



## **DEMO DAY COHORT 8**



**TANVEER SINGH**

CEO & Co-Founder, Sova Health



Solving Gut Health for India

# India: At least one customer per home

56% of Indian families report Digestive Health issues ...

29-May-2021 — The study found that more than 50 per cent Indian families report suffering from 2-3 digestive health issues. Gas, acidity, and indigestion were ...

*That's 600 million  
people*



# Large market with \$1Bn brands

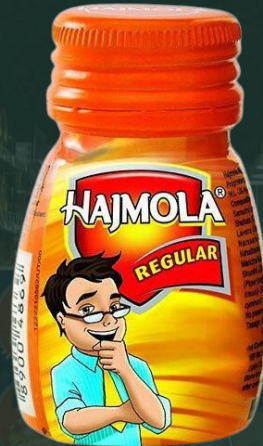
ACIDITY



ENO

Sales \$150m

MILD DIGESTIVE



Hajmola

\$50m

CONSTIPATION



Isabgol

\$37m

DAILY PROBIOTIC



Yakult

\$25m



# Ripe for Disruption



Temporary Relief



Unappetising



High Sugar



Dated

# The Answer: Highly Effective 21st Century Solution



Permanent Relief



Flavorful



Clean Label



New Age



# Experienced team of 15



**Tanveer Singh**

Co-Founder & CEO

2x Founder



Dr. Swaramya

Chief Medical Officer



Riya Jithu

Marketing



Dhaval Parekh

Inside Sales



Radhika Kothari

Product Manager



**Max Kushnir**

Co-Founder &

Chief Science Officer

Geneticist

# Full-Stack Gut Health Solution

Launched - May '23

## Microbiome Test



*Unlock Insights*

## Nutrition Coach



*Build Trust*

## Synbiotic Supplements



*Achieve Goals*

*A user can either opt for all 3 or choose as per their need*



# Pre+Probiotic Supplements for the Indian Gut Microbiome

Constipation relief

Bloating & gas relief

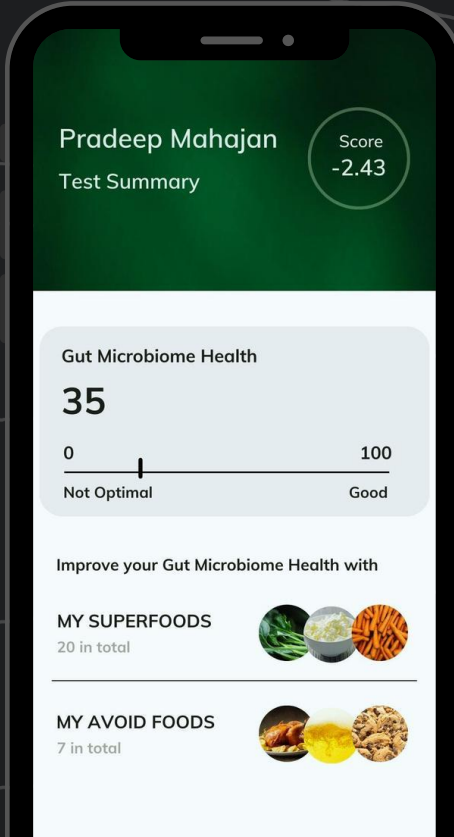
Diarrhoea relief

Fat burn support



Price/pack: \$7.5  
Price/Unit: \$0.50  
Gross Margin: 80%

# Gut Microbiome Test : Genomic sequencing



The Gut Microbiome Test

Price: \$120

Gross Margin: 40%



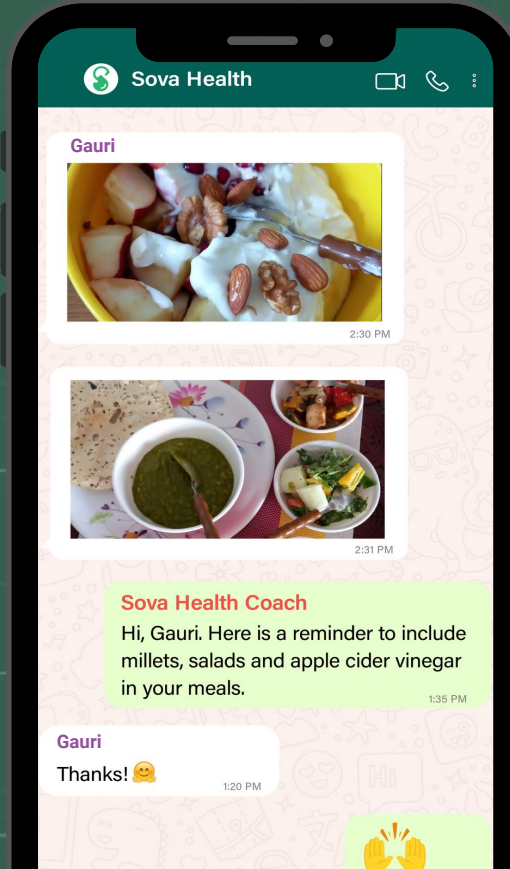
# Consult Domain Experts



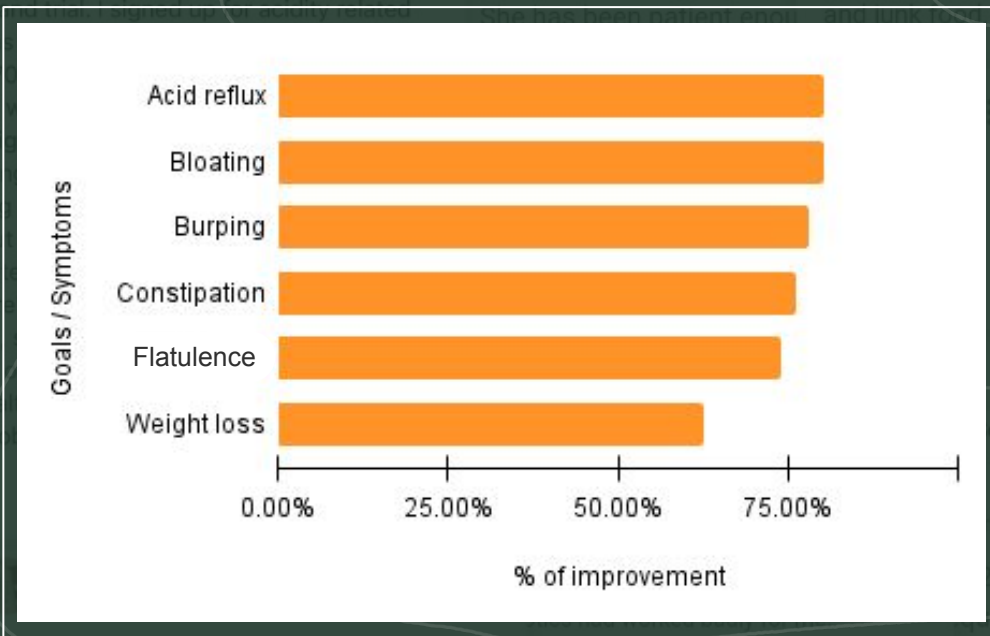
Guided Coaching Program

*Price:* Month \$37

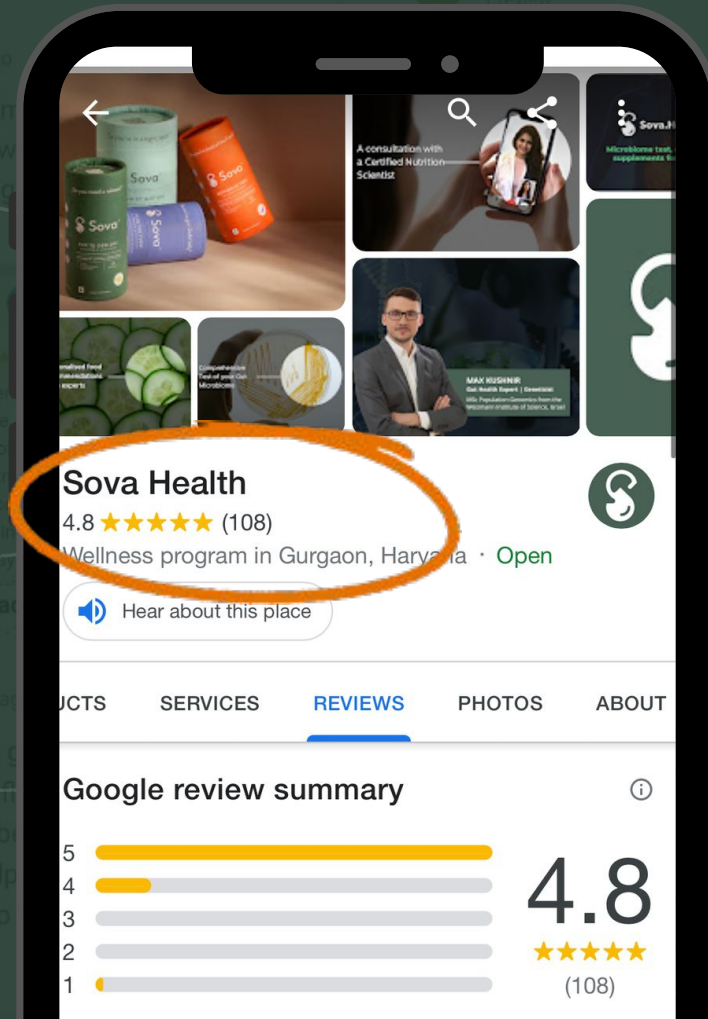
*Gross Margin:* 85%



# Effective & Popular

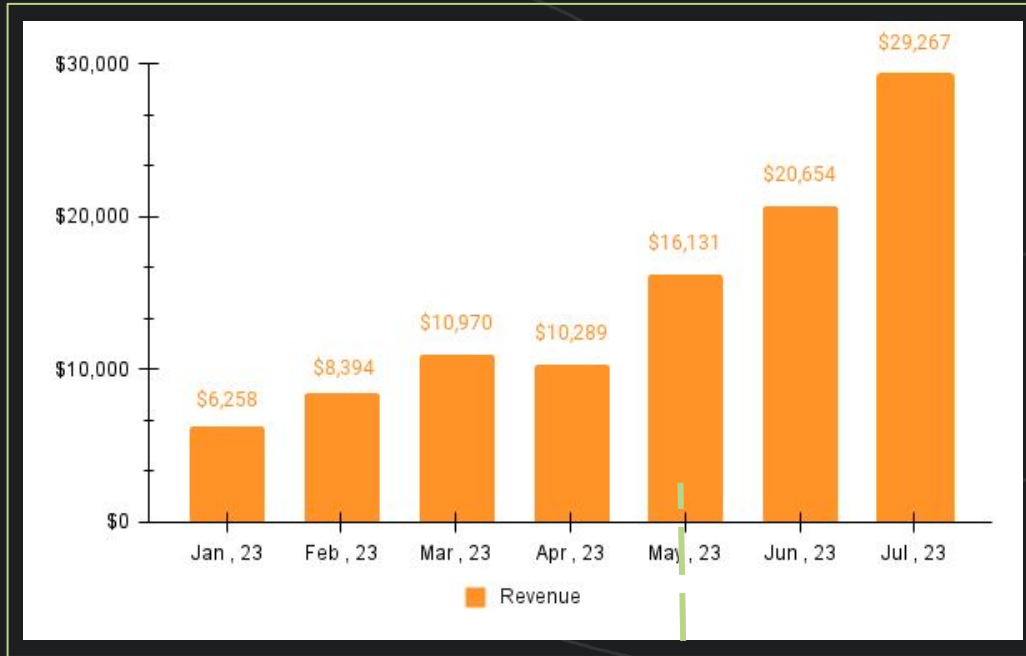


*Average Efficacy: 75%*





**\$350k annualized revenue; 300% growth in 3 months! CAC recovered in the first transaction**



## Highlights

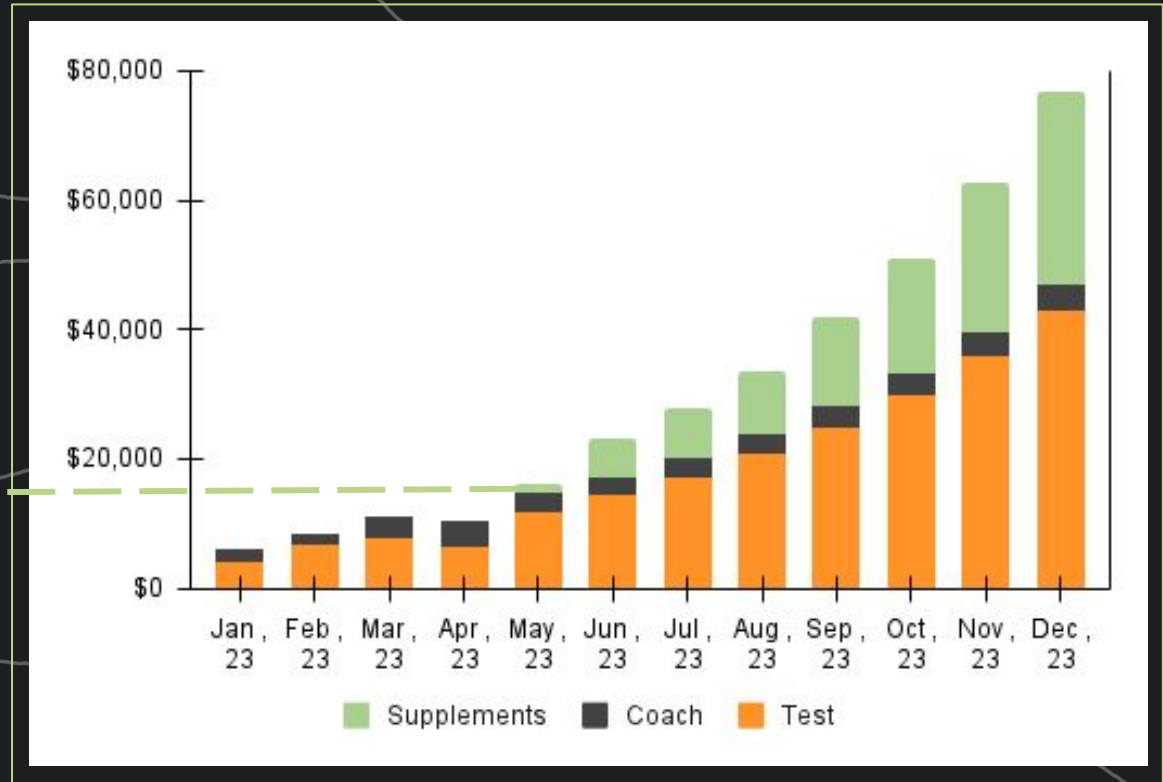
👤 1800+ paid users

📈 40% MoM Growth



Supplements  
Launch

# On track to hit **\$1Mn run rate** by Dec'23



Supplement  
Launch

# Sales via High Visibility Channels

 D2C  
Brand Website



 D2C  
Marketplaces



 Brand Partnerships & Influencers




 Pharmacies



 Supermarkets



 Offline Experience Clinics &  
Sports Performance Centres



PHASE 1

PHASE 2



# Companies like Sova are scaling fast globally, but there's a clear gap in our region.



Viome Life Sciences  
Announces \$67 Million in  
Funding towards Series C  
Financing Round

Precision Nutrition Startup  
DayTwo Raises \$37M

**Digital gastrointestinal care  
startup Salvo Health launches  
with \$10.5M**

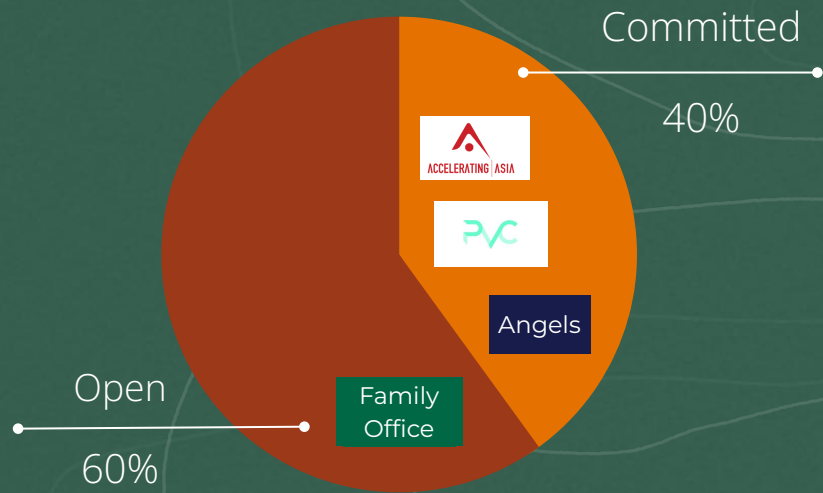
The company offers a virtual clinic for people with chronic gut conditions like irritable bowel syndrome and gastroesophageal reflux disease.

Digbi Health Raises \$5.4 Million  
in Series A Funding to Reverse  
Obesity and Associated  
Inflammatory Digestive and  
Skin Illnesses

# Untapped Potential of Skin & Oral Microbiome



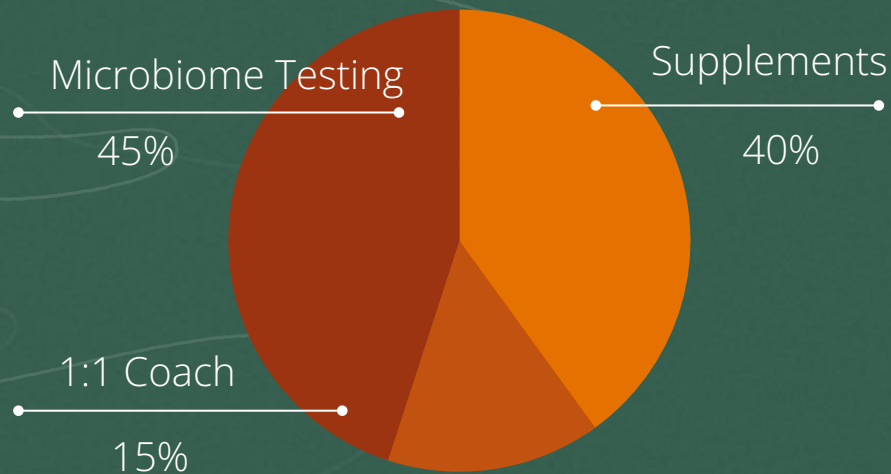
# Raising \$500k to hit \$1Mn revenue run rate



💰 Revenue: \$30,000 / month

🛒 Orders: 689 / month

Current Round - Jul'23



💰 Revenue: \$83,000 / month

🛒 Orders: 2700 / month

Series A - Dec'23



# Join these leading global investors:

## Institutional Funds



Goodwater

Goodwater  
Capital US



Practical  
VC US



Antler  
Singapore



Accelerating Asia  
Singapore



CIIE.CO  
India



Brinc  
Hongkong



Artesian  
Australia

## Angel Investors (CxOs)



## Angel Syndicates



Lets Venture  
India



Stanford Angels  
India



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