

Description in the newsletter

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Meet **WEMPO**,
the award-winning project of our Grand Pitch Night !



Meet WEMPO, the award-winning project of our Grand Pitch Night ! If you are interested in the menopause market, which is worth \$600B, here's [their interview](#) about their startup. Don't forget to visit [their website](#) and [watch their pitch](#) !

Website link if hyperlink doesn't work : <https://www.hellowemipo.com/>

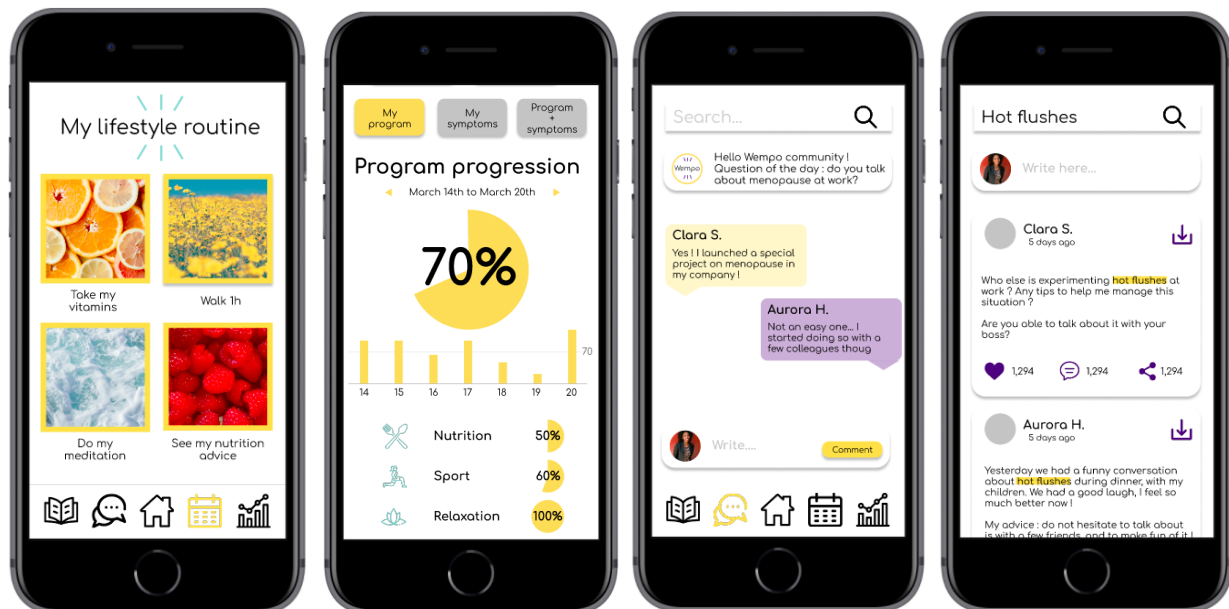
Pitch link if hyperlink doesn't work : <https://youtu.be/fcifdtDTvW4>

Interview

1. What is Wempo ?

Wempo is an app to help women deal with menopause from home. The app provides women with

1. personalized lifestyle advice aiming to reduce their symptoms (nutrition, physical exercise and relaxation advice)
2. a strong community to enable them to feel less alone during this transitional period



The global menopause market has recently been evaluated at 600 billion USD, however, today, in France, there is simply no digital solution to support women. Awareness is growing quickly, so we believe now is the right moment to start a movement in France. We want to make Wempo the first and biggest player in the French market, before moving on to the European market.

Wempo's strengths, today, are the timing, market size, a strong differentiation strategy (through personalization, consistent follow-up and above all its community !) alongside our pluridisciplinary team!

2. Who is the team?



We are three young and ambitious women, passionate about women's health. We're a very complementary and international team, which brings fresh and diverse perspectives on every aspect of the project, daily!

We bonded discussing innovations in health during the masters we're currently following, X-HEC Entrepreneurs. We've been working on Wempo full time for the past three months, and plan to continue after our master ends.

Jane, our CTO, is French and Canadian, studied computer science at Telecom Paris and business at HEC. She's worked on a wearable wellness device at EssilorLuxottica, done drug discovery research at Aalto University in Helsinki, and helped Padoa build the health-at-work software of tomorrow as a data engineer.

Hahyeon, our COO, is Korean. She has studied at Ewha Women's University and at HEC, majoring in biology and business. She has experience in healthcare consulting at IQVIA, working as a digital transformation advisory, and in entrepreneurship in Prisma Media, working at the Demain startup incubator after winning the HEC Business Game.

Mathilde, our CEO, is French. She has studied at AgroParisTech and HEC. She has worked as a healthtech startup companion at BpiFrance, a famous investment bank for startups and had a first experience in a startup where she worked on fundraising and business plans.

3. How advanced is the project and what are the next steps ?

Our current priority is to build a community of women who can help us develop our product and perhaps be our first users one day. After only a few weeks, we have 600 women in our mailing list, 100 women in our closed Facebook group, and 200 followers on Instagram. To make our community grow, we are currently launching visibility events like online support groups for menopausal women which we're co-organizing with French key opinion leaders.

In parallel to this, we have been working hard on designing our product. We are continuously improving the flow and design of our app prototype (visuals) through tens of user tests with women in our community.

We're currently testing a low-tech version of our product made of pdf programs and monitoring through Facebook and Whatsapp groups. We've been following 24 women for two weeks now, and plan to launch the second batch of our next low-tech prototype in two weeks, when the first one ends.

To build our game-changing product and make our community grow quickly, we are going to raise funds. We estimate our pre-seed round needs at 300 000€, for 18 months.

If Wempo sparks an interest and you'd like to know more about it, participate in a user test or just talk about Wempo and menopause, please reach out! We'd love to chat!

You can learn more about our project at <https://www.hellowempo.com/>, and about menopause in general on our instagram account <https://www.instagram.com/wempo.menopause/>

Or message us on LinkedIn :

Jane DOUAT : <https://www.linkedin.com/in/jane-douat/>

Hahyeon Park : <https://www.linkedin.com/in/hahyeonpark/>

Mathilde NÊME : <https://www.linkedin.com/in/mathilde-neme-332667154/>