

alloy



**A RADICALLY HONEST,
HOLISTIC SOLUTION FOR
WOMEN'S HEALTH AFTER 40**

WE BELIEVE

women *over forty*



DESERVE

to feel fantastic

PROBLEM

But the
55 million
women

in **menopause in the
U.S.** are **not getting the
healthcare solutions**
they're looking for.

PROBLEM PART TWO

Women can't find the right solutions

- **20 years of misinformation** about post-reproductive health **since a misinterpreted 2001 study on the risks** of Menopausal Hormonal Treatment (MHT).
- That study, **the Women's Health Initiative** (WHI), created a large market for a wide range of **Complementary and Alternative Medicine** (CAM)
- **51% of women** use CAM to **treat menopause; no regulation or guidance**

PROBLEM PART THREE

Menopause is isolating and lonely

- Women crave community and validation and ***are ready to talk.***
- ***Gen X*** is first generation to have gone through life stages online (The Knot, Baby Center)
- ***Menstruation, fertility, childbirth, breastfeeding, postpartum,*** have all come out from under cloud of shame. Time for menopause!

I N T R O D U C I N G

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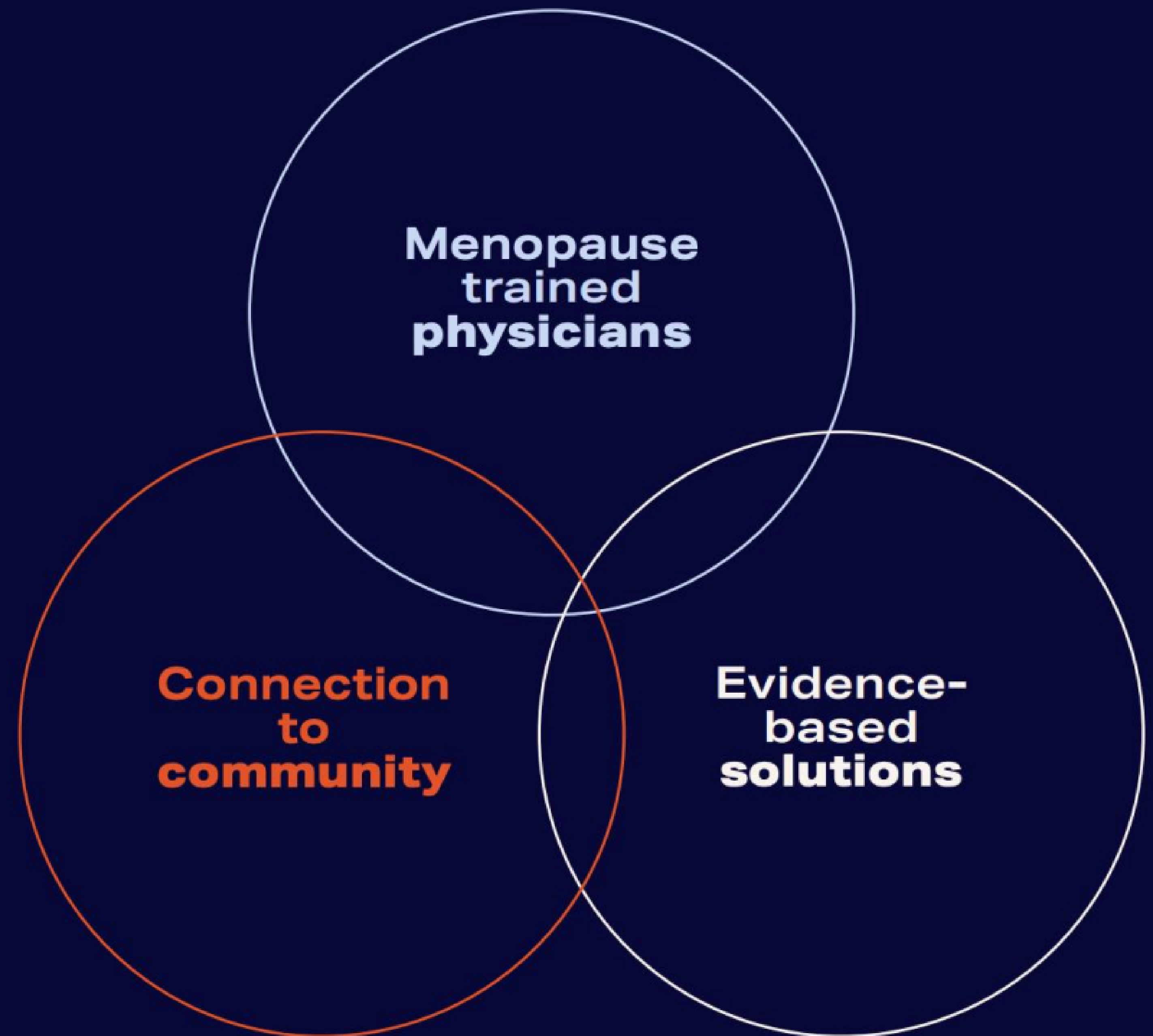
OUR PURPOSE

**We exist
to help
women age
healthfully
and feel
like their
*best selves.***



VALUE PROPOSITION:

Alloy
provides
holistic
solutions
to help
women
age
healthfully



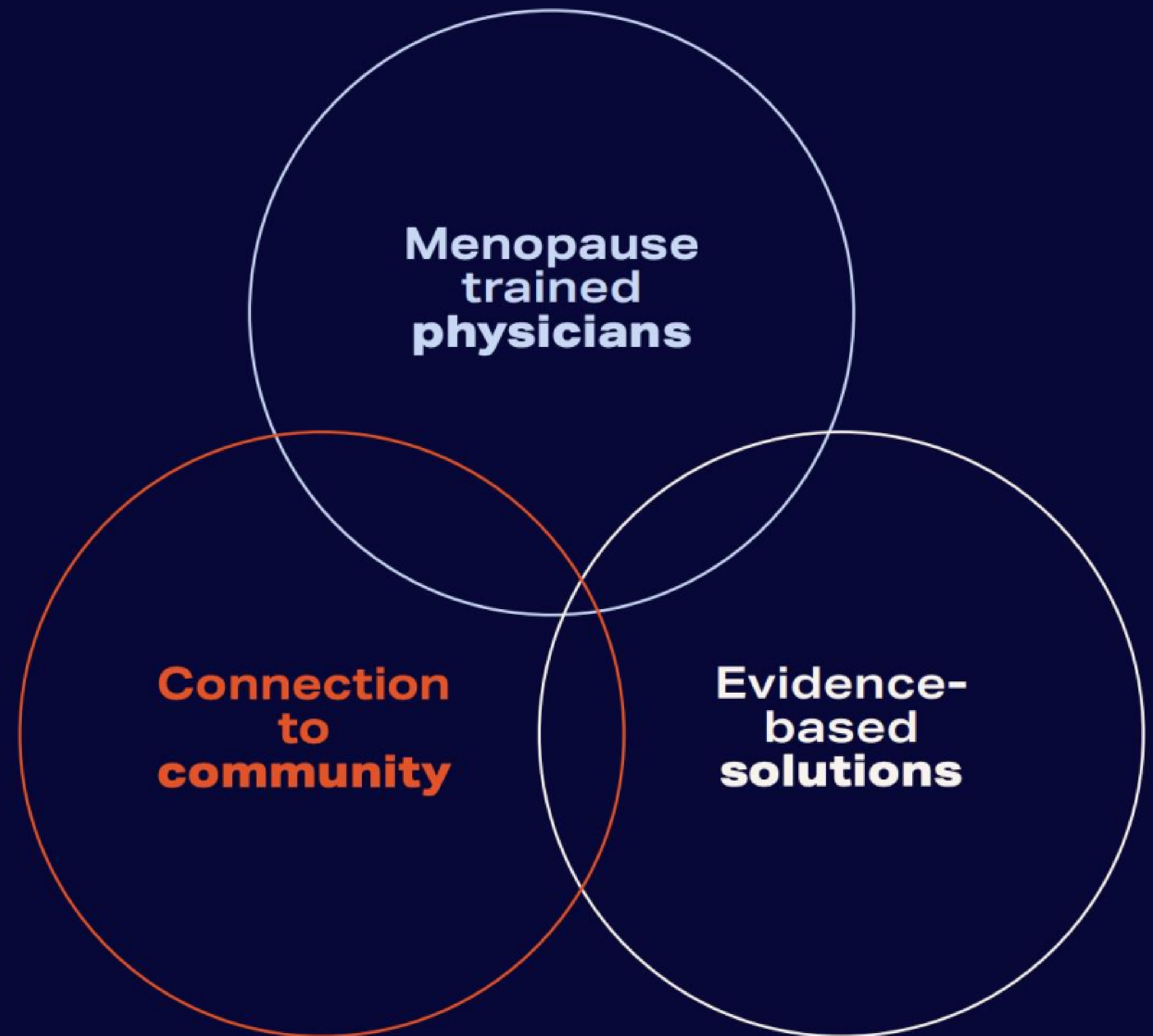
Alloy will be the trusted health partner for women over 40.

At launch we are
targeting the most
severe symptoms
of menopause:
hot flashes.



VALUE PROPOSITION:

Alloy
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The Alloy Offering

- 1. Take our quiz** or select products
- 2. Online** medical assessment
- 3. Receive** products at your door (prescriptions, OTC)
- 4. Ongoing** care (unlimited messaging with doctors) and community



Over 40? Don't feel like yourself? *We got you.*

Get safe, effective relief for the symptoms of menopause, perimenopause, and plain old aging. Personalized just for you, delivered right to your door.

[TAKE OUR QUIZ](#)

Feeling Better *Made Easy*

Three simple steps = a plan that works for you.



TELL US EVERYTHING

(Take the quiz.
5 minutes. We promise.)



GET YOUR PERSONALIZED RECOMMENDATION

(Based on science & your
specific answers. PLUS you can
speak to a menopause trained,
board certified physician.)



GET YOUR ALLOY POWER PLAN

(Delivered right to you.
Start feeling better pro

Nature Called *You're getting your life back.*

We believe that at our age, we've earned the right to feel fantastic. And there's A LOT of noise out there. So we've done the deep dive to figure out what REALLY works, and we're here to share it with you. Just the straight-talk, and science-backed solutions. So you can feel like yourself again.

[OUR PROMISE](#)

BUH-BYE
Mood Swings
Sleep Disruptions
Hot Flashes
Night Sweats
(and more)

[HOW IT WORKS](#)

YOUR QUIZ RESULTS

Lauren, sounds to us like you're in menopause.

Menopause is a natural biological process that every woman on the planet goes through. You've told us about what's bothering you most, and we're listening.

It's been 12 months or more since your last period. The estrogen levels in your body have decreased, affecting everything: your sleep, your mood, your weight, your hair and skin. And then there are the hot flashes. Don't even get us started on those...

We want you to know there IS relief to be found. And we know there's a lot of confusion out there about what to do. So, we set out to sort through all the noise, simplify the science, and get you the solutions you need. We have a lot of those solutions right now, and we'll have more to come soon.

THE ALLOY OFFERING **PART ONE**

Access to specially trained doctors

- **Sharon Malone, MD, ACOG, NCMP**, to guide treatment protocol
- A passionate advocate for access to menopause care for **ALL women**
- **All doctors on the Alloy** platform will be certified by the North American Menopause Society (NAMS)



THE ALLOY OFFERING PART TWO

Science-based solutions: **Estrogen**

- Plant based, FDA approved bioidentical **estradiol** (.5mg), micronized **progesterone**, estradiol patch, vaginal estradiol cream, low dose **mini pill** for perimenopause
- **Why Hormones?** Because they really work! For the majority of healthy women, **Menopause Hormone Treatment* is the safest and most effective solution** to the symptoms of menopause.

*The MHT Market Size is poised to reach \$39.6 Billion by 2027 Globally (Expanding at a CAGR of 7.7%.)



THE ALLOY OFFERING PART THREE

Community

- **Monthly Q&A sessions** with experts in women's health
- Regular **emails tailored** to stage
- Interactive **email questionnaires** using new platform partner
- **Voice & authenticity** of brand



Alloy Market *Differentiation*

- **Reach** We are the only **menopause telehealth solution** to ship prescriptions **nationally**
- **Price** We have a significant pricing advantage, launching with an offering that is **25%-75% less than competitors**
- **Convenience** We will be the **only online menopause company** to offer a comprehensive end-to-end solution (doctor, OTC + prescription) **delivered to your door**

Additional Market Opportunities

to serve the health needs of women over 40

Mental Health

- US post-pandemic mental health spending \$225B

Sexual Health

- US Sexual Health Market \$11B (CAGR 5.2%)

Exercise & Wellness

- US on-line fitness projected to be \$24B by 2027 (33% CAGR).

Expansion of OTC offerings

- US Supplement market size \$45 billion



Seed Funding Milestones

Scale Team

- 4 engineering, 5 marketing, 1 ops



Onboard by Q1 22

transition marketing and technology in-house

Launch Brand

- Launch social media and press campaigns



Build Brand Engagement

- Prove top of funnel engagement
- Newsletter sign-ups, build social following

Beta site live November 1

- Launch with prescription options and 1 proprietary OTC



Validate key metrics and financial model

- CAC, conversion rate
- Pressure-test platform integration

Advisory Board

in formation



Bobbi Brown

- Founder, Bobbi Brown Cosmetics, Evolution 18, Jones Road Beauty
- Beauty and lifestyle guru to all Gen Xers

Phyllis E. Greenberger, MSW

- SVP, Science & Health Policy for HealthyWomen.org
- Former President & CEO, Society of Women's Health Research (SWHR)



Alloy is part of the KAIROS^o family

A portfolio of brands across healthcare and financial services that focus on making life simpler and more affordable. We start by identifying the toughest problems and build products to solve them.

Simple & Affordable Fintech

Rhino BILT

Simple & Affordable Health

Cera⁺ little spoon. alloy

Cera Care, Rhino and Little Spoon's collective annualized revenue has tripled since this time last year— rising from \$78mm in 2Q20 to \$238mm in 2Q21. As of 2Q21 our fund is up 3.0x with \$71mm invested, with additional meaningful growth coming in 3Q21

Thank
you
alloy