



**EQUAL CARE<sup>®</sup>**

Rewriting Healthcare with  
Precision, Equity and Inclusion



[www.equal-care.org](http://www.equal-care.org)

**Investor  
Pitch**

March 2026

In sports, gender matters.  
In medicine, it should too.



“The worst form of inequality is to try to make unequal things equal.”  
– Aristotle

# What questions are you asking?

in times of AI, you will only receive the correct answer if you ask the right question.

# What questions is healthcare asking?

## Clinical Trials

„Does this drug work?“

Does this drug work differently in women vs. men?

## Healthcare Professionals

”What’s the standard dose?“

What’s the right dose for this patient’s sex?

## AI

“What are the side effects?“

What are the sex-specific side effects?

For centuries, science has been asking questions based on certain assumptions:  
70kg, between 21-50 years old, without a hormonal cycle → male personas



# GENDER HEALTH

# GAP

**3.4 billion women and 600 million men** affected with sub-optimal health outcomes

**\$1 trillion** loss  
GDP annually by 2040\*

# Why doesn't evidence reach clinicians?

## Hidden Evidence

Gender-specific data is inaccessible, scattered across 500+ page regulatory files



Unstandardized,  
unsearchable,  
unusable

## Missing Insights

Evidence exists but never reaches the clinician



7 minutes per patient,  
no time for research

## Outdated Rules

Only 14% of guidelines mention sex, most ignore known biological differences



AI delivers insights from incomplete evidence

# EQUAL CARE<sup>®</sup> makes sex- and gender- balanced clinical data **visible, accessible & scalable**

The single source of truth for gender medicine.



# Who is changing the narrative?

**Ioana Freise**

**COO**

**10+ years building and scaling companies in highly regulated industries.**

Strategic operator in regulated markets, translating policy and complexity into scalable businesses.

**Thao Nguyen**

**CEO & CPO**

**12+ years of leadership in MedTech consulting, R&D, and life sciences software strategy.**

Expert in product development and digital health transformation.

**Dr. med. Simone Braun**

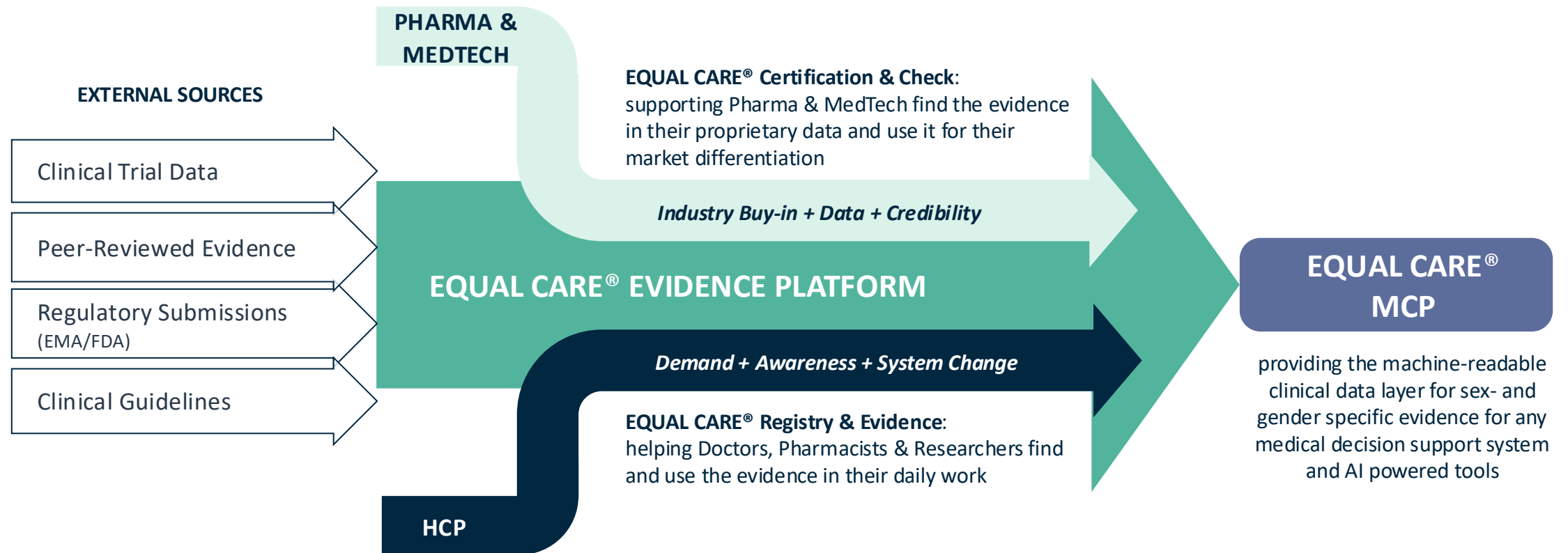
**CMO**

**14+ years of clinical experience in general and occupational medicine**

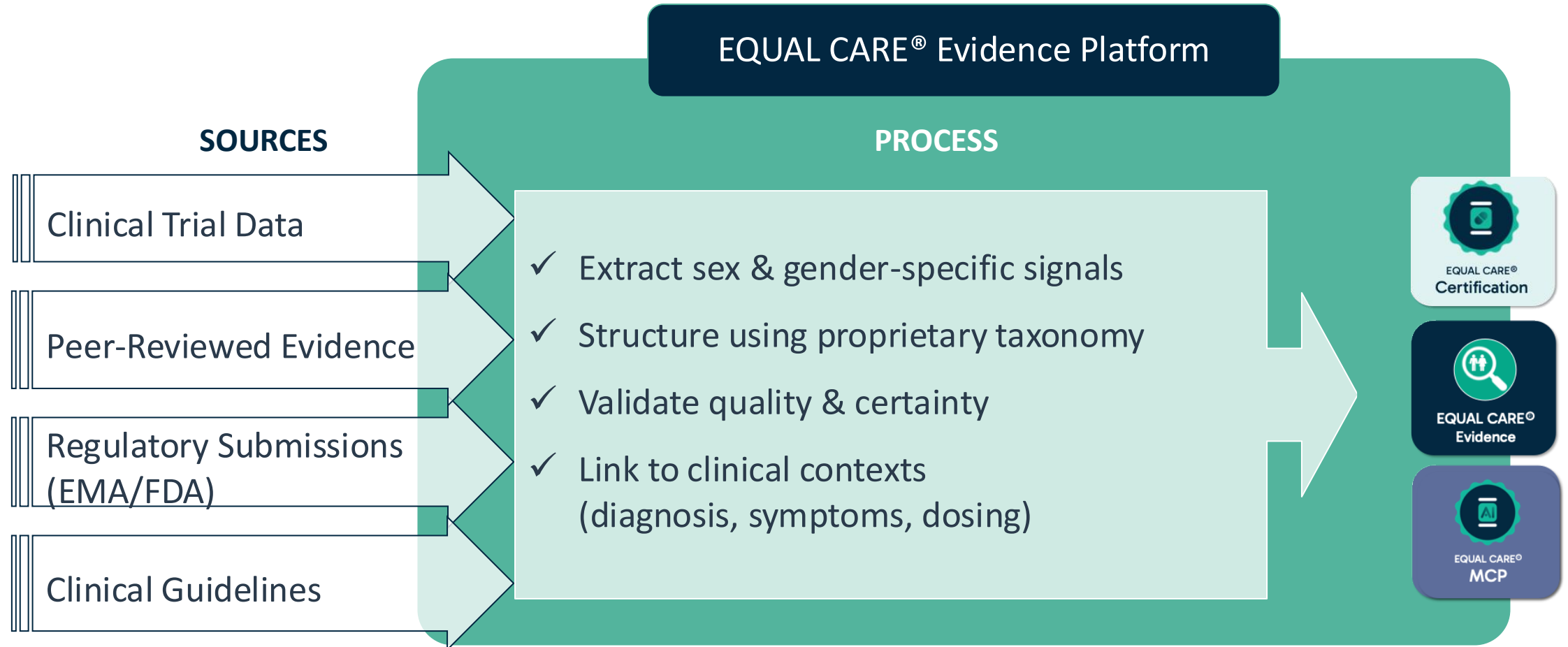
Master of Public Health with deep expertise in preventive care and healthcare systems.



# How do we turn stakeholders to partners?



# How do we turn evidence to insights?



### USE CASE 1: Pharma R&D - Market Differentiation

**User:** Pharma launching new migraine medication in competitive market

**Problem:** Need to stand out among 15 similar products

**Solution:** EQUAL CARE Certification highlights superior efficacy data in women (70% of migraine patients)

**Outcome:** Differentiated positioning, preferred formulary status, increased market share



EQUAL CARE®  
Certification

### USE CASE 2: Prescribing Doctor - Better Patient Care

**User:** GP treating 52-year-old woman with new hypertension medication

**Problem:** Standard guidelines don't mention sex differences, patient reports side effects

**Solution:** EQUAL CARE Insights Tool shows women need 30% lower starting dose

**Outcome:** Adjusted prescription, side effects resolved, patient trust maintained



EQUAL CARE®  
Evidence

### USE CASE 3: Pharmacist - Patient Counseling

**User:** Pharmacist dispensing new prescription

**Problem:** Female patient asks "What side effects should I watch for as a woman?"

**Solution:** EQUAL CARE Insights Tool shows women experience dizziness 2x more often than men

**Outcome:** Patient counseled on specific warning signs, returns with confidence in her treatment

### USE CASE 4: Hospital System - Population Health Management

**User:** Hospital network analyzing patient outcomes across 50,000 records

**Problem:** Women readmitted 40% more often for heart failure medications

**Solution:** EQUAL CARE P4C MCP integrated into EMR flags gender-specific protocols

**Outcome:** 25% reduction in readmissions, €2M annual savings, improved quality scores



EQUAL CARE®  
MCP

All powered by  
EQUAL CARE®  
Evidence Platform

# EQUAL CARE<sup>®</sup> Evidence Platform



## TARGET CUSTOMERS

 R&D, Pharma & MedTech

## REVENUE MODEL

Annual  
10-25k CHF

## STATUS

Launched – first pilots & clients



 Healthcare Professionals

Monthly  
20-30 CHF

MVP-Stage – Launch Q1 2026



 EMR & AI Tools

API Licensing  
up to 500k CHF

Planned for 2027

Every certification enriches the database. A richer database attracts more HCPs.  
More HCPs drive certification demand.

# Where are we headed?

**€2.4 B**  
TAM

**€26 M**  
SOM (2030)

**€193 M**  
SAM

## 5-Year Revenue Trajectory

Year	Certification	HCP Tool	MCP	Total ARR
2026	€200k	€6k	€ 0	€206k
2027	€550k	€195k	€750k	€1.5mio
2028	€1.75mio	€875k	€3mio	€5.6mio
2029	€3.75mio	€2.9mio	€8mio	€14.7mio
2030	€7.1mio	€3.9mio	€15mio	€26mio

18-month execution plan to CHF 1 mio ARR

# Why this model changes a system?



## First-Mover Advantage

170 active substances analyzed – world's first registry



## Data Moat

Every certification enriches our platform (flywheel effect)



## Regulatory Tailwind

EU AI Act mandates gender-disaggregated data



## Industry Validation

Reuters Pharma Award 2025



## Market Validation

Converting pilots to paid

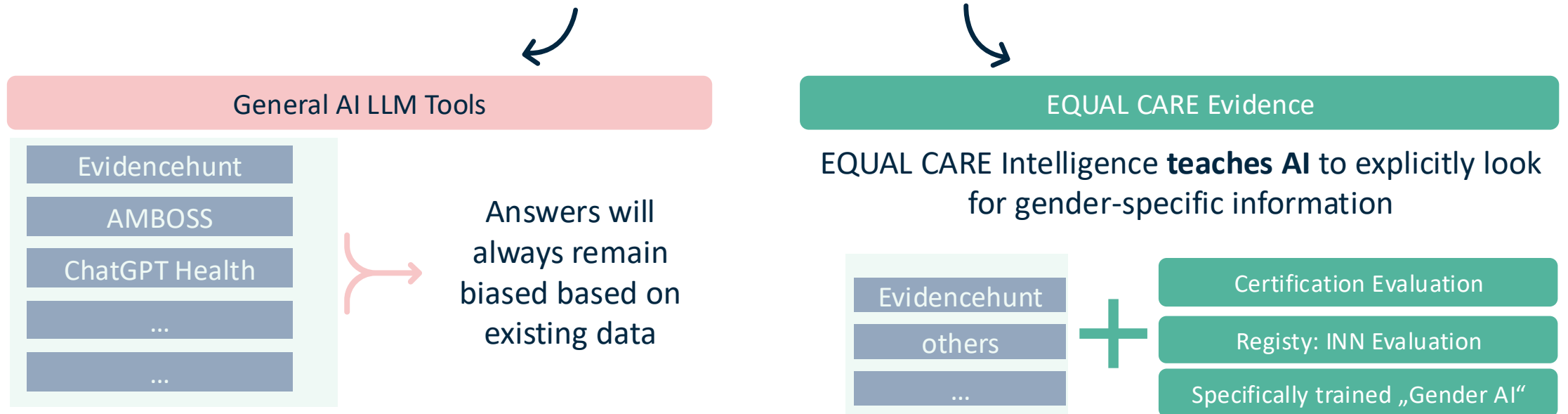


## Network Effect

Pharma certification → More data → More doctors → More demand

# Can AI solve this without us?

*Healthcare Professional: „What are the side effects for medication X?“*



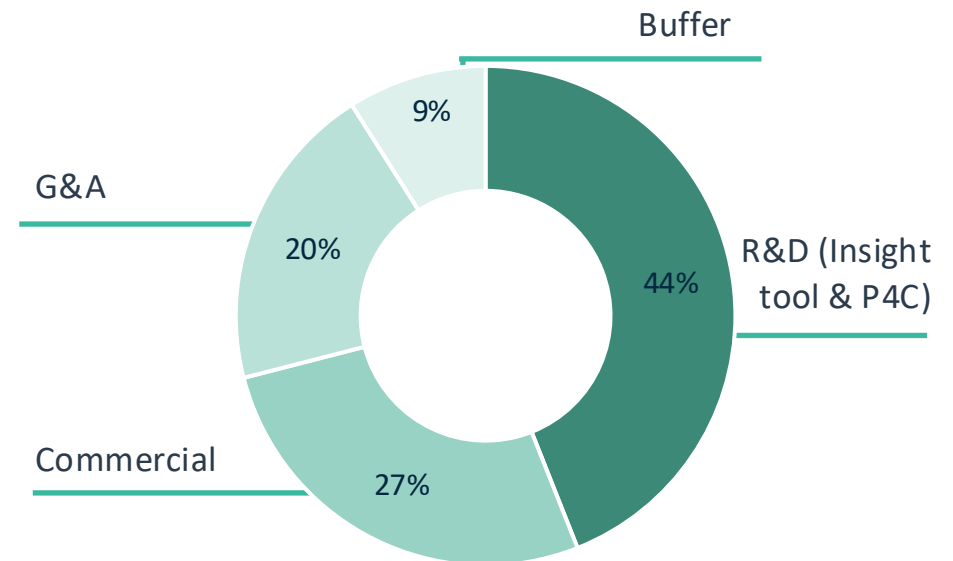
Why this matters for investors: We're not competing with OpenAI or Google.  
We're the essential gender layer they'll integrate or acquire.

# How do we deploy capital?

## EQUAL CARE's Pre-Seed (Details)

-  CHF 575'000 (*establishing 18 months runway (Q2 '27)*)
-  Simple Agreement for Future Equity (SAFE)
-  CHF 6 mio Valuation Cap (*Seed round CHF12 mio*)
-  ESOP planned at Seed with max 12%

## Pre-Seed Round – Use of Funds



Secure the winning team, advance proprietary Evidence Platform and reach product-market fit to unlock scalable and profitable growth following seed round.

# How does success look like in 18 months?

## EQUAL CARE® Evidence Platform

### PRODUCT

- 500+ active substances analyzed
- HCP Evidence Tool launched
- MCP beta live

### REVENUE

- CHF 1 mio ARR
- 15-20 pharma certifications
- 1,000+ HCP subscribers

### MARKET POSITION

- Partnerships with 2-3 EMR providers
- Regulatory compliance validated (EU AI Act)
- Ready for next round (CHF 10-15M valuation)



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Get in touch with us:

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