



Revolutionary AI-driven women's health coach that empowers women to take control of their well-being

[noun] nex-us

A connection or link between things, persons, or events especially that is or is part of a chain of causation





EXECUTIVE SUMMARY

At Nexus, we believe that women's health doesn't occur in isolation, and neither should their health tech.

Through personalised coaching, facilitated by AI, we have built the first hybrid platform that brings together cutting-edge FemTech with a deep understanding of women's complex health needs - enabling women to finally live their lives to the full, every day.

Nexus is not just a health app - it's a **coaching companion** for life.



PROBLEM

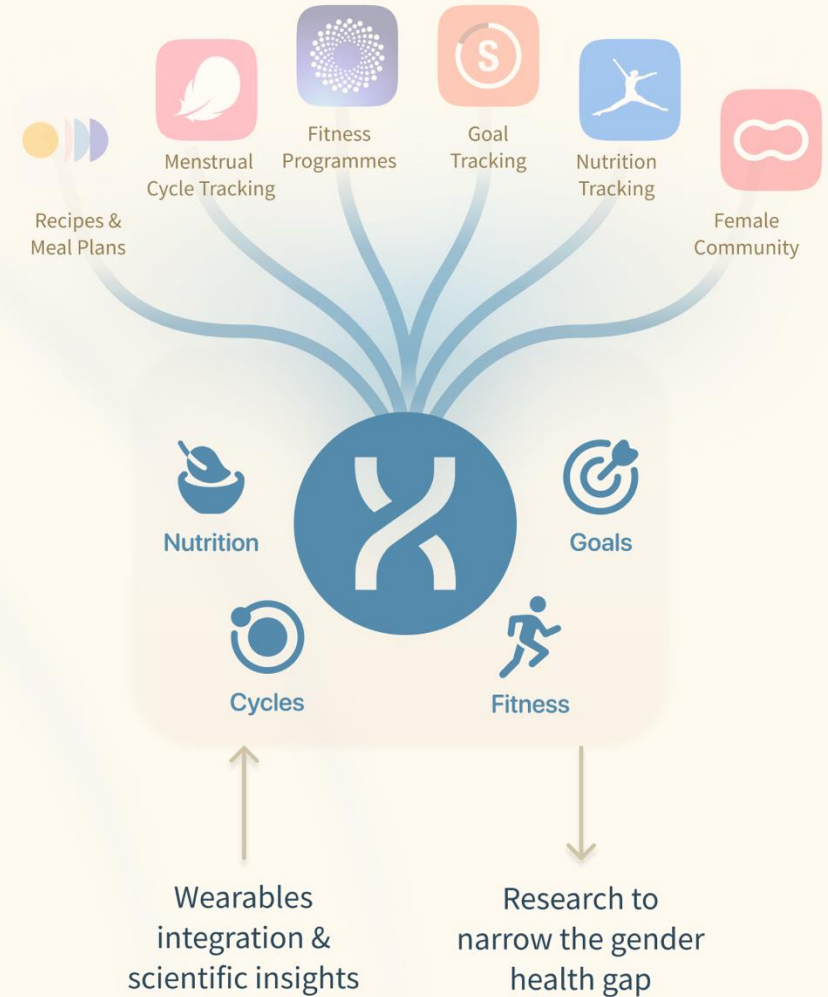
Women's healthcare often **fails to address root causes** leading to misdiagnosis

Women are referred to multiple specialists and left **feeling unheard, confused**

Women **can't track key factors** (hormonal health, fitness, nutrition & life-style) in once place

Women **use multiple health apps** losing the benefit of compounded data and holistic insights


SOLUTION





PRODUCT

Nexus stands out by taking a multifaceted, integrated approach to women's health, unlike any competitor

-  Integrated approach to women's health
-  Data-driven personalisation from the outset
-  Seamless medical integration
-  Early diagnosis using AI powered data analysis (coming soon)
-  Wearables integration
-  Menstrual cycle tracking
-  Tailored fitness & nutrition plans
-  Goals & habit tracking
-  Nexus communities





MARKET OPPORTUNITY

7 FemTech unicorns
in the market, none provide
female health coaching

35 successful exits
in the past 5 years, 4 x IPO's
and 31 x M&A's

£8.5T

Wellness Industry
by 2030

£1.1T

FemTech Industry
by 2030

£218B

1% of all FemTech companies
address chronic female health
conditions

0% consider all aspects of a
woman's physiology & lifestyle
and connect-the-dots



TRACTION

PRODUCT

52

Weekly active
beta test users

341

Organic wait list
sign-ups

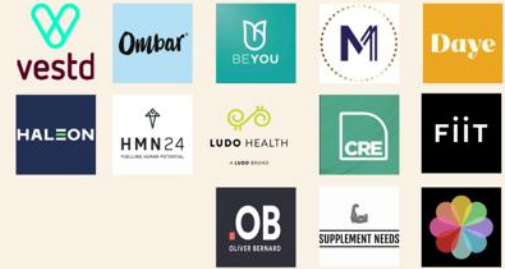
GTM TRACTION

6

Universities Nexus has dialog
with for research purposes

12

Inbound partnership enquiries from large
wellness companies, Haleon most recently



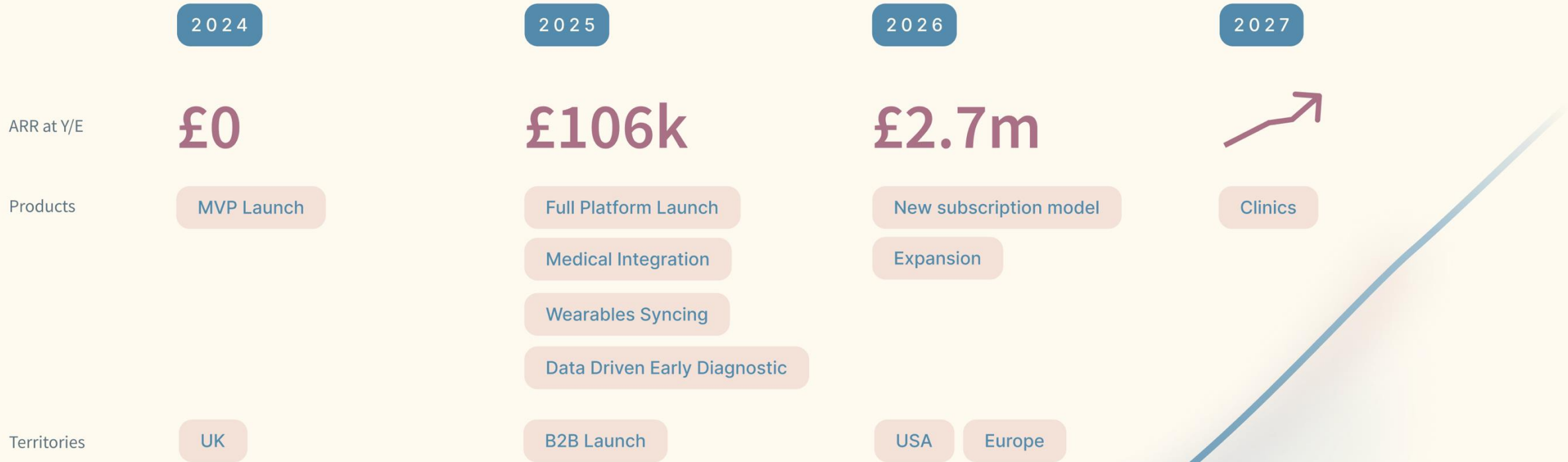
SOCIAL

200k

LinkedIn followers, plus hundreds more on
other platforms from our brand ambassadors



FINANCIAL PROJECTIONS





PRE-SEED ROUND

Investment Overview

✦ HIGHLIGHTS

£1m

Investment Target

£3.5m

Pre-Money Valuation

£120k SEIS & £2m EIS eligible

18 month runway

Key milestones:

- Full digital platform build
- Generate B2C + B2B revenue

🍷 ALLOCATION

40%

Product Development

Building the product and the technical team to deliver a scalable solution

35%

Sales & Marketing

User acquisition and brand awareness, including new hires

25%

Operations

Overheads, contingency and team



THE BIG PICTURE





Founding Team



Leo Tyson

11+ years experience in women's health coaching and host of The Women's Wellness Show.



Dr Kerry Aston

Ex NHS, 12+ years in medicine. CMO, Rheumatologist, Nutritionist & Functional Medicine.



Clare Simpson

Ex Bupa, data scientist, expertise in wearables, FemTech, AI and championing gender equality.



Kishan Kumar

CTO/CIO with 20+ years experience in building tech solutions at scale

Team Members & Advisors



Jagdeep Singh PhD

NED
Cambridge graduate
CTO at London Olympics 2012
Built 6 Digital Banks



Gemma East

Sales & Marketing
2 x exited HealthTech
Founder Ex Pharma
Advertising



Helena Bird PhD Fellow

CSO
Chief Pharmacist, NHS, with
20+ years experience.
Mental health.



Angeley Mullins

CGO
Crunchbase Influential Women
in Sales, Forbes Business
Council Keynote Speaker



Izzy Prior

CMO | Marketing, brand
strategy and a Women's
Health Advocate



**Francesca
Hodgson MBA**

Cambridge graduate
FinTech | Raised £15 million



**Heather-Carre
Skinner PhD**

Regulatory + Compliance
Cambridge graduate
MedTech compliance



Clare Kelly PhD

Science Advisor
Pre/post-natal female
health coach



Thank you

investors@nexusconnected.co.uk