



DATA DRIVEN PELVIC REHABILITATION FOR WOMEN

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**1 IN 3
WOMEN**

**will experience non-curable pelvic
health conditions in their lifetime**

¹

50M

women in different target
patient populations in
North America

**Treatments leading to
lifelong symptoms**

Pain, incontinence, dryness,
stenosis, atrophy, muscle
tightness, bleeding,
inflammation

**Negative impact on
quality of life**

Childcare, relationships,
work productivity,
intercourse



Limited & ineffective rehab options

STATIC DILATORS

Created in 1938

30% Adherence Rate

1



PELVIC FLOOR THERAPY

Avg Cost: \$4,000



hyivy® pelvic rehab system

- multi-therapy vaginal wand
- patient mobile app
- clinical SaaS portal

Ommitted

Patient Impact

Ommitted

Clinician Impact:

Ommitted

Origin Story

I was diagnosed with Cervical Cancer in May 2019 at age 28

Diagnosed with Vulva Cancer in February 2022 at age 31



Direction through a Lack of Research

- 83 year old technology
- Missing key critical points on our "diseased" population
- Even the healthy population didnt even seem to know



The Process of Product Development

- Reach into an adjacent market for solutions
- Used a small population for testing to gather data to make product decisions
- User perspectives from a patient-created technology
- Understanding the market fully, what is missing & gaps present

Ommitted

Building Trust & Reducing Stigma

- Meeting patients where they are in their healthcare journey
- Patient to patient interaction
- Lack of knowledge about what Health Canada and FDA even mean
- Many Dr.Ho style products - no clinical evidence
- 900 patients in focus groups - using feedback for product decisions and understanding the journey/value
- Providing a forum to privately but openly discuss challenges while listening



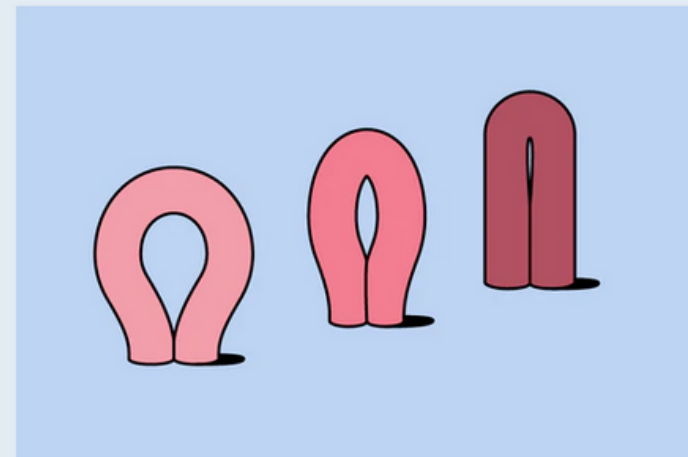
A Tighter Vagina Is Not A Better Vagina

Thu, Aug 15, 2019

[Thinx Piece](#)



By Jem Zero



Listed? Cleared?
Registered? Approved?



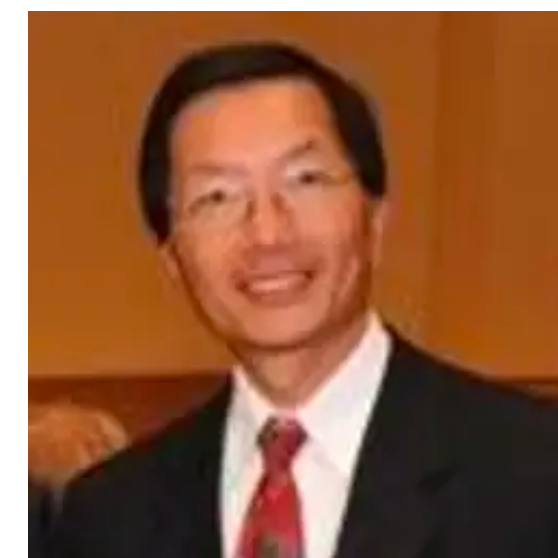
Tightening Gel Vaginal Shrink Cream For Women Sex Aid Tight Virgin Again 50gm

Virgin Again Gel is a natural vagina tightening and rejuvenating gel. This gel improves the blood circulation and the vagina grip by strengthening vaginal...

eBay / \$13.95

Leveraging Community

- Immersing yourself into startup communities fully
- Story of Synapse - first ever competition for Hyivy
 - No understanding of the medical market
 - Good mentors = real critical feedback needed
 - Crash course
- Led to our McMaster clinical trial starting this year
- Talk to as many people as you can - get every perspective, weigh the pros and cons and then pick and don't turn back!
- When you know your path and it's validated, reduce the mentorship strain



Ecosystem supporters

Ommitted

First Investment

- Community was also important for investment
- Talk to everyone, get feedback, constantly iterate
- "No's" are common, ask why and don't settle on "too early"
- You can also say No - use that gut feeling
- 100 investors before your first yes
- Understand as much of your market, medical and standard of care and pathway into this as possible
- Story is critical - early investors invest in people



CANADIAN STARTUP NEWS & TECH INNOVATION

BY CHARLES MANDEL / CANADIAN STARTUP NEWS / JANUARY 18, 2022

**HYIVY HEALTH SECURES \$1.1 MILLION IN PRE-SEED
FUNDING TO EASE WOMEN'S PELVIC HEALTH PROBLEMS**

History of hyivy

Ommitted

Short Term Timelines

Ommitted

Asks

Ommitted



A close-up photograph of a pregnant woman's midsection. She is wearing a white, ribbed tank top. Her hands are positioned on either side of her belly, with her fingers curved inward to form a heart shape over her stomach. She is wearing a silver chain bracelet on her left wrist and a silver ring on her left ring finger. The background is a plain, light color.

**Your resource for innovative
care, community & confidence
for your pelvic floor**

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