



Aya Contigo Executive Summary

Vitala Global is on a mission to revolutionize abortion and miscarriage care, through co-created digital solutions that meet women and girls* where they are, empowering them to be agents of change. Vitala's **Aya Contigo** is a safe medical abortion digital companion that guides, supports and connects users providing timely, comprehensive care. The app follows World Health Organization (WHO) abortion care guidelines and accompanies women on their journey with trustworthy information on SMA and contraception methods, self-care content, real-time psychoemotional support and referrals within a network of service providers.

There are approximately 73 million women that need an abortion every year. The challenge is that restrictive policies, fragmented abortion care services, and stigma pose physical, mental and emotional health risks, particularly to underserved groups. Women and girls of reproductive age (15-44) with the least access to medical abortion and care resort to unsafe methods. Those with access face gaps in their care process, feeling anxiety from lacking the necessary knowledge on symptom-management to feeling uncertainty and emotional burden before, during or after care.

Aya Contigo bridges the scientific evidence of the health sector with the knowledge of social scientists and the solidarity of activists. Before, during, and after the SMA journey, Aya Contigo is a community-led holistic solution providing unparalleled support for women to reintegrate into their lives and become agents of change in their communities.

Aya Contigo intends to reach 160,000 users over the next four years. With a TAM of 2.3M users with a market value of up to USD 130M in the United States (US), we are exploring primarily B2B channels with employers providing abortion-related benefits and insurance companies. With a TAM of 1.5M users and a market value of USD 23M in Mexico, we are exploring the B2C channel with young women from the lower-middle to high-income segment and B2B2C with private providers and pharmacies.

Since our launch in Venezuela in March 2022, we have reached 1,800 users. There have been 200+ conversations with our Care Team, and feedback on the platform has been incredibly positive. With leading SRH organizations interested in supporting user testing and adaptation of Aya Contigo in Mexico and the US, we project to launch in these countries in Q4 2023. We are raising **7.5 million USD** in our seed round for 2023 - 2025 to invest in research, product development, and our team. With this, we will bring comprehensive medication abortion and post-care for abortions and miscarriage to Mexico and the US and expand our impact in restrictive settings in the larger Latin American region.

Vitala Global brings together a team of multi-disciplinary, collaborative, and mission-aligned leaders, of which 96% are female and >40% are Latinas. Leading Vitala is Roopan Gill and Genevieve Tam, ObGYNs with a wealth of international clinical and managerial experience in humanitarian settings. Roopan earned her medical doctorate from the University of Toronto and her Master's in Public Health from Harvard T.H. Chan School of Public Health. Genevieve earned her medical doctorate from the University of British Columbia and her Master's in Public Health from the London School of Hygiene and Tropical Medicine. We were recently featured in Forbes and endorsed by the WHO as 1 of 5 top innovations on comprehensive abortion care. We are a team that is poised to scale impact and revolutionize abortion and miscarriage care globally.