



Meno Tracker

Menopausal Age Prediction Test

Empowering women worldwide to make informed decisions about their reproductive and overall health



Problems

Predicting the start of menopause is **crucial** for women, especially in their 20s and 30s, for informed decisions about **fertility, family, and career**.

There is currently no reliable tool available for menopause prediction.

Entering menopause has **significant health implications**, but there is a stark lack of education and awareness around early risk reduction.

Perimenopause brings increased risks of cancers, osteoporosis, cardiovascular disease, diabetes, depression, and decreased sexual functioning. These risks are reducible with timely action.

Menopause signifies the end of **reproductive age in women**. Chances of successful conception, (both natural and IVF) fall drastically as menopause approaches

Many individuals are unaware of age-related fertility decline and overestimate the success of IVF treatments in older ages.

Solution

Meno Tracker is an easy-to-use, non-invasive, at-home test that predicts menopausal age using a combination of genetic, hormonal, and personal data.

Gives reliable predictions at what age a woman will enter menopause.

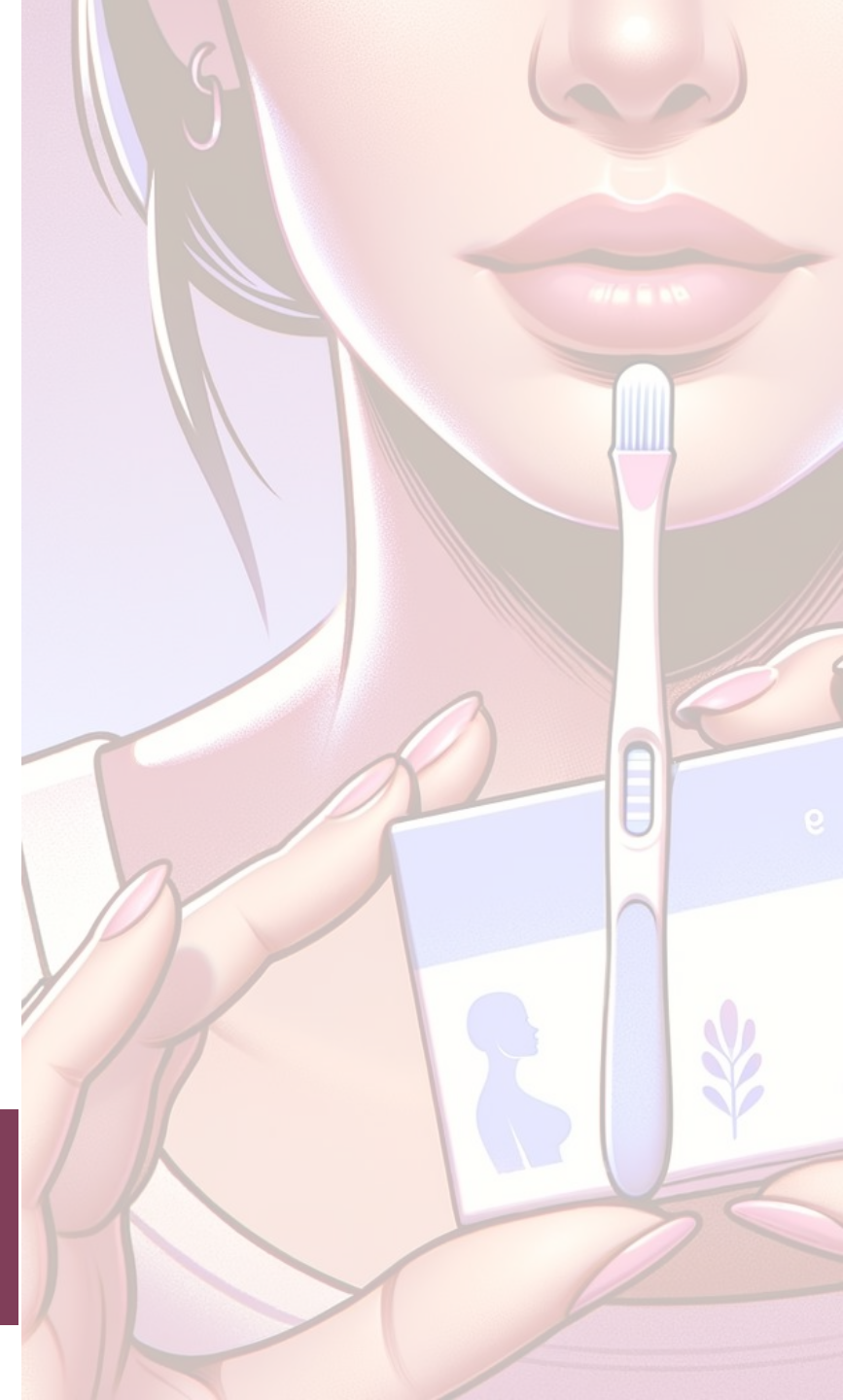
Suggests lifestyle interventions, dietary supplements, and wellness treatments for postponing menopause.

Gives women independence, freedom, and flexibility in making critical life decisions.

How does it work?

For ANM prediction the test uses genetic, metabolic and personal data. The results are multiplexed, cross-correlated, and assessed using an ANM prediction model. Our innovation is developing an algorithm-based consensus tool that predicts ANM uniquely and reliably.

*ANM – Age at Natural Menopause



Unique edge

FIRST OF ITS KIND

No commercial test for menopause prediction currently exists on the market. The test will be the first accurate and precise test for the prediction of ANM.

AFFORDABLE

The test has an affordable cost for a test of its kind.

HIGHER PRECISION

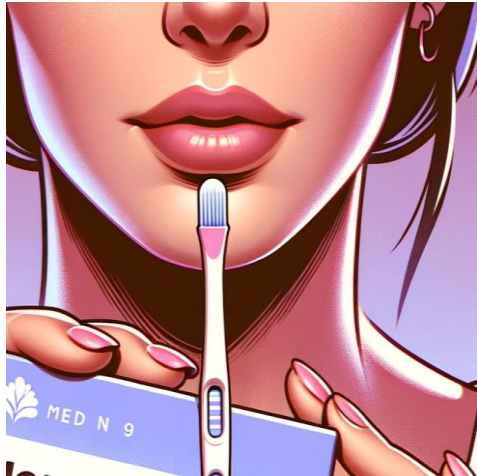
Meno Tracker offers a higher precision and earlier prediction compared to conventional methods including hormonal and symptomatic tracking.

LONG-TERM TRACKING

Our business model includes long-term customer acquisition, supporting women from their 20s into their 50s, while using longitudinal data to improve the lives of future generations of women.

How does it work?

Like any other D2C at-home genetic test! (23andMe, Ancestry, etc.)



Order the test online or buy at a local retailer



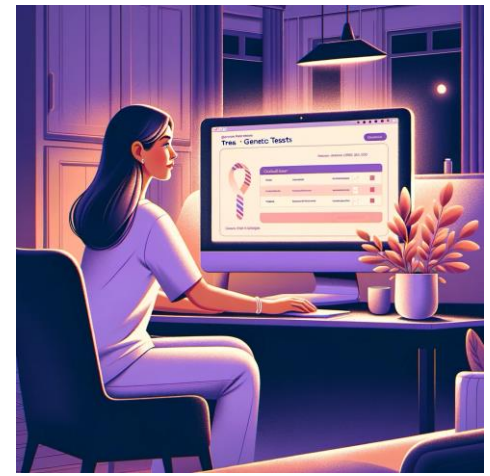
Follow the easy steps to take a sample



Package the test in the provided box



Wait for your analysis



Look at your results, privately and securely online

Designed to be easy to use and non-invasive or intrusive!

Target Markets and Users

At the intersection of at-home diagnostics and menopause management markets

Home diagnostics market is valued at US \$5.4 billion in 2020 and is expected to reach US \$8.5 billion by 2030, expanding at a CAGR of 4.5% from 2021 to 2030 (Vision research reports).

TAM

1.56 billion women worldwide

SAM

350,000 mid to high earning women in Serbia

SAM

At 5% locally 17,500

FOR PROACTIVE WOMEN ACROSS THE GLOBE

- In their 20s, 30s and early 40s
- Career-oriented
- Seeking family-planning control
- With a compromising family history
- With underlying conditions
- Aware of women's health concerns
- Seeking preventative measures
- Seeking dietary recommendations
- Seeking wellness recommendations



Changing Women's Lives

Empowering Informed Decisions: *The Test enables women, especially in their 20s and 30s, to make educated choices about their reproductive health and overall well-being.*

Navigating Life Stages: *Provides crucial guidance through the physical and mental health challenges associated with peri- and post-menopausal ages.*

Planning for the Future: *Assists in strategizing family planning, career, and long-term health, tailored to each woman's unique timeline.*

Health Awareness and Preparedness: *Enhances awareness and preparedness for potential health risks and changes in body functioning during and after the transition to menopause.*

Personalized Health Strategy: *Offers a tailored approach to health management, allowing women to plan and prepare for their specific health journey.*

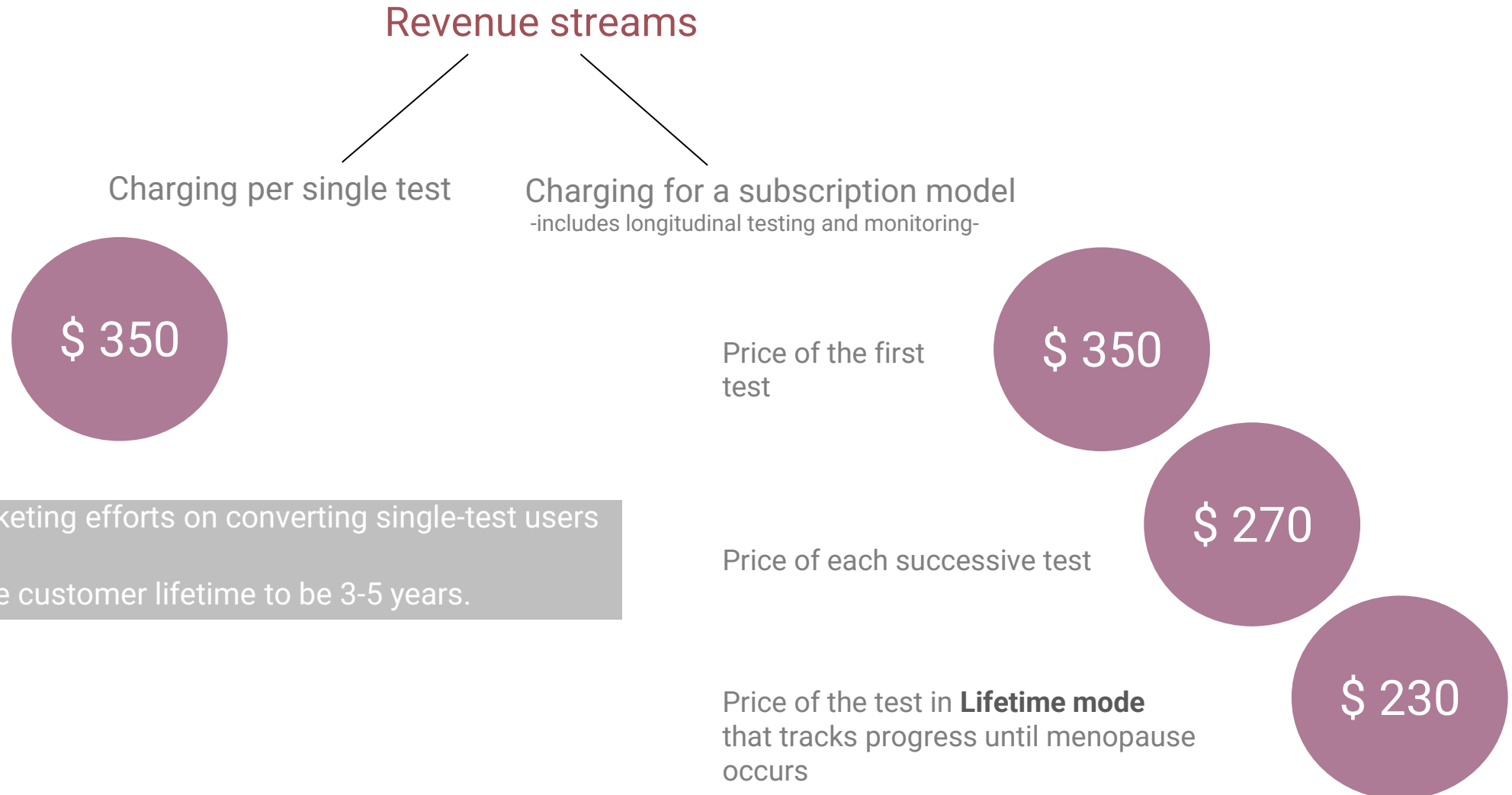


Raising menopause awareness

Promoting brand awareness

Endorsement from influential women

Business Model



We will focus our remarketing efforts on converting single-test users into longitudinal users.

We estimate the average customer lifetime to be 3-5 years.

Financial overview

Initial Funding and Investments:

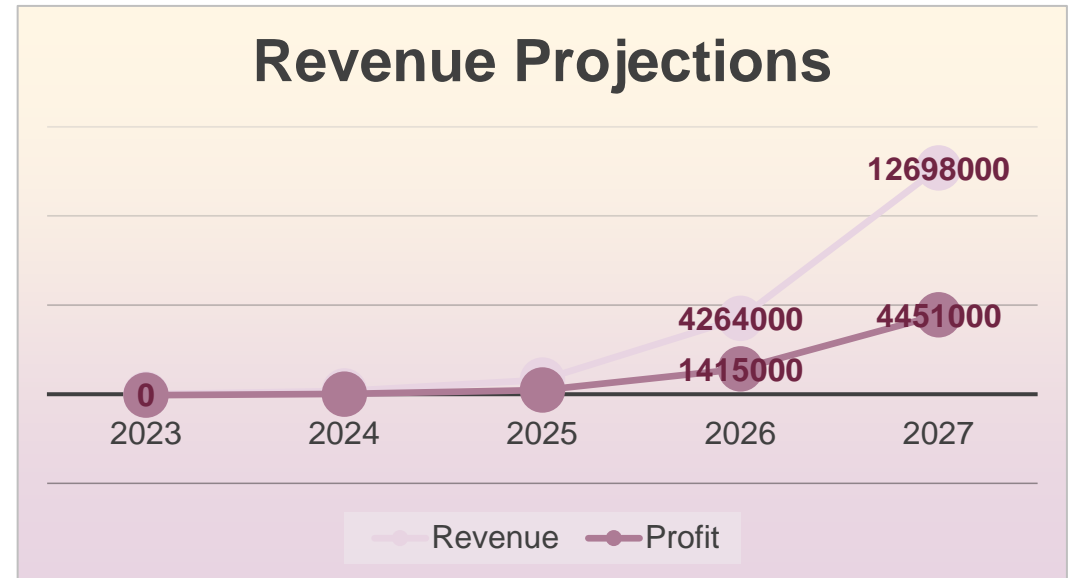
Supported by the Innovation Fund

Founder Investments: Significant capital investment by the founders.

Future Funding Goals:

Planning for a funding round to support growth, scaling, and clinical testing.

Aim to establish international market presence and achieve accreditation as a diagnostic medical test within 5 years.



Financial Forecast:

2023: €0 revenue, -€60,000 profit/loss.

2024: €180,000 revenue, €4,800 profit/loss.

2025: €801,000 revenue, €228,360 profit.

2026: €4.264 million revenue, €1.415 million profit.

2027: €12.698 million revenue, €4.451 million profit.

Team



Jelena Mihajlović
CEO

Experience: Marketing and Branding Manager at Persida d.o.o., Branding and Marketing Agent at UNION University.

Education: Masters in Organizational Management, Bachelor's in Economics.



Nadežda Bogdanović **CTO**

Experience: Bioinformatics Engineer at Apis Assay Technologies, Lead at BeoGenomics.

Education: PhD candidate in Computer Science and Bioinformatics at the University of Belgrade.



Nikola Stanojević **Business Developer**

Experience: Innovation Consultant, Deputy CEO at PERSIDA INC, Co-Founder and Head of Product at We Are Enough Ltd.

Education: Bachelor of Science in Biology, Certified in various courses related to management and health.



Aleksandar Mihajlović
Bioinformatics Expert

Experience: Head of Operations at Apis Assay Technologies, CEO at PERSIDA BELGRADE and BEOGENOMICS BELGRADE.

Education: PhD candidate in Bioinformatics, Master of Science in Informatics (Bioinformatics).



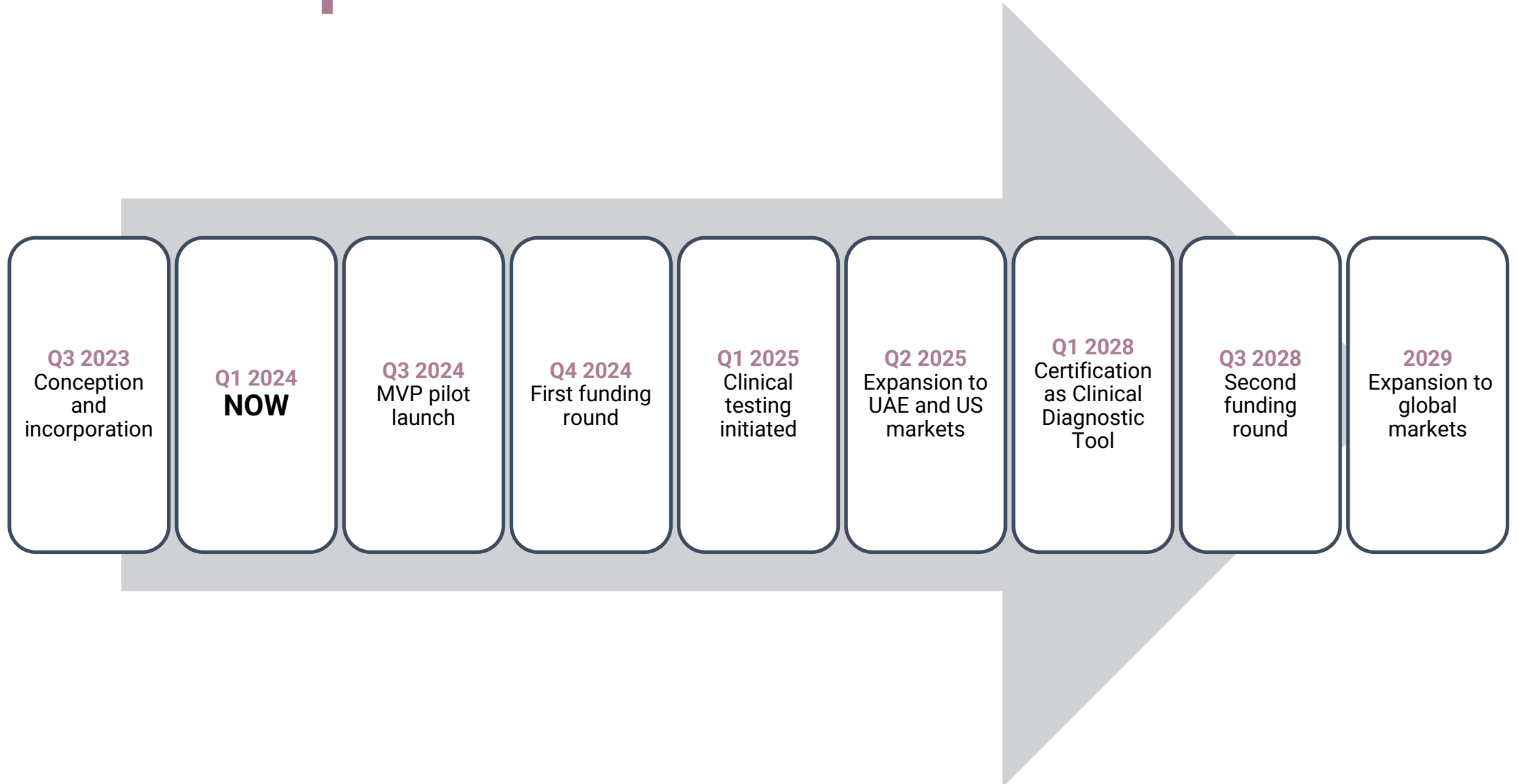
Anđelika Kalezić **Scientific Consultant**

Experience: Research Scientist, Senior Clinical Trial Coordinator

Education: PhD in Cell and Tissue Biology, Master of Science in Molecular Biology and Physiology.

Awards and Affiliations: Multiple awards for research and contributions in the field of biology and physiology.

Roadmap



Join Us in Revolutionizing Women's Health

Meno Tracker is set to revolutionize women's health by enabling early prediction of menopause and empowering women to make informed decisions about their fertility and health.

Our mission is to help millions of women worldwide navigate the challenges of peri- and post-menopausal age with educated decisions about their reproductive and overall health.

As a pioneering product in the health tech space, Meno Tracker represents a unique blend of technology, bioinformatics, and consumer-focused healthcare.

We invite you to be a part of this transformative journey. Your investment will not only fuel the growth and expansion of Meno Tracker but also contribute to a significant social impact.

Join us in empowering women, advancing healthcare innovation, and shaping the future of personalized medicine. Your support will bring Meno Tracker to the market, aiding millions of women in making life-changing decisions with confidence.

First investment round planned for Q4 2024

2.5 million over 2 years to cover expansion,
marketing, sales, and sponsoring clinical tests



Contact

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