



# Eve Fertility

*Building the affordability layer of fertility care in APAC*

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HKSTP Backed

Pre-Seed Open · \$400k

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*“IVF felt like a luxury we couldn't afford. IVC gave us a real chance, now we're holding our daughter.”*

— Parents via IVC, Malaysia



# The Problem Eve Fertility Solves

**70%**

of Malaysian couples are effectively priced out of traditional IVF.

**\$230M**

Market gap in Malaysia alone due to lack of affordable options.

The Massive Accessibility Gap



**40,000+** cycles needed per year, but only **12,500** completed in 2024. The **\$11,000 average IVF cost** represents 1 to 3 years of M40 household income. Most families simply cannot afford to try.



# A Multi-Billion Dollar APAC Market Driven by Demographic Urgency

**\$16B**

**APAC Market by 2033**

Growing at 10.9% CAGR (Faster than US/EU)

**80%**

**Sub-replacement TFR**

APAC countries below 2.1 fertility rate

**75%**

**Unmet Demand**

Couples unable to access treatment today

## Why Act Now?

- 📈 Infertility rising: 1 in 6 couples now affected globally.
- ⚠️ Government urgency: Mandates for affordable solutions.
- 📄 EPF coverage expanding: Account 2 now covers IUI/IVF/ICSI.

## The Structural Gap

- 👤 Severe embryologist shortage: Most APAC countries have <100.
- 🏗️ High CapEx: Traditional IVF labs cost \$1.2M+ to build.
- 🌐 Demographic crisis: Declining birth rates are a national priority.



# Eve Fertility Solving Affordability with IVC Technology

## CYCLE COST

**\$1,900 – \$2,500**

vs \$11,000 for IVF

## CENTRE CAPEX

**\$352k Build-out**

vs \$1.2M+ for IVF

## TALENT EFFICIENCY

**2 Embryologists**

Per 2,000 cycles (vs 11 for IVF)

## Intravaginal Culture (IVC) — The Natural Incubator



### 1. Preparation

Eggs & sperm placed in the IVC device under controlled conditions.



### 2. Incubation

Device placed in vaginal cavity for natural incubation.



### 3. Retrieval

Device removed after incubation period (typically 3-5 days).



### 4. Transfer

Embryo transfer to uterus; remaining embryos can be frozen.



# Settled Science: 37 Years of Clinical Proof



IVC is clinically proven, but was historically pushed in mature premium markets (US/EU). **Eve Fertility is scaling this proven technology** for less-resource settings, unlocking the massive, unserved market in APAC.

Sources: IVC technology has a long history of clinical use (Ranoux 1988; Doody 2016; etc.)



# Executed by Veterans with 40+ Years of Combined Experience



**Yve Lyppens**  
FOUNDER & CEO

- ✓ 15+ years APAC MedTech commercialization
- ✓ Former INVO Bioscience regional expansion lead
- ✓ Closed USD30M+ in distribution agreements

## **AT EVE FERTILITY:**

Leading market entry, manufacturing, and fundraising.



**Col. Dr. Othman Sukhilmi**  
CO-FOUNDER & DIRECTOR MEDICAL AFFAIRS

- ✓ 25+ years OBGYN experience
- ✓ Led IVC device approval + Co-Author IVC Study UKM
- ✓ Founder of women's health clinic in Malaysia

## **AT EVE FERTILITY:**

Design clinical trials, clinical partnerships, and regulatory.



# Why Malaysia First: Documented Demand & Regulatory Shortcut



## \$230M GAP

40k+ cycles needed, only 12.5k done annually.

EPF Account 2 already covers IUI/IVF/ICSI.

Govt allocated RM6M for fertility in Budget 2025.



## Clinical Network

SE Asia's 1st IVC birth — Malaysia 2022.

Co-founder Dr. Sukhlimi co-authored the study.

USIM Teaching Hospital trial already signed.



## REGULATORY SHORTCUT

MDA Class B — re-use pathway (not de novo).

6–9 month timeline to approval.

ISO13485 Manufacturer confirmed (Freudenberg).

*Malaysia MDA approval creates the regulatory template for Vietnam, Indonesia, and Philippines — all Class B equivalent pathways.*



# Eve Fertility: Expanding the Market Through Cost Innovation

IVF (High Cost / High Success)



**Eve Fertility IVC (The Sweet Spot)**



IUI (Low Cost / Low Success)

## UNLOCKING THE 70%

We serve the massive middle-income majority who are currently priced out of IVF but need higher success than IUI.

## STRATEGIC POSITIONING

Half the cost of IVF (\$1,900/cycle) with a more natural, patient-centric experience and comparable clinical outcomes.

*"Eve is not merely competing for existing IVF patients; we are unlocking a massive, unserved market."*



# How Eve Fertility Makes Money: Scalable Revenue Streams



## DIRECT SALES

Device sold to clinics via established medical distributors.



## EVE CENTRES

Eve-owned flagship centers providing full IVC service.



## JOINT VENTURES

Eve provides device + protocol + brand to clinical partners.



# Eve Fertility's Traction — Before Raising a Dollar



## CLINICAL

LOI SIGNED

**USIM Teaching Hospital:** Trial agreement signed for Malaysia.  
**Pilot Sites:** Ready for launch in Malaysia and Vietnam.



## STRATEGIC

MOU SIGNED

**IVF Academy USA:** Training partner for IVC.  
**Expertise:** Access to 10+ years of clinical IVC practice data.



## MANUFACTURING

LOI SIGNED

**Freudenberg Medical:** Shenzhen facility for scalable production.  
**Quality:** ISO 13485 certified manufacturing partner.



## INTELLECTUAL PROPERTY

FTO Cleared

**FTO Cleared:** FTO cleared for Malaysia; no blocking patents in APAC.  
**Patent Pending:** Protecting proprietary process innovations.



# Phased Go-to-Market: Malaysia → SEA → APAC

## PHASE I

Now – Q4 2027

### Validation

- ✓ Manufacturing partner confirmed (Freudenberg)
- ✓ Clinical trial at USIM
- ✓ Malaysia MDA Class B registration (6–9 months)

**\$400k Pre-Seed**

## PHASE II

2028 – 2029

### Launch

- 📍 Open flagship Eve Centre in MY
- 📍 200 cycles Year 1 → 400 Year 2
- 📍 Build brand trust and patient outcomes data

**\$2M Seed Round**

## PHASE III

2030+

### Expansion

- 🌐 Enter Indonesia & Philippines
- 🌐 10+ clinic partners across region
- 🌐 Target 4% APAC market share

**Self-funded Growth**



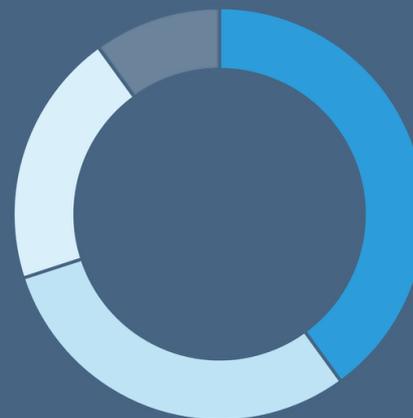
# Join Us in Building the Future of Fertility Care

**\$400k**  
FOR 10% EQUITY

**Pre-Money Valuation: \$3.6M**  
**Post-Money Valuation: \$4.0M**

Funding 18 months of runway to achieve  
MDA approval and commercial launch.

Use of Funds Breakdown



- 40% Product & Mfg
- 30% Clinical & Regulatory
- 20% Team & Ops
- 10% Marketing & Pilot





## Interested in Partnering or Investing?

For a confidential discussion, please contact:

Yve Lyppens | Founder & CEO

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