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Ava chosen among the world's most innovative startups to present at TechCrunch Disrupt San Francisco

Ava is the world's first bracelet that precisely detects fertile days. Today, the product is presented at TechCrunch Disrupt San Francisco, one of the world's most important tech events. The product has the potential to revolutionize women's health.

Every third couple has trouble conceiving

Knowing which days are fertile is critical to get pregnant. Today's solutions to determine ovulation are inconvenient, imprecise, or outdated. This makes timing one of the key reasons that many couples have trouble to conceive.

Ava is a convenient bracelet worn by women at night. It continuously measures nine physiological parameters and records three million data points every night. The patented technology has been clinically tested at the University Hospital of Zurich / Switzerland.

Breakthrough due to multi-disciplinary team

The Ava bracelet has been developed by leading physiologists, gynecologists, data scientists, sensor companies, and veterans in the wearable technology industry. The joint expertise lead to an approach that has the potential to become a standard in reproduction medicine. "The fact that our bracelet is not only working from a technical perspective, but also attractively looking and well accepted by end customers, will be critical to quickly scale it in the market", says Lea von Bidder, Co-Founder of Ava.

On the basis of the positive results, Ava is now building up partnerships with business partners. After having produced two prototype series, Ava is now in the industrialization phase to produce large quantities at high quality.

From conceiving to pregnancy and contraception

While the first product offering will be geared towards couples that want to have a baby, the bracelet will become relevant for other use cases. "With five billion data points, Ava has built the biggest database of physiological data correlated with ovulatory information", says Pascal Koenig, Co-Founder of Ava. "On this basis, we will be able to scale in various services during pregnancy. Furthermore, we strive to establish Ava as a non-hormonal alternative for contraception over the coming years. After having won several awards in Switzerland, it is great to see that our solution creates interest on a global scale."

Contact

Ava AG

Pascal Koenig

Co-Founder and CEO

pascal.koenig@avawomen.com

Switzerland: +41 44 586 84 44

US: +1 415 366 6824

Ava AG is a startup company focused on women's health. It has offices in Zurich/Switzerland and San Francisco / US. The company's initial product is a bracelet worn by women at night, which precisely and conveniently recognizes fertile days during the menstrual cycle. Ava is run by serial entrepreneurs that have vast experience with setting up companies in the digital health, wearable, sensor, and signal processing area.