

# FREESE

-Pause **the** clock-



Founding Team

VANSHU SAINI

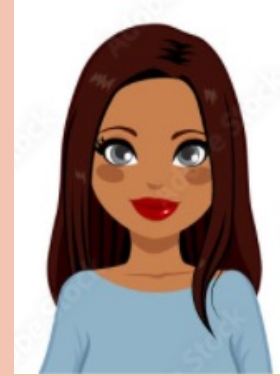
PITCH DECK 2021



Neha

AGE : 32  
Occupation : Senior Manager  
Status : Unmarried

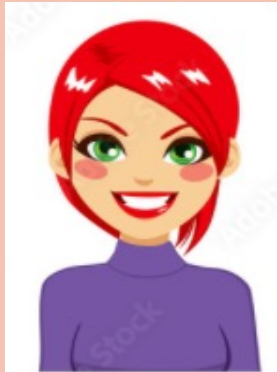
Neha is a hardworking corporate employee who fears that her ticking Biological Clock may jeopardise her career progression into a leadership role.



Ridhi

AGE : 37  
Occupation : Doctor  
Status : Married

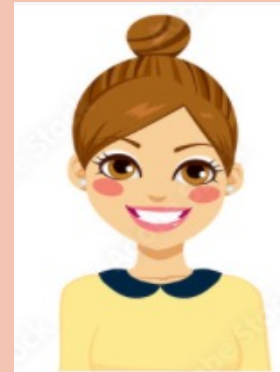
Ridhi has been diagnosed with cancer and wants to increase her chances to conceive and battle infertility due to chemotherapy and medication.



Sakshi

AGE : 27  
Occupation : Business Consultant  
Status : Unmarried

Sakshi has been diagnosed with PCOS and is worried for her fertility



Muskan

AGE : 40  
Occupation : Teacher  
Status : Unmarried

Muskan wants to conceive but fears her menopausal complications might impact her ability to do so.

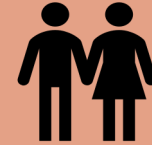
Create awareness to lift taboo around the concept of egg freezing



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Create a safe ecosystem with high-quality & authentic storing facilities



Counsel women and help them take control of their life



Collaborate with corporates to provide medical cover for the egg freezing process





**One-Stop solution for oocyte cryopreservation**

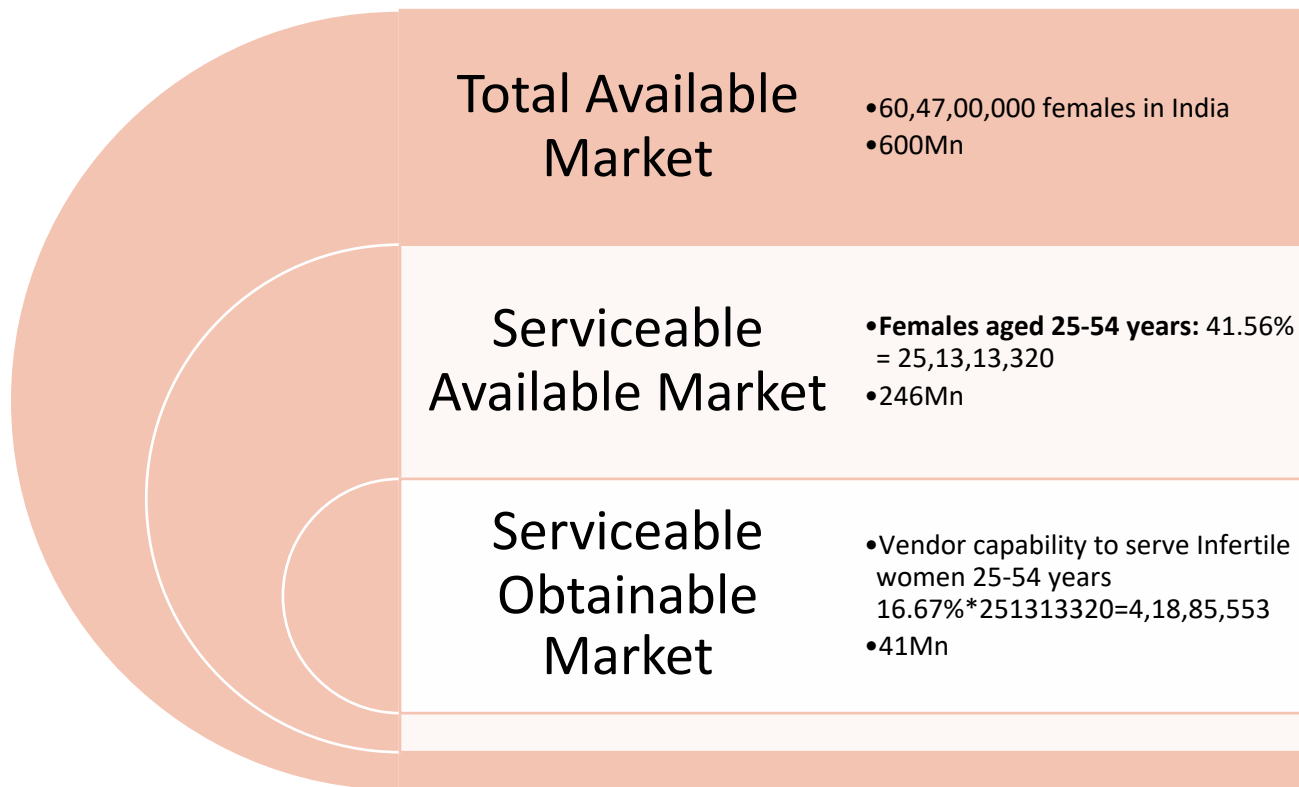
## The Solution

- Awareness Campaign and Marketing tailored for creating an ecosystem for freezing eggs.
- Providing affordable financing opportunities to offer women the financial as well as biological independence.
- Enhancing vendor capabilities by partnering with IVF clinics pan India.

## USP

First movers advantage as an aggregator for artificial reproductive facilities providing a shared database model and ecosystem for egg freezing.

# The Market



Tier 1 Cities	Vendor partners
Delhi	18 on Google maps
Mumbai	18 on Google maps
Bangalore	15 on Google maps
Chennai	15 on Google maps

Testing and Fertility Drugs	Cost per cycle	Average Cycles	Average Annual Storage Cost	Total Cost for 5 years
10,000	1,50,000	2	40,000	3,50,000

Assumption: 1% infertile women 25-54 years opt for Egg Freezing then industry size is  $1/100 * 4,00,00,000 = 4,00,000 * 3,50,000 = 1,40,00,00,00,000$  ie 0.4Mn\*0.35mn=140Bn  
 1.5 in 2015 to 3.5 lac in 2022. About 2 -2.5 lac IVF cycles are done every year in India  
 1L customers \* 3.5L = 35,00,00,00,000= 35 Bn

# Prototype



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## FREESE

Get started us today with no hesitation, with full confidential.  
Our platform is designed to have best of the experience with  
full trust.

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THANK YOU