



# SHE.Health

**The new standard in women's health:  
integrated hybrid clinics, 24/7  
telehealth, and AI-driven, personalized,  
preventive care.**

Teaser | October 2025

# Summary

**SHE.**Health

## Integrated care, powered by research, amplified by impact.

Women's health has been underfunded, under-researched, and underserved for too long. We exist to close this gap, capturing the \$3.7 trillion global market with an integrated data-driven hybrid platform that scales globally and adapts locally.

Our three-pillar ecosystem - specialized clinics & telemedicine, *FemTrials* research, and the *SHE Health Foundation* - delivers diversified revenue streams and unassailable market positions.

AI-driven insights and scalable innovations unlock valuable health data and superior outcomes; redefining women's health and creating exponential stakeholder value.

**SHE.**Health Foundation

### Healthtech



### R&D



### Diagnostics



### Knowledge



# The Problem & Our Solution

## PROBLEM



Fragmented care



Long wait times



Gender health gaps



Hospital-centric model

## SHE SOLUTION



Integrated care



AI triage



Multidisciplinary female teams



## The Challenges

- ❗ Women face later diagnoses across 700+ diseases
- ❗ Higher adverse drug reactions
- ❗ Long wait times and fragmented care pathways
- ❗ Healthcare system built for/around men
- ❗ Higher costs, longer cycles and unnecessary early mortality.

## SHE's Approach

- ✔ Digital-first + focus clinics model with insured and private care
- ✔ AI triage and virtual care first, as basis for personalized medicine
- ✔ Multidisciplinary female medical teams
- ✔ End-to-end women's health relationship
- ✔ Expanded access, lower costs, faster diagnosis, personalized care and better outcomes.

# Business Model

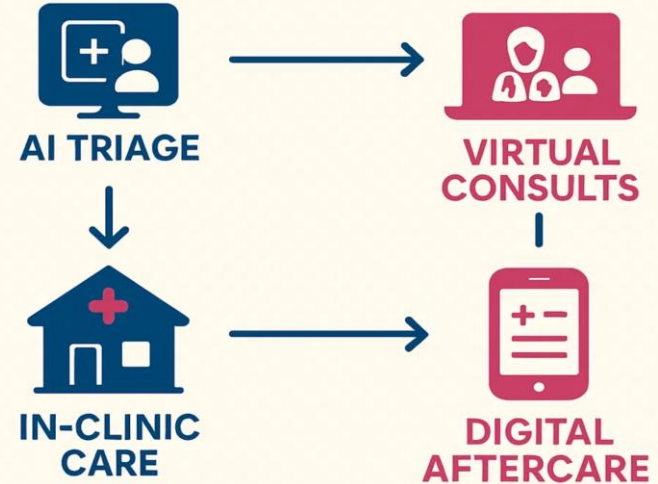
## Key Performance Drivers

 <b>Productivity:</b> 4 patients / hour	 <b>EBITDA:</b> 18 – 45%
 <b>Margin lift:</b> 300-500 bps	 <b>Volume:</b> 14 - 42K patients / clinic

## Revenue Streams

 <b>Diagnostics:</b> €640 avg	 <b>Treatments:</b> €1,280 avg
 <b>Surgery:</b> €3,200 avg	 <b>Subscriptions:</b> €240 - 3,000 / yr

## HYBRID HEALTHCARE BUSINESS MODEL



# Market Opportunity



## Global Potential

**Conservative TAM:** US\$ 61.6 billion (2025)

**Central TAM:** US\$ 104.3 billion (incl. 15% of telehealth)

**SAM:** US\$ 55 billion

**Femtech:** Projected to more than double by 2029

  
**TAM**  
**\$61,6B**

**Women's Health  
and Femtech**

  
**\$55B**

**Femtech Doubling  
by 2029**

## The Netherlands Focus

**Healthcare expenditures:** €113.5B in 2025

**TAM:** €20.8B across hybrid women's health

**SAM:** €695M addressable by SHE's current scope

**SOM:** €124M near-term via existing channels

# Unique Value Proposition



**SHE outperforms competitors by delivering a full-stack, life-course women's health platform - integrating AI-driven diagnostics, hybrid clinics, multidisciplinary care, and personalized data insights - while others offer narrow, fragmented point-solutions with no end-to-end outcome ownership.**

## For Women, by Women



All-female clinical teams creating a comfortable, secure environment for intimate examinations and treatments.

## One-Stop-Shop



Single point of contact for all women's healthcare needs through multidisciplinary integrative medicine approach based on integrative medicine.

## Life-course oriented



Care tailored to women's life stages from puberty and menopause to old age, serving women aged 12-80+ with targeted approaches.

## Science, Humanities, Education & Arts



Interdisciplinary ecosystem extending beyond medical care to address structural disadvantages in women's medicine.

# Science, Humanities, Education & Arts

**Science** — Gender-conscious research, SHE Women's Health Labs, real-world data collection

**Humanities** — Ethics, narratives, SHE Healing Archive, women's stories

**Education** — SHE Health Academy, medical training, professional development

**Arts** — Artist residencies, 100+ art collection (17th century – modern art), workshops, performances



# Multidisciplinary Services



Cardiology



Gynecology



Psychology



Early  
Diagnostics



Dermatology



Lifestyle  
Medicine



Orthopedics



Sexuology



Urology



Breast care & breast  
implant issues



Internal  
Medicine



Weight  
Management



Gender  
dysphoria



Preventive  
care

**TELEHEALTH – PREVENTION – DIAGNOSTICS – TREATMENTS – SURGERY – CHECK-UPS – ON-GOING CARE**

**Note:** We are starting our multidisciplinary medical operations with gynecology, internal medicine, urology, cardiology, psychology, dermatology and lifestyle medicine. Based on achieved KPI's, we will expand step by step with other medical disciplines.

# Competitive Matrix

Provider	Care Level	Medical Disciplines	Delivery Model	Female Physicians	Multi-Omics Diagnostics	Age Range
SHE Health	Secondary	25+ Disciplines	Clinics + Virtual	100%	Yes	12-80+
Maven Clinic	Primary+ Secondary	Reproductive Health Only	Virtual Only	Mixed	No	Family
Tia Health	Primary	Primary Care + Gyn	Clinics + Virtual	Mixed	No	18-80
Visana Health	Primary	OB-GYN Endocrine	Virtual Only	Mixed	No	18-65
Flo Health	Self-Care	Tracking Only	App Only	N/A	No	Women
Ro Health	Primary	Multiple Conditions	Virtual Only	Mixed	No	Adults
Midi Health	Primary	Menopause Only	Virtual Only	Mixed	No	40-65

# Traction & KPIs



**Roll-out**

**4 Clinics**

Ready to be opened in the Netherlands



**Telehealth Capacity**

**10+ Million**

Scalable client capacity



**Clinic Volume**

**14,000 - 42,000**

Patients annually per clinic



**Utilization Target**

**85 - 100%**

By service line



**Research and Development**

**€4.2M**

Invested YTD in R&D, MVP, PoC, and technology



**Time-to-Diagnosis**

**Shortened**

Through AI triage, multi omics modules & direct access



**Patient Experience**

**High NPS**

Patient-first approach



**Website Traffic**

**300,000+**

Unique visitors, 84% organic, 2,000+ webpages

## Sustainable Development Goals

SHE Health Clinics makes a structural and active contribution to helping achieve four United Nations SDGs: SDG 3 (Good Health and Well-being), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), and SDG 10 (Reduced Inequalities).

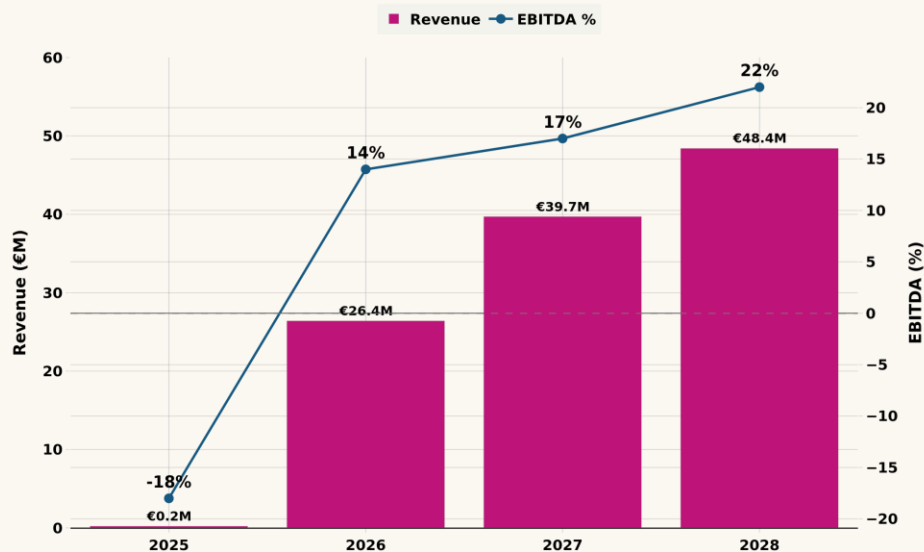
SDG 3

SDG 5

SDG 8

SDG 10

# Financial Projections | First 4 Clinics NL



YEAR	REVENUE (€M)	EBITDA (%)
2025	0.2	-/- 18%
2026	26.4	+14%
2027	39.7	+17%
2028	48.4	+22%



## Rapid Growth

From €0.2M to €48.4M revenue with first 4 Dutch clinics in just 3 years; demonstrating strong market demand. 15 clinics = >€100M



## Healthy Margins

EBITDA margins increasing from 14% to 25% as operations scale and mature.



## Sustainable Model

Diversified revenue streams from insured care, self-pay, and B2B/B2C subscriptions.

# Team Summary

Our experienced and balanced team combines deep expertise in healthcare, technology, finance, and operations to drive SHE Health Clinics' mission of transforming women's healthcare globally.



**Dorine Verwoerd**

**Managing Director**

Experienced leader with background at Sara Lee/Douwe Egberts. Previously managed 220+ employees as COO/CFO.



**Dr. Khansa Soufidi**

**Medical Coordinator & Gynecologist**

Senior gynecologist trained at University Hospital Leuven. Experience at Antoni van Leeuwenhoek Hospital and UMC Utrecht.



**Marlot Peters**

**PA Gynecology & Clinic Manager**

Founder Women's Fertility Clinic, family physician and obstetrician, specialized in gynecology, fertility and ultrasound diagnostics



**Dr. Sylvia Dermout**

**Women's Health Expert**

Physician, diver doctor and psychosocial therapist (formerly gynecologist). Founder of Gynaecologic Center Dermout & Albicher.



**Patrick Driessen**

**Founder & Chairman**

Serial entrepreneur with 30+ years in healthtech. Former executive at Dell, HP, and Visma. Launched his first medtech venture at age 14.



**Paul Brouwers**

**Co-Founder & Business Counsel**

Founder of Brouwers Advocatuur, a niche corporate law practice supporting entrepreneurs and growth transactions.



**Bart Jaarsma CA**

**Chief Financial Officer**

Accomplished CFO and chartered accountant with extensive experience guiding organizations through growth and transformation.



**Cherif van Dam**

**Web & IT Manager**

Senior software developer specializing in digital platforms, AI-driven agents, and secure telehealth systems.

# Governance & Strategic



**Willem Koelewijn**

**Chairman, Supervisory Board**

Seasoned healthcare entrepreneur and board director with extensive leadership experience in specialized medical care. He co-owned and served as COO of Bergman Clinics, the largest clinic organization in the Netherlands. In 2021, he advised Swedish-German investor Triton on the successful acquisition of Bergman Clinics. Willem currently holds multiple supervisory board positions in healthcare and brings deep expertise in strategy, governance, and scaling healthcare organizations.

- **Supervisory Board:** Chaired by ex-COO/owner of Bergman Clinics, supported by two experienced senior female healthcare leaders.
- **Advisory Board:** Senior leaders and experts in healthcare, brand building, operations, ICT, science, education and bioscience.
- **Regulatory Compliance:** WTZa admission, AGB codes, NEN7510 and MDR CE compliant EHR, strict GDPR governance, ISO application.
- **Quality Assurance:** Clear roadmap for audits, ISO-grade processes, and clinical safety accreditations.

## Strategic Partnerships

- **Healthcare Institutions:** 30+ international partnerships with leading university hospitals, Medtech, labs, Health tech, and bioscience organizations.
- **Global Health Organizations:** Partnerships with Teladoc Health, Bupa, UN Women, WHO, WEF, and various NGOs opening doors for cross-border expansion.
- **Research & Development:** SHE Health Foundation + FemTrials create compelling propositions for governments, bioscience and pharma through scientific research and clinical trials.
- **Government Relations:** Multiple countries requesting SHE Health Clinics to establish presence, including UK, Germany, Morocco, UAE, Qatar, Oman, Saudi Arabia, Singapore, Vietnam, Japan, and Australia.
- **Technology Partners:** EHR/EPD stack providers, CRO/FemTrials collaboration, and specialty healthcare partnerships that amplify pipeline and referrals.

# Global Expansion

**SHE Health Clinics** is positioned for strategic international growth across four key regions, with a clear roadmap for telehealth, clinic and hospital development supported by strong partnerships and government interest.

## Phased Roll-out Planning

- **2025 - 2026:** Strong Netherlands presence, expand to Germany and UK.
- **2026 - 2027:** Enter France, Spain, UAE, Saudi Arabia, USA
- **2027 - 2030:** Expand to remaining target countries across all regions.

## Global Growth Outlook

- **193+ clinics:** € 6.5m average revenue/clinic
- **29+ women's hospitals:** € 50.5m average revenue/hospital
- **€ 2.7+ billion** in total annual revenue
- **€ 434m** ebitda at 16%
- **€ 543m** ebitda at 20%
- **€ 598m** ebitda at 22%

\* C = Clinics  
\* H = Hospital (women only)

### Europe

NL <b>The Netherlands</b> (15C, 1H)	DE <b>Germany</b> (22C, 2H)	GB <b>UK</b> (20C, 1H)
FR <b>France</b> (10C, 1H)	IE <b>Ireland</b> (4C, 1H)	ES <b>Spain</b> (12C, 1H)

### Middle East & North Africa

AE <b>UAE</b> (2C, 2H)	SA <b>Saudi Arabia</b> (4C, 2H)	MA <b>Morocco</b> (4C, 1H)
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### Americas

US <b>USA</b> (30C, 4H)	CA <b>Canada</b> (10C, 2H)
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QA **Qatar** (1H)

OM **Oman** (1H)

### Asia Pacific

SG <b>Singapore</b> (2C, 1H)	AU <b>Australia</b> (6C, 1H)	TW <b>Taiwan</b> (6C, 1H)
JP <b>Japan</b> (20C, 2H)	KR <b>South-Korea</b> (10C, 1H)	VN <b>Vietnam</b> (8C, 2H)

# Join Our Mission

Transforming Women's Healthcare Together

At present, no other organization worldwide offers the same integrated (AI-driven) blended care model for women's health as SHE Health Clinics: comprehensive digital and physical care, with AI triage, personalized medical pathways, multi-omics, DNA-profiling, personalized supplements, proprietary clinics, and a broad ecosystem under a single brand and digital platform.

Many major players offer individual components of this model, but not the full integration and scope. We are therefore at the forefront of building an 'all-in-one AI-driven women's health ecosystem' that is fully controlled, both digitally and physically, from a single brand and infrastructure.

SHE Health Clinics targets rapid scaling to become a billion-dollar healthtech leader in women's care. Investing in SHE offers entry into the growing femtech and women's health market with a differentiated, tech-enabled, patient-centric care model. Current funding supports expansion of clinic locations, technology development, and marketing to accelerate adoption and impact.

## Investment Opportunity

€ **Series-A:** €10M (Q4 '25) in convertible loan / equity

📌 **Ticket size:** €250K – €10M

📈 **Breakeven:** <12 months per clinic

🌐 **Operational:** €0.5M – €3M capex per clinic

🏠 **First 4 clinics:** Opening Q4 '25 – Q2 '26

€ **Use of funds:** Medical equipment, IT, R&D, marketing, and working capital.



[Schedule a meeting](#)



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