



AvaWomen

Advancing women's health, **one cycle at a time.**

Presenter: Han-Yi Huang (TA of BIO-490 2025)
Slides modified from a presentation by Paloma Aubert, BIO-490 (2024)

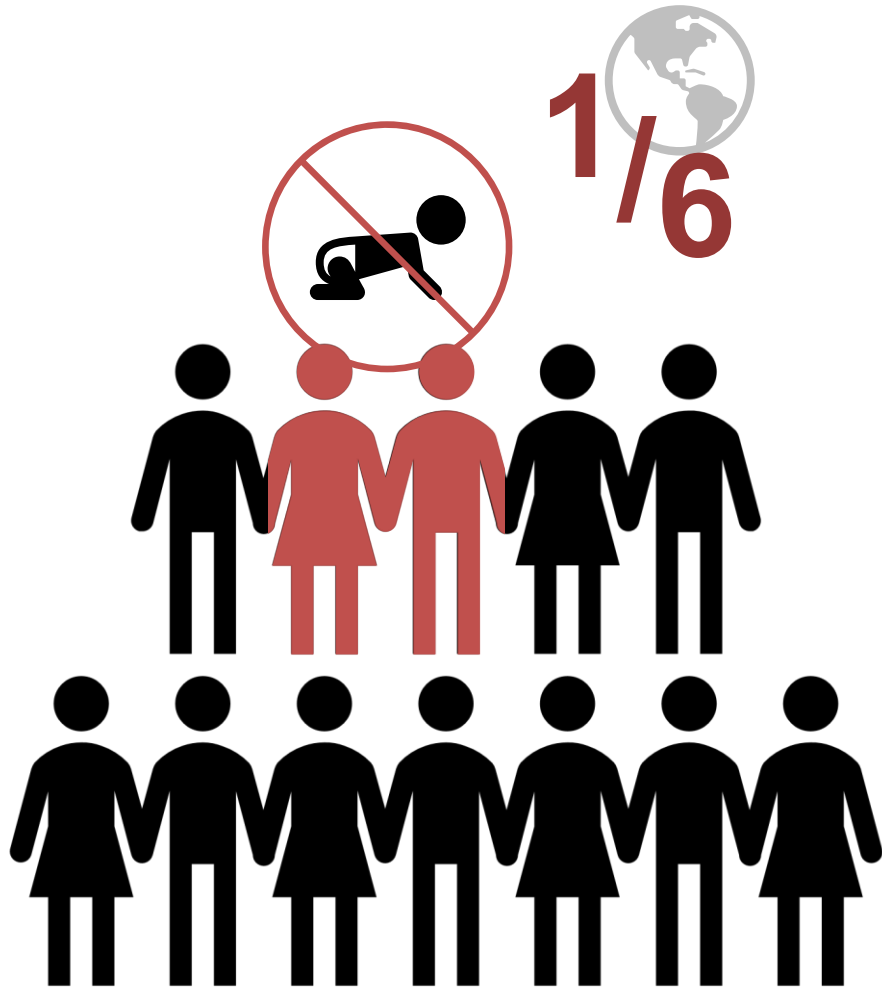
2014



August 2014

Founding of company by Pascal Koenig, Philipp Tholen, Peter Stein, and Lea von Bidder.

The Problem



Tracker app

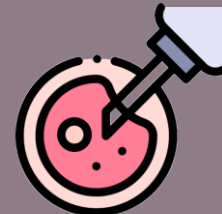
Lack precision



LH stick

One-time use

Unreliable in irregular cycles

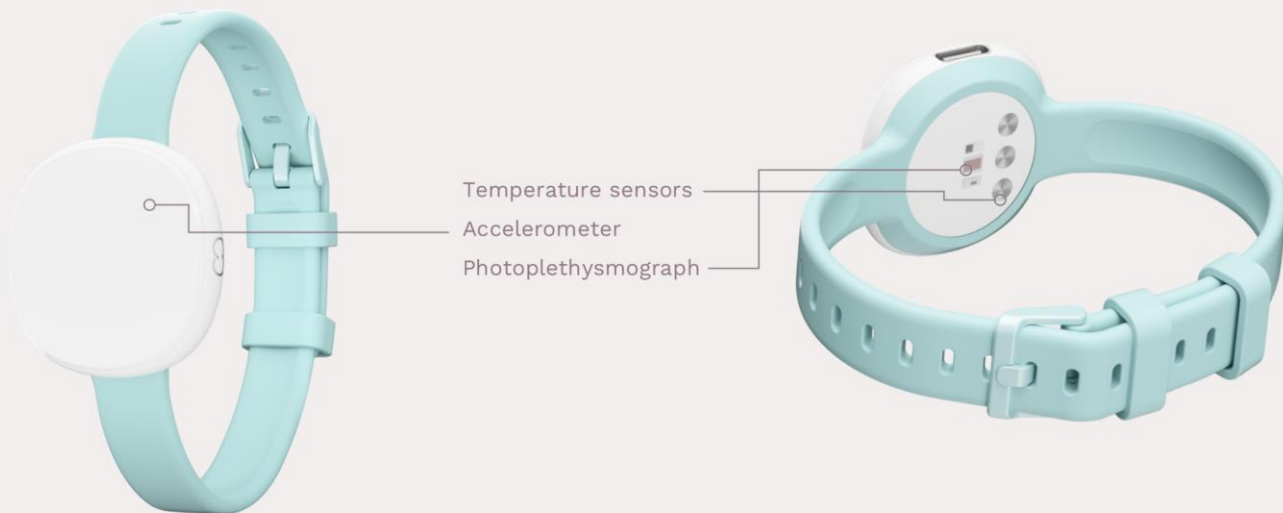


IVF

Invasive

US\$15,000-\$20,000 per run

Ava's Solution



1. TEMPERATURE SENSORS

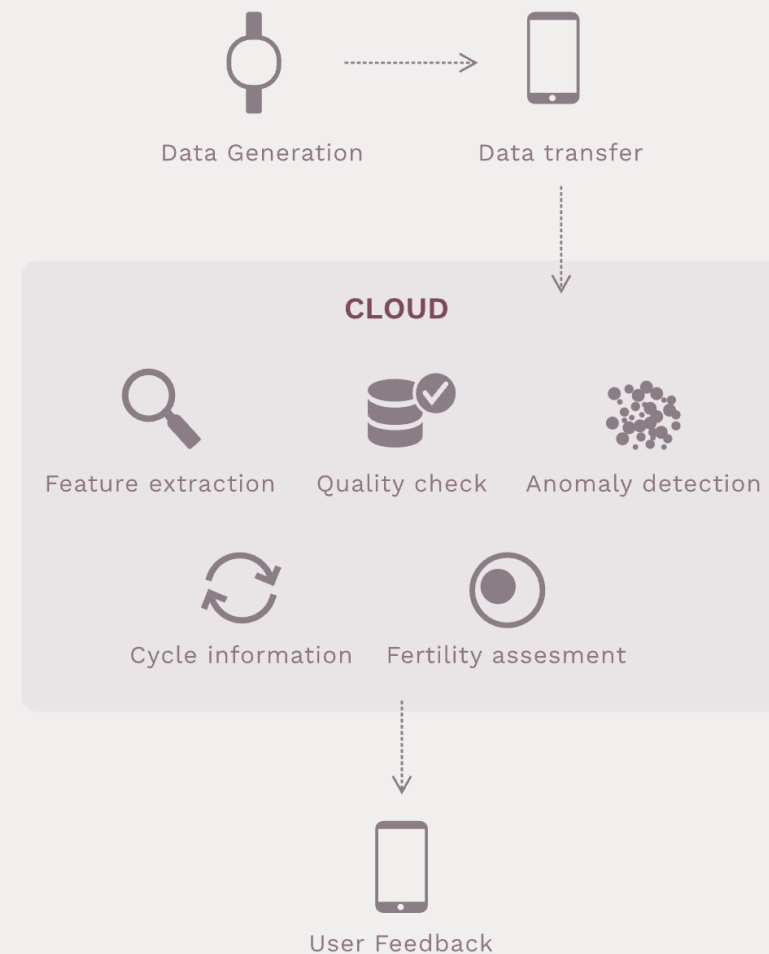
Takes the skin temperature at the wrist

2. ACCELEROMETER





Measures movement and determines sleep stage

3. PHOTOPLETHYSMOGRAPH

Captures heart rate variability, pulse rate, breathing rate, and skin perfusion



Unique Selling Point

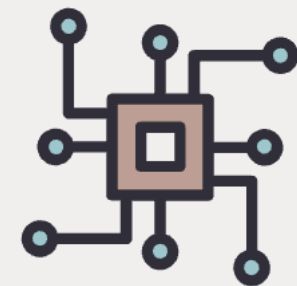
	 Ava Fertility	 LH stick	 Temperature	 Tracker app
Real time fertile day detection	5	1.8	0	0
Convenient	✓	✗	✗	✓
Period prediction	✓	✗	✗	✓
Insight on sleep & stress	✓	✗	✗	✗
Mess-free	✓	✗	✓	✓
Reusable	✓	✗	✓	✓



Clinical science



Data science



Technology

Unique Selling Point



Ava Fertility Basic \$239 ~~\$279~~

History CYCLE DATA Today
Apr 24 - May 21

Resting Pulse Rate

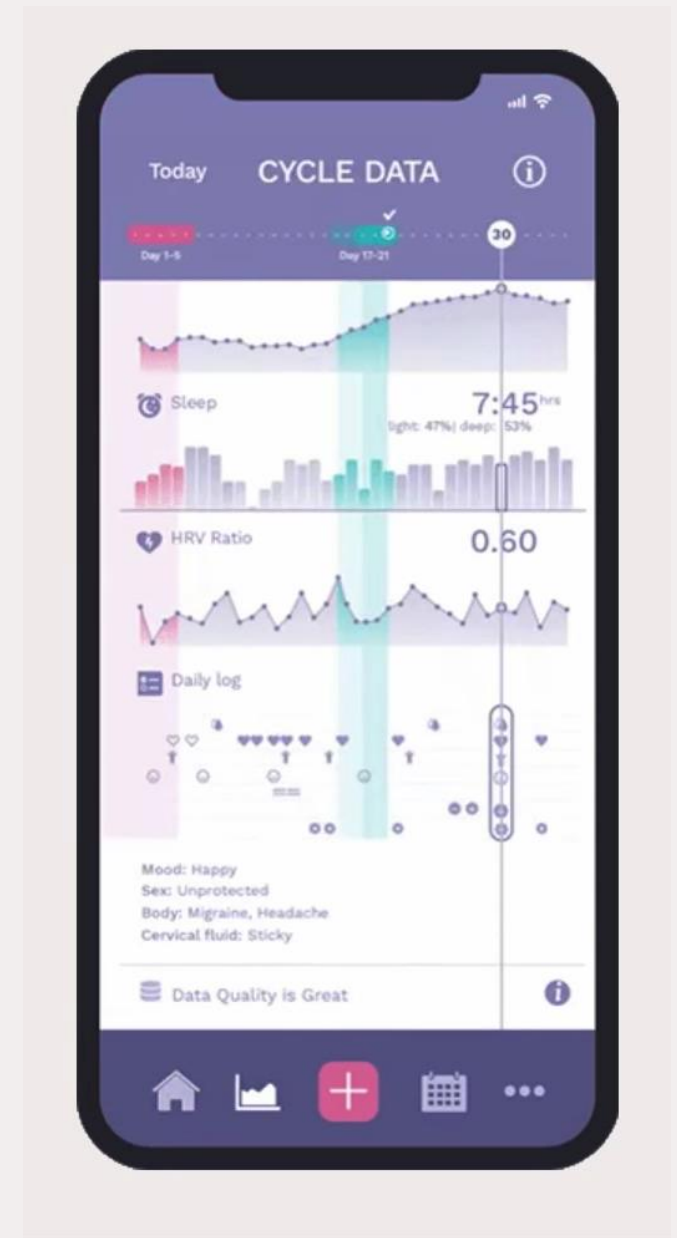
Skin Temperature

Breathing rate

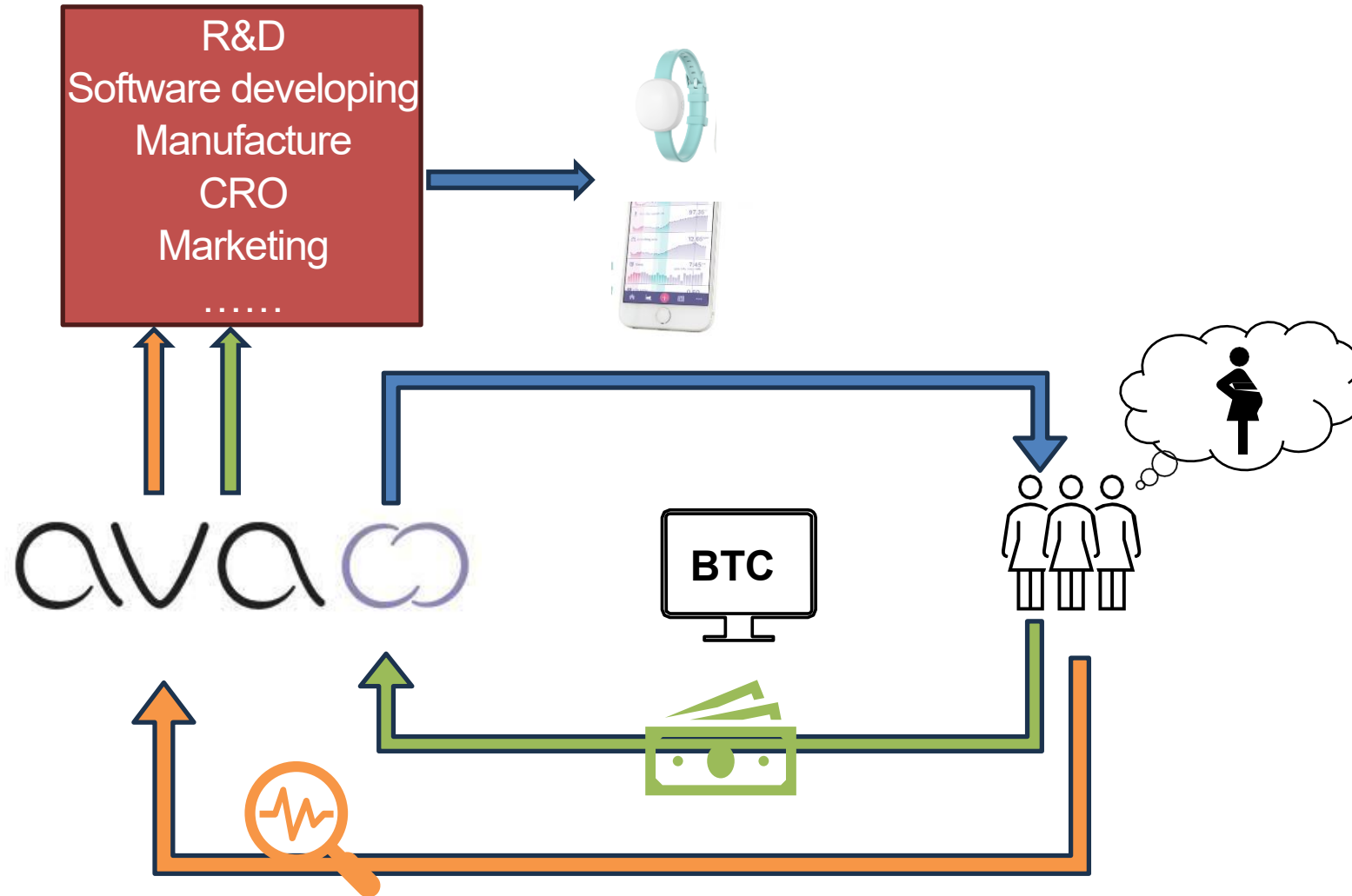
HRV Ratio

**\$40 OFF with
AVA40OFF**

The advertisement features a woman in a grey dress looking at her wrist. Overlaid on the image is a screenshot of the Ava Fertility app interface, showing various health metrics like Resting Pulse Rate, Skin Temperature, Breathing rate, and HRV Ratio. A large white circle with a teal border contains the promotional code "\$40 OFF with AVA40OFF".



Business model





Ava has raised over \$42.6 million in funding rounds from investors⁽⁵⁾



Fail forward



Lea von Bidder

Founder Expeerly | Video Reviews for Ecommerce | Founder Ava & L'inouï | Forbes 30 u 30 | Speaker | Investor



June 5, 2024

It took me almost two years to finally talk about the end of the [Ava Women](#) story.

But I pulled myself together last week for the [Swisspreneur](#) podcast at the Swiss Startup Days with [Silvan Krähenbühl](#) and am sharing the recording also [here](#). (-> Look for from VC funding to bootstrapping)

I talk about the last-minute cancellation of our Series C term sheet. The unexpected collapse of our financial Plan B. The sale to Femtech and their subsequent layoffs and bankruptcy. The fact that we did not return money to our investors, employees, or founders.

Basically. We failed.

Thank you !

References

- 1) <https://www.who.int/news/item/04-04-2023-1-in-6-people-globally-affected-by-infertility>
- 2) <https://www.nichd.nih.gov/health/topics/infertility/conditioninfo/common>
- 3) <https://www.avawomen.com>
- 4) <https://www.venturekick.ch/Swiss-womens-health-startup-Ava-The-trust-from-investors-is-a-great-motivation>
- 5) https://tracxn.com/d/companies/ava/_ibOCv2HoLfrfDpjTAjBiBXry3-CPKil65lrCflycS7U/funding-and-investors#summary
- 6) https://open.spotify.com/episode/3QbhXYn8irTQppAomBjigU?si=uSL6-O71TMKU_GMaOTleOg&t=1358&context=spotify%3Ashow%3A4xLuKMvPFvkJdZQRDJ1jfT