



R⁺OVE DIAGNOSTICS

A women-centric brand developing deep-tech integrated diagnostics to help deliver personalised solutions in the field of Fertility, PCOS, Menstrual health and Menopause.

“Transforming Women's Healthcare Through Technology”

AOCK Health Ventures Pvt. Ltd

Website: www.rovehealth.in

Email: aockhealth@gmail.com

Phone: +91 8169785654

OUR TEAM

Dr. Aditya Oswal (MBBS, Co-founder) -Expertise in pharmaceutical manufacturing. Leads product R&D, and regulatory strategy.

Dr. Chaitanya Kalra (MBBS, Co-founder)- Expertise in AI and Health Informatics. Leads operations and development of AI- driven insights.

MENTORS –

- Dr Bindu Gundaiah– MBBS, MS OBGY
- Dr. Falguni Pandya– Associate Professor, IIHMR Bangalore
- Dr. Katya Saksena – Public health consultant, MPH from Johns Hopkins
- Mr. Satish Narasimhan– Senior Vice President, HealthAsyst
- Mrs. Hemangini Pande – Business analyst, MBA from Michigan Ross



VISION & MISSION



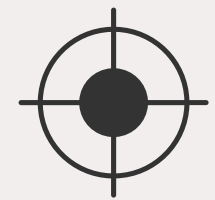
Vision

To empower every Indian woman with the ability to track, understand, and optimise her health through convenient, at-home solutions.



Mission

To bridge the silent health gap in women's health with clinically validated, trusted and accessible solutions.



Focus

From menarche to menopause through at-home solutions

PROBLEM STATEMENT

“Women’s reproductive health is a silent crisis”



Widespread Health Crisis

Over 20% of women suffer from PCOS yet 70% remain undiagnosed; 1 in 6 couples face infertility



Limited Access

High barrier to access care- specialist driven, expensive, low awareness and stigmatized.



Delayed Care

Many women normalize symptoms like cycle irregularity, pain, or mood shifts, delaying timely care.



OUR SOLUTION

“Comprehensive testing kit to decode your Cycle’s biochemical blueprint.”



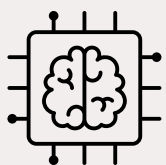
Non-invasive Diagnostic Kit

Urine-based at home testing for four essential reproductive hormones: FSH, LH, Estrogen & Progesterone



Lab grade results

Mobile application captures line intensity and provides a numerical value for the hormones



AI-Powered Analysis

AI model, pre-trained by expert doctors helps provide key health insights based on test results and elaborate questionnaires.



Comprehensive Health Monitoring

Fertility tracking, ovarian reserve, PCOS screening, menopause assessment & HRT tracking.

KEY INSIGHTS

- 5-day fertile window
- Ovarian reserve
- PCOS-screening
- Fertility screening
- Menopause detection
- Treatment monitoring

9:43

MIU miU/mL

FS — 7.8 mIU/L

LH — 23.5 mIU/mL

E3G 85 ng/mL

PdG 12,6 mg/L

✓ All lines valid

FSH LH E3G PdG control



Rove
HEALTH

PUBLIC HEALTH IMPACT



Boosting Health Literacy Nationwide

Education and awareness building via app content and community outreach programs to tackle widespread stigma.



Tackling Silent Health Crisis

Empowering 15 cr women to detect reproductive disorders early and seek care.



Reducing Healthcare System Burden

Early screening and detection will lower management costs and improve treatment outcomes



Diagnostics Beyond City Limits

Bringing clinical-grade testing to every home across India along with insights backed by experts.

SDG GOALS

3 GOOD HEALTH AND WELL BEING



5 GENDER EQUALITY



10 REDUCED INEQUALITIES



MARKET GAP

Category	Current solution	Our solution
FERTILITY	<ul style="list-style-type: none">• Expensive, time-consuming & invasive lab tests• Ovulation prediction - Qualitative (Yes/No)- LH detection.	<ul style="list-style-type: none">• Affordable, quick, at-home fertility assessment.• Ovulation prediction & confirmation - Quantitative multi-cycle trend analysis of LH and PdG levels.
PCOS	<ul style="list-style-type: none">• Doctor led PCOS risk evaluation via USG and blood tests - High barrier to seek care.• Treatment response evaluation based on subjective symptom resolution.	<ul style="list-style-type: none">• Self-administered, early flagging of PCOS risk by measuring elevated LH:FSH ratio - Low barrier.• Objective evaluation of treatment response by continuous mapping of hormone levels.
MENOPAUSE	<ul style="list-style-type: none">• Qualitative (Yes/No) FSH kit for menopause detection.• Regular clinic visits to assess HRT response - time, money and mental stress.	<ul style="list-style-type: none">• Multi-cycle quantitative FSH & Estrogen trend analysis.• At-home tracking of HRT response by monitoring Estrogen levels in real-time.

Unique Selling Proposition (USP)



India's First Multiplex Hormonal Test

The first 4-hormone at-home quantitative diagnostic for women's health



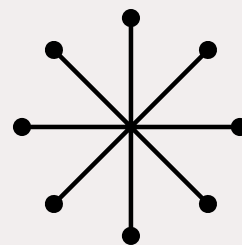
Doctor-Led Development

Clinically guided product architecture with deep domain expertise



Smart AI Integration

Our AI model, pre-trained by clinical experts provides actionable insights aligned with gynecological standards



Affordable, Scalable & User-Friendly

Designed for high accessibility, comfort, and daily use compliance

TECHNOLOGY OVERVIEW



Lateral Flow Assay (LFA)

Custom-engineered multiplex strip to detect four hormones on a single strip.



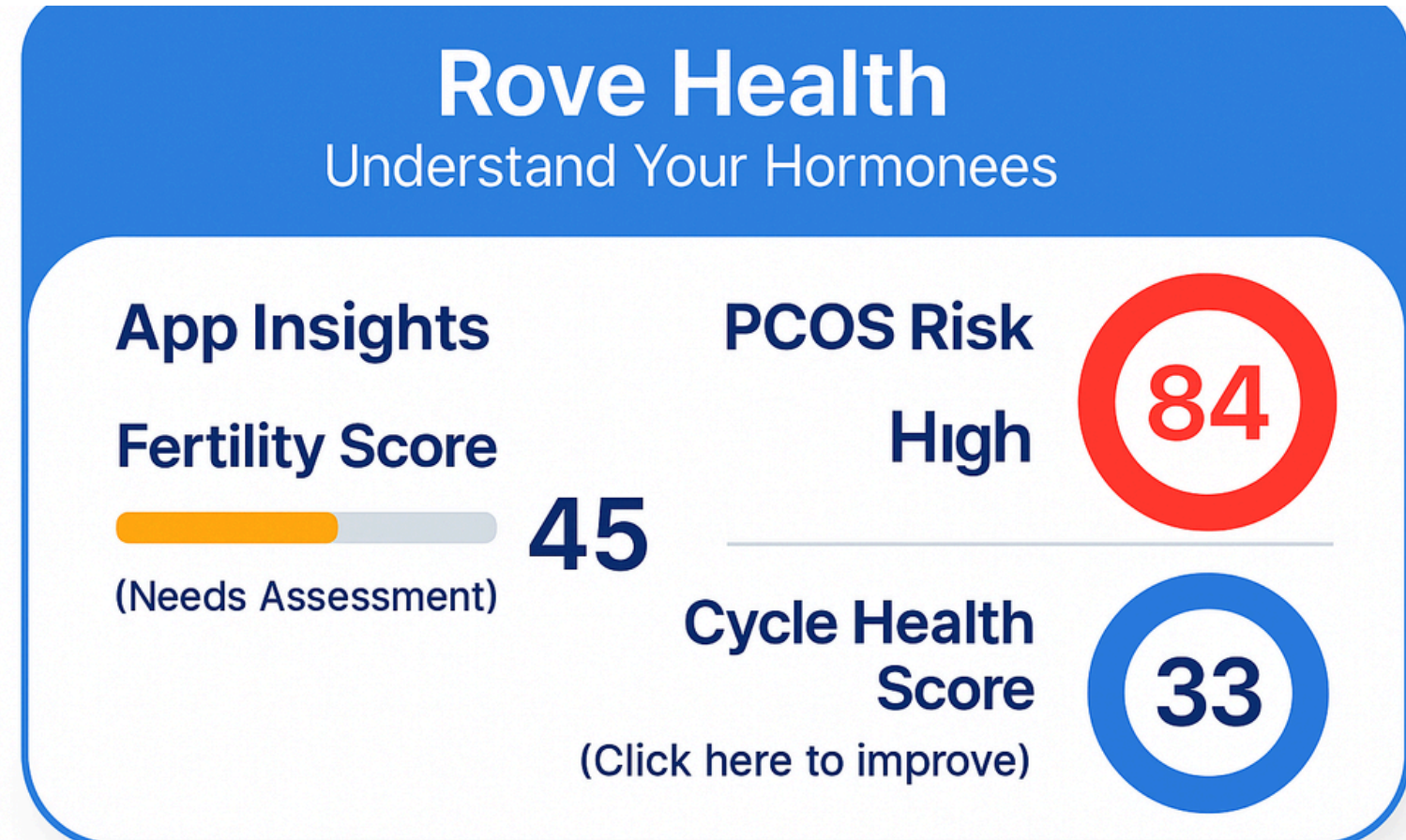
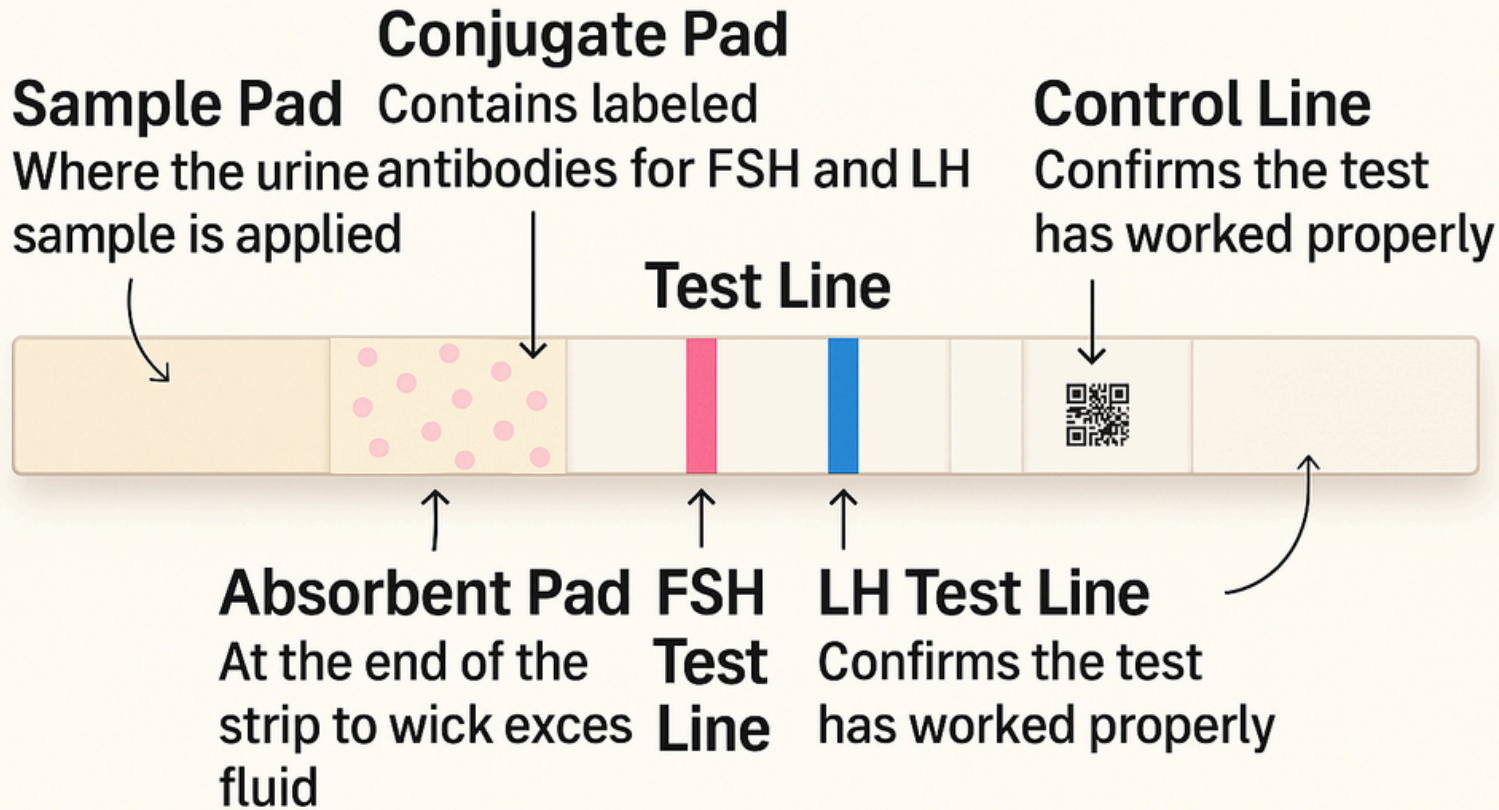
Mobile App Interface

Image capture and standardization, calibration curve converts line intensity to a numerical value for the hormone



Rove Algorithm

Translates hormone levels into clinical insights using pre-trained AI models validated by expert doctors



CURRENT STAGE

Scientific Validation ✓

Completed literature review, stakeholder analysis and established scientific validity.

Prototype development 🌸

Seeking active support for developing prototype of 4 analyte strip along with clinical insights.

Proof Of Concept ✓

PoC established for FSH & LH kit including tech that can quantify test line signal intensity.

TARGET MARKET

\$8.1 B

Total Available Market (TAM)

45 crore Indian women in
the reproductive age group

B2B Channels

Collaborate with gynecologists, IVF clinics, wellness centers, and
telehealth providers

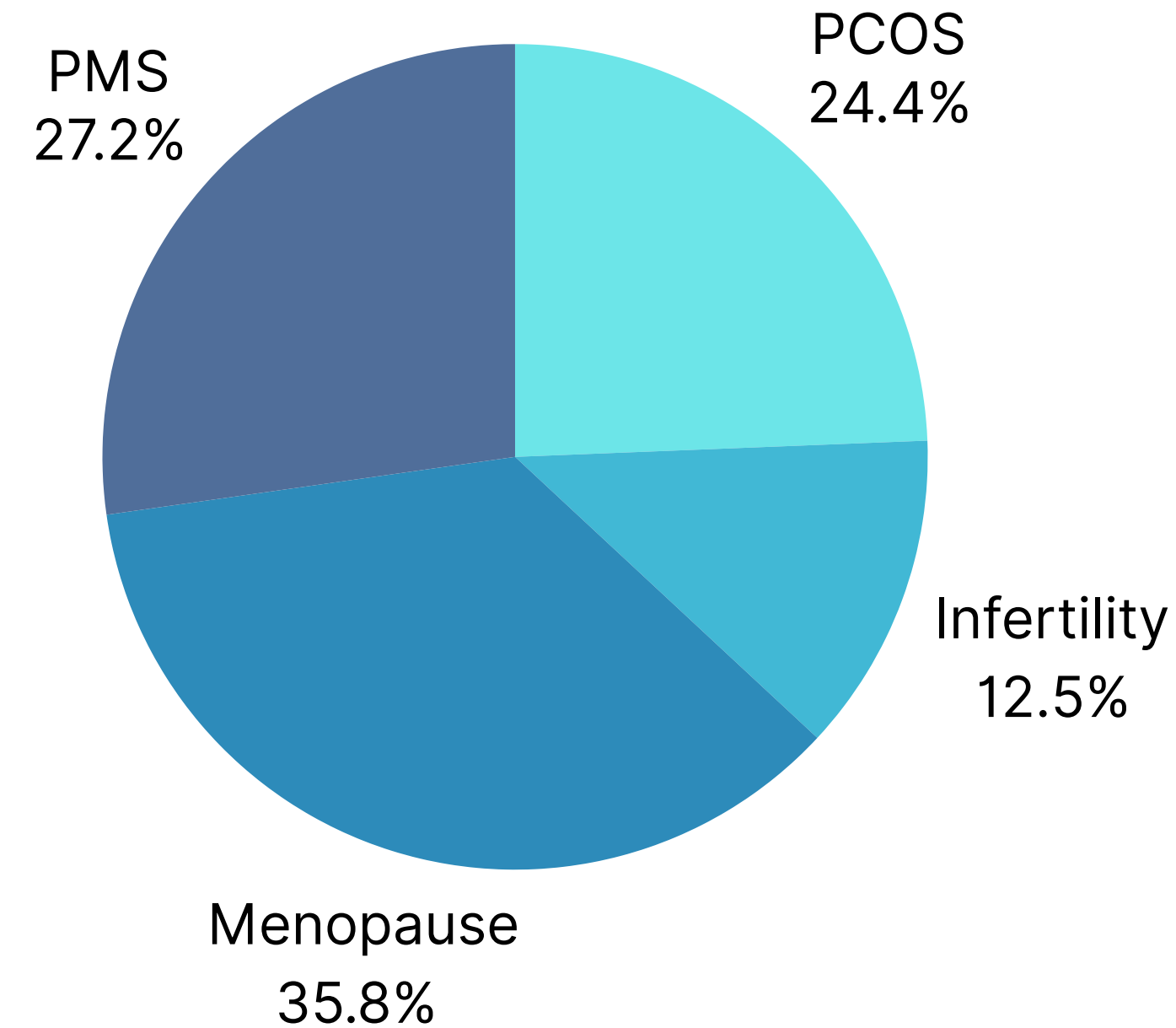
Ideal customer: Urban and semi-urban Indian women aged
18-50, digitally enabled, proactive about reproductive
health

\$3.9 B

Serviceable Available Market (SAM)

15 crore women suffering from
reproductive disorders

Disease burden in India ~15 cr women



TIMELINE & OFFERINGS

Timeline	Segments	Projected Revenue
Year 1	Launch of diagnostic kits. 3 SKUs - PCOS risk panel, Fertility monitoring kit & Menopause tracker	Rs 50 lakh
Year 2	Unified health platform, precision therapy, tele-consultation and diagnostic partnerships	Rs 2-3 cr
Year 3	Extensive marketing, launch diagnostic breakthroughs, integration of wellness experts	Rs 15-20 cr
Year 4	Horizontal expansion, Continuous R&D, Menstrual hygiene segment	Rs 50 cr+
Year 5	Explore commercial licensing and export opportunities	Rs 100 cr+

COMPETITIVE LANDSCAPE

Parameters / Competitors	ROVE Diagnostics	Piramal - iKnow	Mankind - OvaNews	Hospitals / Clinics
Non-Invasive Diagnostics	✔ Yes (Fertility, PCOS, Menses, Menopause)	✔ Yes (Ovulation-only)	✔ Yes (Ovulation-only)	✘ No (Blood tests)
Affordability	✔ High (Low-Cost POCT Model)	Moderate	Moderate	✘ Expensive
Comprehensive Insights	✔ Fertility, PCOS, Cycle Health, Menopause	✘ (Ovulation only)	✘ (Ovulation only)	✔ Broader, but less accessible
Competitive Advantage	Tech-enabled comprehensive diagnostics, clinical credibility.	Early brand trust	Mass market presence	Clinical credibility

COMPANY OVERVIEW

Aspect	Clinical Value
Unmet need	1 in 6 Indian couples face infertility; 1 in 5 women have PCOS (70 % undiagnosed); >100 M entering menopause—blood tests are costly and episodic.
Core product	Urine LFA strip + AI reader and insight app to quantitatively measure FSH, LH, Estrogen & Progesterone
Key use-cases	6-day fertile window, Ovarian reserve, Fertility assessment, PCOS screening; Cycle tracking; Menopause detection
Clinical payoff	Earlier detection, therapy titration from home, fewer scans/venipunctures.
Distribution path	Government screening programs for fertility & PCOS, OB-GYN/IVF clinics,DTC e-commerce,

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