

Ava AG

Inventor of the Ava bracelet, the world's first clinically proven wrist worn sensor that provides women with accurate fertile window, pregnancy status, and other physiological data in real-time

<https://avawomen.com>

AVA AG Global Headquarters Gutstrasse 73 8055 Zürich Switzerland	Founded in: 2014 Co-founders: Lea von Bidder Pascal Koenig Peter Stein Philipp Thoren No. of employees: 100 Type of Ownership: Private
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March 2019: Inspired by co-founder Lea von Bidder's concept, the Ava bracelet is becoming an indispensable device for women to monitor their own biological rhythms. Venture Valuation (VV) interviewed Vicky Kummer, Global Brand Manager.

VV: **How do you differentiate the Ava bracelet from the conventional methods, various free apps, and activity tracking wearable devices available in the market?**

Kummer: The Ava bracelet is a highly advanced medical device for women. It is both CE certified in Europe and FDA registered in the U.S.

Other activity tracking wearable devices require being worn on the wrist all day long. The Ava bracelet needs to be worn only at night time in bed to closely measure women's cycle.



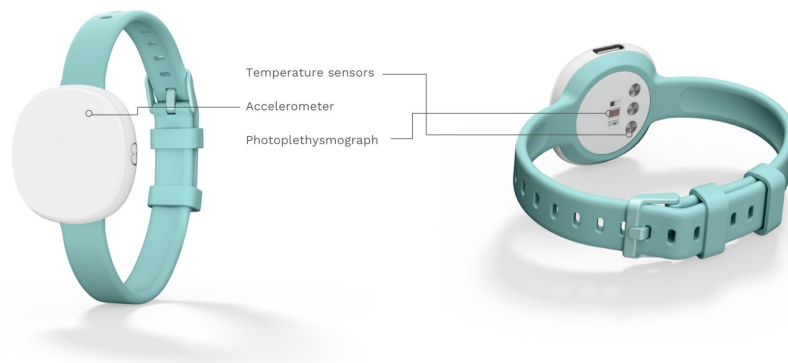
Many free apps that track periods are based on manual input. The user must input her cycle data. The app provides an estimated fertile time based on a calendar or rhythm method.

There are two conventional analysis methods. One is the test detecting a rise in luteinizing hormone (LH) in the urine. It normally detects one or two fertile days with multiple urine tests per month. The other is the measurement of the basal body temperature. It should be taken the same time every morning and can't detect fertility in real-time but retrospectively.

The Ava bracelet is much more sophisticated by analyzing nine physiological parameters. Once it is synced to the user's mobile (iPhone or Android) in the morning, Ava's proprietary algorithm achieves an 89 percent accuracy rate at detecting 5.3 fertile days each cycle in real-time. The Ava bracelet tracks variations in both progesterone and estradiol levels.

VV: **The Ava bracelet measures nine physiological parameters by built-in sensors.**

Kummer: Three different sensors are shown below (temperature sensor, accelerometer, and photoplethysmograph). Together, they measure nine physiological parameters: skin temperature, resting pulse, breathing rate, heart rate variability ratio, perfusion, movement, heat loss, sleep, and bioimpedance. The sensors collect three million data points while sleeping.



We keep improving the performance in close collaboration with international researchers in gynecology, obstetrics, reproductive endocrinology, computational science, machine learning, physiology, chronobiology, sensor technologies, data security, and signal processing.

VV: **With its U.S. office in San Francisco, you have successfully developed the American market. Ava also has regional offices in Hong Kong, Makati (Philippines), and Belgrade (Serbia). What is your business strategy?**

Kummer: Ava's vision is to empower women in the world by leveraging advanced digital technology and medical research. Along with Europe and the U.S., we are actively promoting the Ava bracelet in Asia, particularly China.

We are pleased to say that the Ava bracelet is sold so far in 36 countries and has helped more than 16,000 women become pregnant, with about 50 new pregnancies per day. These numbers are continually increasing.

We plan to deal with all aspects of women's health. To do so, we have been conducting several clinical studies with academia. The Ava bracelet won't be only for getting pregnant, monitoring pregnancy, but also detecting infections during pregnancy, helping women with highly irregular cycles, preventing unwanted pregnancy, and predicting menopause.

VV Comments after the interview:

AVA is part of the Femtech (Female technology) industry, a classification of technologies focusing on women's health. According to the data published in March 2018 by Frost & Sullivan¹, the Femtech market is predicted to be 50 billion USD by 2025.

The field of women's health has been neglected for many years. For instance, the Interview Article "ObsEva"² indicates that "There has been little innovation in the field to treat endometriosis over the last 30 years and currently available drugs have significant limitations". Another case is the cervical tenaculum. This sharp pointed forceps for gynecological procedures are known to cause fearful pain for women. Yet it has been neither improved nor renovated since the 19th century³. Now in the 21st century the term Femtech was coined and recognized as an industry. Devices like the Ava bracelet may be a trigger point to change the mindset of women as well as men about the distinctive aspects of women's health.

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¹ <https://venturebeat.com/2018/03/08/frost-sullivan-femtech-could-become-a-50-billion-market-by-2025/>

² <http://resourcecenter.venturevaluation.com/2017/03/interviews-with-leading-life-sciences-companies-obseva-sa/#sthash.Gx8S1jd1.dpbs>

³ "Les gynécologues travaillent avec des outils centenaires" Le Temps 20 February 2019