The problem

HELLO THERAPEUTICS

80% of women suffer from vasomotor symptoms (VMS) or hot flashes & night sweats; 32% are moderate-to-severe

65% of women will not consider Menopausal Hormone Therapy (MHT)

25% of women are 'super sufferers' who start VMS early and continue for decades

75% of women who seek medical attention go untreated

5% of women take MHT in 2021 vs 25% in 2000

0 FDA-approved treatments for VMS are non-pharmacological

Of the lack of treatment options for VMS,

> *"It suggests we have a high cultural tolerance for women's suffering. It's not regarded as important."*
>
> - Rebecca Thurston, PhD
> Hello Therapeutics' Scientific Advisory Board member
> New York Times Magazine cover story (Feb 2023)

- Women experience VMS for **6-10 years with little support**. Black and Hispanic women's symptoms last significantly longer than white women's symptoms.
- U.S. women are menopausal, on average, **for 34 years** based on avg. life expectancy of 80 yet very few clinically proven solutions.

Our solutions

chapter

Self-Help & Group Cognitive Behavioral Therapy for menopausal symptoms

- Web & app-based delivery of a 6-week proprietary protocol grounded in **Cognitive Behavioral Therapy** to empower and equip women to manage their hot flashes & downstream effects on sleep and mood
- Sold through burgeoning women's telehealth platforms and healthcare systems

next chapter

Symptom Tracker App

A companion product for Chapter users or sold as a standalone app, picking up where fertility focused apps drop off.

Q2 2024

chapter Rx®

Prescription Digital Therapeutic for Hot Flashes & Night Sweats*

- CBT-based smartphone treatment for moderate-to-severe VMS (hot flashes) and related effects on sleep and mood
- Software as a Medical Device (SAMD) makes CBT scalable and accessible on demand
- FDA clearance based on a pivotal clinical study
- Prescribed by a clinician and eligible for reimbursement

*Product currently in development and has not been submitted to or evaluated by the FDA.

Q4 2025

Our market

2.1 million women
enter menopause every year (U.S.)

53M women in menopause (U.S)

43M women experience VMS

13M have **moderate to severe** VMS

4M of these women are cautioned or contraindicated for MHT or Veozah

Our strategy

- Self-Help & Group Cognitive Behavioral Therapy for menopausal symptoms using a proprietary protocol and digital delivery to enable scale, affordability and access.
- FDA-regulated product will have the same indication statement and clinical trial endpoints as hormones and new VMS drugs(e.g., Veozah).
- Our low-cost Rx solution goes head to head with expensive drugs that must be take for years with side effects, making our solution attractive to payers and patients alike.

The team

Seasoned founders with extensive start-up, healthcare, regulatory, design and brand experience

Kate Brashares
- Cambridge, Columbia Business School
- Merrill Lynch, Credit Suisse First Boston, Avon, Peet's Coffee & Tea
- 10+ years social enterprise leadership

Aaron Kramer
- Tufts, Harvard Business School
- 20+ years in healthcare:
- Merck, McKinsey, Aker Biomarine
- Three FDA approvals

Mardie Oakes
- Rice, Harvard Business School
- 16+ years as founder/CEO
- Thrives at the intersection of design, health, community & finance

Regulatory & IP
Covington & Burling
Arent Fox
Lumanity

Scientific Advisory Board
Myra Hunter, PhD; Chair of SAB
Lisa Marsch, PhD
Rebecca Thurston, PhD

Hadine Joffe, MD, MSc
Beth Garner, MD, MPH
Shannon Wiltsey Stirman, PhD

The method

- Our proprietary protocol draws from the very best interventions including Cognitive Behavioral Therapy (CBT), diaphragmatic breathing techniques, and a bio-psychosocial (re)eduction about aging and menopause, which together are proven to reduce the frequency, severity and interference of VMS.
- CBT is one of only two non-pharmacological solutions recommended by The Menopause Society.

The raise

We are currently raising up to $500k as a pre-seed round and seek values-aligned investors who believe women deserve safe, proven solutions

Our progress

Brand and product prototype designed
- Self-Help & Group CBT build underway with a Q2 2024 launch date
- Symptom tracker design complete and poised to build.
- Detailed planning phase with FDA-compliant software development partner complete; poised to build.

Admitted into the highly-selective FDA Safer Technologies Program (STeP), where the FDA commits additional resources to expedite its review.

Successful Pre-Submission meeting with FDA; received confirmation of support for approach to product development and the clinical study.

*Product is currently in development and has not yet been submitted to or evaluated by the FDA.

Connect

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