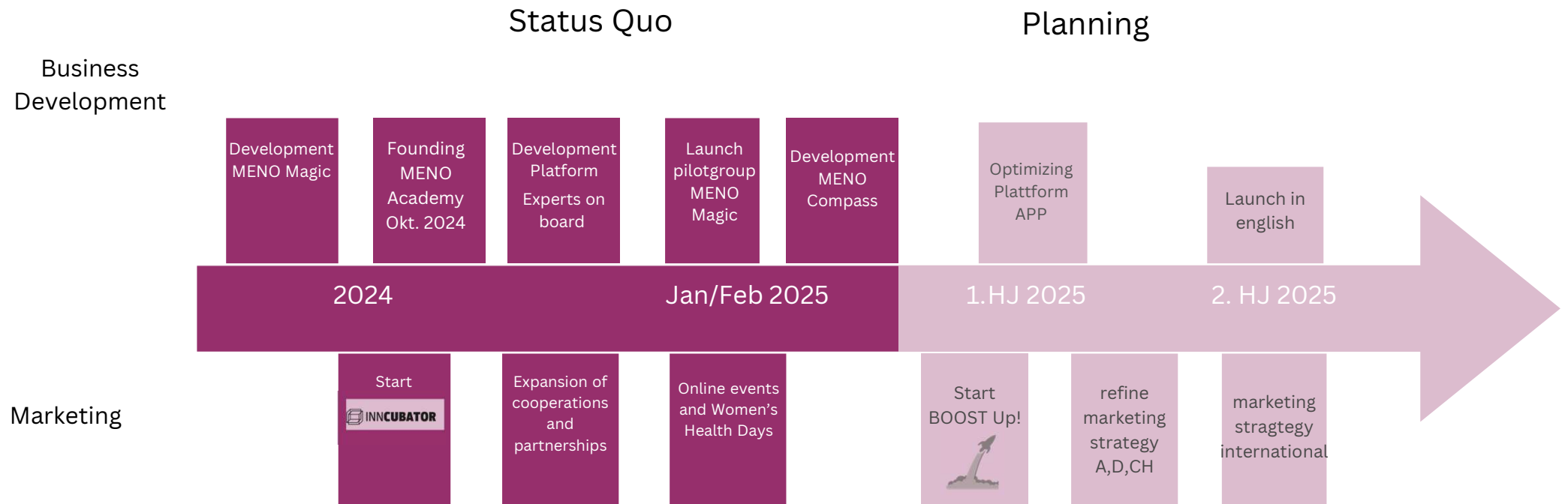
dry skin

ca. 40 %

joint and muscle pain

UN SDG Goal Nr. 3* Good Health & Wellbeing for Women

Roadmap



We look forward to talking to you!



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