

SEED PROGRAMME

Pitch Deck

Company Name: **Moon Tide Health**

VISION & MISSION

Moon Tide Health

Next Generation Female Health Management Service Platform

Moon Tide Health (MTH) is a healthcare company specializing in the management of the female menstrual cycle. Our AI TCM physicians leverage menstrual data to proactively identify potential health risks, provide preventative advice, analyze the etiology and pathogenesis of symptoms, generate diagnostic reports based on clinical manifestation data, and propose therapeutic principles and treatment plans based on syndrome differentiation.

MTH addresses common clinical symptoms of the menstrual cycle, pregnancy, puerperal period, lactation period, and menopause. It enables girls and women to monitor and record their own condition, acquiring a better awareness of their own health status for disease prevention.

Mission

We use cutting-edge technology and TCM knowledge to create an intelligent health management platform covering the whole life cycle of female health from the perspective of menstrual health.

Vision

We hope to spread traditional Chinese medicine (TCM) so that it can bring benefits to girls and women in countries and regions with limited medical resources and less developed economies.

PAIN POINT



Doctors

There is a growing demand from female for health management services. However, the resources of TCM doctors are insufficient, while family doctors are expensive.

Tools

There is a wide range of tools available, but the network information is fragmented and lacks effective integration.

Data

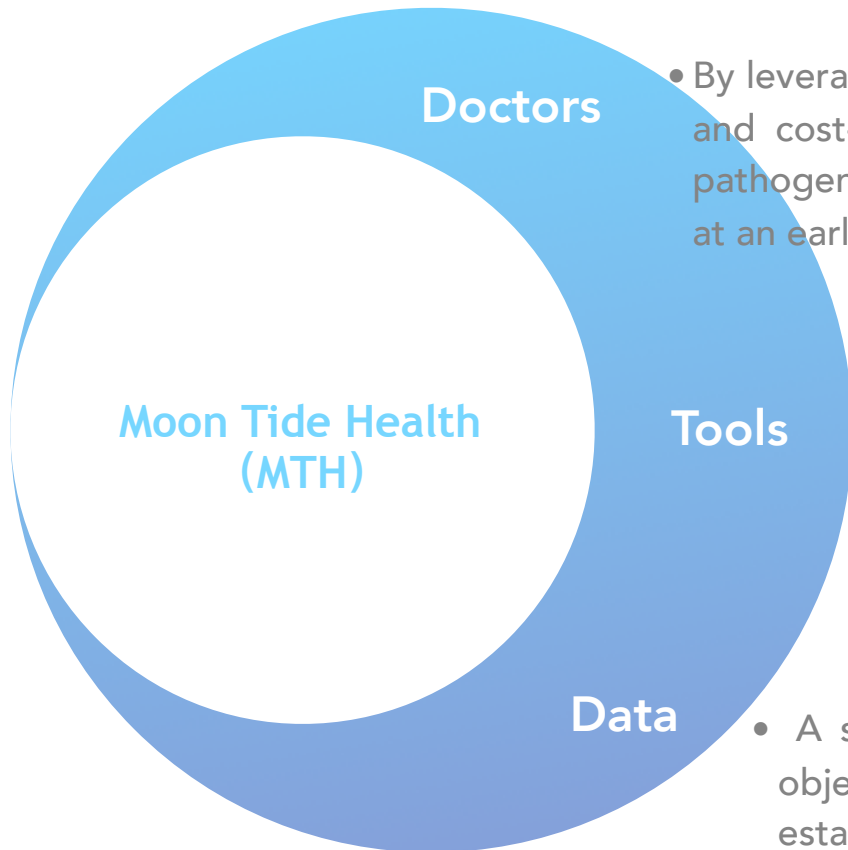
The lack of continuity in data collection and analysis, coupled with the absence of correlation studies across different projects, makes it challenging to obtain a comprehensive health status assessment that can be readily applied in a practical setting.

SOLUTION

What are the problems you are trying to solve?



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- By leveraging the **website platform and AI TCM physicians**, we offer high-quality and cost-effective menstrual health management knowledge, we interpret the **pathogenesis and causes underlying various symptoms**, detect physical changes at an early stage, and prevent diseases.

- A variety of health management tools were integrated to assist girls and women in **automatically collecting data**, providing **question-and-answer health consultations**, conducting targeted analyses and early warnings, and providing multi-dimensional health advice based on sufficient information.

- A series of **online courses and offline activities** were conducted with the objective of enabling girls and women to continuously learn TCM knowledge, establish a judgment dimension, and enhance the quality of user-self recorded data.

INNOVATIVENESS

Describe the innovativeness and competitive advantages of your products or services.



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TCM x AI

The theory of traditional Chinese medicine (TCM) forms the basis for the use of data science and AI technology in online TCM-assisted diagnosis and treatment.

O2O

Carry out online and offline TCM courses to support members to learn TCM knowledge continuously and systematically, and promote communication and application of knowledge.

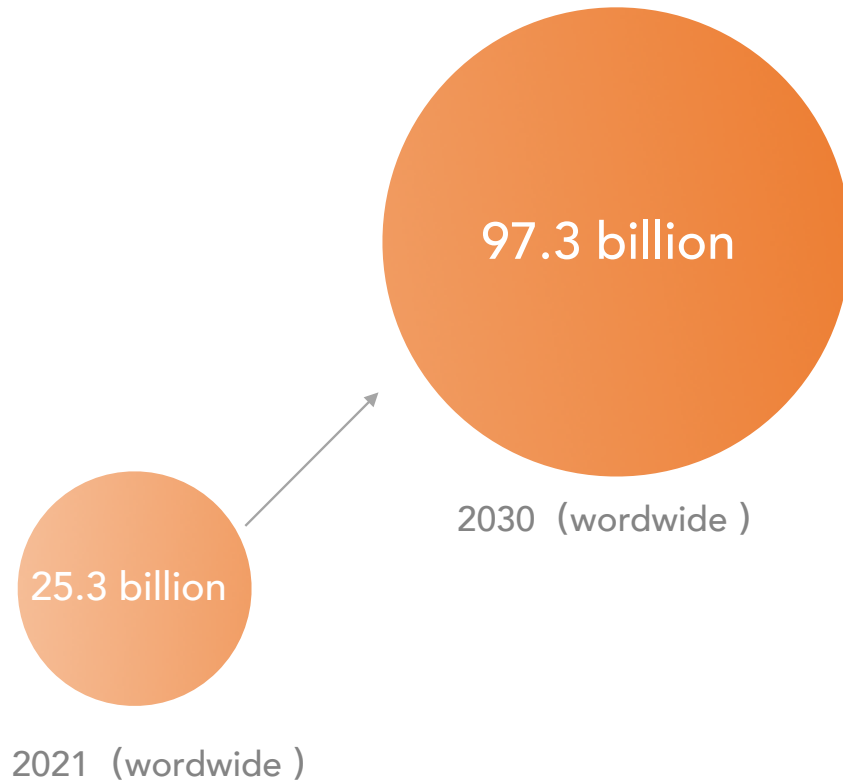
Game-based learning

Using game-like elements is employed to create an engaging experience, while designing incentives to motivate girls and women to adopt self-management habits and change from passive to active.

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POTENTIAL MARKET

Elaborate your target customers and market size.



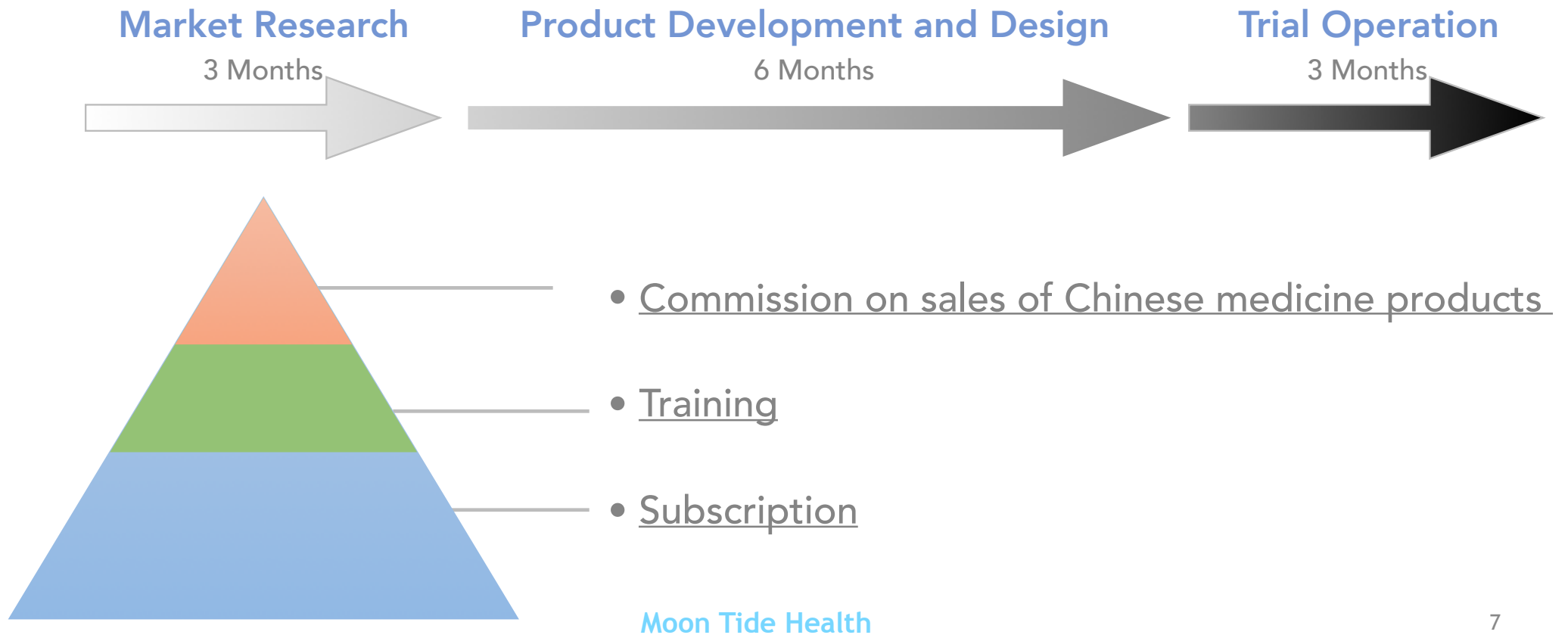
- The latest figures from Acumen Research & Consulting indicate that the overall women's health market reached \$25.3 billion in 2021 and is projected to reach \$97.3 billion by 2030. This equates to a compound annual growth rate (CAGR) of over 16% for the period 2022-2030.
- Approximately 50% of the total female population is aged between 15 and 50 and has specific women's health needs. The number of women in China now exceeds 688 million, representing 48.7% of the total population. There are four million women in Hong Kong, representing over 50% of the total population.
- Furthermore, the number of users of women's health service apps is also increasing. In April 2020, the number of users of women's health service apps in China reached 250 million, representing a 9.6% increase from April 2019.

BUSINESS MODEL & DEVELOPMENT



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Include your one-year plan on market research, research & analysis, market identification, etc..

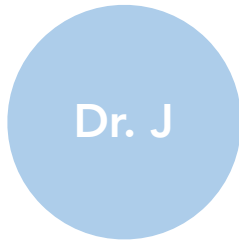


TEAM PROFILE

Brief description of academic and business background of core team members. List the experience and expertise of your team or team member



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Dr. J

Medical Advisor

Chief obstetrician and gynecologist
15+ years of experience

Graduated from Tongji Medical College
of HUST



Ms. Yang

Business Development

20+ years of experience in BD

Graduated from Huazhong University
of Science and Technology
and the University of Hong Kong

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Mr. Wang

IT Developer

15+ years experience in of IT development

Graduated from Wuhan University School
of Medicine and the University of Hong Kong