



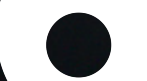
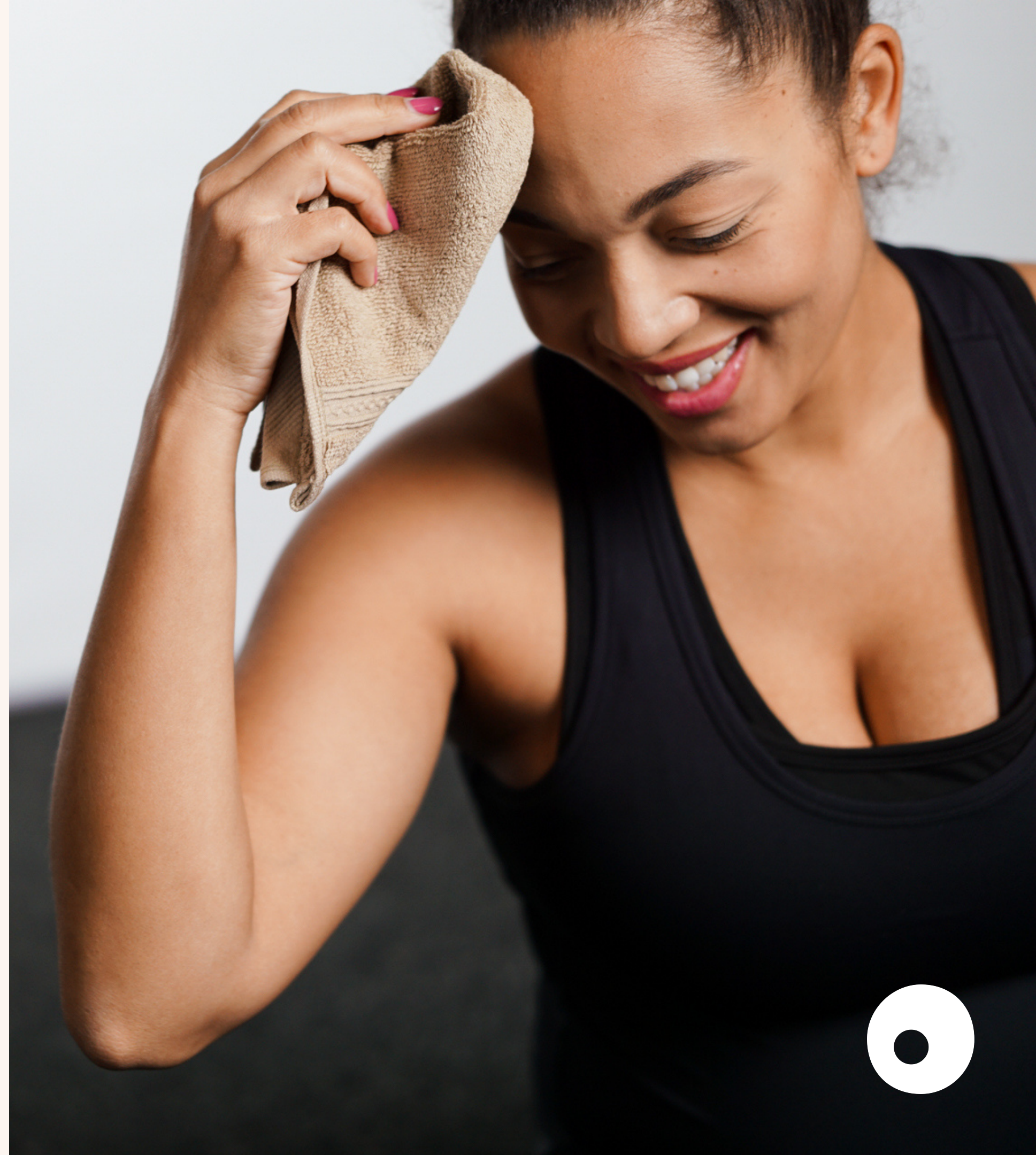
ello

Before, during and after pregnancy. With you.

CE

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Concept

Ella is a medical app that **complements traditional maternity** and **postpartum care**. With Ella women get a safe and accessible support that predicts, prevents and treats the most common physical and mental problems — before, during and after pregnancy.



WHY NOW

WORLD CONTEXT

Digitization of health care

Through "Vision e-health" Sweden has a goal to 2025 to be the best in the world at using and developing digitization and use the possibilities of e-health for equal health.

Women's health trends

That midwives have to carry an unrealistic burden is a hotly debated topic in Sweden right now, as well as the lacking aftercare.

Femtech valued at USD 103 billion

Companies within the femtech sector are expected to be collectively valued at USD 103 billion by 2030.

WHY ELLA

The founders have a combined audience of 160k followers

The founders of Ella have large social platforms that focus specifically on health & motherhood.

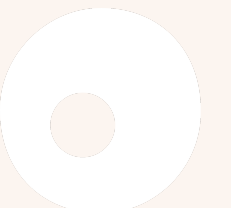
Regional funding

Ella has an agreement with Region Stockholm that makes Ella eligible to offer care meetings at a patient fee cost with high-cost cover*.

Subscription & White Label

We are developing a platform that women and clinics can subscribe to, in combination with the use of care meetings.

- Patient fee cost with high-cost cover: The patient only pays 250 SEK per care meeting and never has to pay more than 1 200 SEK per year. Region Stockholm compensates Ella for each care meeting and always get compensated as much, independent of if the patient pays the patient fee or not.



THE PROBLEM

The Problem



"I had a baby four months ago and I am shocked at the lack of follow-ups for me as a new mum. After one check up "I am released" and the focus is 100% on the baby."

— Anonymous reflection from Ella's Q1 2022 market survey

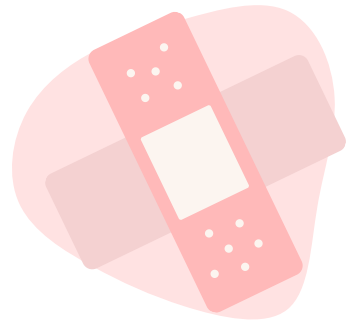


"As a mother, you are completely left out. You don't know where to turn, and that there is no focus at all on women's health."

— Anonymous reflection from Ella's Q1 2022 market survey



The Problem



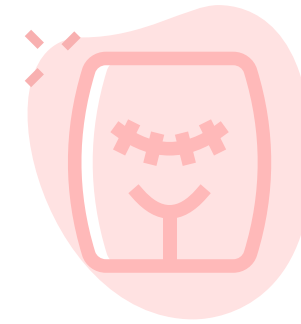
There's almost no focus on
preventive care



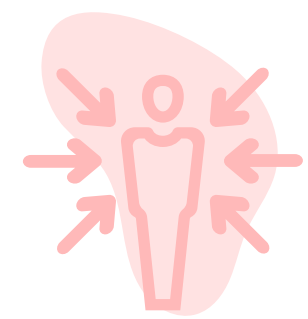
90% of all women will suffer
from problems



Most will **go untreated**



Only **one follow-up meeting**
after giving birth



One-shoe-fits-all kind of
health care



The Problem

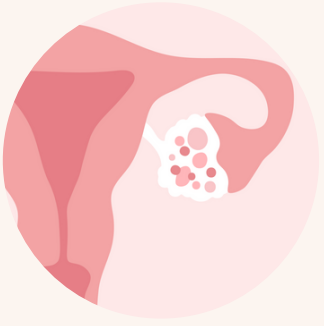
Before Pregnancy



**Fear of
Childbirth**



IVF



PCOS



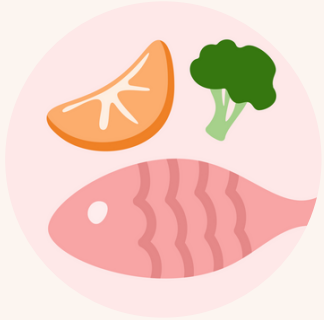
Endometriosis



**Sexual
Dysfunction**



Miscarriage



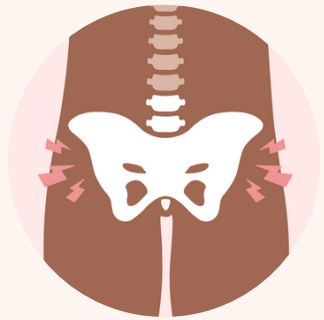
Bad Eating Habits



**Insufficient
Physical Activity**

The Problem

During Pregnancy



Pelvic Pain



Carpal tunnel syndrome



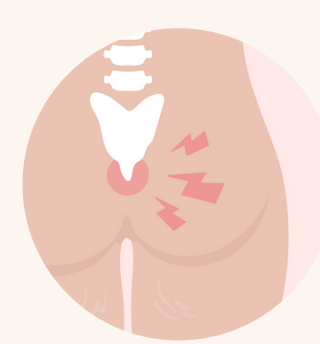
Urine Leakage



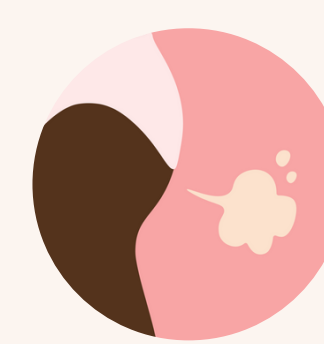
Overweight



Back Pain



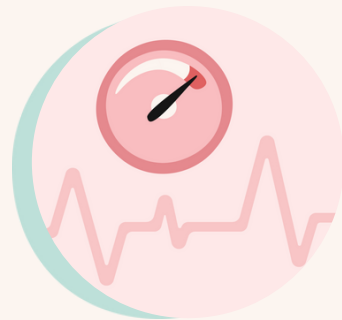
Coccyx Pain



Gas & Stool Leakage



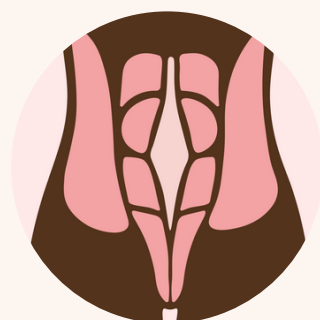
Sickness



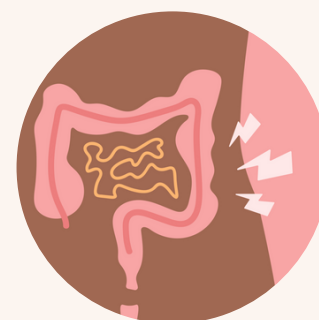
Hypertension



Acid Reflux



Diastasis Recti



Constipation



Pregnancy Diabetes



Worry & Depression



Bad Eating Habits



Insufficient Physical Activity

The Problem

After Birth



Pelvic Pain



**Muscle &
Joint Pain**



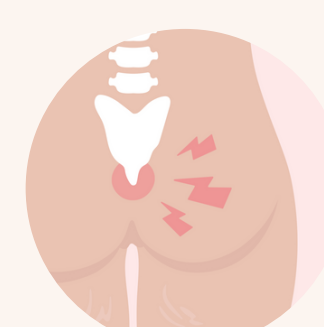
Urine Leakage



Overweight



Back Pain



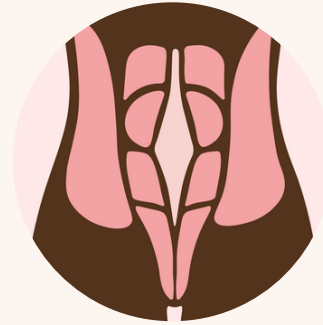
Coccyx Pain



**Gas & Stool
Leakage**



**Postpartum
Depression**



Diastasis Recti



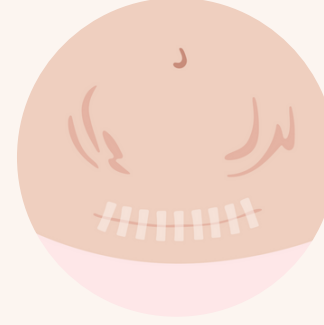
Constipation



**Sexual
Dysfunction**



**Pelvic Floor
Dysfunction**



**Cesarean
Section**



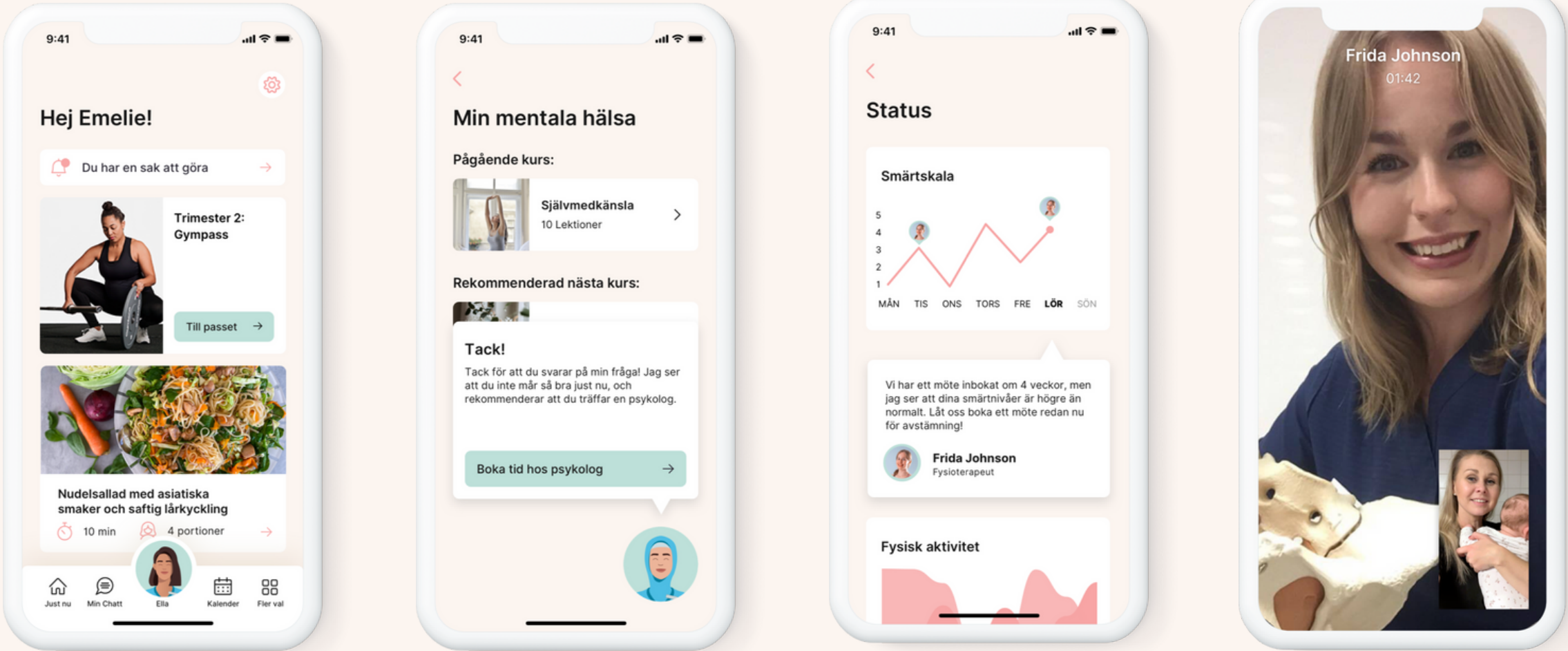
Attachment



Baby Blues

THE SOLUTION

The Medical App



✓
Personalized wellness and treatment plans, directly in the app

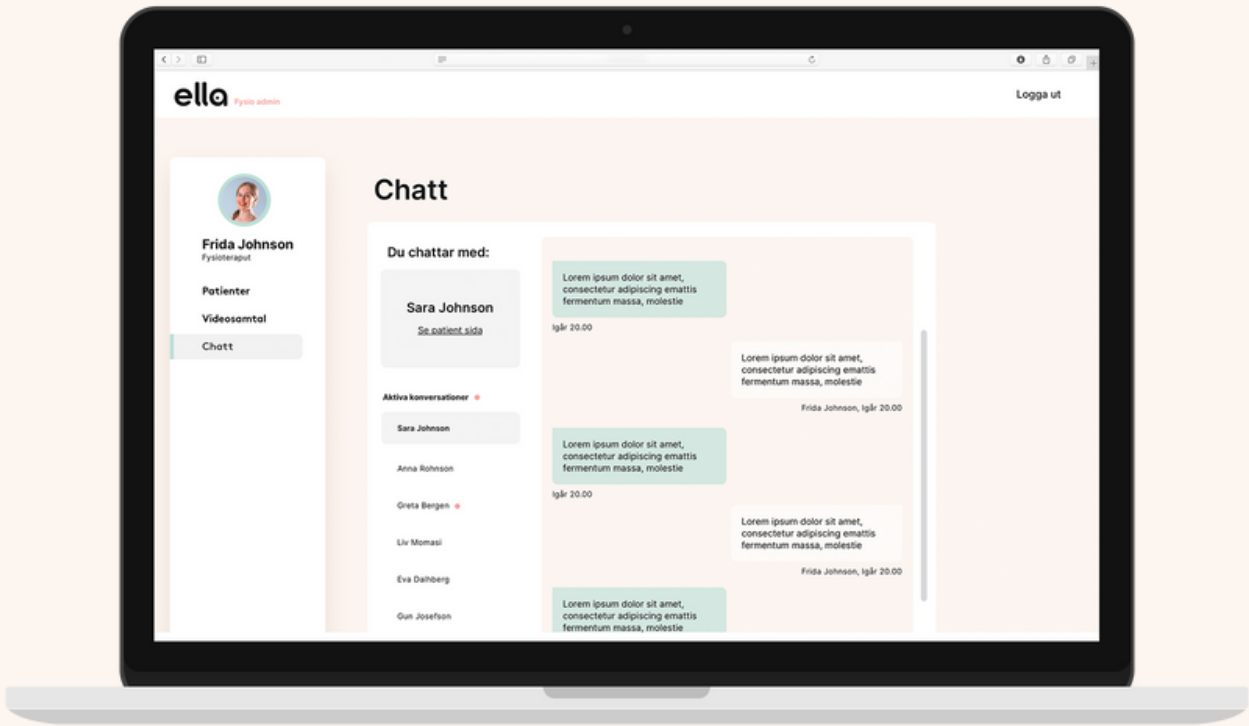
✓
A smart chatbot that **keeps tabs on the woman**, continuously collecting health care data

✓
User notifications & **AI recommended actions**, if a health problem is predicted or detected

✓
Care meetings and chat with **personally assigned caregiver teams** in app

✓
iKBT, digital courses, educational content and a personalized in app journey

The B2B Saas White Label - Future product
Licensed by maternity clinics



A unique B2B platform,
**specialized in
maternity &
postpartum care**



Digital anamnesis,
diagnosis and
treatment suggestion



Automated wellness
and treatment plans,
based on anamnesis



Tracking patient data,
notifies the caregiver
if predicting or
detecting a problem



Facilitating **care
meetings** through
video and chat



Internal
communication and
systems, for easily
coordinated care



MARKET

Total Available Market



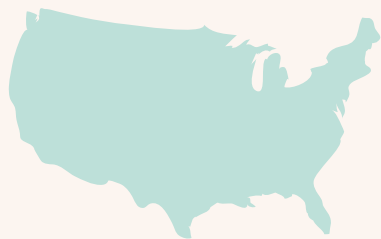
SWEDEN



NORDIC



U.K, GE, FR



THE U.S

Women Pre*, During and Post Pregnancy

400 000

1 000 000

7 400 000

13 500 000

Maternity Clinics**

2 200

5 500

41 000

75 000

B2C Revenue

\$87 M

\$216 M

\$1 600 M

\$2 900 M

B2B White Label Revenue & Occupational Health Care

\$70 M

\$172 M

\$1 265 M

\$2 300 M


WORLDWIDE

Pregnancy & Baby Products Valuation

\$255 Bn

*From 1.5 years before conception
**Based on the same patient/clinic ratio we have in Sweden



Market												
Name	Saas Subscription	Regional Funding	Prevention & Wellness	Health Care	AI	Multi-disciplinary	Personalized Programs	Digital Meetings	Strength	Weakness	Threat	Opportunity
Net Doctors Digital care meetings		✓		✓		✓		✓	Well established & large range	Poor scalability, few sources of income	Possible future competition in the same target group	Saas-platform for better scalability, margins and multiple income streams
Ester Care Digital care meetings				✓		✓		✓	Broad target group (women)	Care meetings as only service, no regional funding	Medium sized podcast	Same as above
Numa Fourth Trimester Article Platform			✓					✓	Quick to market	No freemium version, users have to pay for articles. Small target group.	They add more interesting services	We have more services and a freemium platform
Leia Fourth Trimester Chatbot	✓				✓	✓			Much focus on AI	They identify the need of health care, but they don't provide it. Small target group.	The founder's network	We offer a whole automated chain of prediction, prevention and treatment
	✓	✓	✓	✓	✓	✓	✓	✓				

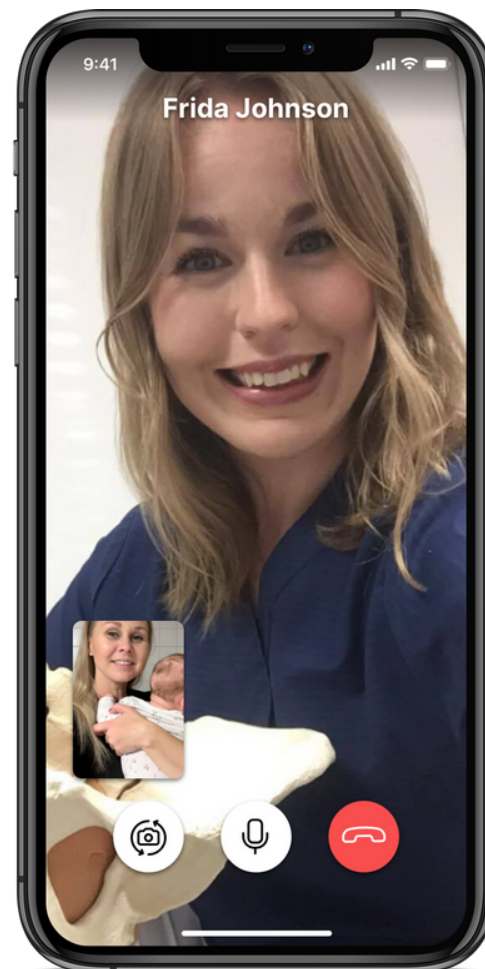


HOW ARE WE DOING?

How Are We Doing?

Ella right now

Digital meetings with your personal **physiotherapist**, specialized in women's health



Direct contact with your physiotherapist through **chat**, answer within 24 hours

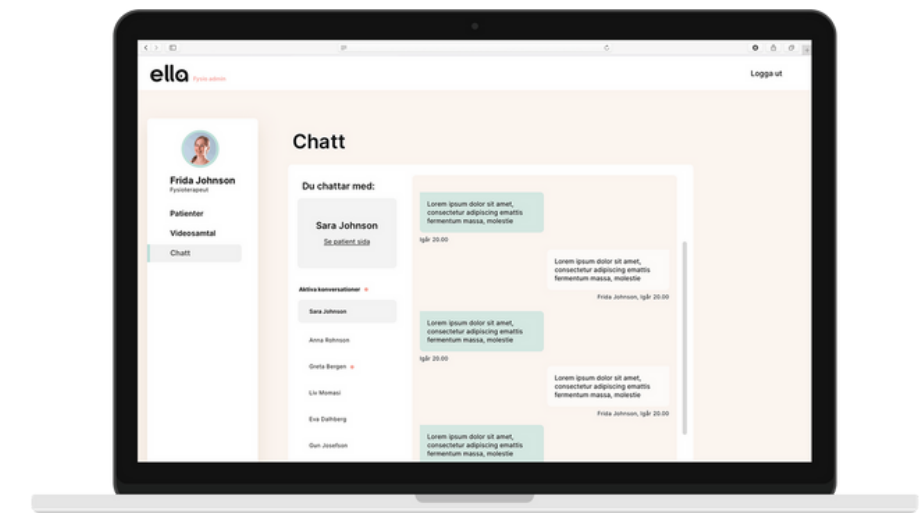


Interactive and **individualized** training- and rehab programs (treatment plan)



Desktop portal for the caregivers.

- Video Calls
- Chat
- Smart Anamnesis
- Diagnosis & Treatment Suggestion
- Automated Wellness & Treatment Plans



Primary Care Rehab



General Practitioner

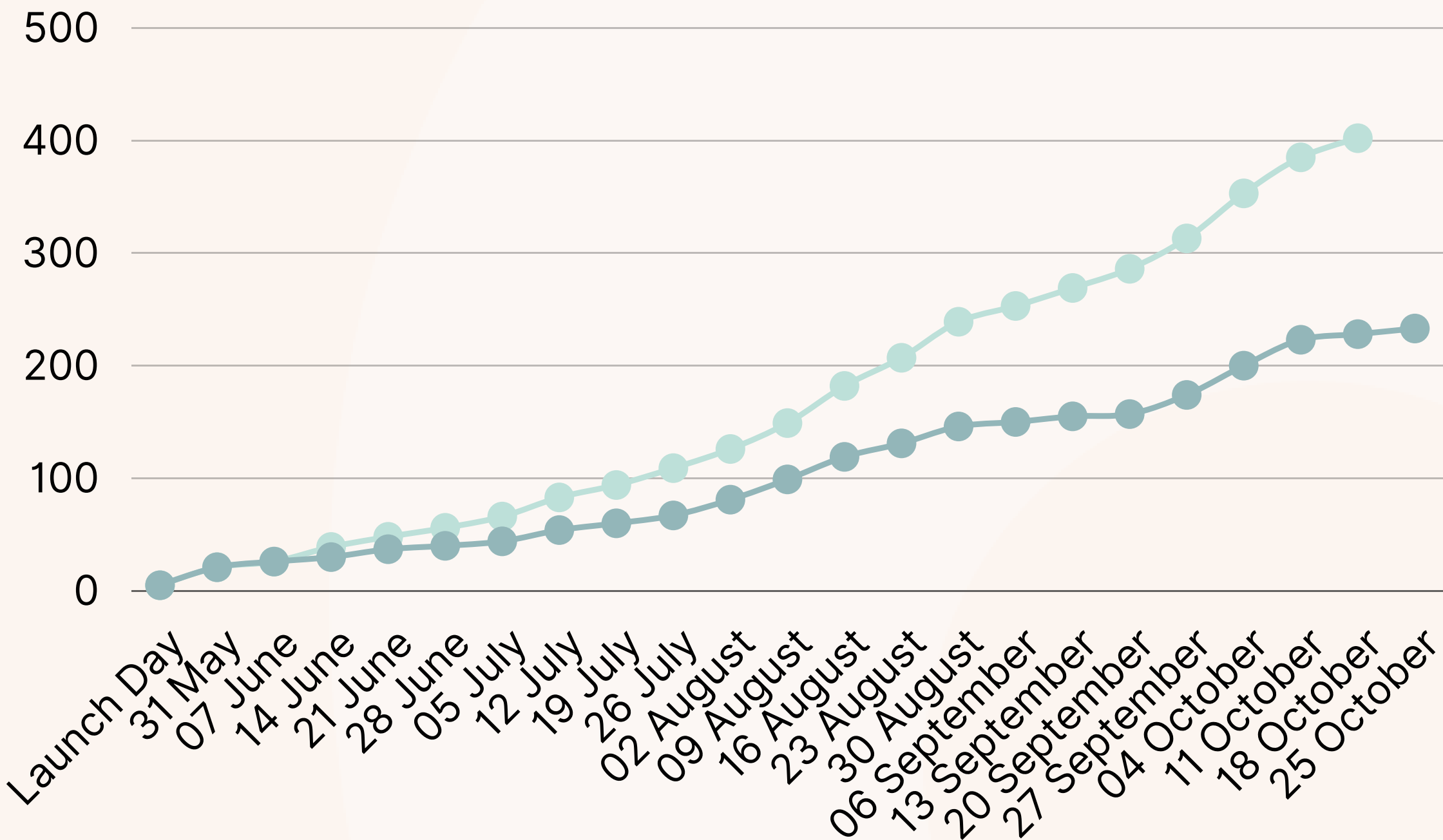


Through these two regional funding agreements Ella is allowed to offer digital caregiver meetings with all caregiver professions, to a patient fee and high-cost cover, throughout all of Sweden.



Statistics Care Meetings

- The total number of held **first visits & re-visits**
- The number of held **first visits**



Unique patients

233

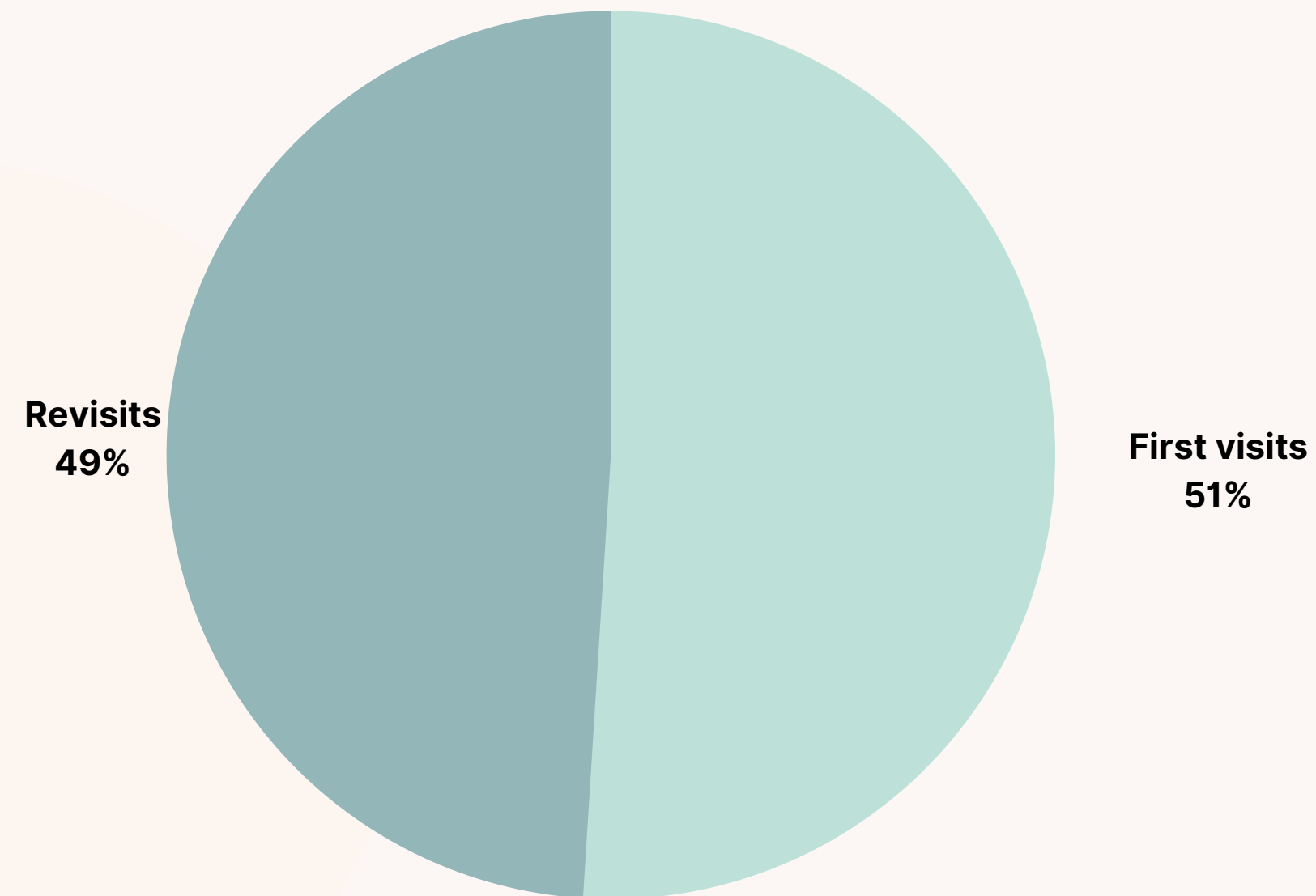
Total number of booked
care meetings

476

How Are We Doing?

Statistics Care Meetings

The current distribution between **booked first visits** and **booked revisits**.



Statistics Care Meetings

Average number of **care meetings** per **healthcare patient**

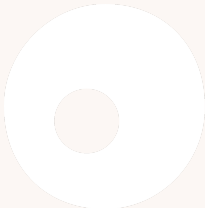
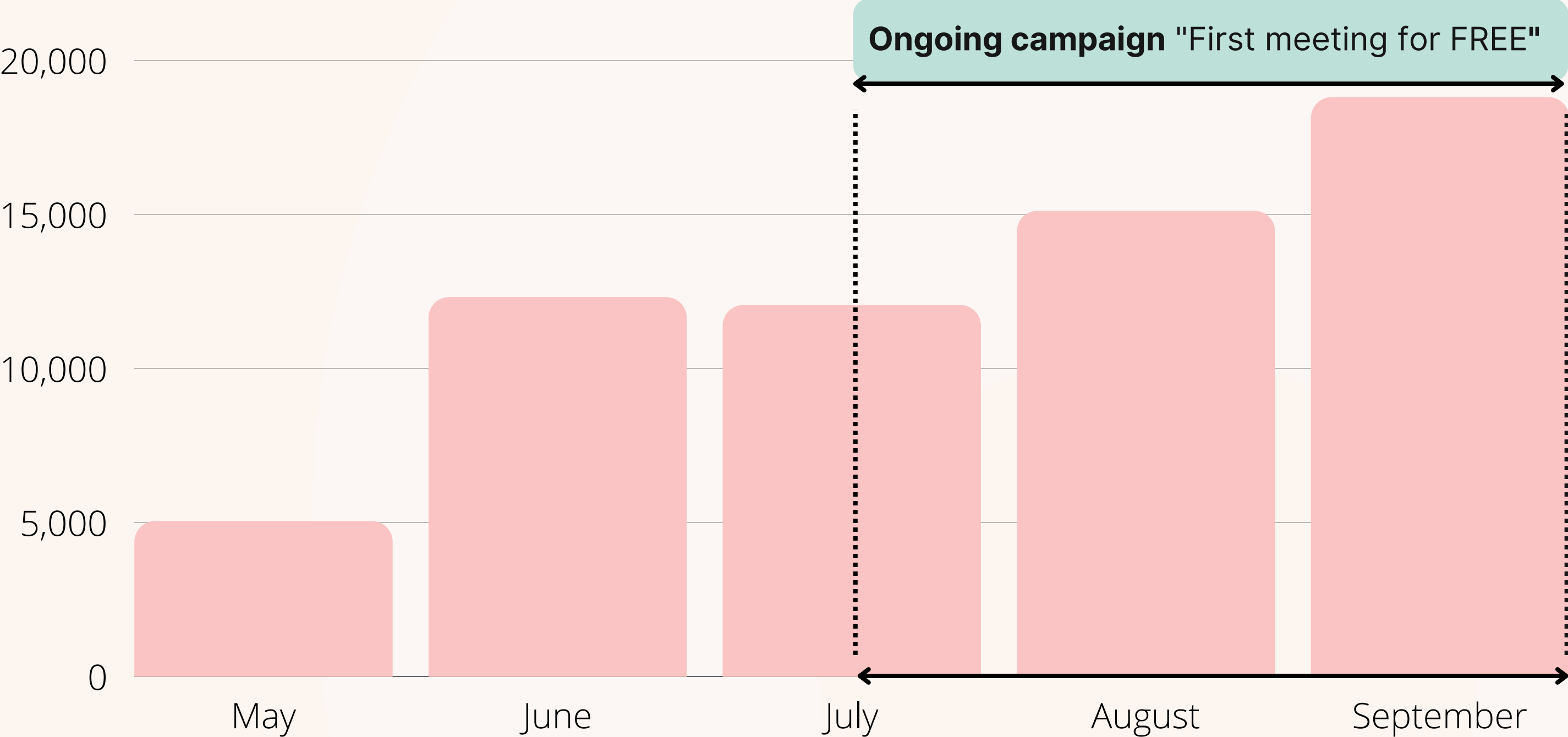
3

This number **will increase** since we have only been live for four months.

How Are We Doing?

Revenue Care Meetings

The total **revenue in SEK** per month since Launch Day on 25 May.



How Are We Doing?

Marketing Spend & Revenue

The total **marketing spend & revenue** in SEK since Launch Day to end of September.



Customer Acquisition Channels

Direct Contact

No Referral

No referral is needed to use Ella's services. Our customers can find us through e.g. Social Media, Website or Ads, and may use Ella's services at once.

Midwife Clinics



Hedda Hela Livet will **recommend Ella to all their pregnant and postpartum patients.** They have 3 000 pregnant and postpartum patients each year.

Pharmacy



Ella is in cooperation with Apotek Hjärtat, **one of Sweden's biggest and most well-liked pharmacies.** We educate on Apotek Hjärtat's digital platform and they recommend Ella's app.

Partnerships

Dialogues in progress...



We believe partnerships are **the most valuable channels** for customer acquisitions.

Customer Feedback

Skulle du rekommendera Ella till andra gravida eller nyblivna mammor? Motivera gärna!

"Ja! Har redan rekommenderat till alla som jag känner som är eller varit gravida! Jag är så nöjd med hjälpen jag fått. Fysioterapeuterna hos Ella har stor kompetens att hjälpa gravida och nyförlösta vilket inte är lätt att hitta annars!"

— Gravid mamma & patient på Ella

Vad uppskattar du mest med Ella? Beskriv gärna dina upplevelser och tankar!

Det fantastiska bemötandet. Och att ha tillgång till övningar i mobilen samt en chatt där man snabbt får svar om man undrar över något.

— Gravid mamma & patient på Ella

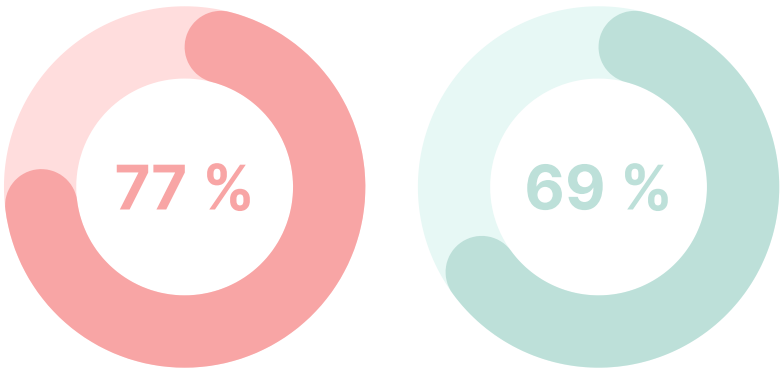


Closer to 700 women participated in our Market Survey

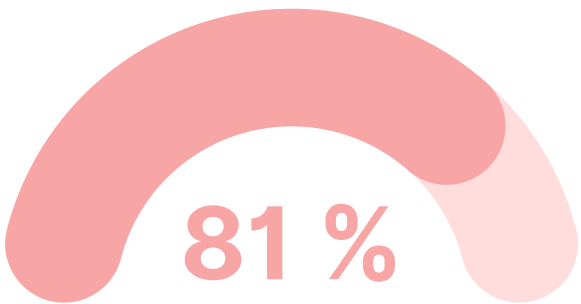
Top 5 Valuable Programs

- 1. Exercise and recovery after childbirth
- 2. Exercise during pregnancy
- 3. Postnatal mental health
- 4. Diet after childbirth
- 5. Mental health during pregnancy

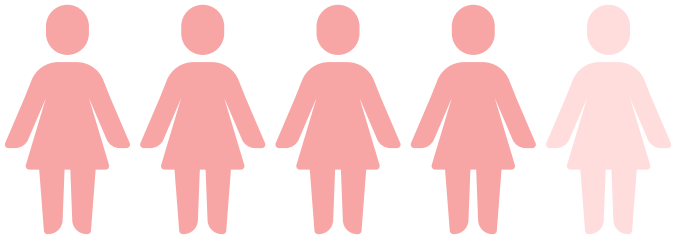
Exercise during & after pregnancy tops the list of the most valuable personalized programs. Next comes mental health and diet.



Women want **human contact when it's health care**, and are okay with automated care when it's wellness. In e.g. physiotherapy 77% want human contact for health care (pink), while 69% envision fully automated wellness (green).



81% of women who are and have been pregnant value **"being able to get support in the event of a problem"** very highly.



4 out of 5 women are willing to pay SEK 500 - 1 000 a month privately for the functions Ella offers. They would rather pay for individualized programs and digital care meetings than health tracking and community.



WHERE ARE WE GOING?

Towards Subscription, B2B SaaS White Label and a Marketplace!

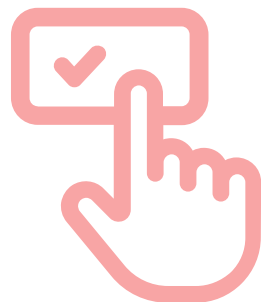


Where Are We Going?

Within 12 months



Business Development: Coop.
Maternity Care & Insurance
Companies & Occupational
Health Care

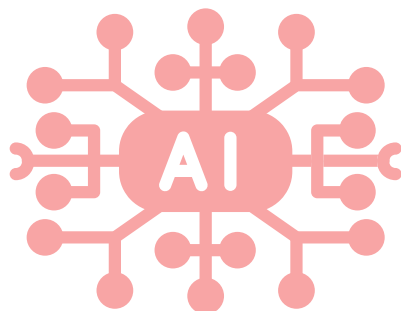


Product Development: B2C
Subscription Platform

Within 24 months

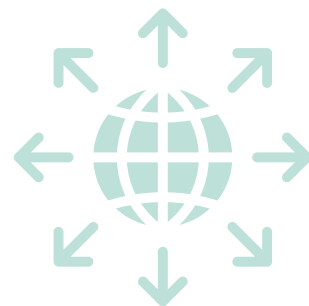


Expansion: Nordic Countries

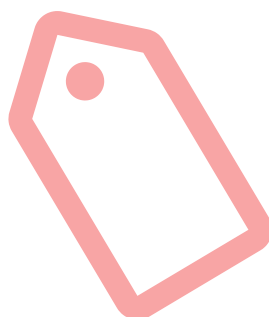


Product Development: AI
Prediction & Recommendations

Within 36 months

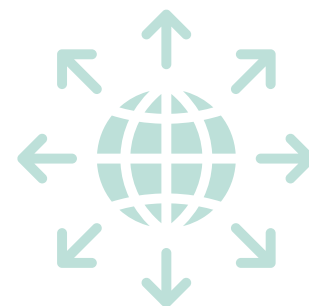


Expansion: Europe & UK



Business Development: Ella as a
White Label Product

Within 60 months



Expansion: The U.S



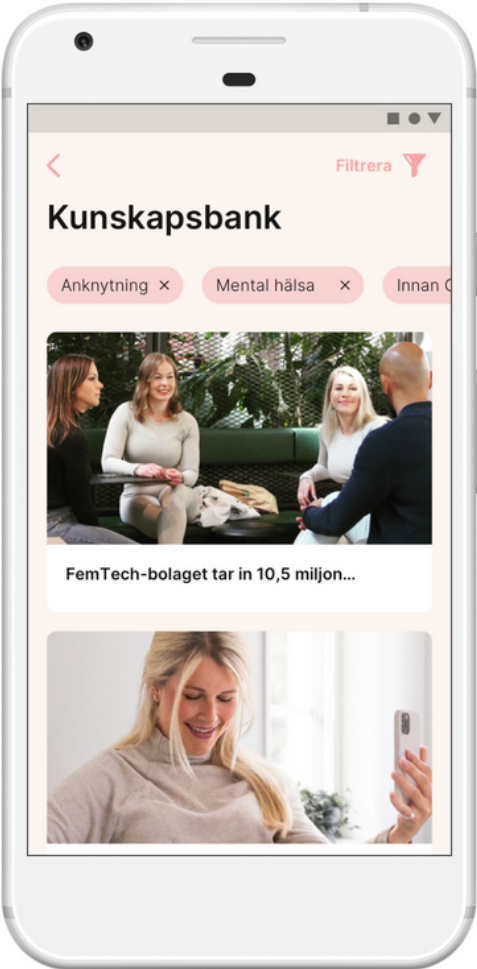
Business Development: Mum &
Baby Marketplace

Ella 2.0 Additions - Launch November 2022

Ella **guides you** on which caregiver you should see, based on your unique data



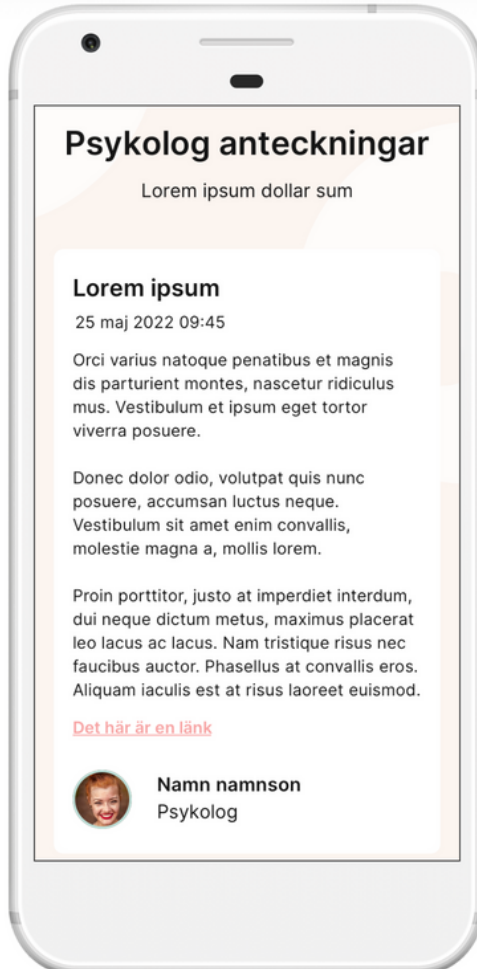
Multi-professional content and a **freemium platform** for everyday learning



Get assigned to a **coordinated caregiver team** that treats all of the most common problems



Treatment plans from all professions in the app, either through notes or programs



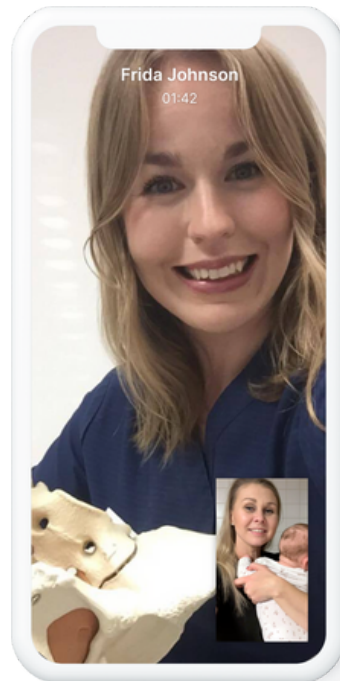
THE NUMBERS

The Numbers

REVENUE STREAMS

PATIENT FEE & HIGH-COST COVER

Digital Care Meetings & Treatment Plans

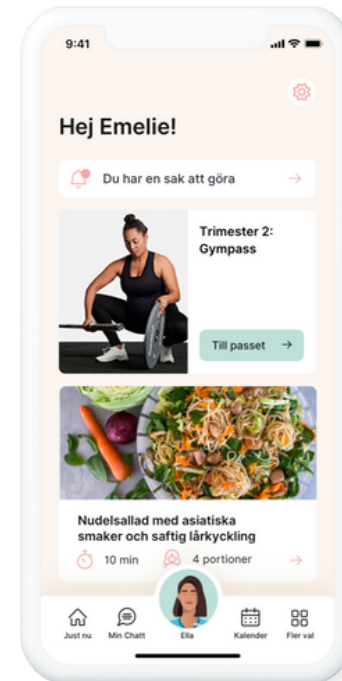


- Regional Funding & Patient Fee
- 315-560 SEK/Care Meeting
- Gross Margin up to 53%

COMING NEXT!

FREEMIUM PLATFORM

Saas



- Free

COMING SOON

SUBSCRIPTION

Saas

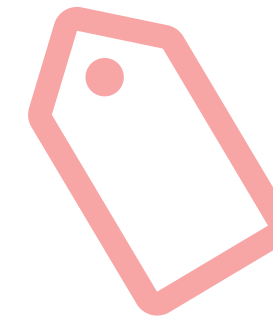


- Wellness Allowance or Private
- 99-149 SEK/Month/User
- Gross Margin 95%

COMING LATER

WHITE LABEL

Saas



- Gross Margin 80%

COMING LATER

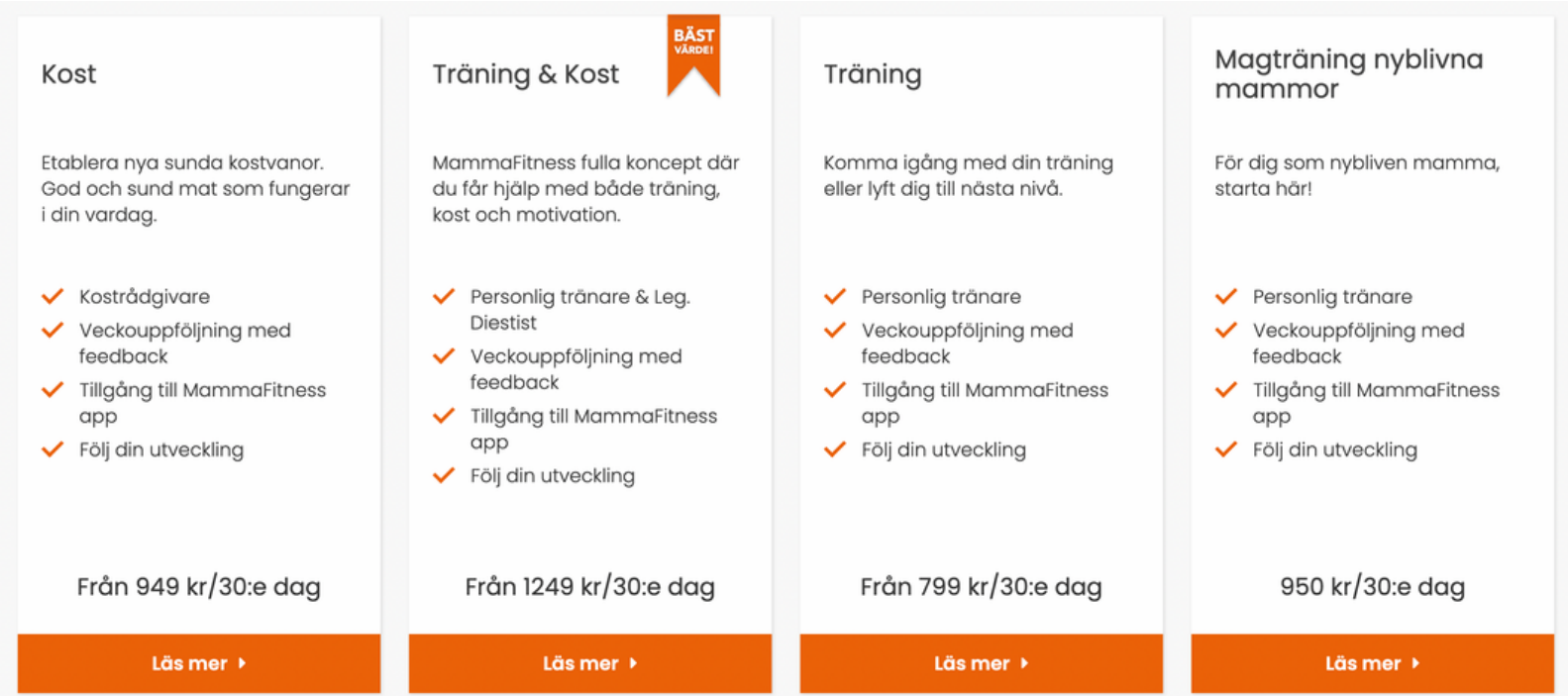
MARKETPLACE/ ADVERTISING

Saas

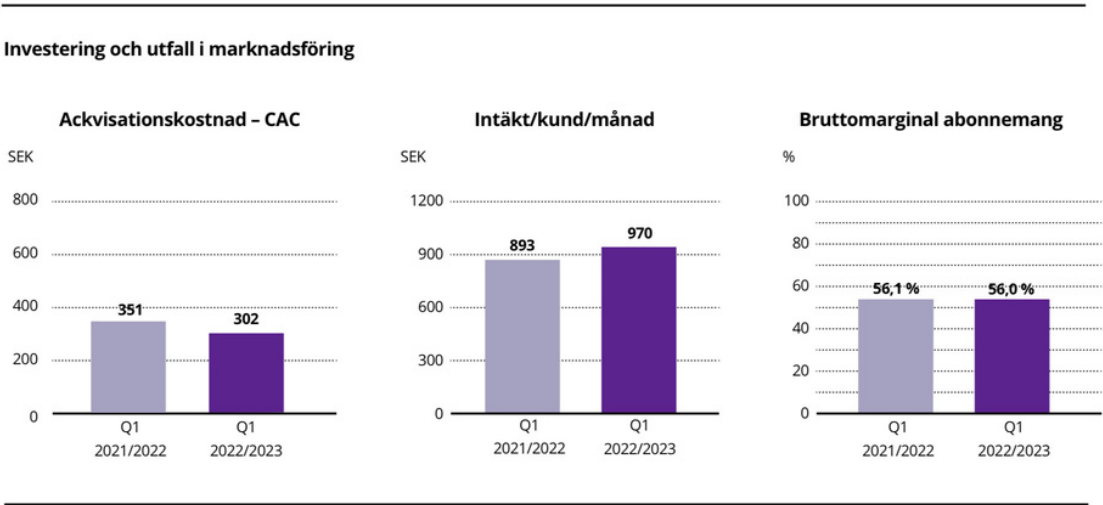


- Gross Margin 95%

Benchmark - Willingness To Pay



Above is MammaFitness subscription plans. **Their service offers evidence of women's willingness to pay for exercise and diet support, during and after pregnancy.**

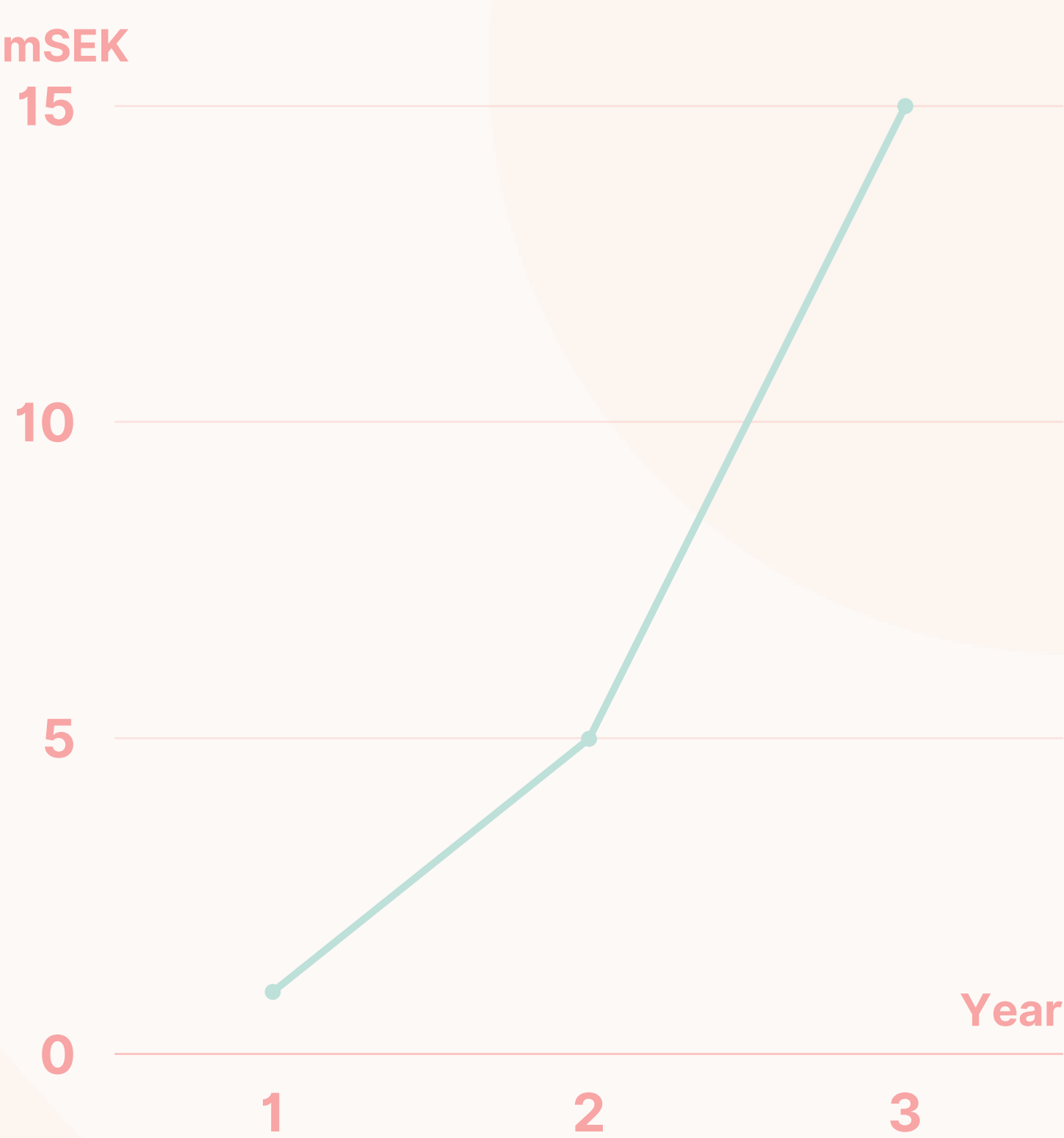


- Revenue 2021, 26 mSEK
- CAC 302 SEK
- Revenue/User/Month 970 SEK
- Gross Margin 56%

What we will do better:

- We work with Physiotherapists instead of Personal Trainers.
- We focus on well-being, preparation for pregnancy and birth as well as recovery after pregnancy and childbirth, instead of weight loss.
- We will provide several services in our subscription, e.g mental health support.
- We are CE certified

The Numbers



Break-Even 2025 Q1

Year 1
Revenue: 1 mSEK
Users: 700

Year 2
Revenue: 5 mSEK
Users: 3 700

Year 3
Revenue: 15 mSEK
Users: 11 200

Reference case

Mindler: Growth 300%, 700% between year 1, 2 & 3
Joint Academy: Growth 300%, 500% between year 1, 2 & 3

THE TEAM

The Team



Maria Hedengren

Ready's & iZettle's ex. CEO & CFO

Maria steps in as **our new Chairman**



Monika Lindquist

CMO & CCO, teacher in Growth Marketing

Monika is our **interim CMO**. She has many years of experience in accelerating growth.



Malin Wallin

Kry's ex. Vice CEO



Johan Hedevalg

Kry's ex. CPO



Mauro Bagnato

Kry's ex. CTO

Malin, Johan & Mauro want to become a part of our advisory board and help us with **business and product development** as well as **internationalization strategy**.

kry

The Team



Emelie Hollsten
CEO

Founder, business finance,
communication, product
development & former elite
athlete



Frida Johnson
COO & Clinical Manager

Co-founder, licensed
physiotherapist focused on
women's health & obstetrics



Stina Algulin
Chief Dietician

Co-founder &
licensed dietitian



Asabea Britton
Chief Midwife

Co-founder, licensed midwife &
inspirational writer within
motherhood



Sara Vazda
QA/RA Director

ISO 13485:2016 & EU MDR,
PRRC, SOSFS 2011:9, PSL, HSL



Sanna Marklund
Tech Lead

Full stack developer for web &
apps



Fanny Klingvall
Content Manager

Graphic designer, copywriter
& communications strategist



Mikaela Giertha
Digital Strategist

Digital strategist & operational
SEM/SMM analyst





THE OFFER

We are raising **6-11 mSEK** this autumn

We have already secured 3.2 mSEK, to a pre-money valuation at 30 mSEK



ella