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#startupoftheday 165- FertilityDost

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Boosting fertility health naturally

Inception- 2016

Location- New Delhi

Domain- Healthcare

Founders- Gitanjali Banerjee and Purnima Sood

Total team strength- 12

Total funds raised- None yet

Investors- NA

Revenue generated since inception- Rs 70 lakh

Key highlights-

- Serving pan India with 40% users from Dubai, USA, Australia, Africa
- Planning to set up in Singapore and Australia by the end of this year
- To reach remote areas of India where information about infertility is rare
- Its main product , Map My Fertility, is an online screening tool that combines results from 11 fertility marker tests, behavioural patterns & lifestyle parameters to provide a Fertility health evaluation profile of the user. This is a proprietary algorithm in the research stage and haven't made it live yet
- Started the Fertility Coach Programme in 2020 in order to enhance natural fertility among couples
- Won the Do School, Germany First place award in 2019 for creating social impact. Out of 80 countries and 144 participants, Fertility Dost was awarded for empowering women
- Won a small grant & gold medal at WEE program in 2018 by Indian Institute of Technology Delhi & Department of Science & Technology
- Won a seed grant at Empower Acceleration program in 2019 run by Zone startups India & Bombay Stock Exchange
- Won a small grant and award for social impact by Techcamp in 2019 by US Public Affairs Department & Cultural Vistas
- Awarded for innovation and creativity on World IP Day by Enobe IP and WIFE powered by Startup India and DST in 2018

Founder Speaks-

"Till now around 1530 people enrolled in our Fertility Coach Program, 90% enrolled users achieved their fertility goals within 3 months of joining. We have 5 lac plus monthly reach from our digital footprint. By opting our program 200+ women successfully got pregnant.

With the new ART bill, Indian government is more focused on patient care during infertility treatment and this will bring more value to couples trying to conceive. There will be increasing demand for holistic and patient friendly tech enabled platforms to make virtual care a given practice."

- **Gitanjali Banerjee, Founder, Fertility Dost, New Delhi**