

Baby Track

RESHAPING FERTILITY TREATMENTS



Simplifying the pregnancy process for every woman in the world

Test accuracy **99%**

A mobile device for home use that interfaces with a designated app and is easy and convenient to use.

The Problem

During fertility treatments, patients must physically visit the medical center to take blood tests. Some cases require taking dozens of blood samples.



The frequency of such tests makes the patient's daily routines significantly more difficult.

The unnecessary overloading of HMOs and blood labs directly impacts medical staff efficiency, prolongs lab result waiting times, need significant human resources.

There is no other company that provides home blood tests for the IVF procedure.

The Solution

Results in real-time. Don't need to physically visit the medical center to take a lab test. Patient's quality of life become significantly easier.

Accessible and legible interface

Saving on resources and manpower at HMOs and medical centers.

Possibility to check all blood tests related to the IVF process (hormones, readiness for the different procedures & more)

Provides blood test and treatment history tracking.

The device will be made affordable to women of all social standings.

The Product

- A smartphone-sized device that allows women to draw a drop of blood onto a stick using a needle.
- The sample inserting into the device. Special UV rays helps to find specific proteins indicating pregnancy.
- Once the rays identify the result, it is displayed simultaneously in the app linked to the device, as well as sending data to the client's physician and medical center administering the treatments.
- The device is currently in the process of patent registration and is proprietary to the company.



\$1,000,000
for prototype development

Every country worldwide has women with a "child wish" suffering from infertility issues. Women aged 21-45



An estimated 15% of couples have trouble conceiving (UCLA health 2020)

The Market



We are initially targeting the American and European markets - but the global potential is huge.



The global IVF market is prophesized to reach USD 36.39 billion by 2026, with a 10.1% CAGR



Estimates suggest that 186 million women live with infertility globally (WHO - DHS 2004)



Business Model

01

Investment for the initial clinical trial in the sum of **USD 200,000** will yield a **10%** return of company profits to the investor.

02

An investment in the sum of **USD 2.5 million** for the purpose of building a finished prototype and issuing all approvals required will yield a **30%** return of company profits to the investor.

03

An investment in the sum of **USD 5 million** for the entire process (R&D, trials, prototype finalization, global distribution, and marketing) will yield a **45%** return of company profits to the investor.

Let's Get in Touch!



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