

Digital Wellbeing BIRTHY



STARTUP CREATION: BIRTHY UG (GERMANY)

PARTNERS: Curamatik (Germany), IMEC BE (Belgium),
Nobleo Projects (The Netherlands)



The Connection to Your Childbirth – Traceable Predictions about Contractions

BIRTHY is the first professional contraction monitoring service. Starting from the 20th week of pregnancy we create a connection until birth between expectant mothers, family as companion and the maternity clinic as a health service provider.

Did you know that only 4% of childbirths happen on the calculated date? This uncertainty makes occupancy management for birth clinics challenging and costly. To solve this resource allocation problem, we provide a service connecting the expectant mother with the place of birth, adding a prediction model based on multivariate time series analysis to forecast the actual time of birth and simultaneously addressing the safety requirement of becoming mothers.

The starting point is a tangible interaction device named the BIRTHY device. It allows our users to control the tracking of their contraction's smartphone-free by squeezing it.



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Competitive Advantages

- Squeezable and Loveable: The BIRTHY device allows you to control the tracking of your contraction's smartphone-free by squeezing it.
- Interaction: Beautiful and easy to use contraction tracking with Watch support.
- Location: Developed and hosted in Germany in compliance with GDPR, BDSG, and SGB V.
- Thoroughly tested and validated with users on both sides: becoming mothers and service provider.
- Connectivity: Forward your contraction information to service providers to answer pregnancy relevant questions.
- AI for Health: Time series analysis techniques to predict the potential time of arrival at the service provider (solving an immanent resource allocation problem)

Target Markets

- Pregnant women starting as early as the 20th week of the pregnancy up to childbirth
- Service provider, e.g. maternity clinics, midwives and midwifery centers, birth houses, private clinics
- Health insurance companies in Germany in accordance with § 67 SGB V
- Initial market: Germany with around 800.000 childbirths per year
- Additional markets: Europe with around 5.000.000 childbirths per year

Status/ Traction

- Emily – Your Contraction Tracker released as iOS App with German and English language support
- Active end-user involvement in the creation of the product
- Ongoing development of MVP for professionals
- Ongoing development of the BIRTHY device
- Involved partners Curamatik as business champion, IMEC and Nobleo as technology providers

Road Map

2020

- Creation of the BIRTHY device including two user studies
- Prediction model to forecast the potential time of arrival at the service provider
- Development of Emily Professional and engagement of two service providers
- Extension with first premium features

2021

- Upscale production of BIRTHY devices and business growth

Leveraged Technologies

The Birthy interaction device, which enables a "Smartphone-free contraction tracking", is a unique selling point for contraction tracking solutions, as they are generally software-based solution. The focus on the consumer market in combination with the freemium model followed by Birthy separates from competitors. The prediction model for a patients' time of arrival used within the clinics' resource planning is the second unique selling point and opens a second sales and revenue channel.

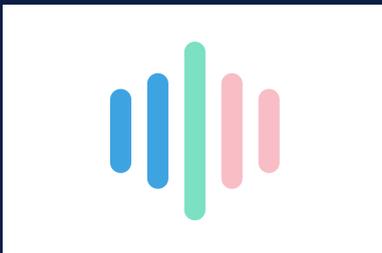
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