



GYNA

WOMEN'S HEALTH APP

Empowering Women Through Digital Health Technology

PROBLEM

Women's health is often underserved, with limited access to personalized, reliable, and comprehensive care. Many women lack knowledge and tools to track their health effectively and make informed decisions, leading to poorer health outcomes, reduced quality of life, and missed opportunities for early intervention.

SOLUTION

Gyna - Women's health app, offers an innovative digital health platform specifically designed for women. Our software, Gyna, empowers women by providing personalized health tracking, reliable information, and actionable insights throughout their lifespan. From menstrual health to menopause and beyond, our platform supports women in making informed decisions about their health and convenient access to expert care.

KEY FEATURES

- **Personalized Health Tracking:** Monitor key health metrics, including menstrual cycles, fertility, and overall wellness.
- **Reliable Information:** Access up-to-date, evidence-based health content tailored to women's needs.
- **Actionable Insights:** Receive personalized feedback and recommendations to improve health outcomes and quality of life.
- **Individualized menopause care:** Convenient access to expert care and best of practice, through virtual consultation.
- **Data Empowerment:** Contribute to better women's health data, driving research and innovation.

BUSINESS MODEL

- **Freemium Model:** Basic health tracking and basic content access are free, with premium features such as advanced analytics, personalized coaching, and expert consultations available via subscription.
- **Partnerships:** Collaborations with healthcare providers using the software as part of their practice through licencing. Employers, pharmaceutical companies and insurer to offer Gyna as a health benefit.

MARKET OPPORTUNITY

The global women's digital health market is rapidly gaining traction, driven by increased awareness, demand for personalized healthcare, and technological advancements. Women are increasingly seeking tech-driven tools to manage their health, presenting a significant growth opportunity for our platform.



OUR VISION

To become the leading digital health platform for women, improving health outcomes and quality of life for millions by empowering them with the tools and knowledge they need to take control of their health and provide convenient access to expert care.

THE FOUNDER

Hanna Lilja Oddgeirsdóttir, MD and founder of GynaMEDICA, women's health clinic, with main focus on women in midlife and preventative measures.

CALL TO ACTION

I'm seeking passionate co-founders with expertise in technology and marketing/sales to join this journey. If you have the skills and ambition to drive international expansion or if you are a visionary investor, interested in a unique opportunity to invest at the pre-seed stage in a rapidly growing digital women's health market, let's connect and build something impactful together.

Let's connect

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