codeXX

crack the code to your hormonal health!

Miriam Roček—CEO
MSc Management by Innovation
BA Graphic and UX/UI Design
Women's Nutrition Coach
miriam@codexx.health

Roman Sturzeis—CFO
MSc Management by Innovation
BSc International Business Administration
Athlete & Sport Science Student
hello@codexx.at

Aru Enfendzhyan—CTO
Fullstack Engineer App & Web
Front- & Backend Development

1st

AI based cycle coach that helps its users lower the burden of menstrual symptoms.

Competitive Advantage
1. The codeXX AI generates new data regarding menstrual symptoms and the best possible treatment so with every new user we can provide even better fitted resources (higher symptom relief) and also aim to conduct own studies about menstrual health with our own data while continuously improving our service.
2. first pro active cycle app that helps lower burden of menstrual symptoms
3. individual strategie for every user

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The mobile app codeXX provides scientific information and supports menstruators daily with individual resources (e.g. recipes for meeting changing needs, exercise videos, guided meditation) to restore hormonal balance. This way, pain and other distressing symptoms can be relieved naturally long term, rather than suppressed only briefly through medication.

That's our plan
To ensure the best outcome for each user, codeXX evolves through reinforced learning with each cycle. Based on scientific research, individual plans are created and continuously optimized with user input.

80% of menstruation people suffer severly from menstrual symptoms.

Market
More than 2 billion people worldwide are currently menstruating (age group between 15 and 55). Of these, around 40% use a smartphone every day, which narrows the number of people down to 800 million and thus provides the two basic prerequisites for using codeXX on a daily basis.

Competition
codeXX is innovative and unique due to the combination of many isolated approaches, some of which already exist in the market, in the areas of "cycle tracking" and "sports & nutrition coaches". codeXX develops holistic and mutually compatible solutions in the field of pro-active menstrual health, using learning AI to optimally customize and evolve the user's experience.
No existing app offers a complete program including resources in sync with the menstrual cycle—creating the necessary link between passive recording and pro-active influence.

Business Model
A subscription model is offered in two variations, always including a free month, which corresponds to a complete run through of the hormone cycle. This allows users to test the codeXX offer for an entire cycle, including all the different phases with the corresponding needsThe commitment of the subscriptions is six or twelve months, with the half-year subscription having a monthly price of 5.99€ and the annual model costing 4.99€ per month. Longterm there is a B2B model planned, targeting insurance providers as well as company health care and pharma industry.

Funding
Seeking Pre Seed: 250.000€

Use of Proceeds
MVP Development | BETA Testing

Revenue Forecast
24: 200.000€ | 25: 1Mio | 26: 3.1Mio

Positive Cash Flow/ Break Even
Q4 2025

Next Steps
DACH Market Entry | B2B Modeling

www.codexx.health