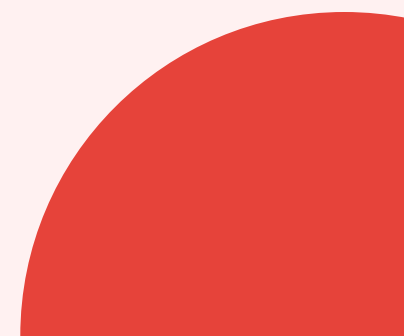
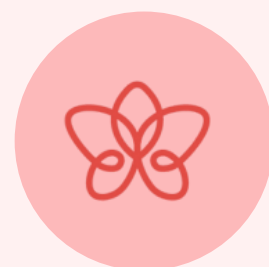




Matresa[®]

Reimagining **Maternal Health** for the Working World
Matresa helps companies retain working mothers
and reduce costs

AI-powered maternal care for modern working families.





The Problem



1 in 3 women face
maternal **mental**
health issues



91% **struggle with**
return-to-work



£20B+ annual **employer**
losses from maternal
attrition



£30K avg. cost per
lost employee post-
maternity



The Solution

Matresa is a B2B maternal health platform delivering



Personalised AI-led
support (mental health,
lifestyle, nutrition)



Tools for employers:
wellbeing dashboards,
alerts, DEI impact



Zero cost to mothers
— fully employer-
paid

Proactive care for the whole duration of motherhood



Why Employers Pay for Matresa

- **20% leave** following maternity leave
- £30K+ lost per woman post-maternity **1 in 3 resign** within 2 years — a **costly attrition** point
- A third return back part-time due to inadequate employer support
- Employers **need to act** on DEI, well-being, and ESG



Matresa helps them:

- **Boost retention** to 95%
- **Track wellbeing** trends with smart dashboards
- Maintain employer-mother **engagement**
- **Save £££** at just £17.99/user/month

Not a wellness perk — a strategic workforce tool.



Product & Tech Snapshot

- **Intuitive platform:** dynamic care path for the whole lifespan of motherhood
- “Support Your Nervous System” **tools + journaling + nudges**
- Employer **dashboard:** triage **alerts**, AI-generated **reports**
- **Integrates** with wearables, HR management software and EHRs

Great x

★★★★★ 30 Jan · Hfsgeyhtbtetnhr

Great app for busy mums on the go. Such a lot of content that I've not scratched the surface yet. Wonderful accessible, non threatening workouts the even I can manage. Really enjoyed the recipes too. Lots of inspiration for on the go nutritious meals.

Developer Response 3 Feb

This is brilliant, we are so pleased you are enjoying the content on the app.

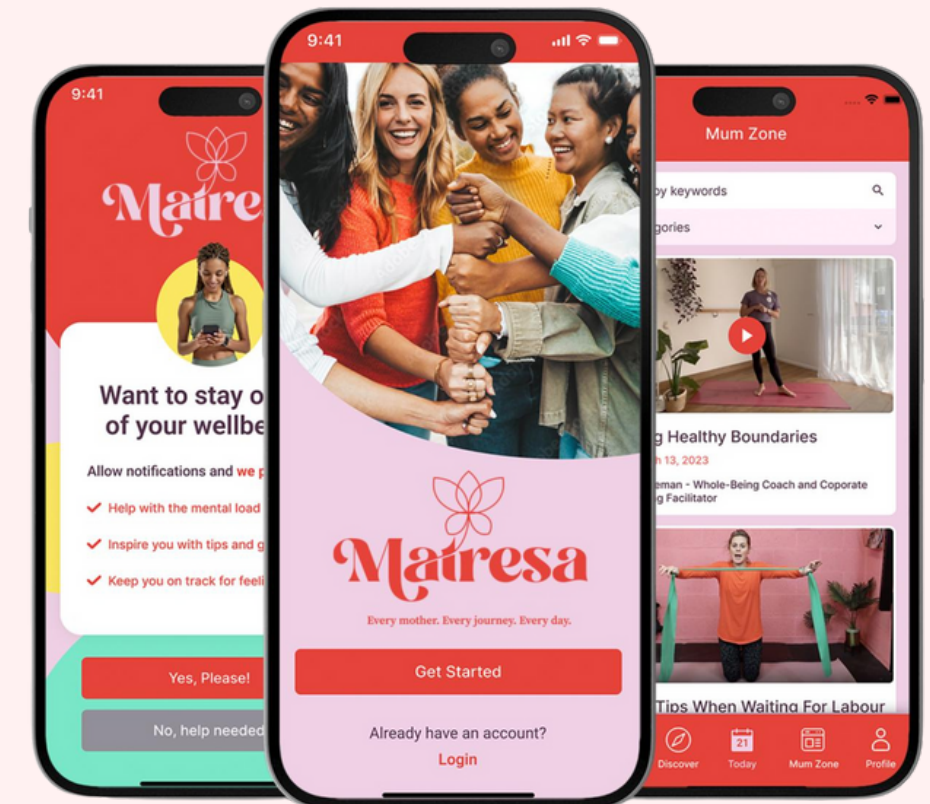
Great resource for mums and mums to be

★★★★★ 29 Jan · Suz1265

Lots of great content from experts and easy to use

Developer Response 3 Feb

Thank you. We are adding another new expert this week, which is super exciting 🎉



Empathetic UI + enterprise-grade tech.

Business Model & Go-to-Market



B2B SaaS: \$15–
\$60/user/month



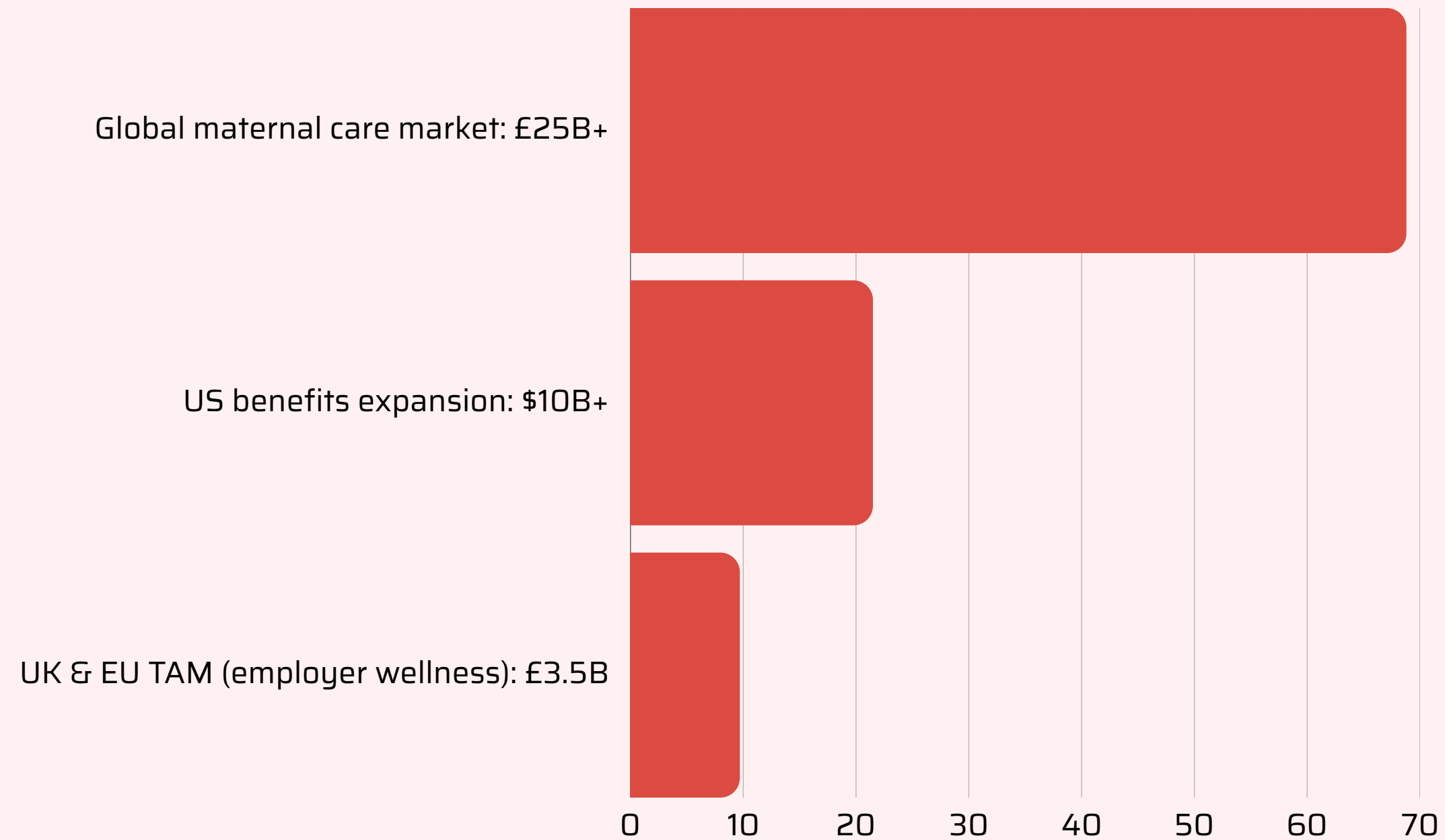
Tiered plans (AI-only,
workshops,
clinics)



Direct sales to
enterprise, EAPs and
global health
insurers

Land & expand model across distribution channels.

Market Opportunity



Sits at the crossroads of femtech, AI, and workforce health wellbeing.

Competition

Platform	CAC (£)	NPS	LTV (£)	B2B Focus	Full Lifecycle	AI Support
Matresa	23	65	159	✓	✓	✓
Peppy Health	80–150	~50	~250	✓	✗	✗
Maven Clinic	100–200	45	300–800	✓	✗	✗
Ovia Health	50–100	35–50	~200	✗	✗	✗

Matresa stands out for dyad care + predictive insights for employers

Evidence of Product-Market Fit



Pilot with Ernest young

The program is exactly what I need Director EY



100 paying users on POC



50k Innovate grant

Research partnership with UOW

LOIs with  AutoTrader  KPMG  HSBC  YUMI



It's great to have a separate support system to juggle motherhood and work



I finally feel seen. It's not just pregnancy—it supports the whole journey.



Fertility info was so useful. I love how it's all in one place.

Strong retention signals. High engagement + growth = clear product-market fit.

Why We'll Win Long-Term



1

AI **triage** (Green/Amber/Red)

2

Real-time **analytics + report** builder

3

API **integrations**: HR systems, EHR and wearables

4

Secure cloud infra (GDPR + HIPAA ready)

Tech + clinical IP + embedded empathy = durable moat.



Team



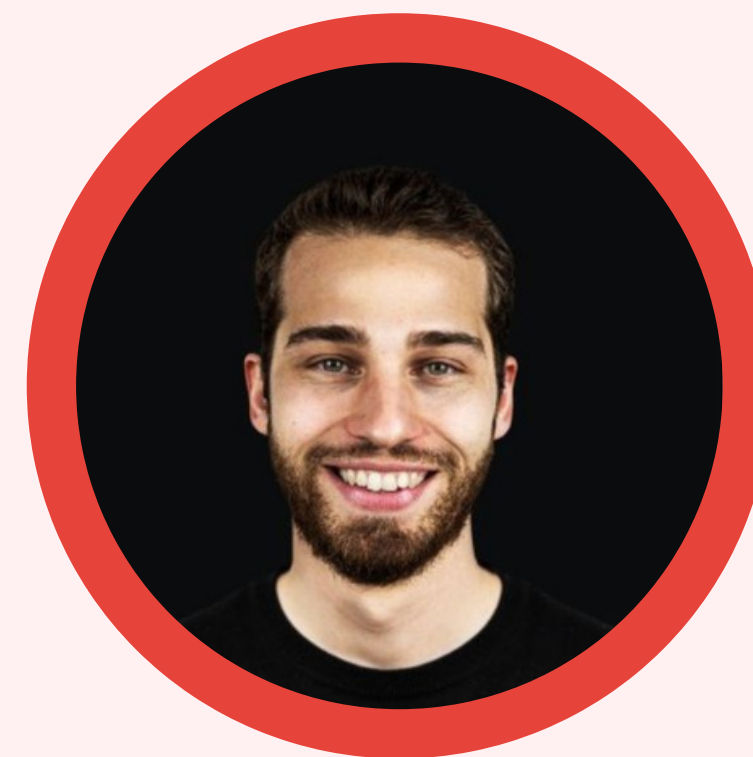
Mari-Carmen
Founder



Harry
Co-Founder



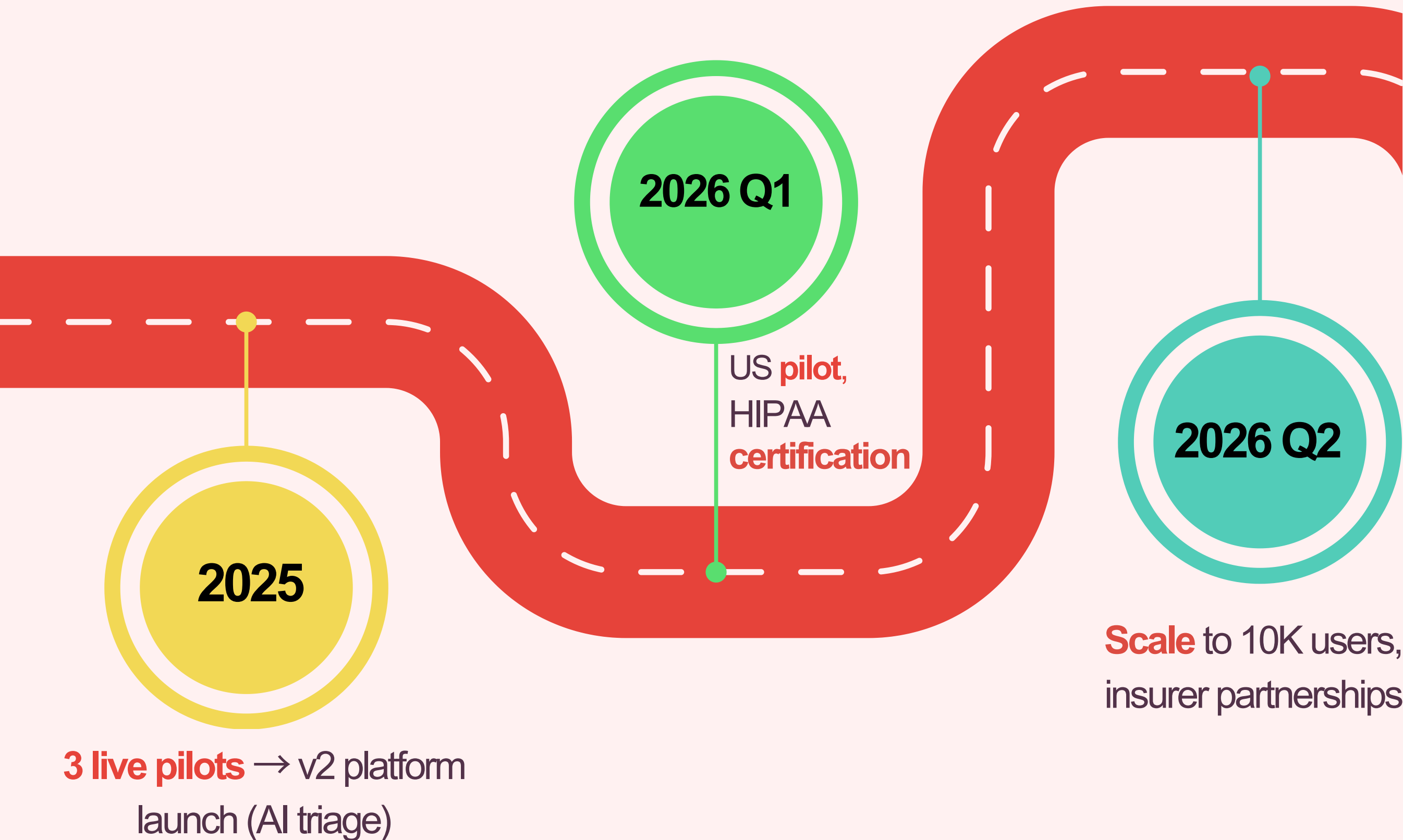
Peter Lovat
CTO



Luka Mirosevic
Senior Developer

Built by leading healthcare professionals and top employee benefits experts

Roadmap & Vision



The first platform to turn maternal wellbeing into business advantage.

From Chrysalis to Butterfly — a smarter journey for every working mother.

Supporting women from vulnerable to empowered.



Financials & Funding Ask

- **Runway: 6 months**
- Burn: **\$22K**/month | Pilot revenue: £48K
- Target: **\$776K ARR (10 clients)**
- Raising: \$500K pre-seed

Use of funds:

- **Finalise** platform v2 (AI engine)
- B2B **sales** + **Go-to-market** strategy
- HIPAA + ORCHA certification



15-month runway to 4x users and 6x revenue.

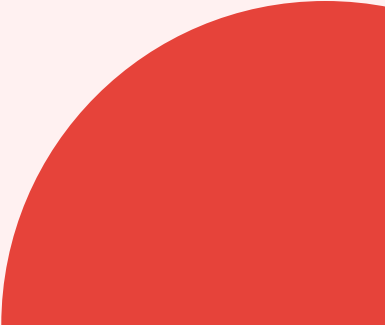


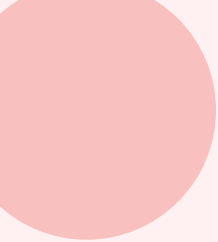
How Our Concept Works in Practice



Real-World Validation

Click buttton to play





Thank You



Matresas[®]

Matrescence

Definition

The transformative journey of becoming a mother, spanning pregnancy, postpartum and the evolving stages of motherhood-physically, emotionally and socially.