Ushering Pregnancy Care into the 21st Century

nuvo™

Born Digital!



Technology is not the Disrupter.
Not being Consumer Centric is the Biggest Threat to any Business

Netflix did not kill Blockbuster. Ridiculous late fees did.

Uber did not kill the taxi. Limited access and fare control did.

Apple did not kill the music industry. Being forced to buy full-length albums did.

Amazon did not kill other retailers. Poor customer service and experience did.

AirBNB isn’t killing the hotel industry. Limited availability and pricing options are.

Troubling Trends in U.S. Pregnancies

npr

“Nearly Dying In Childbirth: Why Preventable Complications Are Growing In U.S.”

December 22, 2017

USA TODAY

“Hospitals Know How To Protect Mothers. They Just Aren’t Doing It”

July 27, 2018

CBS NEWS

“Maternal Mortality: An American Crisis”

August 5, 2018

FORTUNE

“Could A Nationwide Ob-gyn Shortage Spark Digital Health Innovation?”

August 30, 2018

Contemporary OB/GYN

“The Neglected Challenge: Saving America’s Rural Ob Care”

August 14, 2018

People

“United States Named The 'Most Dangerous' Developed Country For Women To Give Birth”

July 26, 2018

REUTERS

“Severe delivery complications on the rise among U.S. pregnant women”

September 5, 2018

theguardian

“'A third of people get major surgery to be born': why are C-sections routine in the US?”

October 4, 2017

HealthLeaders Media

“Severe Ob-Gyn Shortage Looming On Horizon”

June 27, 2018

SLATE

“How the C-Section Went From Last Resort to Overused”

May 21, 2018

Newsweek

“U.S. The Most Dangerous Developed Country To Give Birth In: Report”

July 27, 2018

ROMPER

“Why Are C-Sections On The Rise In The US? Here's A Comprehensive Breakdown”

March 31, 2017

U.S.News & World Report

“More Pregnant Women Having Heart Attacks”

July 18, 2018

The World is Crying Out for a Better Beginning

7,000 newborn babies die everyday

300,000 women die globally every year from preventable causes

15% of all pregnant women globally don't have any access to antenatal care

U.S. ranked 57th in the world for infant mortality, and has worst rate of maternal deaths in the developed world

In the U.S., 25% of pregnancies are high risk

Digital Health has Transformed Healthcare, except Pregnancy Care

Today's Pregnancy Monitoring Uses Dated Technology That Shares Fragmented and Unreliable Data

- Old fashioned, analog technologies haven't changed in over 30+ years
- 35% detection failure rate for current solutions in measuring contractions
- Maternal-fetal data is limited and fragmented, available only during doctor's visits
- Inconsistent recommendations between clinicians
- Not meeting expectations of highly connected millennial parents



Current Standard of Care for EFM: Cardiotocograph (CTG)
Used to perform Non-Stress Tests (NST)

Millennial Mindset



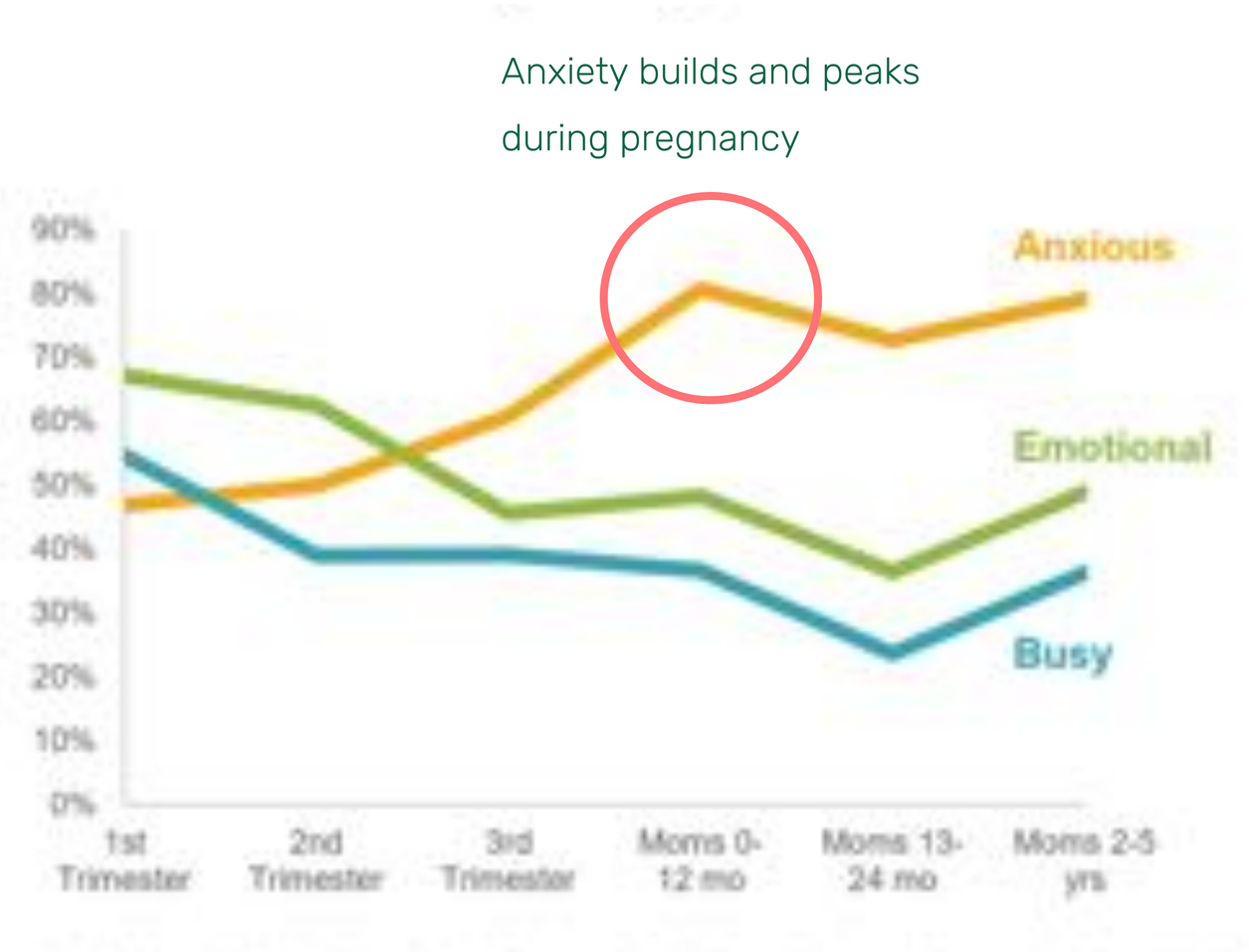
Consumer Insight

Pregnancy Care is a Black Box

in an era where consumers expect engagement, empowerment, and transparency



New Mothers Struggle with the Anxiety of Pregnancy

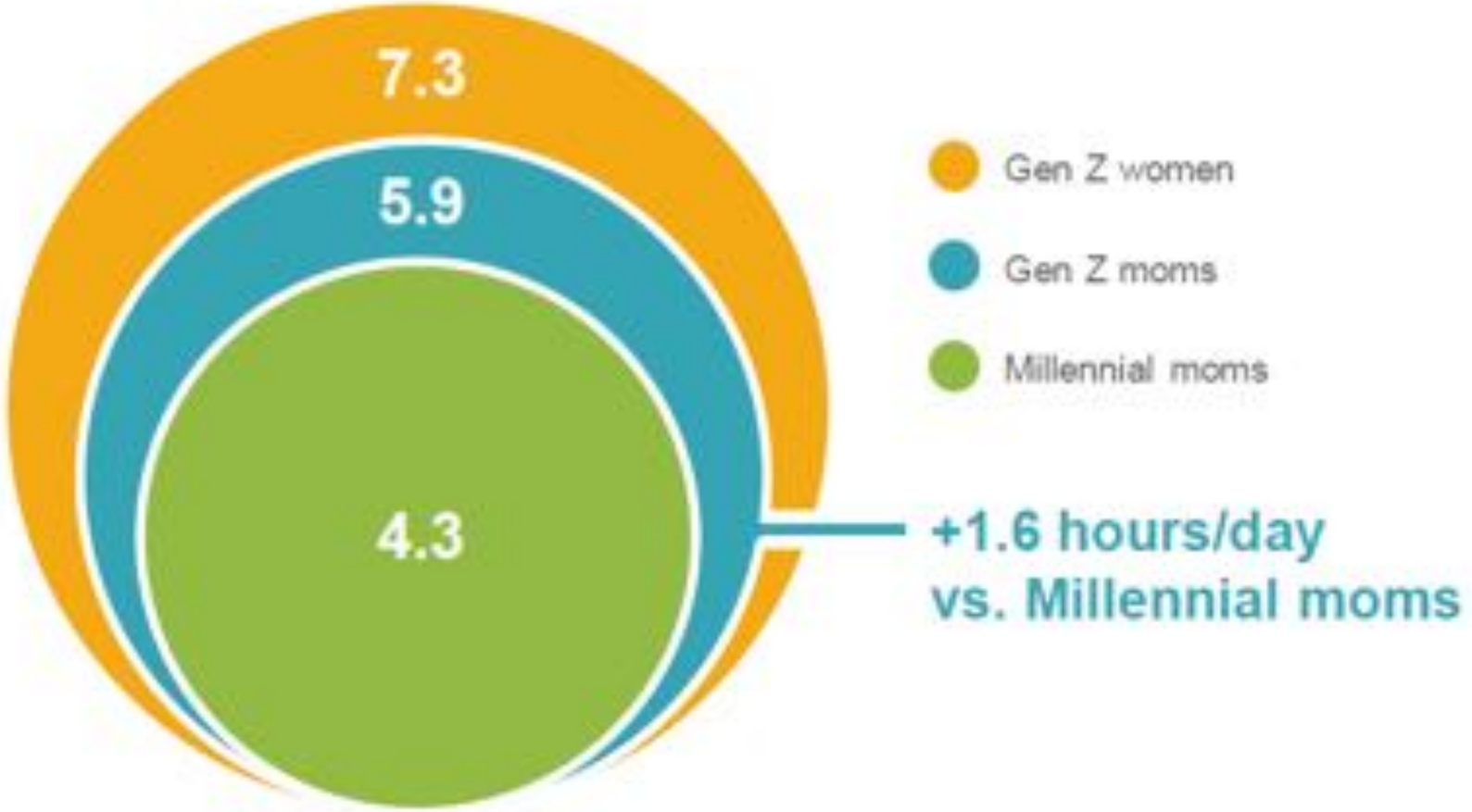


What's on Mothers' Minds Every Day?



Source: Babycenter Maternal Health Study

New Generation of Expectant Parents Relies on “Screens”



Q. Estimate how many hours a day you spend looking at your phone, tablet, and/or laptop screen (for leisure, not work/homework)
Source: BabyCenter Brand Lab Insights, Futurecasting Families, 2018; Collage GenXYZ Digital and Segmentation Studies, 2017

Pregnancy Care is Ripe for a New Solution

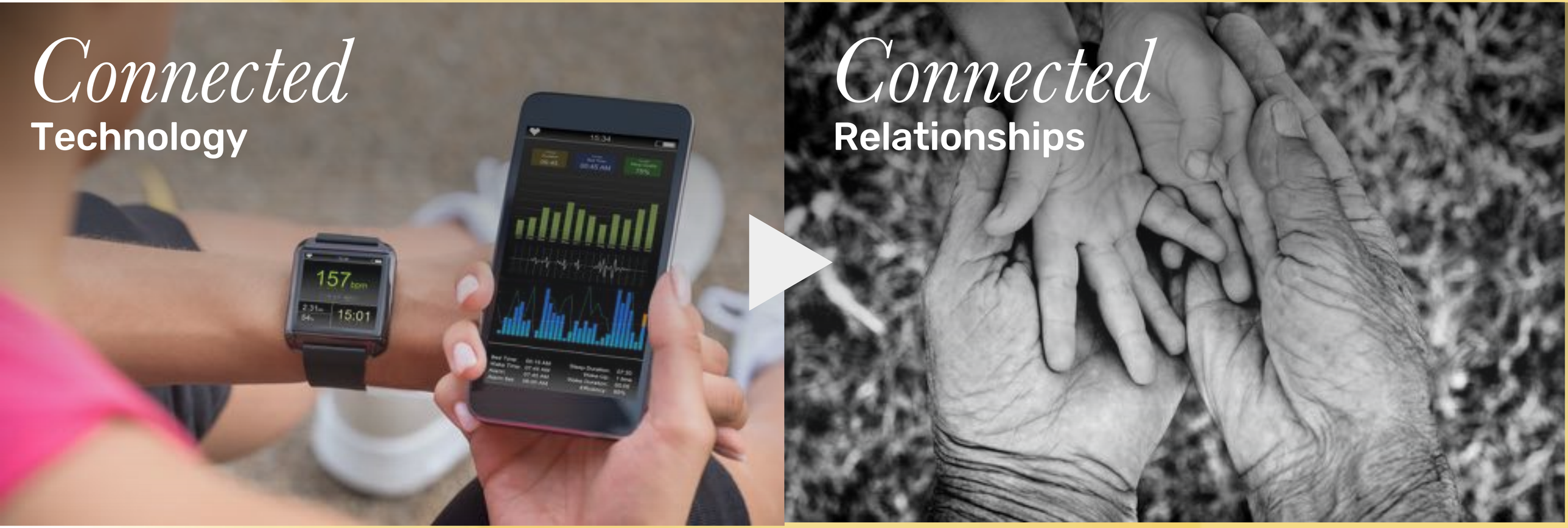




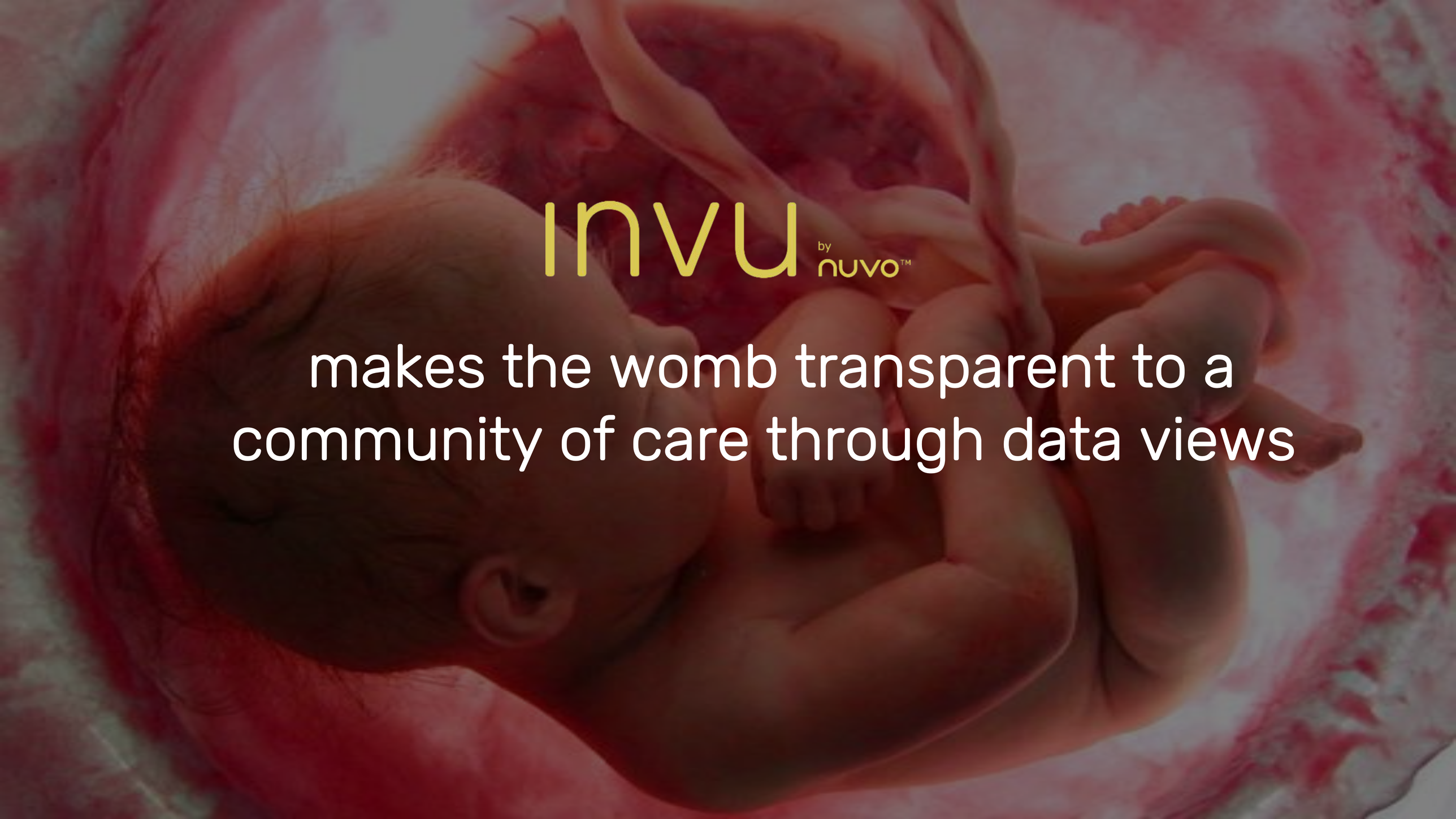
The future of health is all about connectivity;
connectivity between patients, doctors, data, and experiences —
in our case, between a mother and baby.

– Oren Oz
Founder and CEO, Nuvo Group

We Embrace Technology to Enhance Human Connections



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invu
by
nuvo™
makes the womb transparent to a
community of care through data views

All for One

A movement for maternal-fetal health

Nuvo is Galvanizing the Community via our Digital Engagement Platform

SHARE THE VISION

Maternity innovator podcasts/webinars

Healthcare disruption tracker

Mom and KOL testimonials

SHARE KNOWLEDGE & TOOLS

Clinical trial data

Diagnostic tools

Coping tools

White Papers

CONNECT THE COMMUNITY

M-LAB sessions

Disruption incubator

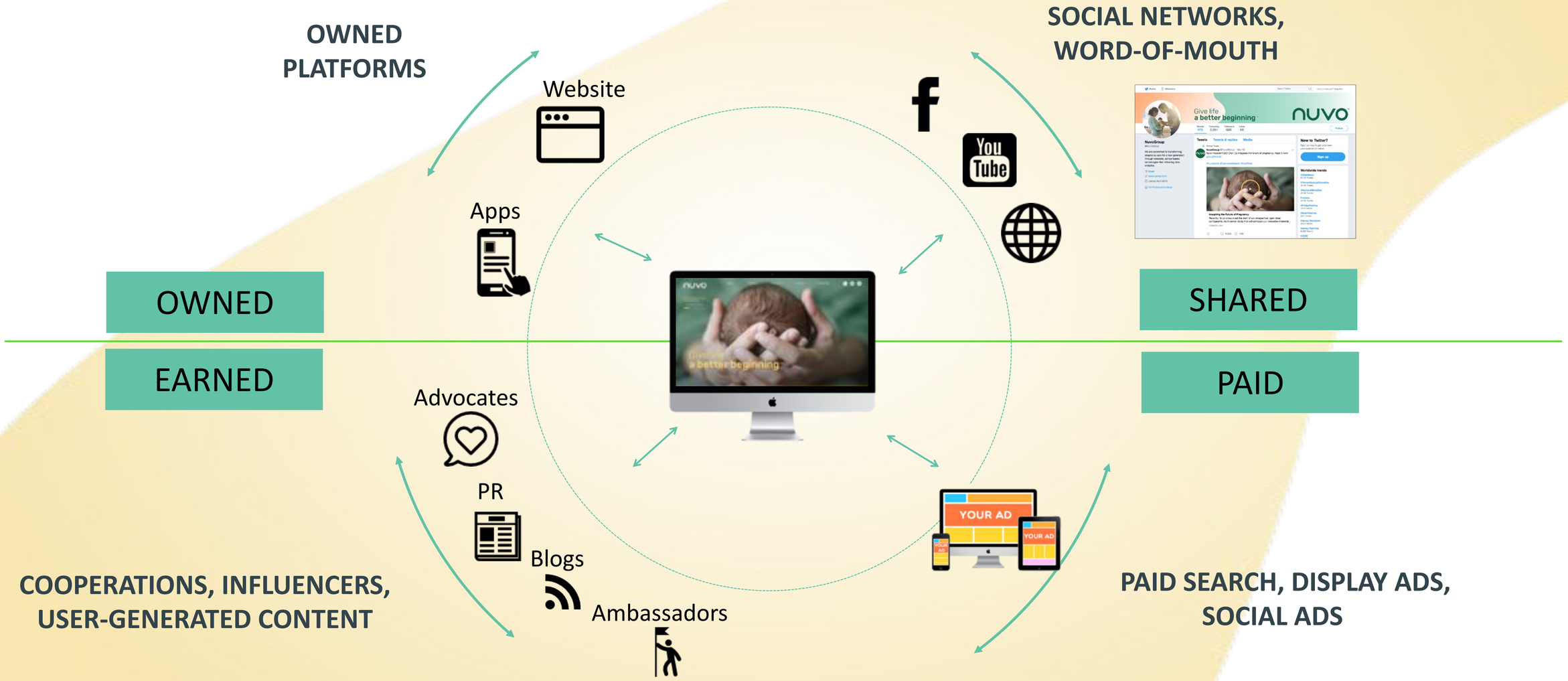
Topic-driven debates

Mom-to-Mom Help
HCP-to-HCP Sharing

Peer testimonials

Sharing ‘baby’s 1st digital footprints

The Full Ecosystem Ignites the Movement




The future of pregnancy care is in our hands.
Join the movement at nuvocares.com

nuvo™

Give life
a better beginning™