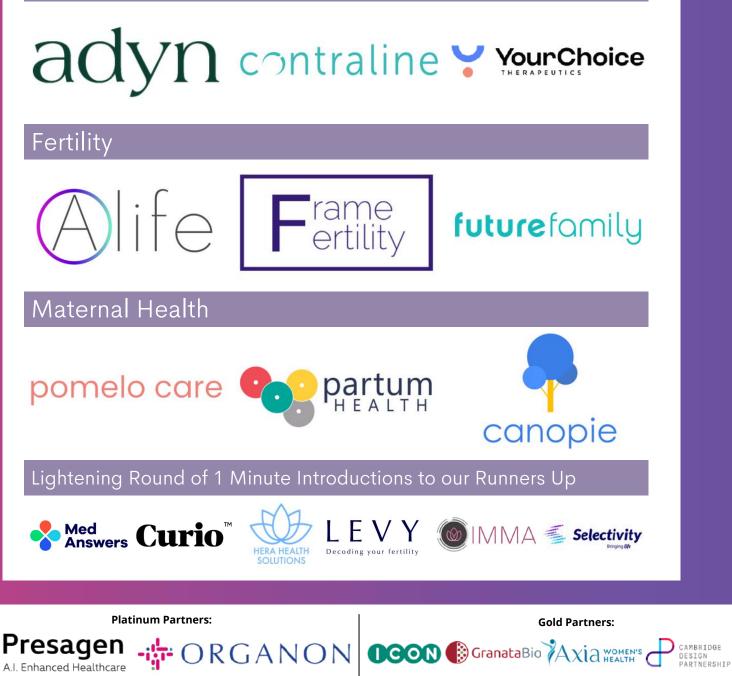


Women's Health Innovation Series **REPRODUCTIVE HEALTH INNOVATION SPOTLIGHT FINALISTS** FEBRUARY 15-16, 2022 I BOSTON

The Reproductive Health Innovation Spotlight is highlighting the leading companies who are promoting increased access, choice and research to support women around the world. Our 15 chosen finalists are:

#### Contraception



#### A SPECIAL THANK YOU TO THE SELECTION COMMITEE



Elizabeth Bailey Managing Partner Rhia Ventures





Tracy Dooley Partner Avestria Ventures





David Sable Healthcare and Life Sciences Portfolio Manager Special Situations Funds



Emily Zhen Health Venture Capital Investor New Enterprise Associates



Deena Shakir Partner LUX Capital

> luxcapital



Maria Velissaris Founding Partner SteelSky Ventures





Magaret Malone Principal Flare Capital Partners





Anula Jayasuriya Founder & Managing Partner Exxclaim Capital



#### SCHEDULING MEETINGS

Join our leading network of pharmaceuticals, biotechs, medical device companies, start-ups, Femtech, insurers, CROs, investors, researchers, HCPs and advocacy groups, to drive innovation at the convergence of healthcare and technology.

#### **REGISTER TODAY**





adyn ADYN www.adyn.com

adyn has created the first test designed to prevent birth control side effects. Until now, there was no intelligent way to pick between nearly 200 prescription birth control options in the US. adyn's at-home test detects an individual's baseline hormone levels and their genetic predisposition to specific side effects. adyn's telemedicine providers offer personalized contraceptive counseling and Rx fulfillment based on the patient's unique biology. Our precision medicine approach creates the largest biobank in the 1.2T women's health market and fuels R&D of novel diagnostics and companion diagnostics from fertility to menopause.



#### Elizabeth Ruzzo Founder & CEO ADYN

Elizabeth Ruzzo, PhD completed her graduate work at Duke University and postdoctoral research at UCLA. She founded adyn in late 2019 and was accepted into Y Combinator in the summer of 2020. Throughout her 10+ year academic career in human genomics and medical genetics (where she discovered nearly 40 genetic causes for various human diseases) she repeatedly encountered knowledge gaps that hindered discovery in non-Europeans and in females. After her symptoms from birth control side effects were dismissed by medical professionals, she decided to dedicate her expertise in precision medicine to demanding a new standard of care and working to close gaps caused by historic inequity in medical research.



## contraline

## CONTRALINE

#### www.contraline.com

Contraline is a venture-backed medical device company devoted to providing men and couples with long-lasting, safe, and effective contraception. The company is developing ADAM, the world's first

long-lasting, non-hormonal, and non-permanent contraceptive for men. The company was founded in 2015

by Kevin Eisenfrats and Dr. John Herr, and is headquartered in Charlottesville, Virginia.



#### Kevin Eisenfrats Co-Founder **Contraline**

Kevin co-founded Contraline and has been CEO since its inception. At Contraline, Kevin provides vision, leads fundraising, and business development. He has a research background in immunotherapy and in vitro fertilization, and is an inventor on 25+ patents relating to novel contraceptive drugs and devices. In 2017, Kevin was named on the Forbes "30 Under 30" in Healthcare. He has a degree in Nanomedicine Engineering from the University of Virginia.





#### YOURCHOICE YourChoice THERAPEUTICS

#### www.yourchoicetx.com

YourChoice Therapeutics is building the family planning company of the 21st century. It is our mission to improve the health and wellbeing of women and men by developing the non-hormonal contraceptive and fertility products they desperately need. All modern family planning options available today use the same hormones prescribed to our grandparents, and this \$38 billion dollar market is in need of an update.

- Developing an on-demand female contraceptive that not only prevents against pregnancy, but also STIs.
- Developing a first in class non-hormonal pill for men
- Develop enhanced and improved emergency female contraceptive
- Develop a new drug and demonstrate in vivo efficacy for fertility enhancement



#### Akash Bashi CEO & Co-Founder **YourChoice Therapeutics**

Akash Bakshi, MsC is CEO and co-founder of YourChoice Therapeutics which is developing the pill for men. Over the past 3 years, Akash has raised tens of millions dollars from both public investors as well as VCs. Most recently he co-founded ANA Therapeutics in March of 2020, of which he served as the President and CEO. He raised over \$6M in VC funding, to rapidly obtain approval from the FDA to enroll multiple Phase 1 trials, and a Phase 2/3 trial. He exited the company through an acquisition to NeuroBo a NASDAQ listed company for which he served as a Board member and COO. Akash began his academic studies in the life sciences with an undergraduate degree in Biochemistry and Cell Biology at UC San Diego and then went on to pursue his graduate degree at the University of Queensland. Upon completing his research career he began his professional career in commercialization of research at various organizations including UniQuest, UC Davis, and at UC Berkeley.



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Alife

## ALIFE

#### www.alifehealth.com

Alife Health is a fertility technology company building a modern operating system for in-vitro fertilization (IVF). Founded with the mission of improving the efficacy and equity of IVF, Alife leverages cutting edge computational methods with the hopes of improving reproductive outcomes. Enhancing care with artificial intelligence, it is differentiated in its product approach, scientific rigor and access to data. The company has built a consortium of clinical partnerships with the largest clinics and most renowned physicians in the world to bring significant clinical value to patients. Founded by Paxton Maeder-York in 2020, the company is based in San Francisco and backed by top tier venture capital investors including Lux Capital.



#### Paxton Maeder-York CEO & Founder of Alife Health Alife Health

Paxton Maeder-York is the CEO and founder of Alife Health, a technology company building artificial intelligence tools to improve in-vitro fertilization (IVF) outcomes and equity.

Paxton launched his career as the first clinical engineer (and later first product manager) at Auris Health, a surgical robotics company that develops integrated systems for a broad spectrum of medical interventions. Inspired by two of his grandparents who had long suffered from lung cancer, Paxton helped build surgical robots to fight the disease. His role as an instrumental part of the team culminated in the successful Johnson & Johnson acquisition for \$3.4 billion in 2019.

After Auris Health, Paxton returned to Harvard University to pursue master's degrees in both Data Science and Business Administration. He began analyzing the opportunities for machine learning to improve the medical field and began working on IVF. As someone with multiple family members who have benefitted from successful infertility treatment, he knew firsthand how impactful this sector can be. Paxton founded Alife Health in 2020 with the mission of improving the efficacy and equity of IVF with artificial intelligence. Alife Health's technology empowers physicians and patients to make the best clinical decisions possible through advanced analytics delivered in an optimally designed, medical-grade software ecosystem. Alife Health announced a \$9.5 million seed round in May 2021 led by Lux Capital.



#### Fertility

#### **REPRODUCTIVE HEALTH INNOVATION SUMMIT INNNOVATION SPOTLIGHT FINALISTS**



## FRAME FERTILITY

#### www.framefertility.com

Frame Fertility is a personalized fertility guide that helps individuals and couples plan ahead for building their family and know their risk factors early to avoid a downstream and often costly fertility crisis. Today, infertility is largely viewed as unavoidable with most solutions focusing on treatment rather than prevention and proactive support. Developed in partnership with leading clinical experts, Frame's clinical algorithm and digital platform provides a fertility score and assessment, personalized coaching and care navigation to improve overall health and reduce costs by avoiding unnecessary fertility treatments and enabling the early diagnosis of underlying conditions. By serving anyone that may want children one day, Frame's addressable market is 10x (\$100B+) that of treatment focused solutions. Frame is currently partnering with clinicians to offer the product to their patients and has secured its initial employer customers launching in 2022.



#### Jessica Bell van der Wal Co-founder & CEO **Frame Fertility**

During her 20+ year career in healthcare, Jessica has built and sold digital health products to patients, payers and employers at private and public companies. At Castlight Health, Nike, Deloitte Consulting and Genentech she led teams and owned P&Ls in marketing, customer success, operations and strategy. She sits on the advisory boards of various early stage / private companies and nonprofits including SWORD Health and Foodsmart, and she loves supporting women as a mentor and through her leadership role at 50/50 Women on Boards. Jessica holds a BA in Public Health from UNC Chapel Hill and an MBA from Harvard Business School.

Jessica started Frame with her co-founder and partner, Corey van der Wal (exathenahealth, ex-Syapse, HBS), in 2020 following their own tough fertility journey, and they are supported by an expert Clinical Advisory Board and a team of mid-level practitioners and health coaches experienced in fertility and women's health.



men's Health Innovation Series

## **FUTURE FAMILY**

# future family www.futurefamily.com

Future Family is where people start their fertility journey. The company's mission is to make fertility care accessible and affordable to all. Future Family combines advances in fintech, fertility, and heathtech to empower people throughout their fertility journey to offer people low-interest financing for fertility treatment. Future Family was founded by former SolarCity exec Claire Tomkins, who was inspired by her own fertility struggles to improve the experience for other women.



#### **Claire** Tomkins CEO & Founder **Future Family**

Claire Tomkins, CEO and Founder of Future Family. Claire founded Future Family to address the growing demand for fertility services in the U.S. and globally. Prior to Future Family, Claire served as Director of Product and Partner Marketing at SolarCity (now TSLA), the largest consumer finance business in the solar industry. Claire has been recognized as a National Science Foundation Fellow and a Kauffman Fellow, and for her work at Future Family as Hustle 2X's Woman of The Year Top-50 finalist, Inc Magazine's list of Top 100 Female Founders, Fortune's Most Powerful Women Next Gen, and one of San Francisco Business Time's 40 Under 40. Claire holds a PhD in Management Science and Engineering from Stanford University and a B.A. from the University of Arizona. Claire is passionate about women's health and fertility based on her personal experience building her family with IVF.



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## **POMELO CARE**

#### pomelo care

#### www.pomelocare.com

Pomelo Care is the only solution that provides holistic, longitudinal care for moms and babies, together. We are a telemedicine practice providing coordinated, multidisciplinary care from dedicated providers. We use data and remote monitoring to continuously assess risk factors, including social determinants of health, and then diagnose and treat those factors as early as possible with evidence-based interventions and whole-person care.

Each Pomelo patient receives a personalized care team that continues with them throughout their journey, from planning through pregnancy and one year postpartum. This allows us to build trust and ensure a high quality, coordinated experience for patients, which are key determinants of satisfaction and outcomes. We use technology to deliver a simple, engaging patient experience including 24/7 access to the care team by chat, text, video, or audio calls, with relevant reminders and content curated for each patient's care plan.

Pomelo partners with payers and employers to improve outcomes, reduce disparities, and drive savings - we provide a value-based program, taking risk to improve outcomes by delivering high quality care and reducing c-sections, NICU admissions, and lengths of stay.



#### Marta Bralic Kerns Founder & CEO **Pomelo Care**

Marta Bralic Kerns is the CEO and founder of Pomelo Care. Prior to founding Pomelo Care, Marta was on the executive leadership team at Flatiron Health (acquired by Roche for \$2.1B) where she led the company's strategic growth initiatives as the SVP of Business Development. Marta's career in healthcare began at McKinsey & Company, where she worked on building early value-based maternity care bundles for state Medicaid programs. She was inspired to start Pomelo Care to bring the promise of personalized, value-driven healthcare to women and infants. She has assembled a leadership team from Flatiron Health, Duke Medical School, Beth Israel Deaconess Medical Center, and the Chief of Neonatology at one of the largest birth hospitals in the country.



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#### Maternal Health

## REPRODUCTIVE HEALTH INNOVATION SUMMIT

#### Partum HEALTH

#### PARTUM HEALTH www.partumhealth.com

## Partum Health is pioneering a new approach to caring for families as they start and grow, delivering collaborative, whole family support designed for the next generation of parents.

Partum Health's initial solution is focused on improving perinatal care, by bringing together specialties beyond OB, including doula care, lactation, physical therapy, mental health and nutrition. Support is delivered in a hybrid model across digital patient education, HIPAA compliant text, telehealth, and in person.

Partum's vision is to shift the standard in perinatal care, making cohesive, accessible and proactive support the norm, and to do it for families of all resource levels. Partum Health was founded with the goal of making an impact on maternal and family health outcomes and creating a more positive care experience for parents.



Meghan Doyle CEO & Founder Partum Health

Meghan Doyle is the CEO and cofounder of Partum Health. Meghan founded Partum after having her two kids, Owen and Audrey, and living through the all-too-common gaps in care. The experience cobbling together her own postpartum support system fueled her commitment to building a better care model for women and families. Meghan brings 15+ years of experience tackling growth and strategy questions across the healthcare and consumer industries, most recently at Boston Consulting Group. She received her MBA from The Wharton School and a BA from UNC-Chapel Hill.







### **CANOPIE**

#### www.canopie.app

Canopie's digital platform creates personalized programs using therapeutic techniques recommended for preventing and treating common maternal mental health conditions. Through an algorithm created by the company, Canopie creates 10-day programs that address the user's specific needs and goals, and links them to evidence-based content related to their specific challenges. Canopie's solution addresses the most common barriers to treatment for new moms, including cost, stigma, and childcare. Canopie is transforming maternal health care by offering a scalable mental health solution and partnering with payors, health systems, and providers to improve patient outcomes and efficiency in healthcare delivery.



#### Anne Wanlund CEO Canopie

Anne is the CEO of Canopie, which is bringing effective mental health care to all new and expecting moms. Before Canopie, she led several maternal health organizations in East Africa, most recently as the COO of an award-winning social enterprise that fortifies corn flour using its patented technology to improve maternal and child nutrition. She has also worked in global health for the State Department, USAID, and Massachusetts General Hospital and has a Master's degree from Tufts University, where she also served as a Teaching Fellow at the Harvard School of Public Health Anne is channeling her passion for working on maternal health and personal experiences as a new mom to address the enormous mental health care and treatment gap that affects millions of mothers every year.



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#### **MED ANSWERS**

Lightning

#### www.medanswers.com

MedAnswers is a health technology company leveraging extremely high digital patient engagement to converge clinical research and clinical care. With mobile apps spanning fertility and neurosciences, the company has recruited more than 52,000 patients willing to participate in clinical trials and amassed a large volume of unique Real World and Behavioral Patient Data, powering life sciences companies from Discovery to Market Access. The company's flagship community, FertilityAnswers, engages 100,000 patients and recruits 3 - 10x more clinical trial participants in half the amount of time expected. FertilityAnswers also makes thousands of unique data insights available through its MedInsights tool for subscribers, with plans to add insights into ALS, MS, Crohn's Disease, Breast Cancer and more later this year.



#### Alice Crisci Co-Founder & CEO MedAnswers

Alice Crisci is an entrepreneur, healthcare media host and influencer, activist, author and cancer survivor. She founded MedAnswers to end the spread of health misinformation and speed access to diagnostic tools, clinical trials and therapeutics. The company's first mobile app product, FertilityAnswers, has a highly engaged user base and social media following, which has amassed a large volume of unique Real World Data driving fertility marketing and drug development strategies, as well as budgetary decisions for national brands and life sciences companies. She also founded an oncofertility charity, Fertile Action, three weeks into her breast cancer diagnosis at 31-years-old. She co-authored the first fertility preservation bill in the country and went on to lobby for reproductive change on behalf of the California Cryobank (now Generate Life Sciences) and as a patient advocate at all levels of government. She is the proud mama to an eight-year-old fertility preservation miracle, who was a frozen day-two-embryo for five years.





#### www.curiodigitaltx.com

Lightning

CurioTM is a Digital Therapeutics company with focus on Women's mental health across their cycle of life – encompassing all age groups, physiological conditions and social settings. We believe a woman's wellbeing has a lasting impact not just on the child but also on the family and society at large. Curio aspires to bring data and evidence driven interventions that are clinically validated. The traditional one-size-fitsall approach to women's healthcare is often inadequate and ineffective without accounting for the various factors that shape the diagnosis and care. Curio's propriety technology platform leverages data and analytics to personalize the interventions that are delivered through integrative & engaging digital platform. Curio recognizes that the Mind-Body relationship plays a profound role in women's health and Curio Digital Therapeutics interventions address mental health and behavioral management solutions





Dr. Dixit is a Physician Executive with more than 20 years of experience in the healthcare and life sciences industry. She has been in executive leadership at Sanofi, Allergan, and GE and has been responsible for launching a number of innovative medicines. She was voted innovator of the year at GE in 2008, nominated as a Top 50 Thought Leader in "Big Data" in Life Sciences in 2016, and featured in the Pharma Executive Magazine cover-page article "Real-World Evidence: From Volume to Value" (Oct 13, 2016). Shailja has built and has had successful exits with many projects.





# HERA HEALTH

#### www.herahealthsolutions.com

Lightning

Hera Health Solutions is a pharmaceutical device startup company that specializes in the research, development, and commercialization of long-acting therapeutics through its proprietary bioerodible drug delivery implants. Their flagship product under development, Eucontra utilizes its bioerodible platform to deliver long-acting contraception.



#### Idicula Mathew CEO & Co-Founder Hera Health Solutions

Idicula Mathew is the co-founder and CEO of Hera Health Solutions, a venture capitalbacked pharmaceutical device company that specializes in the research, development, and commercialization of long-acting therapeutics through their proprietary bioerodible drug delivery implants. Their flagship product under development, Eucontra utilizes its bioerodible platform to deliver long-acting contraception.

Idicula is an entrepreneur with over eight years of experience in scaling startups, entrepreneurship, accelerator coaching, venture capital, medical device/pharmaceutical, and nanomaterial innovations. He has led startups to raise millions of dollars in venture capital funding. Idicula has received numerous entrepreneurship awards, including being named a 30 Under 30 Global Sustainable Business Leader, named to many 40 Under 40 Business Journal lists, Forbes YEC council, and was invited to the United Nations World summit being recognized as a global leader in startup leadership. Idicula holds a degree in biomedical engineering from the Georgia Institute of Technology and has a background in material science and nanofiber research.



Reproductive health innovation summit

LEVY LEVY Decoding your fertility www.levy.com

LEVY Health is a Berlin-based medical software company for fertility diagnostics and therapeutic care. Through its proprietary, evidencebased algorithms, the LEVY Fertility Code substantially reduces the time to diagnosis of female sterility from an average of 4.5 years to as little as 14 days.



#### Caroline Mitterdorfer CEO & Co-Founder Levy

Lightning

Caroline is a female health enthusiast with a strong background in technology. As Head of Sales she has successfully build conichi, a B2B payment platform in hospitality, from pre-financing in 2015 to exit in 2019. In 2020 she has launched Germany's first fertility financing loan, now focusing on closing the diagnostic gap in infertility with her two cofounders. She is originally from Vienna, now living in Berlin and has a strong passion for evidence-based information and shedding light onto the black box fertility.





#### **IMMA HEALTH**

#### www.imma-health.com

IMMA.health, founded in 2021, is a privately held women-led, Israel-based medical technology women's health company, focused on building the best comprehensive solution for transvaginal scans from home, with remote medical monitoring service, in patient autonomy. Winner of 24h TelAviv Bootcamp 2020 and MassChallenge 2021 Israel competition.

We create a secure and accurate system for women to perform their own transvaginal ultrasound scans for themselves, in the comfort, safety and intimacy of their home.

The fertility treatment market is severely underserved, only I to 2% of the estimated almost 90 million infertile couples worldwide are treated per year, with the primary prohibiting factor being cost and access to treatment. Women's IVF journey starts with the ovarian stimulation, where the physician needs to monitor follicles growth very closely, to update hormonal treatments via transvaginal ultrasounds for an optimum standard of care. It entails high costs for the payers, waste of valuable working hours and high level of stress for the patient that impacts results negatively. IVF is the first vertical, but IMMA can be used all along a woman's life (hormone-free contraception, enhanced natural fertility, early detection of endometriosis, PCOS Monitoring). Additionally, IMMA will collect women's data and puts together a unique longitudinal ultrasound dataset throughout woman's different life stages, from puberty, contraception to menopause, helping to bridge the gender data gap and leading to new Bio-Markers development.



#### **Beatrice Chemla** CEO & Co-Founder Levv

Beatrice Chemla is a Pharmacist by training, with a BA Marketing, who worked more than 20 years in Healthcare Business: Business development, Healthcare Strategy, Innovation, Market research -with a Entrepreneurship Success.

She was Marketing Director of Generic range business unit at Sanofi and later on she moved to a Market research Agency specialized in Healthcare.

Then she decided to create her own company from scratch, a healthcare Market research company-working for clients like Sanofi, Pfizer, Lilly, Novo, Takeda.

In order to work at international level, she sold her company to Future thinking, a UK Global Market company, and was hired to lead the healthcare department

In 2019, she made an Healthcare MBA at IDC, Reichman University, and worked for Cukierman as a venture partner, a leading investment-house,

In January 2021, she founded IMMA, an Israeli women lead venture with 2 other founders : she's currently CEO and co-founder of IMMA.



omen's Health Innovation Series



#### **SELECTIVITY**

#### www.selectivity.life

Nowadays 1 out of 5 couples in childbearing age have fertility problems. Even though the WHO recognized it as a public health problem, its incidence is consistently increasing leading to more than 75 million couples who are suffering. Among them, 75% do not have access to treatment. There are 50 million couples worldwide without access. In Selectivity we are focused on universalizing the access to fertility treatments by bringing them to patients' homes. With our patented technology, a biomimetic membrane for sperm selection, we developed a medical device which allows any OB-GYN to perform an intrauterine insemination at his/her office, spreading the access for those 50 million couples (or single mothers) who do not have it. Our technology selects simply and efficiently the healthiest and high motility spermatozoa preserving the DNA integrity of them. It does not damage the spermatozoa while being selected and also it does not need neither other device (as centrifuge) nor chemicals to be applied and reduces considerably the time-effort selection technique.

Having the possibility to sort sperm anywhere, brings to life our ultimate vision and primary goal which is to develop our home intrauterine insemination device. This device allows every couple (or single mother) to have the possibility to perform a fertility treatment comfortably at home, diminishing stress, anxiety, fear, time and costs and significantly improving outcomes.



#### Jonathan Gubspun Chief Executive Officer **Selectivity**

Jonathan Gubspun is a Biomedical Engineer from Argentina who has done a research stage at the "Centre de Recherche des Cordeliers" in Paris (France) and has performed a PhD. in Microfluidics at the "IRPHE" in Marseille (France). He has worked as a commercial assistant for the French Company "L'Atelier Design Studio", commercializing their products all over the world (USA, Belgium, France, Turkey, Germany, among others). Once he got back to Argentina, he worked for a pharmaceutical company "Eriochem" as head of the galenical department acquiring more than 4 years of experience in this field. Alongside this period of time, he co-founded his first startup devoted to taking care automatically of water maintenance in closed circuits. From August 2020, he became the CEO of Selectivity, a startup which helps to build families by bringing access to fertility treatments to patients' homes.

Jonathan's got strong leadership skills, operations management and supplier developments and capabilities to interact at all levels with stakeholders. He is always predisposed to learn and grow professionally, shows a balance between humility and ambition, a mission-oriented mentality, great availability of energy, adequate financial control, and ambition to become a global entrepreneur.



Nomen's Health Innovation Series

# Women's Health Innovation Series **REPRODUCTIVE HEALTH SUMPLY SPRICING**

PASS TYPE	EARLY BIRD (Ends 14th January)	Standard
EMERGING BRANDS & INVESTORS FemTech & Digital Health Companies, VCs, Angel Investors (less than \$10 Mil.)	\$899	\$1,099
INDUSTRY Pharma, Biotech, Med Devices, Multinational & Corporate (over \$10 Mil.)	\$1,599	\$1,799
<b>SERVICE PROVIDERS</b> Consultants & Industry Vendors, Private Equity	\$1,999	\$2,199

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