



vira

Extending healthy life expectancy. Starting with better menopause care.



Mission

We are on mission to make personalised menopause care the norm, delivering immediate relief as well as reducing the long-term impact of osteoporosis, cardiovascular disease, diabetes and dementia.

Vision

Our vision is a world where the products and services available for women to manage and treat their health are based on robust evidence and cutting-edge science and technology.

Founders



ANDREA BERCHOWITZ
Co-founder & CEO

- 10+ yrs with McKinsey
- Bill & Melinda Gates Foundation
- TED Speaker on menopause

DR REBECCA LOVE
Co-founder & CPO

- Medical Science PhD at Cambridge
- Health consultant for Mayor of London, UNICEF, WHO & PHE

The menopause wave is now

The Guardian International edition
For 200 years

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Menopause

August 2021

- Work your muscles and rethink your diet: how fitness can help you through the menopause**
23 Aug 2021
- Menopause, the law and discrimination at work**
20 Aug 2021
- Equality laws could be changed to protect women in menopause, says MP**
18 Aug 2021
- 'My bosses were happy to destroy me' - the women forced out of work by menopause**
17 Aug 2021
- Celebrities join billboard drive to end taboo around the menopause**
15 Aug 2021
- 'No sympathy, no understanding': the social worker fired while perimenopausal**
17 Aug 2021
- Menopause at centre of increasing number of UK employment tribunals**
7 Aug 2021
- Genetic secret to age women start menopause discovered**
4 Aug 2021

TED Ideas worth spreading

- Lisa Mosconi: How menopause affects the brain**
Many of the symptoms of menopause -- hot flashes, night sweats, insomnia, memory lapses, depression and anxiety -- start in the brain. How exactly does menopause impact cognitive health? Sharing groundbreaking findings from her research, neuroscientist Lisa Mosconi reveals how decreasing hormonal levels affect brain aging -- and shares simple li...
https://www.ted.com/talks/lisa_mosconi_how_menopause_affects_the_brain
- Andrea Berchowitz: The link between menopause and gender inequity at work**
Hot flashes, joint pain, anxiety, depression, difficulty sleeping -- these unforgiving menopause symptoms directly impact work but often go overlooked and under-discussed as a taboo topic, says entrepreneur Andrea Berchowitz. She gives practical advice on how to create a menopause-friendly work culture that supports gender equity and diversity r...
https://www.ted.com/talks/andrea_berchowitz_the_link_between_menopause_and_gender_inequity_at_work
- Jen Gunter: What really happens to your body during menopause**
It's time to erase the shame and fear swirling around menopause and understand exactly what's going on inside your body. Dr. Jen Gunter walks through the biology of this perfectly normal transition and shares some of the best things you can do -- and not do -- to reduce the varied and irksome symptoms of menopause. For more on how your body work...
https://www.ted.com/talks/jen_gunter_what_really_happens_to_your_body_during_menopause

FINANCIAL TIMES

Work & Careers

The stigma around menopause fades as women seek change at work

Moira O'Neill

Investing in the menopause can offer many rewards

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The New York Times

Friday, August 27, 2021
Today's Paper

- Why Modern Medicine Keeps Overlooking Menopause**
Brain fog, brittle nails, allergies, hair loss: There are at least 34 symptoms of perimenopause. Still, medical providers keep missing them.
By Lisa Selin Davis
- Why Is Perimenopause Still Such a Mystery?**
Over 1 billion women around the world will have experienced perimenopause by 2025. But a culture that has spent years dismissing the process might explain why we don't know more about it.
By Jessica Grose
- When Your Home Is a Hormonal Hellscape**
Puberty and perimenopause are a heady combination.
By Jessica Grose
- Women Can Have a Better Menopause. Here's How.**
Women often experience the hormonal transition of midlife in a shroud of misinformation and shame. We deserve more.
By Jen Gunter
- How to Recognize and Treat Perimenopause and Menopause Symptoms**
We break down the signs, causes and treatment options for five common symptoms.
By Dani Blum and Monica Garwood
- We Need to Know How Menopause Changes Women's Brains**
This might turn out to be a crucial window to try to prevent Alzheimer's and other chronic diseases that often accompany older age.
By Kim Tingley

The market is massive

Total cost to businesses from lost productivity, missed wages and health systems for preventable long-term health conditions even larger

910,000 women in the UK who say they get the care they need (7%)

13 m

UK WOMEN IN MENOPAUSE

1.1 billion

WOMEN COPING WITH MENOPAUSE AROUND THE WORLD.

\$600 billion

MENOPAUSE MARKET

Bloomberg

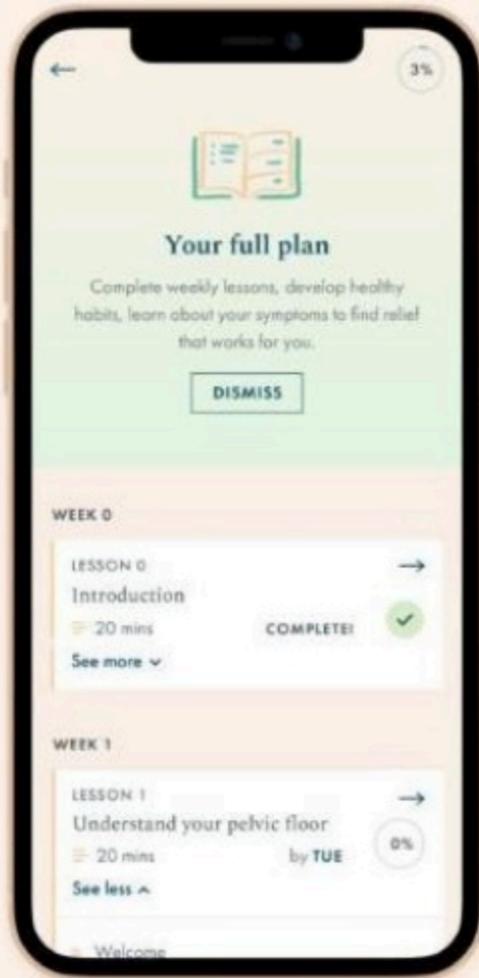
The \$600 Billion Market for Women in Menopause Is Fit for Disruption

+ \$600 billion based on Female Founders Fund research from 2020 which relies on a \$2,000 average annual spend over 10 years on products and services (eg, GP appointments, prescriptions, beauty and wellness spend, etc)

Meet Stella

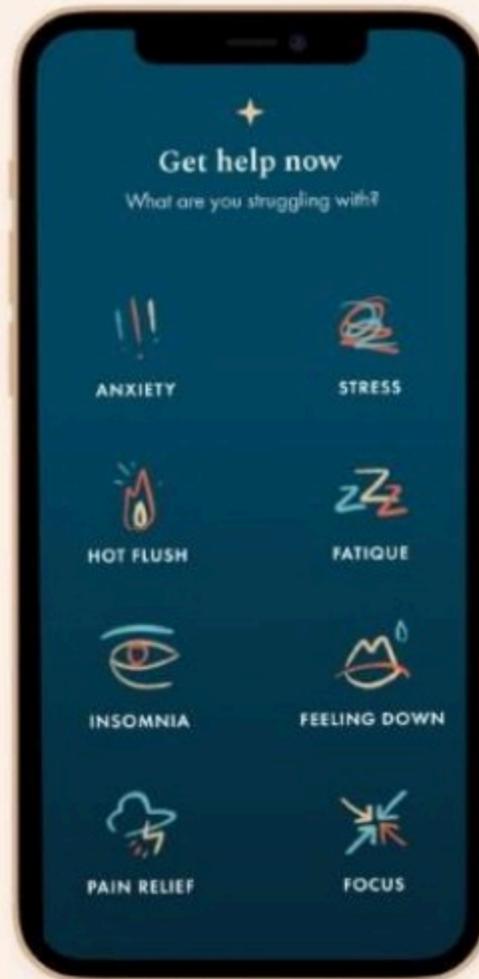
High quality first-line menopause treatment available through your phone

STELLA



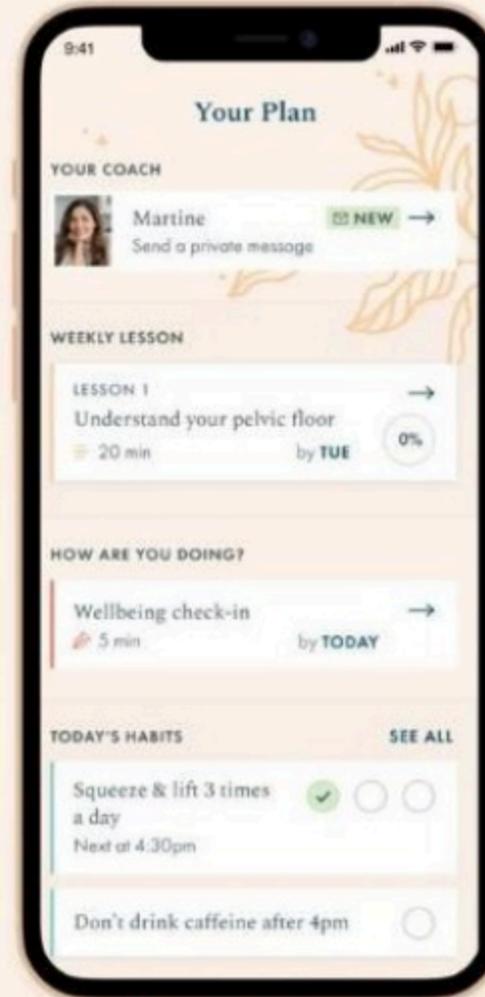
Behaviour change

12-week plan personalised to specific symptom profile



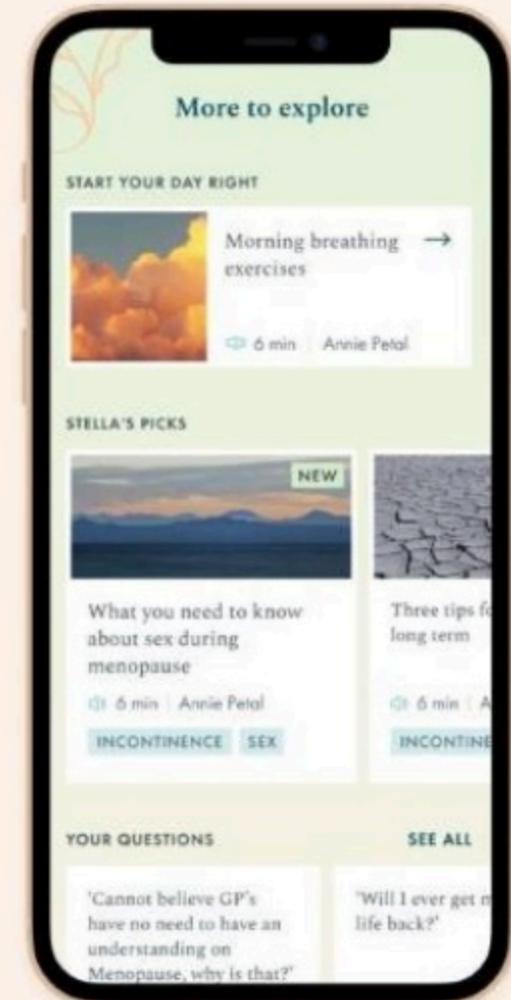
Immediate relief

Meditation and music tracks for specific symptoms



Coach

1:1 human interaction supported by automation



Community

Stella Lives, Q&As, articles, stories, recipes, exercises, etc

Early feedback from women using **STELLA** is super exciting

Stella is a one-stop shop for everything you'd ever need to see you through this period in your life. You can be as involved as you want, or just dip in and out as you wish. It's also good to know that you have an expert on tap to message with questions or issues you're experiencing.

Yvonne, 56

I won't be going back on HRT so I'm experiencing night sweats again- which obviously doesn't help my sleeping but with the help of SOS section I'm learning to focus on breathing to help me through.

Laura, 60

I like the idea of the app to guide you through things you wouldn't necessarily want to bother the GP about.

Joanne, 45

I found the app working out my sleep and wellbeing scores useful as it made me draw together different symptoms and really focus on what was going on with me.

Adele, 52

Stella highlighted for me some of the symptoms that I didn't actually know were caused by menopause [...] although there's a lot on Google, it takes ages to trawl through

Nikki, 48

I do seem to be sleeping better which is great news! I think I am not getting so anxious if I do wake and as a result seem to be able to use some of the techniques from the guided meditations to get myself back to sleep.

Helen, 51



Behaviour change was our first step – we will complete the care pathway next year

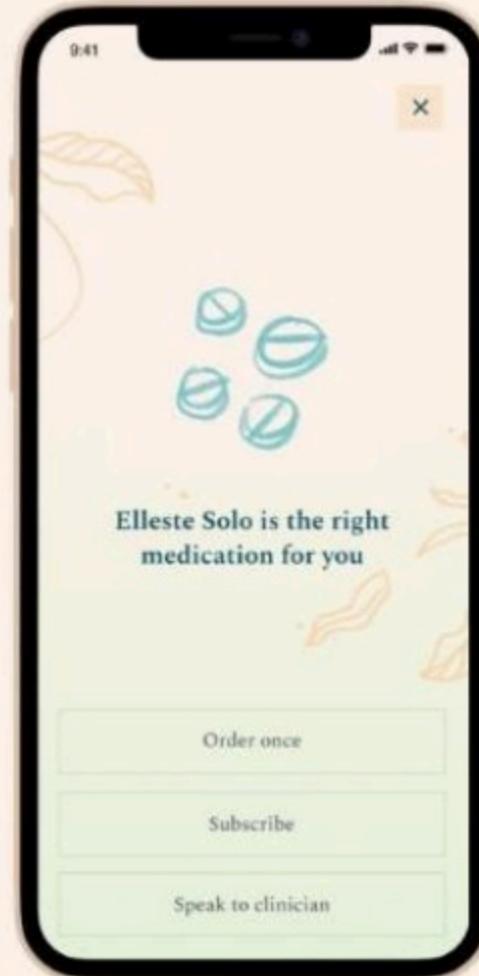
Adding pharmaceuticals and telemedicine ensures the full data picture is captured inside STELLA

STELLA



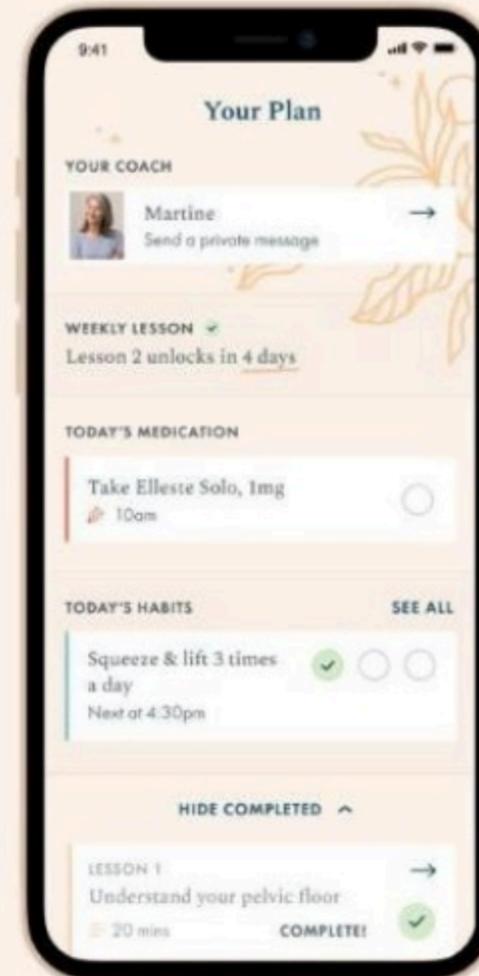
Telemedicine

Access to 1:1 specialist care through phone/video consultations



Pharmaceuticals

Automatic prescription and delivery of HRT (or other drugs as determined)



Integrated treatment plan

Stella is set up to be the central place of guidance across treatment choices





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