

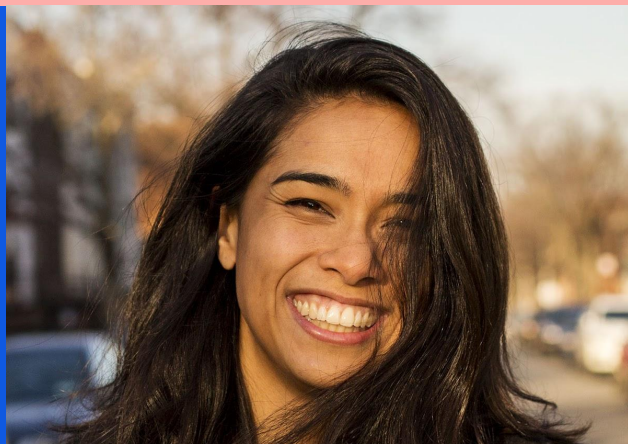
# ovee

A sexual & reproductive health hub for vagina-havers

@oveehealth  
hello@ovee.me  
www.ovee.me

MEET OVEE

A TEAM OF DEVELOPERS, DESIGNERS, AND HEALTH SCIENTISTS



## COURTNEY SNAVELY

*Co-Founder + CTO*

Former molecular biologist, Parson's professor, game designer, programmer, compulsive researcher of venereal diseases

## JANE MITCHELL

*Co-Founder + CEO*

Former health scientist, UX/UI Designer, creative technologist, STEM educator, multimedia producer, oversharer

## MADDY SIRIOUTHAY

*Co-Founder + COO*

Journalist, creative technologist, teaching artist in Brooklyn, writer, designer, social media extraordinaire



FRED HUTCH  
CURES START HERE™



## THE PROBLEM

**ALLIE**

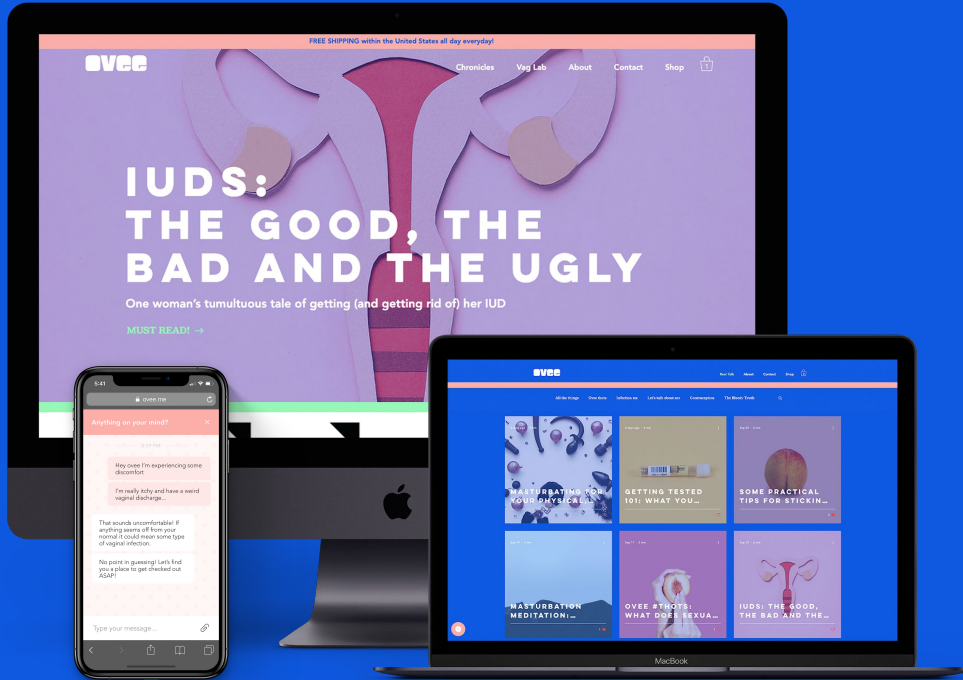
The College  
Freshmen

Newly Sexually  
Active  
+  
Experiencing  
strange vaginal  
symptoms

Did not receive  
adequate sex  
education in  
school

Goes down a  
Google rabbit hole  
Overwhelmed by  
the options

## OUR SOLUTION



# Ovee is a digital health hub for people with vaginas.

We connect users to medically vetted resources, curated products, and a supportive community as they navigate their sexual and reproductive health



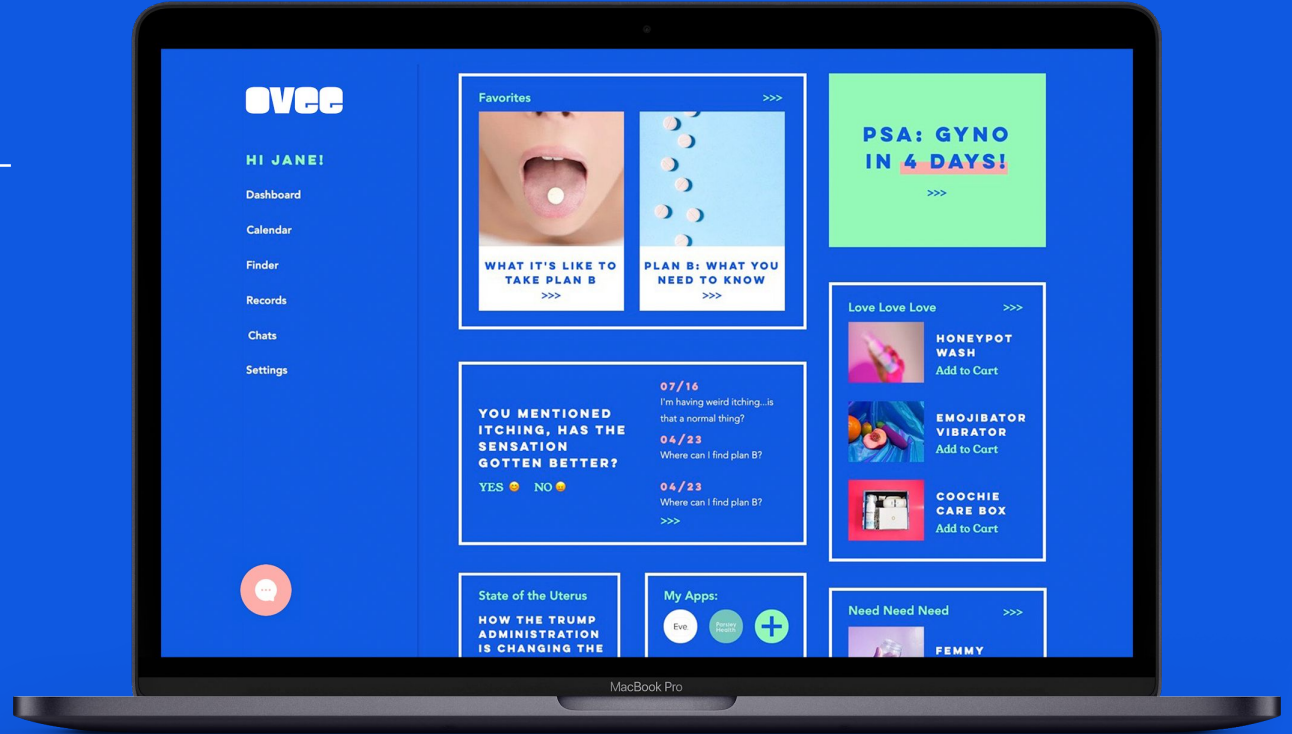
# THE DASHBOARD

## DASHBOARD

1. EVERYTHING IN ONE PLACE—  
CONTENT, PRODUCTS,  
MEDICAL RECORDS, HEALTH  
DATA
2. PERSONALIZED

## CONVERSATIONAL SEARCH CONCIERGE

1. ASK QUESTIONS IN A SAFE  
SPACE
2. HUMAN EXPERT  
RESPONDS TO QUESTIONS  
BOT DOESN'T RECOGNIZE



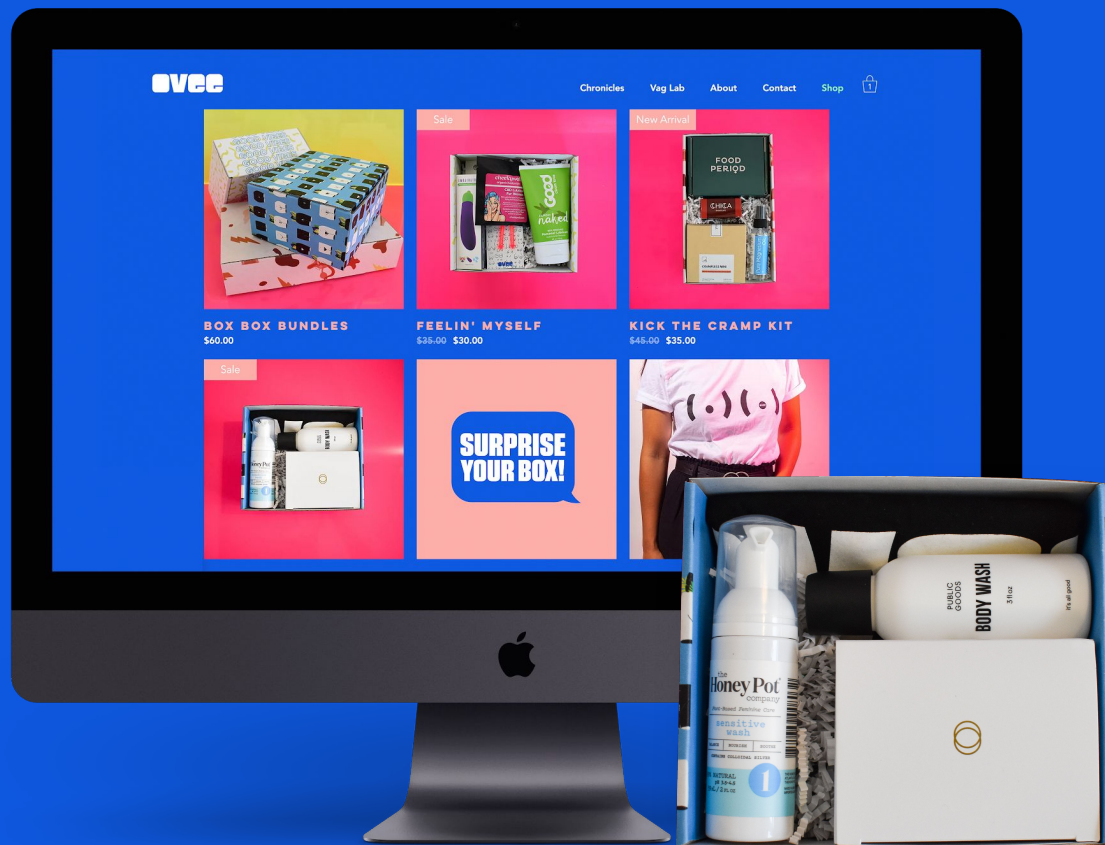
# THE MARKETPLACE

## MARKETPLACE

1. MENSTRUATION, INFECTION, AND PLEASURE PRODUCTS ALL IN ONE PLACE
2. PRODUCTS VETTED BY OVEE TEAM & MEDICAL PROFESSIONALS

## THE BOX BOX (A BOX FOR YOUR VAGINA) SUBSCRIPTION

1. CURATED FOR SPECIFIC HEALTH ISSUES
2. SET THE MOST CONVENIENT SCHEDULE FOR YOU



REVENUE



THE MARKET

33M

Women age 15-29 in  
the United States

+

3X

Money spent on  
healthcare by women  
compared to men

=

\$9.9B

Serviceable  
Addressable  
Market

## ACQUISITION

- + **Content**— bottom of the funnel content marketing (reddit, quora, google search)
- + **Partners**—cross promotion & giveaways with our content & retail partners
- + **Ambassadors**—college chapters host events and distribute marketing materials



TRACTION

**1500**  
NEWSLETTER  
SUBSCRIBERS

**\$8,900**  
SINCE LAUNCHING  
**COMMERCE**  
IN FEBRUARY 2019

**↑ 135%**  
MOM ACTIVE USER  
**GROWTH**  
LAST 5 MONTHS

**29.4%**  
NEWSLETTER  
OPEN RATES

*21% FOR THE HEALTH  
WELLNESS & FITNESS INDUSTRY*

**8400+**  
MONTHLY  
ACTIVE USERS

**35+**  
PARTNERSHIPS  
IN FEMTECH

## ROADMAP




### CURRENTLY

Scale community through content marketing



### 2 MONTHS

Monetize community through commerce & affiliate revenue



### 4 MONTHS

Collect data trends to optimize platform + close seed



### 8-10 MONTHS

Launch optimized dashboard



# \$100K

- + **Audience growth**—via student ambassador programs and inbound content marketing
- + **Team growth**—medical consultants + writers + additional developer
- + **Engineering**— add functionality to store medical records securely


THE VISION



**RIGHT NOW**

Growing audience  
through content and  
commerce

Establish brand &  
gather data from  
the community



**3 YEARS**

THE **health hub** that  
people go to when they  
need to manage their  
sexual & reproductive  
health



THANK YOU

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