



B·wom

Changing self-care for women.



A WIDESPREAD PROBLEM

Health systems **lack proper resources** and information about women's health issues.



Youth



Pregnancy



Post childbirth



Motherhood



Mature

A pain for 3 players

- **Women:** embarrassment and difficulty addressing the issue.
- **Doctors:** lack of time and educational resources for patients.
- **Insurances companies:** lack of prevention tools.

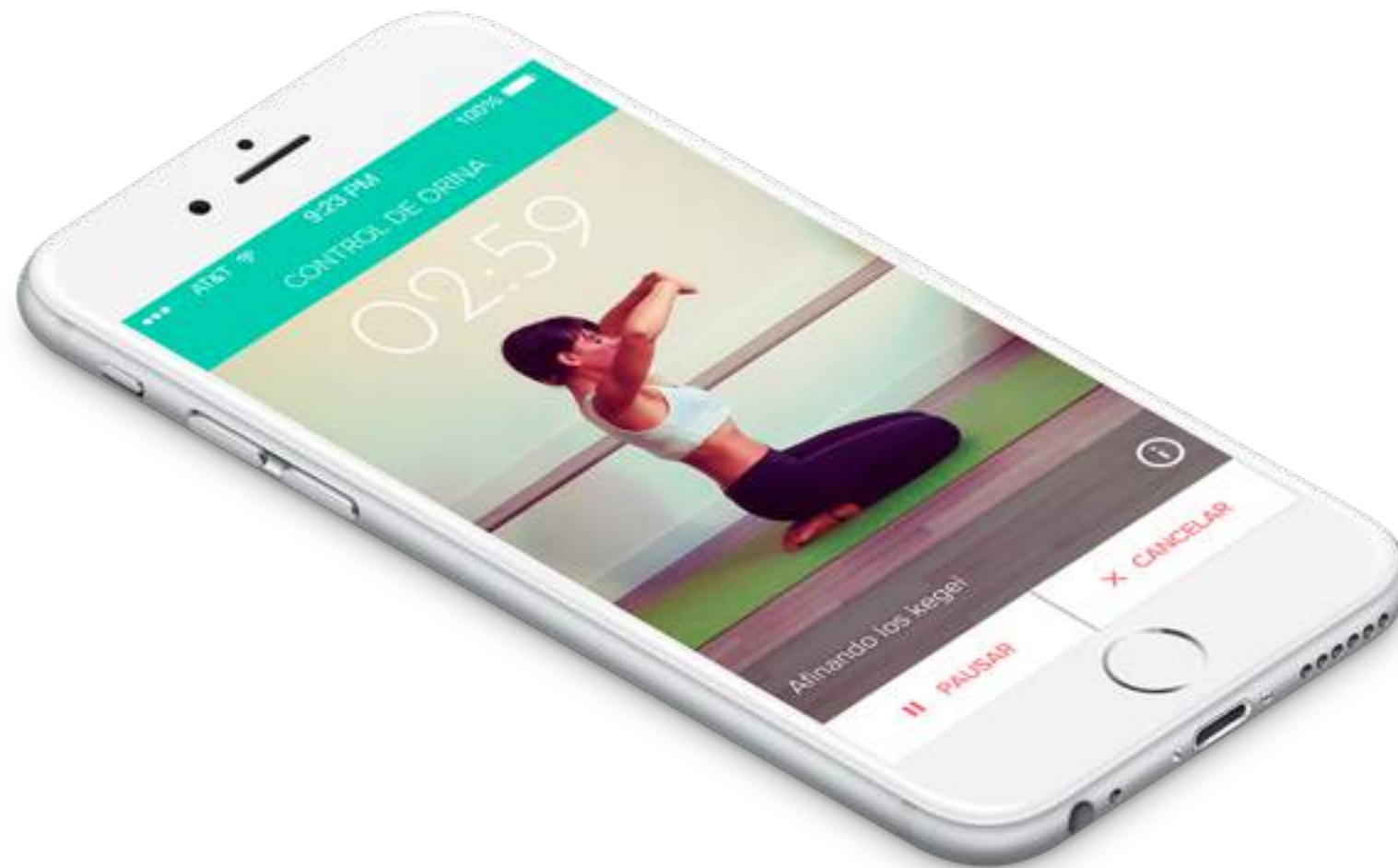
Tools and solutions are scarce and scattered

- Private expensive solutions
- Lots of Internet information with no guidance



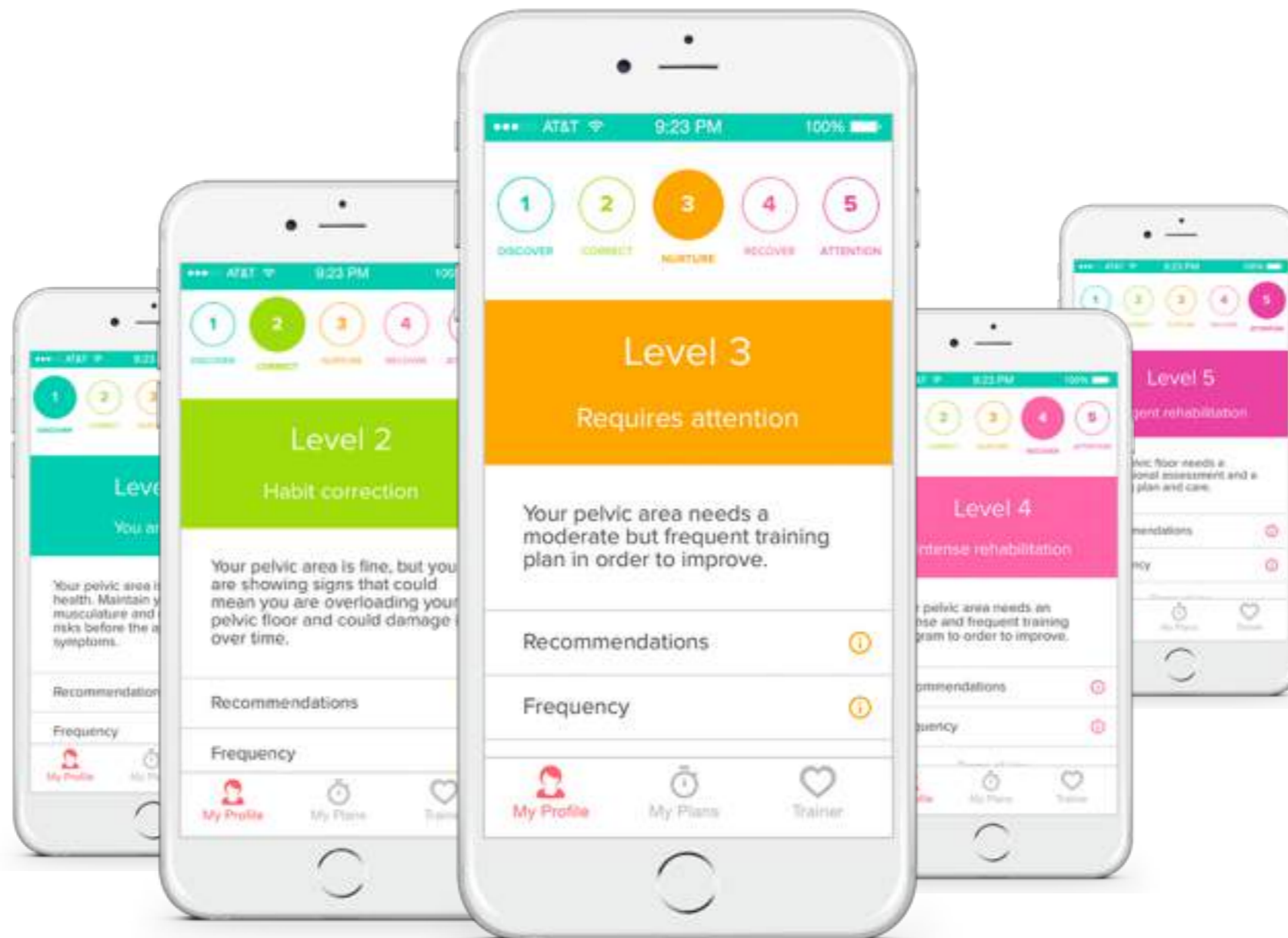
SOLUTION

Bwom is a tool that offers **awareness, personalized guidance, tracking and motivation, all in mobile.**



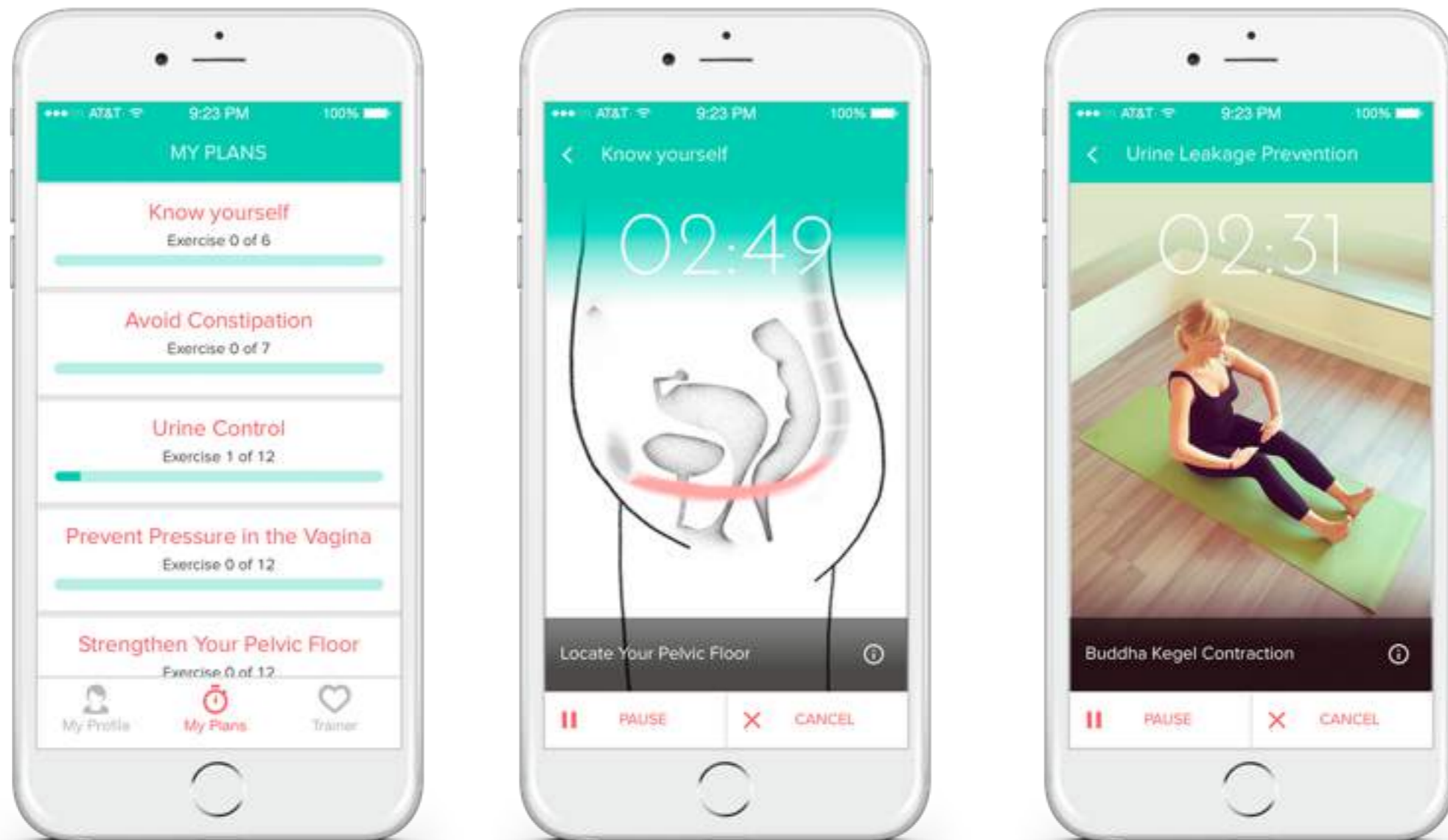
OUR UNIQUE APPROACH

Bwom offers an **evaluation** and recommendations for every woman.



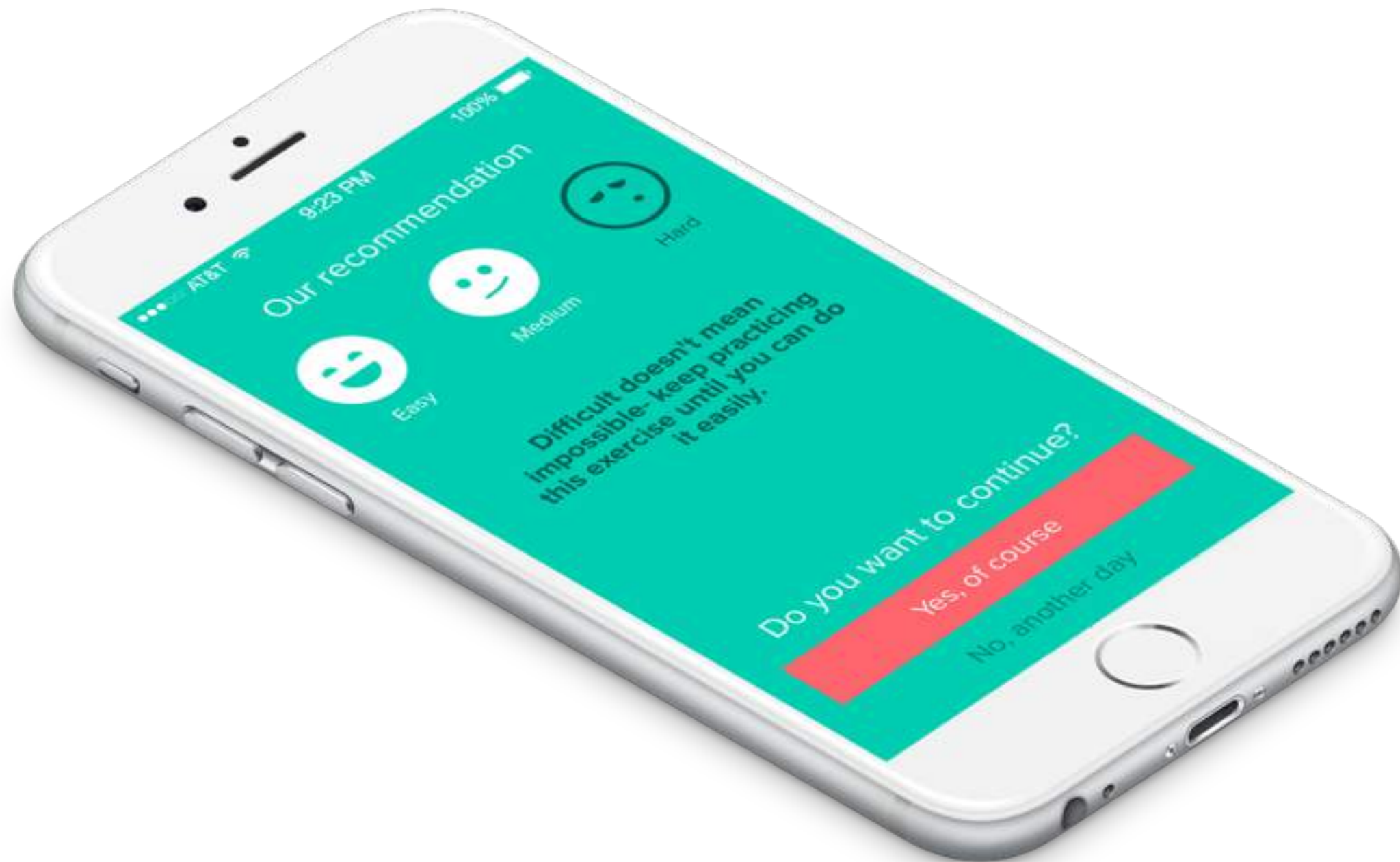
OUR UNIQUE APPROACH

Unique exercises which are combined within **personalized** plans.



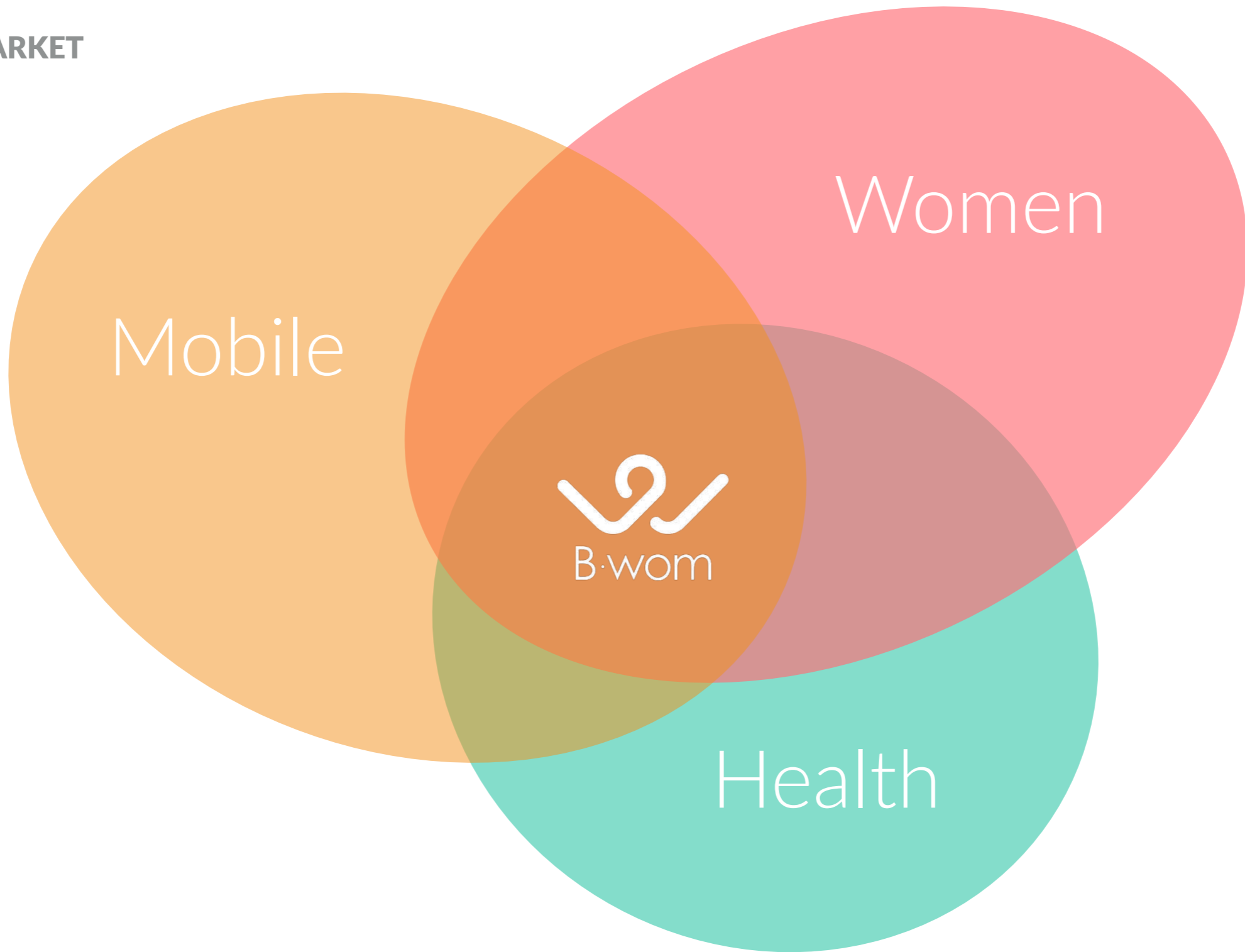
OUR UNIQUE APPROACH

We ask for **feedback** and give new recommendations in return.





MARKET



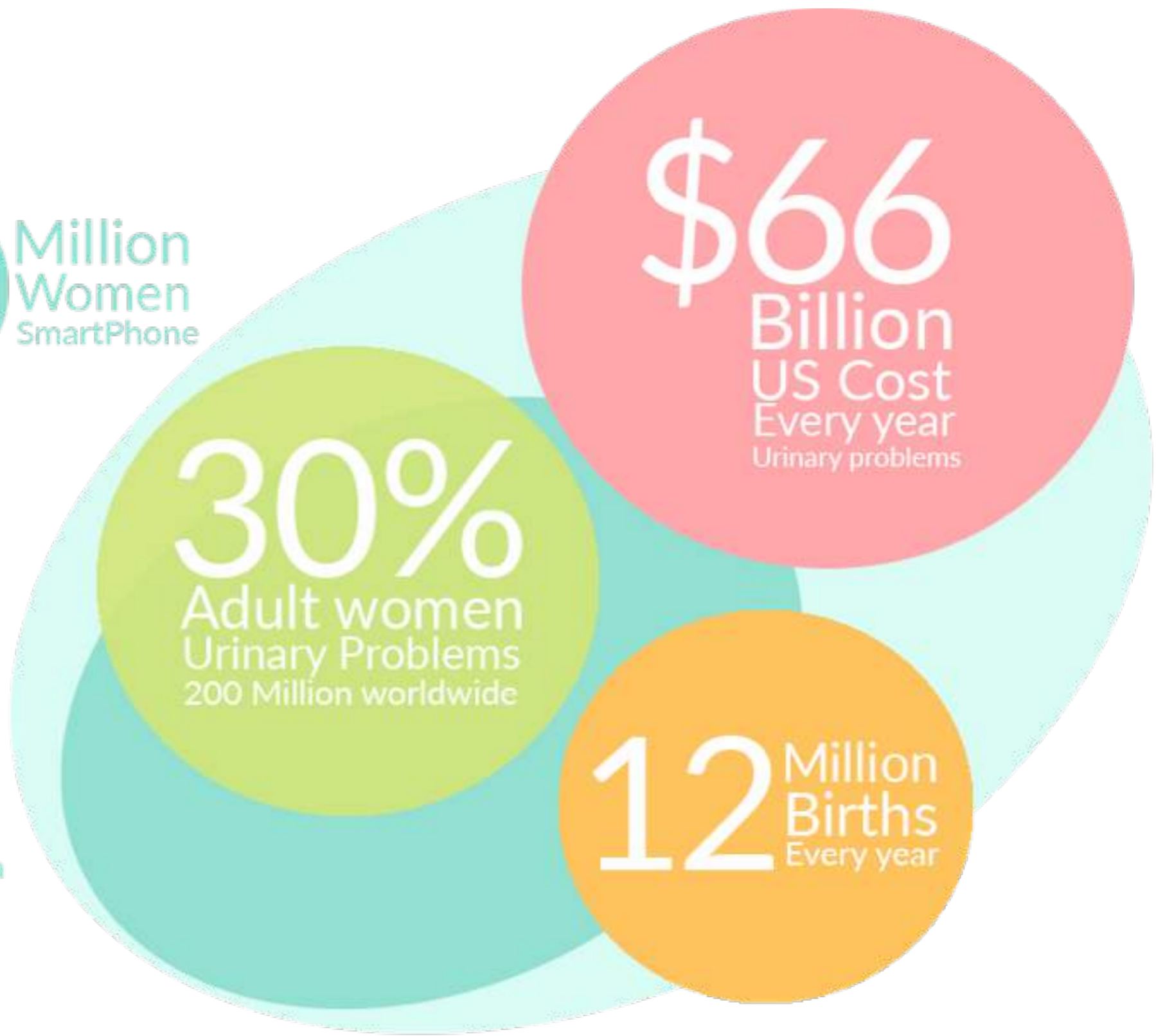


MARKET

300 Million
Women
SmartPhone

600 Million
Women
USA
Europe
Canada
Brazil
Mexico
Australia

3,8 Billion
Women
Worldwide

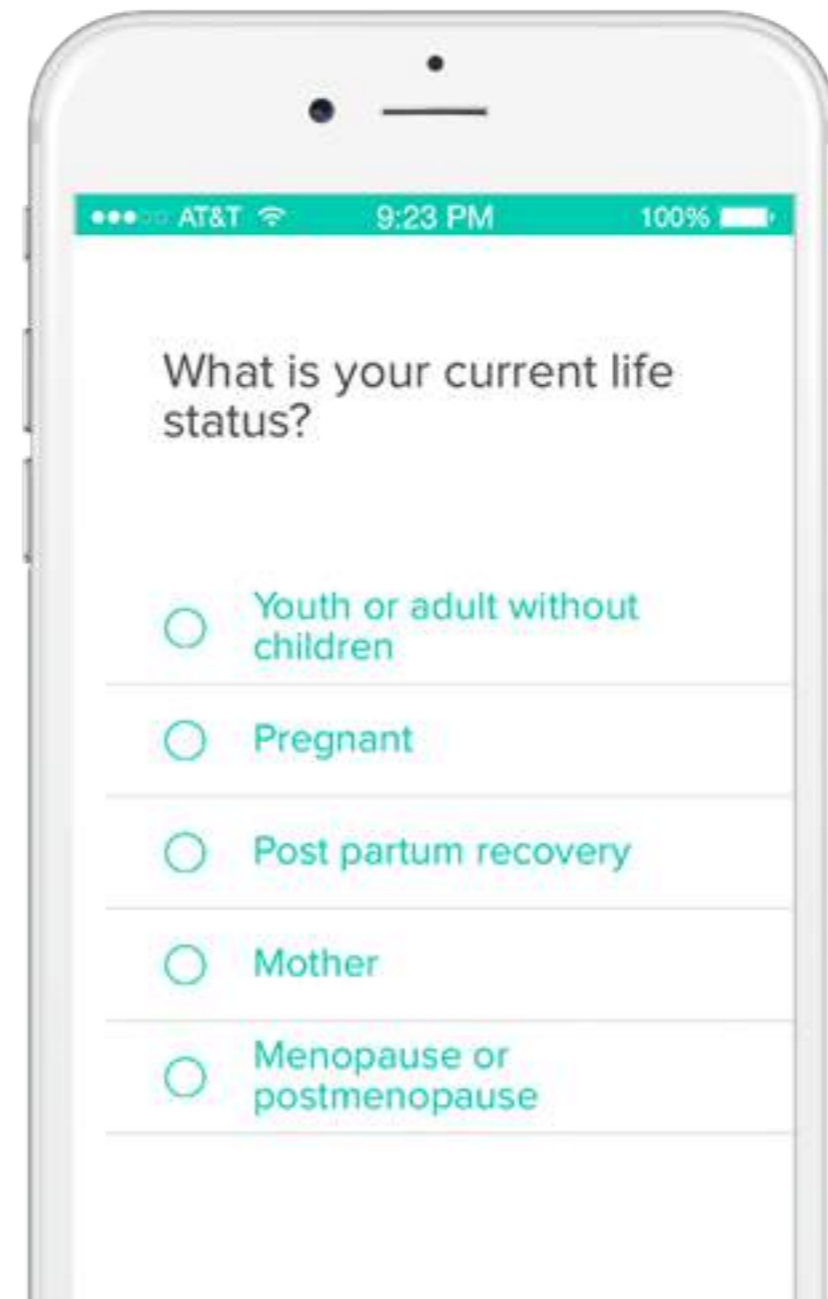




COMPETITIVE ADVANTAGE

Personalized health data that is incredibly valuable for women.

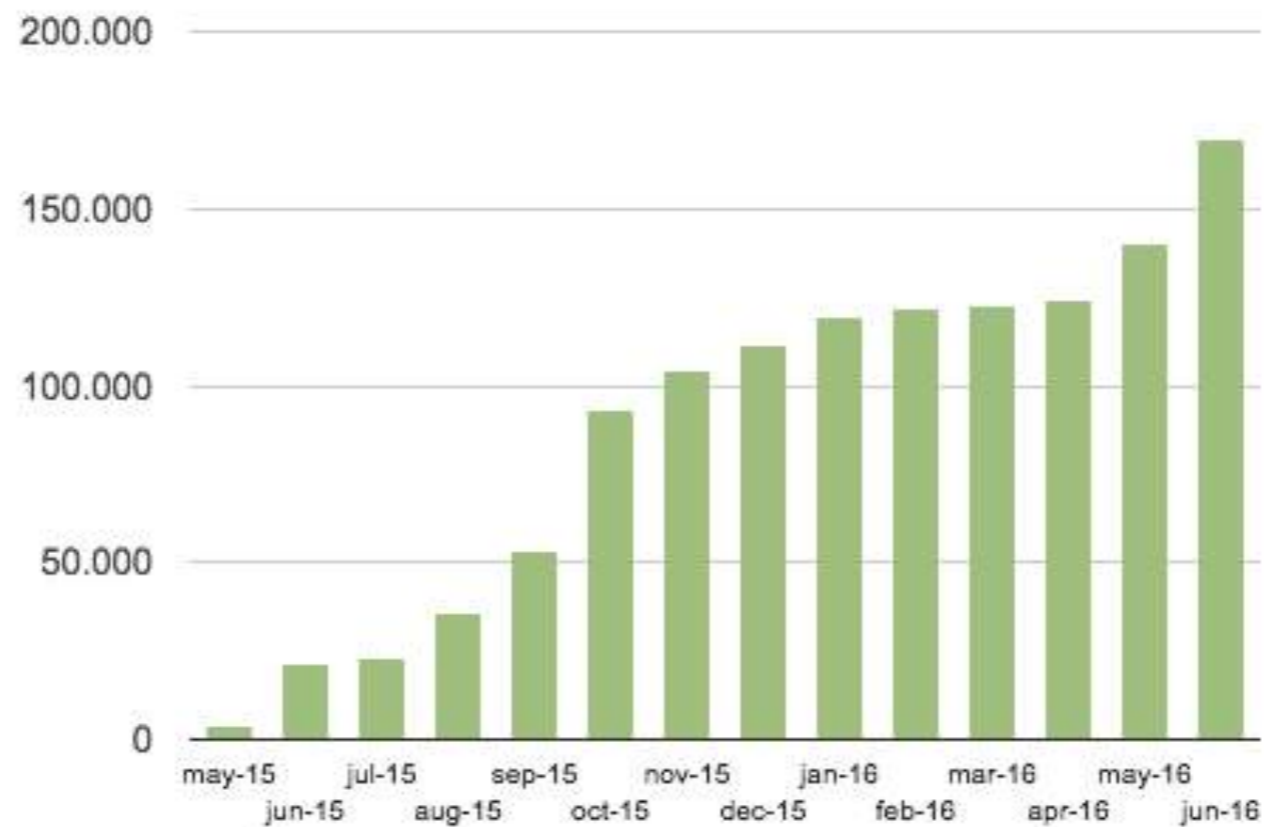
Data analysis of symptoms, stage of life, number of children, exercising priorities and patterns of behavior.





ONE YEAR SINCE LAUNCH

We reached **170,000 installs** in less than one year in more than 10 countries, with 2digits monthly growth.





BUSINESS MODEL

A clear path to revenues in B2C and B2B.

B2C revenues

- in-app purchases
- subscription

B2B partnerships

- clinics and insurance companies
- partnerships with digital health businesses
- highly targeted and non-invasive advertising
- health products / affiliation / e-Commerce



SENIOR TEAM



Verónica Torras

CEO & Founder
Pharmacist & EMBA



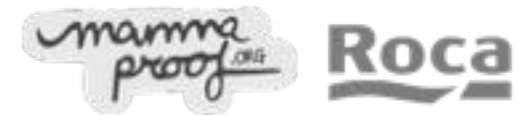
Helena Torras

Chairman, COO & Co-Founder
Business & Administration



Marta Ros

Head of Product & Co-Founder



Jaime Perdigo

Head of Engineering & Co-Founder
*Backend, Architecture,
Sysadmin, MySQL, Testing, Mobile &
Big data, 7y in startups, in Barcelona.*



Estrella Jaramillo

Head of Business
Development & Co-Founder



Alba Montero

Social Media
& Copy Writing





Bwom

Changing self-care for women.

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