

# MyPeriodTest

**Empower menstruating people to monitor their health with a home-test kit for period blood**

## The Project

Going to the doctor for a routine blood draw when you have a health condition can be inconvenient. This service must be provided regularly by your attending physician.

We offer a solution for menstruating people. Menstrual blood can be used to analyze parameters and provide information about the female body. It is a previously undiscovered resource, which will now be used diagnostically.

We are developing a home test kit for period blood. A disposable cartridge system is used at home to examine several parameters of a nutrient deficiency (such as vitamin B12 or iron) on a regular basis. The data obtained remains on the accompanying app and the user decides how to use it - e.g. to use further health applications. Fraunhofer technology is integrated into the (bio-)sensor, which efficiently measures the parameters from the period blood.

We are targeting confident, independent, and curious menstruating people ages 15-50 who like to be in control of themselves and their bodies. Our target group is interested in health and wants to be fit and full of energy to manage their everyday lives.

## The Team

**Location:** Fraunhofer IZI-BB (Potsdam) & MyPeriodTest (Berlin)

**Members:** Sabine Richter (Founder&CEO MyPeriodTest),  
Sebastian Kersting (Wissenschaftler IZI-BB)

**AHEAD Infos** Batch: 12/ 2023 Phase: 1 Track: Spin-off

## The Business Model

**Unique Selling Proposition:** Period blood as a diagnostic resource. Blood test without a needle. Self-determined testing and management of health data

**Unfair Advantage:** The testing of various health parameters in a familiar environment in about 15 min.

**Revenue Model:** Sales of home test kits, health consulting and further services

## Venture Readiness Level



## Technology Readiness Level



## The Side Facts

**Customer Focus:** B2C (B2B path also possible)

**Searching For:** Test group, pilot costumers as interview partner, clinical partner co-funder, (investors), (OEM)

**Industry Tags:** Health care

**Technology Tags:** Digital health care, medical devices, preventive healthcare, remote healthcare