



Simplifying fertility monitoring

Info@LaylaWellness.com



“The disappointment and fear of not getting pregnant intensifies with each month that goes by.

Hope is so fragile.”

- Customer Discovery Interview

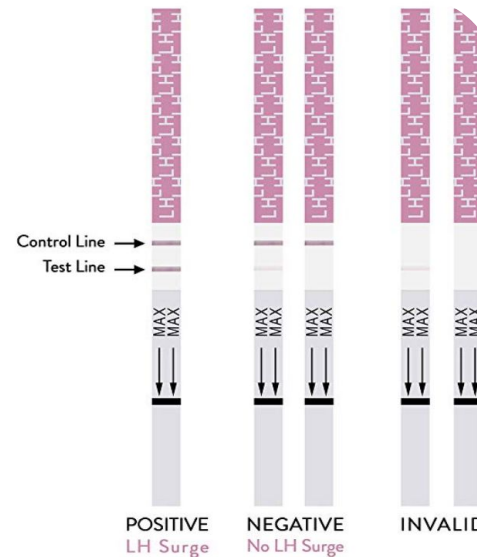
Current tools for timing intercourse are inadequate

Inconvenient



Temperature & Charting

Untimely



LH Urine Test Strips

Subjective



Cervical Fluid Monitoring

Market is large and growing

4M Intended Pregnancies in U.S. annually¹

	CAGR	Expected Value
Ovulation Testing²	5%	\$2.5 B (2023)
Femtech³	16%	\$49 B (2025)
Wearable Medical Devices⁴	26%	\$60 B (2027)
Mobile Health⁵	44%	\$111.8 B (2025)

Our Solution: Layla Ring and App



Intravaginal silicone ring

Automatic data collection

Measures cervical fluid &
temperature

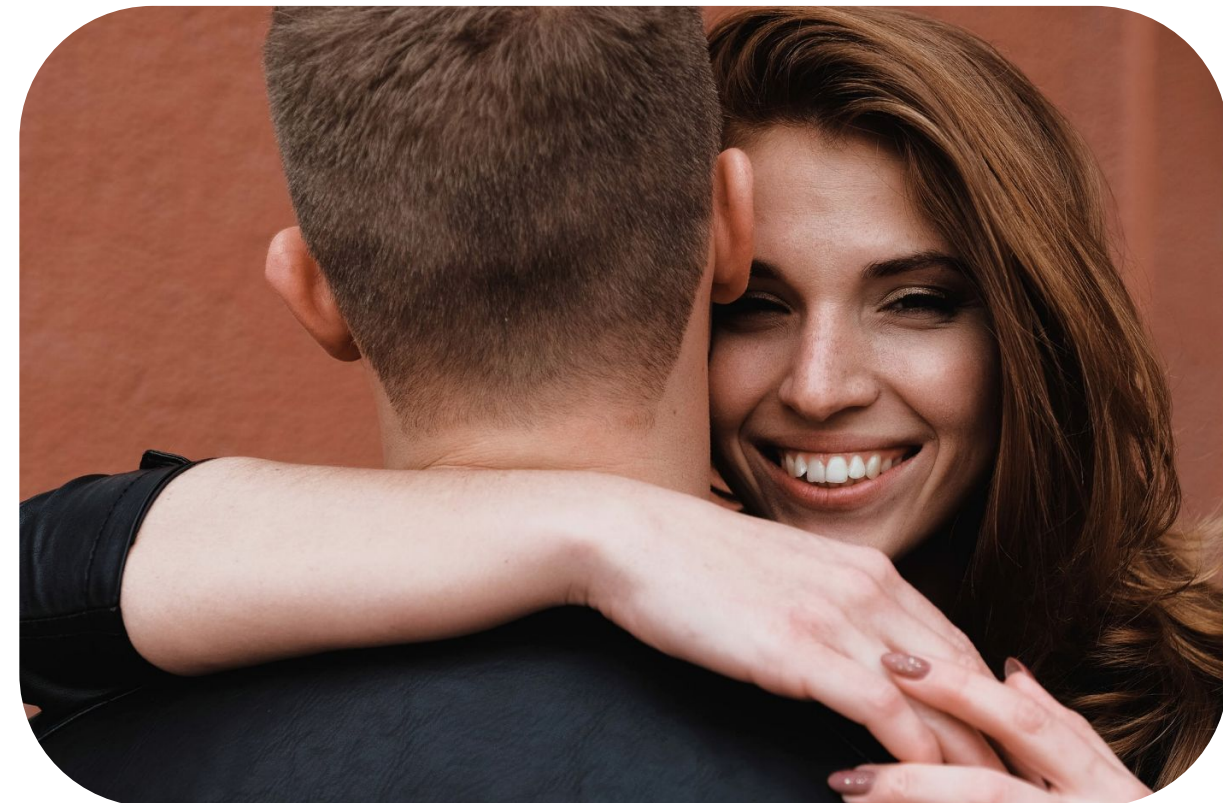
Worn up to 2 weeks per cycle

No impact on daily activity



Innovation of Layla Ring and App

Empowering. Stress-Free. Trustworthy.



Ovulation prediction > 5 days

Optimizes chance of conceiving

Reliable biomarkers

Reduces stress

Patent pending: WO2019/199819

Multiple Sources of Revenue



**Sales
Price: \$89**

**COGS:
\$40**



**\$2.99/month
or
\$30/year**

Direct to Consumer

New ring required each cycle

Bundle discount: \$240/3 rings

Freemium model

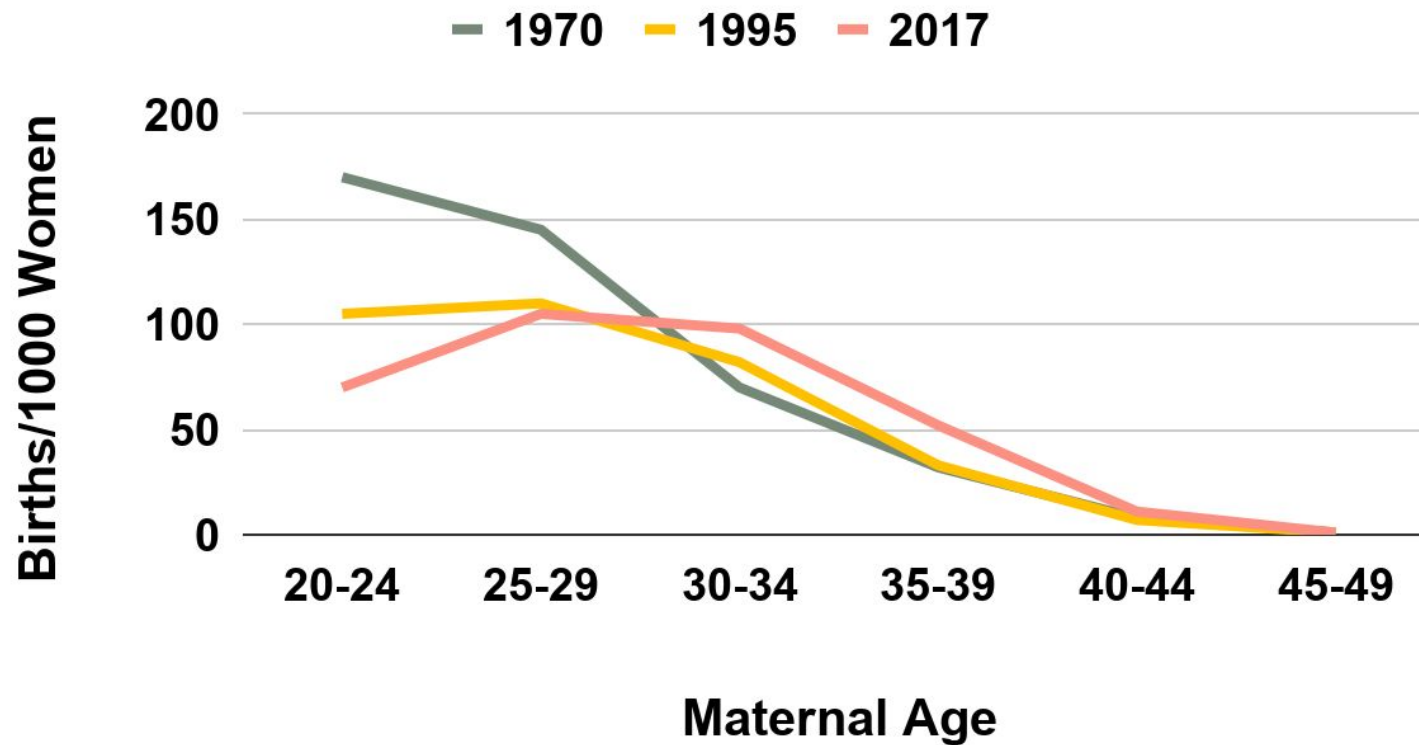
Advertising revenue

Research revenue

Target Market

Women 25-39 years old planning pregnancy

Fertility Rates in U.S. 1970, 1995, 2017⁶



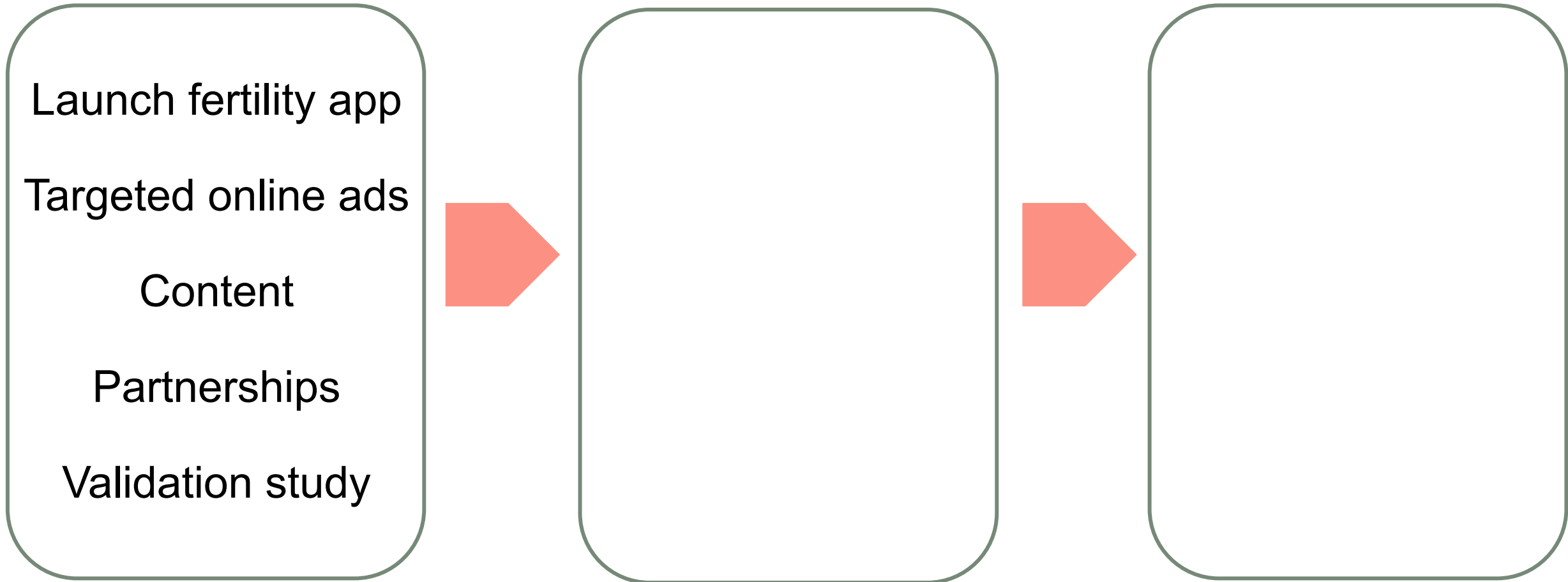
Age	Chance of Conceiving in 1 Year ⁷
20-24	86%
25-29	78%
30-34	63%
35-39	52%
40-44	36%
45-49	5%

Competitive Landscape

				
Timely Notice	✓	✓		
Cervical Fluid	✓	✓		
Temperature	✓		✓	✓
Hands-free	✓		✓	
Price	\$89/ring (\$240/3 rings)	\$299 (1x)	TBA	\$299 - \$399 (1x)

Go-To-Market Plan

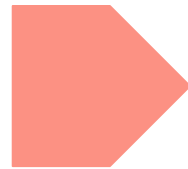
Brand Awareness



Go-To-Market Plan

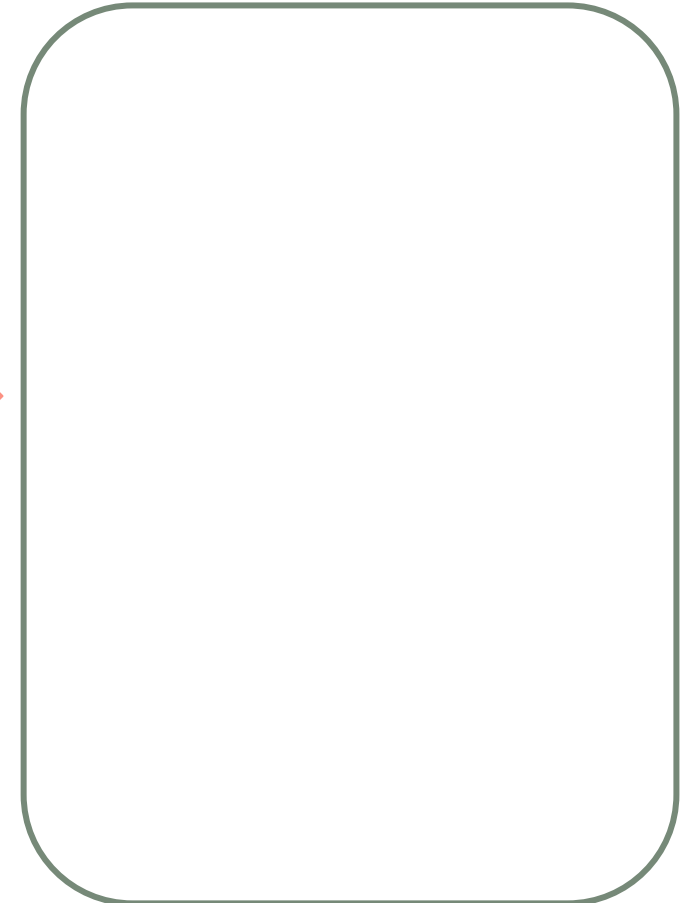
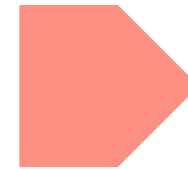
Brand Awareness

Launch fertility app
Targeted online ads
Content
Partnerships
Validation study



Sales

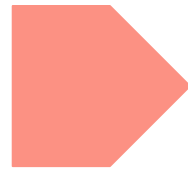
Launch fertility ring
Word-of-mouth
Referral program
In-app purchase



Go-To-Market Plan

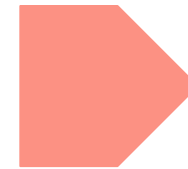
Brand Awareness

Launch fertility app
Targeted online ads
Content
Partnerships
Validation study



Sales

Launch fertility ring
Word-of-mouth
Referral program
In-app purchase



Expansion

Clinical study
Physicians
Int'l market
Addt'l sensors
Lifetime apps
Research data

Financial Forecast

Financial Overview



Enter U.S. market:

App: Q3-2021








Ring: Q4-2021

Year 2022: 160,000 rings

Initial focus is fertility market

R&D for addt'l applications

Notable Women's Health Investments

				
Acquisition				N/A
Last valuation	\$100M	\$105M	\$275M	\$120.7M
Total known funding	\$120k	\$34.9M	\$16.3M	\$90.8M

Validation & Progress

Majority of women would use the product

\$138,000 Non-dilutive Support



Ballard Spahr
LLP

Milestones Achieved

Pre-seed funding

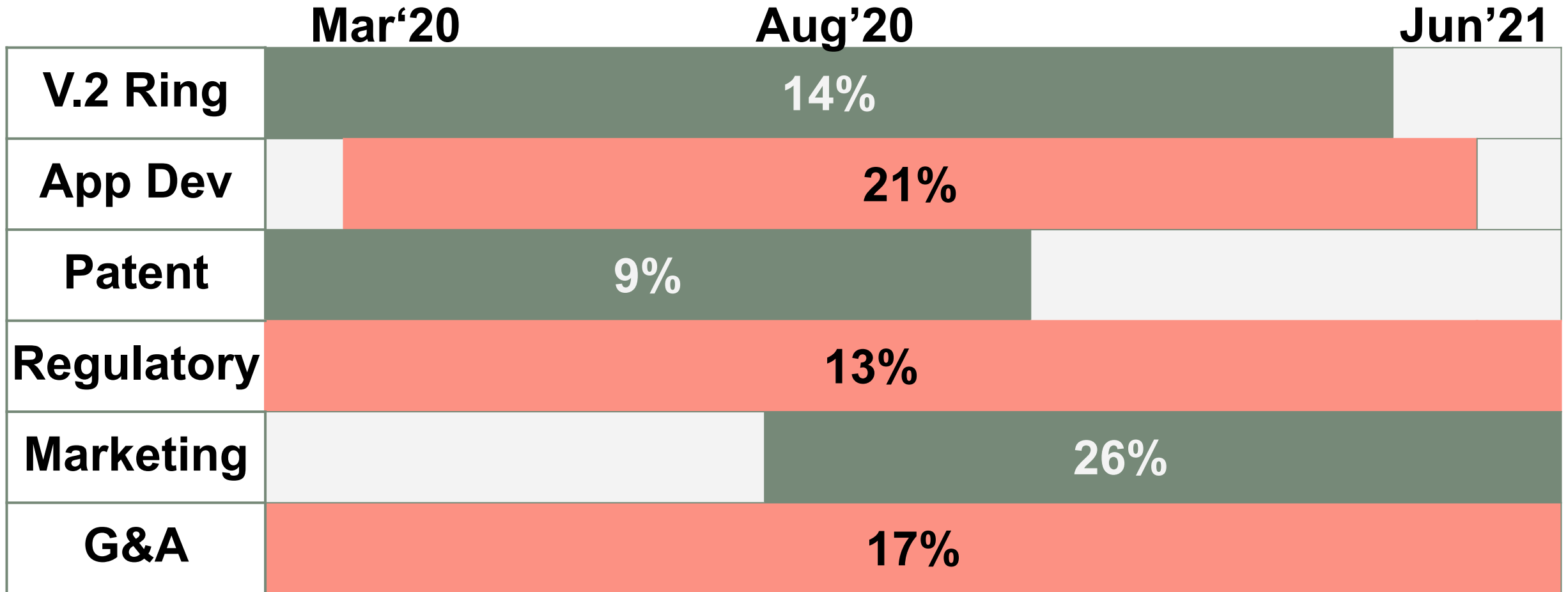
MVP of app

Ring prototype

PCT application

Market viability assessment

Seed Round Use of Funds: \$2M



2021 Series A Raise

**Launch
fertility app**

**U.S. device
launch**

Lifetime apps

**International
market**

Q3 2021

Q4 2021

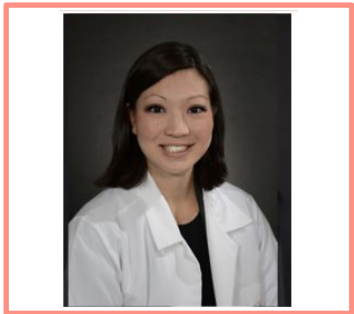
Q2 2023

Q1 2024

The Layla Team



Joni Aoki, CPA
Co-Founder & Interim CEO
EY tax accountant and FP&A at
Sundance Institute. Mom of 2.



Jeanna Ryan,
MS, MSCIS, MPAS, PA-C, RDN
Co-Founder & CTO
Expertise in technology, medicine,
health, and education. Mom of 3.



Young Hong
PharmD candidate
Co-Founder & Head of Marketing
Health and human sciences
background.

Advisors:

June Chen, MD
Ron Heffernan

Development:

Michael Elwood, MS
VPI Technology
DevPoint Labs
Deringer-Ney

Manufacturing:

Megaforce Medical

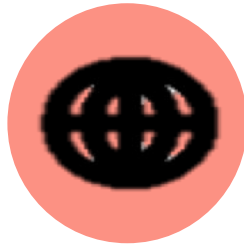
Medical Expert Consultant:

Joseph Stanford, MD, MSPH,
CFCMC

Thank you!



Info@LaylaWellness.com



www.LaylaWellness.com

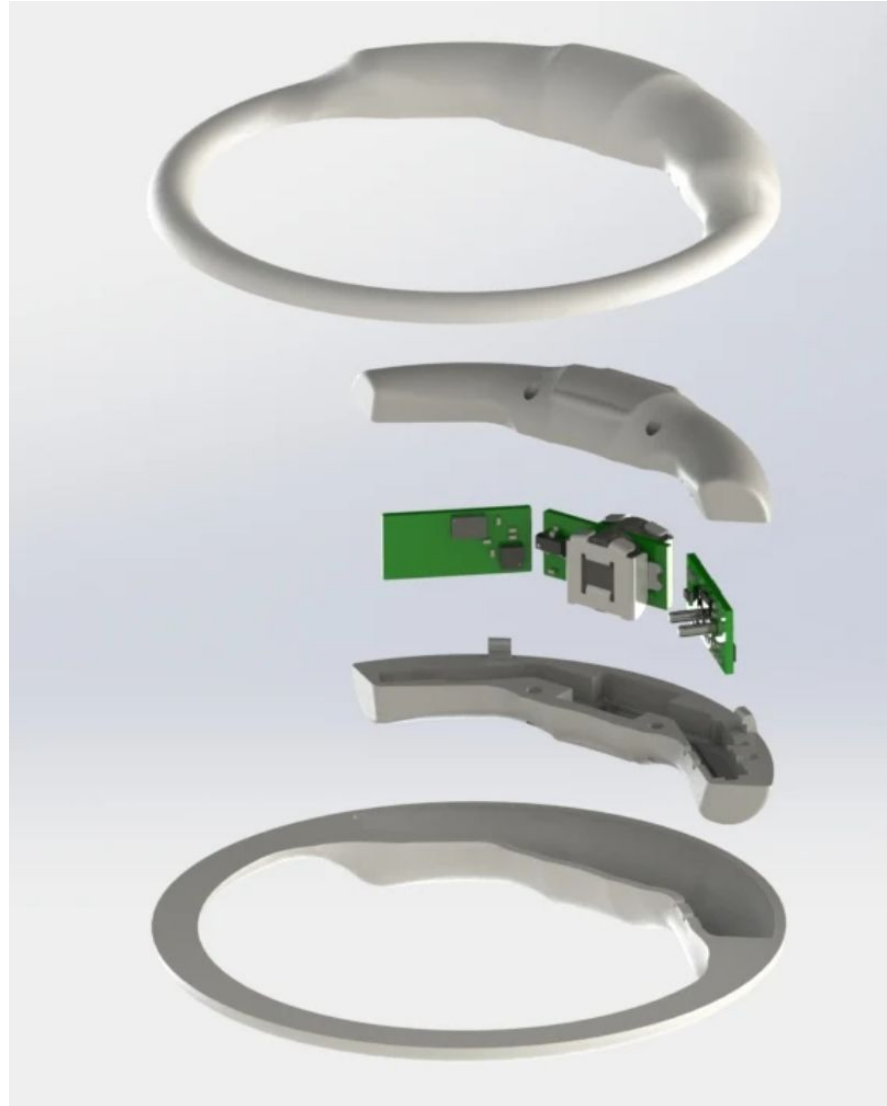


@LaylaWellness

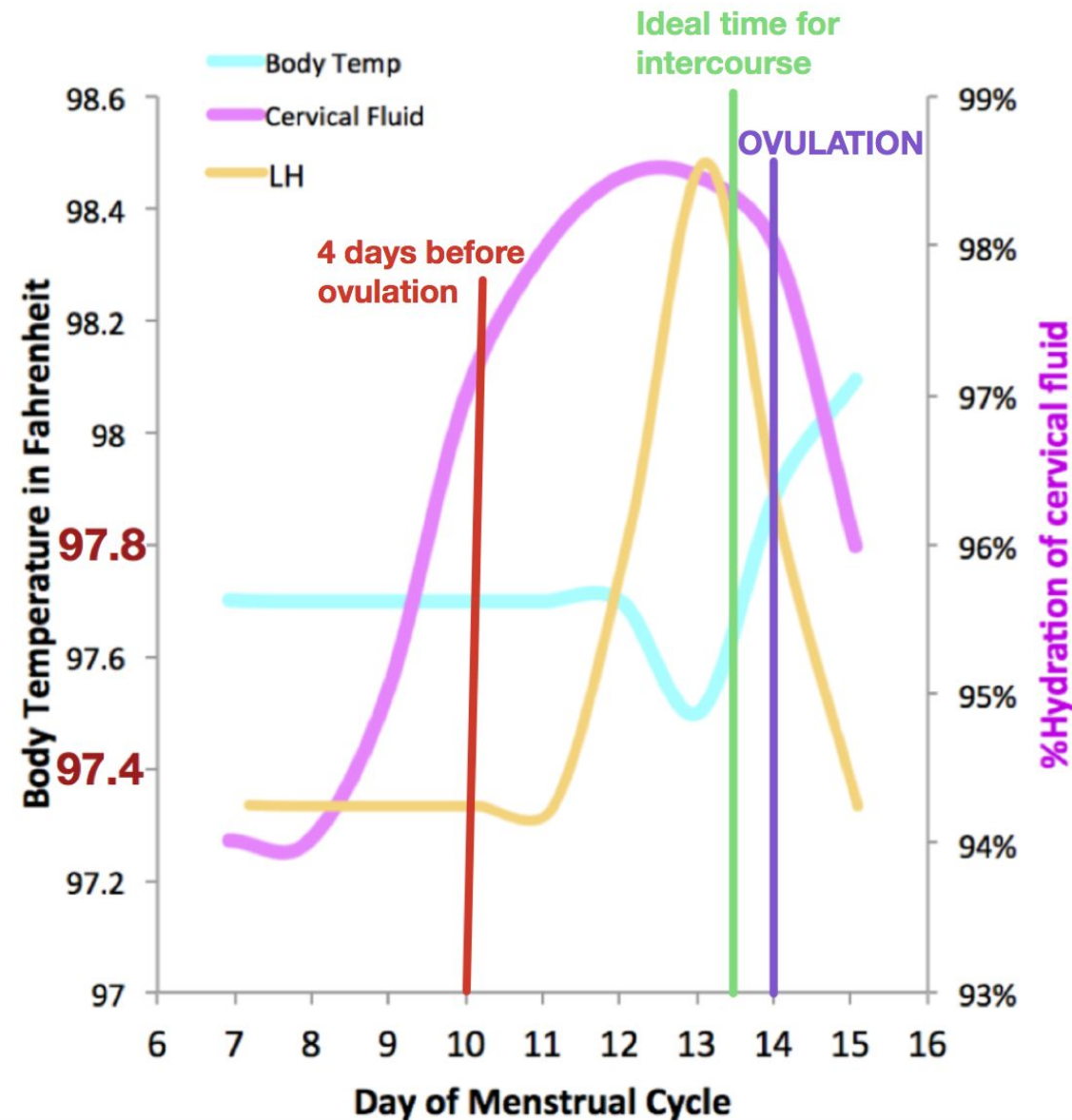
References

1. Curtin, SC, Abma, JC, Ventura, SJ. (2013). Pregnancy Rates for U.S. Women Continue to Drop: Data From the National Center for Health Statistics. National Health Statistics Reports, 136, 1-8. Retrieved December 6, 2019 from <https://www.cdc.gov/nchs/data/databriefs/db136.pdf>.
2. Market Research Future. Ovulation Test Market Research Report- Global Forecast To 2023. Retrieved November 11, 2019 from <https://www.marketresearchfuture.com/reports/ovulation-test-market-1341>.
3. Global Market Insights. Femtech Market Share Analysis Report | Growth Projection 2026. Retrieved January 20, 2020 from https://www.gminsights.com/industry-analysis/femtech-market?utm_source=globenewswire.com&utm_medium=referral&utm_campaign=Paid_globenewswire.
4. Research and Markets. Global Wearable Medical Devices Market Outlook and Projections, 2019-2027. Retrieved January 20, 2020 from https://www.researchandmarkets.com/reports/4895550/global-wearable-medical-devices-market-outlook?utm_source=dynamic&utm_medium=BW&utm_code=tsd4lz&utm_campaign=1339322+-+Global+Wearable+Medical+Devices+Market+Estimated+to+Grow+with+a+CAGR+of+25.78%25+During+the+Forecast+Period%2c+2019-2027&utm_exec=anwr281bwd.
5. Grand View Research. mHealth Apps Market Size Worth \$111.8 Billion By 2025 CAGR: 44.2%. Retrieved December 23, 2018 from <https://www.grandviewresearch.com/press-release/global-mhealth-app-market>.
6. United Nations World Fertility Data 2017. Data compiled from <https://www.un.org/en/development/desa/population/publications/dataset/fertility/wfd2017/index.htm>.
7. Carcio HA. 1998. Management of the Infertile Woman. Philadelphia, PA: Lippincott Williams & Wilkins. Rosenthal MS. 2002. The Fertility Sourcebook. 3rd ed. Chicago, IL: Contemporary Books

Layla Ring Technology



Ovulation Timing



Pro Forma Income Statement

	2019	2020	2021	2022	2023
Revenue					
Competition/Grant Revenue	\$ 75,259	\$ 58,000	\$ 225,000		
Device Profit					
Number of Users			10,000	40,000	50,000
Number of rings per user			4	4	4
Sales Price (per Ring)			89	89	89
Gross Ring Sales			3,560,000	14,240,000	17,800,000
Less: Cost of Goods Sold (\$40/ring)			1,600,000	6,400,000	8,000,000
Gross Device Profit	\$ -	\$ -	\$ 1,960,000	\$ 7,840,000	\$ 9,800,000
Digital Revenue	\$ -	\$ -	\$ 388,920	\$ 910,840	\$ 2,253,680
Gross Profit	\$ 75,259	\$ 58,000	\$ 2,573,920	\$ 8,750,840	\$ 12,053,680
Operating Expenses					
Salary Expense	0	515,625	1,585,129	2,010,250	2,393,938
Device Development	43,030	196,953	74,042	313,000	300,000
Regulatory Expense	2,340	280,010	8,000	8,000	290,000
Clinical Validation	0	0	271,950	637,750	171,950
Website and App	12,400	153,400	118,884	550,000	300,000
Patent	8,694	180,000	10,000	10,000	20,000
Marketing	15,289	432,242	1,566,149	2,248,588	1,720,000
General & Administrative	15,188	155,330	337,463	377,550	494,600
Total Operating Expenses	96,941	1,913,560	3,971,617	6,155,138	5,690,488
EBITDA	\$ (21,682)	\$ (1,855,560)	\$ (1,397,697)	\$ 2,595,702	\$ 6,363,193

Seed Funding: Use of Funds

Major Milestone	Completion Date	Total amount of funding required
Milestones: Market-ready device and app		
Fundraising: Travel, Legal, Valuation, Grant Support	Q3-2020	\$16,440
Fertility App: Development, Design, Registrations, Fees	Q3-2020	\$294,061
Nonprovisional Patent Filings	Q4-2020	\$180,000
V.2 Prototype: Battery, testing, site visit	Q4-2020	\$158,429
Regulatory: Testing, Consultant, Registration, Documentation	Q1-2021	\$258,010
Marketing: Photography, Videography, Assets, Social Media, Mailchimp	Ongoing	\$404,241
Legal: Business, Cybersecurity, Employment	Ongoing	\$80,000
Technology Salaries: CTO	Ongoing	\$242,188
Marketing/Sales Salaries: Marketing Director, Social Media, Sales Managers	Ongoing	\$119,383
Product/Support Salaries: Quality Manager, Customer Service, Distribution	Ongoing	\$18,229
G&A Salaries: CEO, Bookkeeper	Ongoing	\$172,917
G&A: Fundraising Travel, Registrations, Subscriptions, Fees, Equipment, Phone Reimb, Office Rent	Ongoing	\$56,102
Total to market-ready product		\$2,000,000