



omgyno

Innovative Gynecology
with progressive values & tech

May 2022
omgyno.com

Problem: Dissatisfaction with 'traditional' gynecology

Ms. No Access

Lives in a town, she can't access a doctor she can trust and prefers to keep things private.



Ms. Progressive

Has experienced shaming from conservative gynecologists & wants to learn about self-care & recommend better doctors to her community.



Ms. Remote

Works remotely round the clock, is used to online meetings, and thinks physical appointments waste her time.



Ms. Expat

Does not speak the local language, finds discussions in foreign language uncomfortable, and needs tech solutions that are customized for her needs.



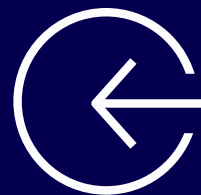
Solution: Efficient, Scalable, content & community-driven

Home Tests

Self-sampling routine gynecology tests
in collaboration with local lab

Telehealth

Progressive healthcare professionals
recommended by the community



Content

Building engagement for customer acquisition

Femshop

Curated female healthcare products

AI

Machine learning for customized healthcare



Product: from browser-based to mobile app with AI

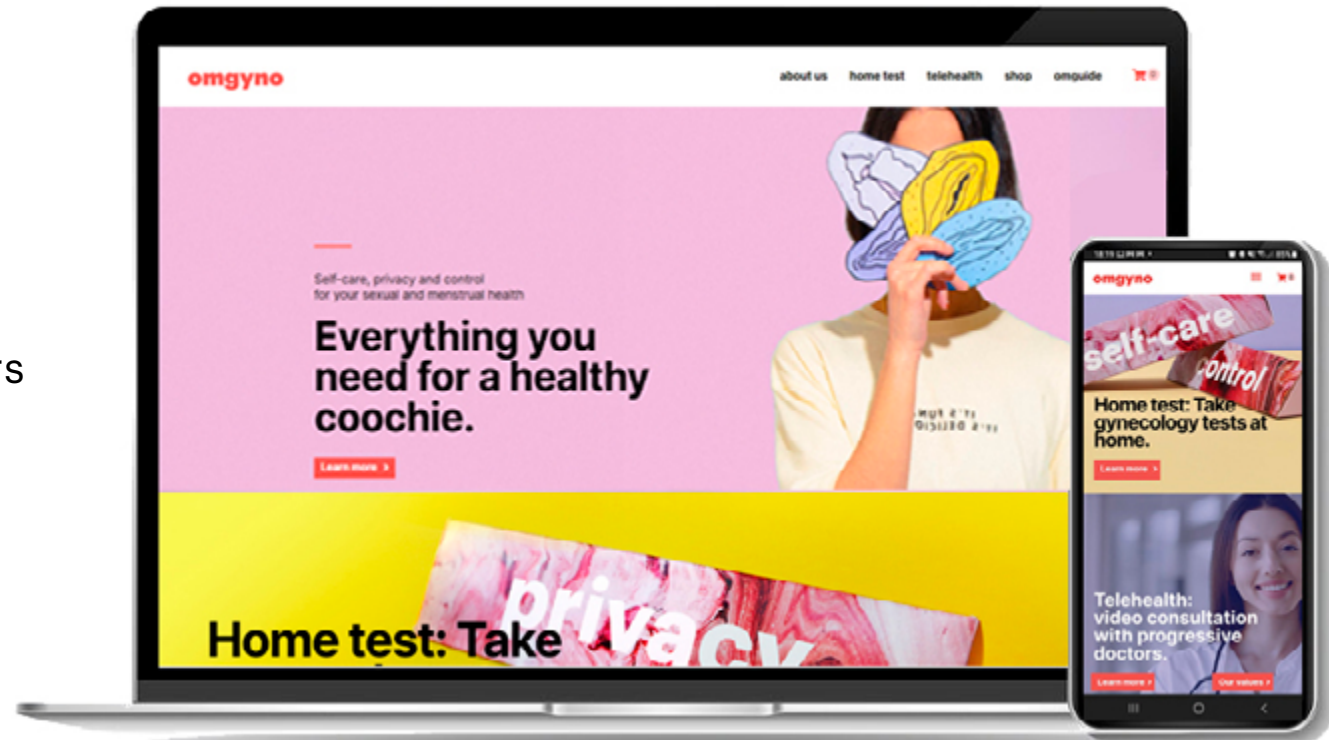
Featuring

- Home Test kit order
- Lab Results
- Doctor Profiles
- Telehealth booking 24hrs
- Video calls

omgyno 2.0

browser-based

➤ mobile app with AI



PURCHASE



DELIVERY



SELF-SAMPLE



LAB ANALYSIS



EMAIL RESULTS



TELEHEALTH
GYNECOLOGIST

Business Model

Current Revenue Model

Commissions on sales (partners labs & healthcare professionals) who offer their services through omgyno.

Current Product Pricing

Home test 55€-190€ (35% margin)

Telehealth 15€-40€ (40% margin)

Femshop 5€-100€ (up to 90% margin)

Supplementary Revenue Streams

- App subscriptions (freemium)
- Edtech (webinars based on content)
- B2B partnerships/ sponsored content & events



Expansion Plan



Greece

TAM Female Population
Above poverty line

5,560,000
82%

SAM
SOM (1% w €55 average basket)

4,564,760
45,648

Estimated Total Revenues

2,510,618€



Portugal

5,370,000
83%

4,446,360
44,464

2,445,498€



UAE

2,950,000
80.5%

2,374,750
47,495

2,612,225€



Saudi Arabia

10,000,000
87.3%

8,730,000
174,600

9,603,000€



Egypt

50,630,000
67.5%

34,175,250
341,753

18,796,388€

How to expand so fast?

- Easy scaleup model
- Focus only home tests & telehealth
- Minimum infrastructure
- Low overhead
- One certification
- One lab partner & doctor

Customer Acquisition strategy

- Bank on being first entrant
- Social media & content (backed by research)
- Partnerships with interest groups
- Press in key media
- Key influencers
- Doctors' influence
- Live events

Free Press

euronews.

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“Meet the women CEOs shaking the foundations of the tech industry.”

“Hopefully, we’re coming to a point where the social impact of a company will matter as much - Doreen Toutikian.”

web
summit

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Meet 5 medtech Impact
Startups joining us at Web
Summit 2021

Mashable
Italia

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“C’è un’app che vuole aiutare le donne a trovare una rete di ginecologi femministi e senza tabù.”

“Il progetto di due attiviste, Doreen Toutikian e Elisabeth Milisi, per ora è attivo solo in Grecia, ma potrebbe servire da esempio anche per l’Italia”

la Repubblica

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Il Sole
24 ORE

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“Vi presento Omgyno,
la startup femtech per la
salute delle donne”

Team



Doreen Toutikian, CEO
12+ years entrepreneur
Middle East & Europe



Elisabeth Milisi, COO
20+ years multinational
sales & logistics



Margarita Pita
Lawyer & medical
regulations advisor



Kate Papageorgiou
Comms Manager
(Greece)



Sara Baptista de Sousa
Digital Marketing
(Portugal)



Dr Amy Awad
AI & Machine Learning



Joe Toutikian
40 yrs+ CEO Hospitals
Healthcare management
in Middle East



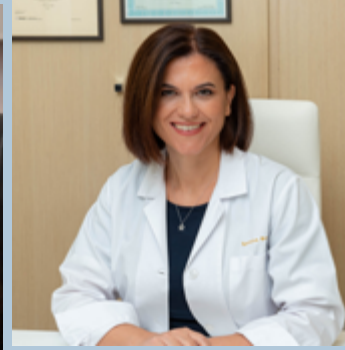
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OBGyn, Greece



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Katerina Magdalinou
Nutritionist for hormonal
health



Thank you.

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