

# Choice™

every child desired

## ***Lifetime Fertility Choice***

The *intrinsic* ability to change your fertility at will





# PRODUCTS HAVE MORE POWER THAN POLICY

1960

vs

2024

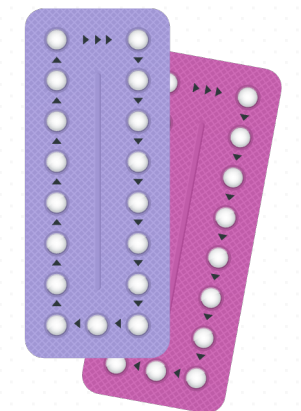
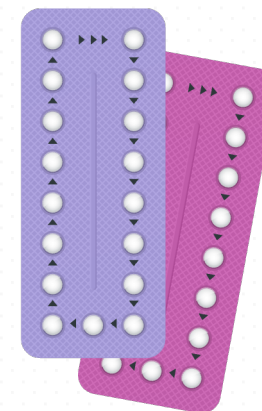


”

I BELIEVE **INNOVATION** IS THE MOST POWERFUL FORCE FOR **CHANGE** IN THE WORLD

Bill Gates

Industries that don't innovate **fail...**



...and so does the contraceptive industry

# **40% OF ALL PREGNANIES WORLDWIDE ARE UNWANTED**

Of 100 pregnancies 25 are aborted and 15 are born unwanted;  
resulting in **22 million unwanted children** born every year.

## **Being unwanted is the worst start in life**

Less chances for basic human needs:

- love
- food
- education



## Lower ecological degradation

Avoid the ecological footprint of unwanted children

## Lower maternal risks

7 mln women die annually during pregnancy & childbirth due to unwanted pregnancies

## Lower crime rates

75% of inmates for serious crimes are unwanted children

# IMAGINE A WORLD where most children are received into loving families

Positive impact on individuals, society & the planet

## Lower healthcare costs

Mental & physical health are much worse in unwanted children

## Lower psychosocial problems

Unwanted children have a 3 times higher chance of depression - due to attachment disorders.

## Lower hunger rates

Currently, 820 mln people are already in hunger



The world counts 1,8 bln fertile women....

**A WOMAN HAS TO “PROTECT”  
HERSELF FROM PREGNANCY  
~40 YEARS -> 50% OF HER LIFE**



Unplanned children remain with the mothers in ~99% of the cases.





# WOMEN DON'T WANT HORMONES ANYMORE

**38% in 2014 - 29% in 2022 - Choosing the pill**

Current alternatives are not ideal:

- **Natural cycle tracking** is gaining concerned popularity: 1 in 7 women in 2024 > 24% failure rate.
- **IUD**: painful, heavy menses. Based on hormones or copper - copper is forbidden to use in paint but you can put it in your body?
- **Condoms**: universally hated.
- **Female sterilization**: most common contraceptive worldwide. However, this is invasive surgery & an endgame.



**Hormone & chemical free**



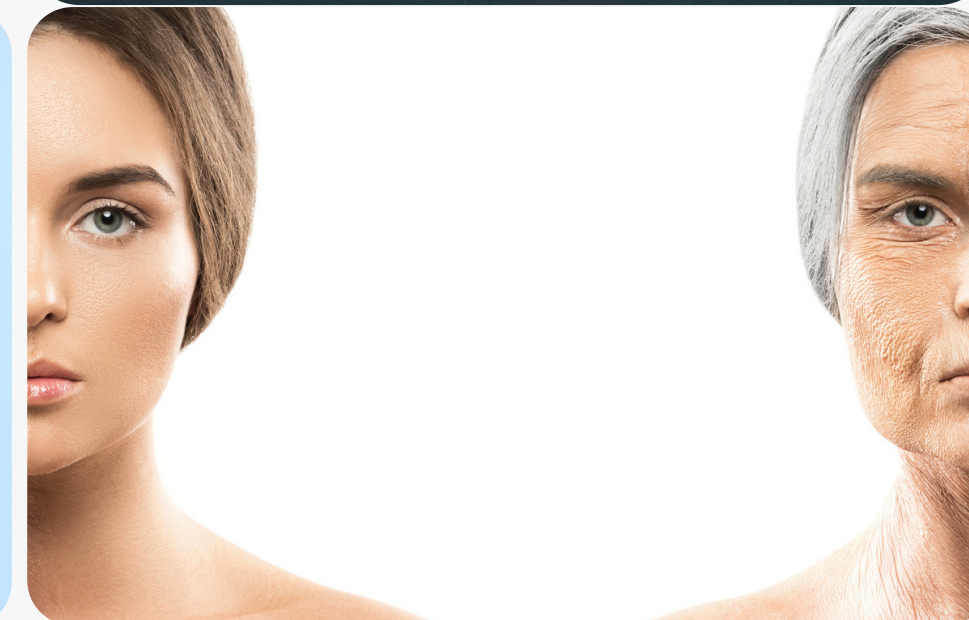
**Passion Proof**



# IDEAL CONTRACEPTION



**Discipline free**



**Long-acting & reversible**

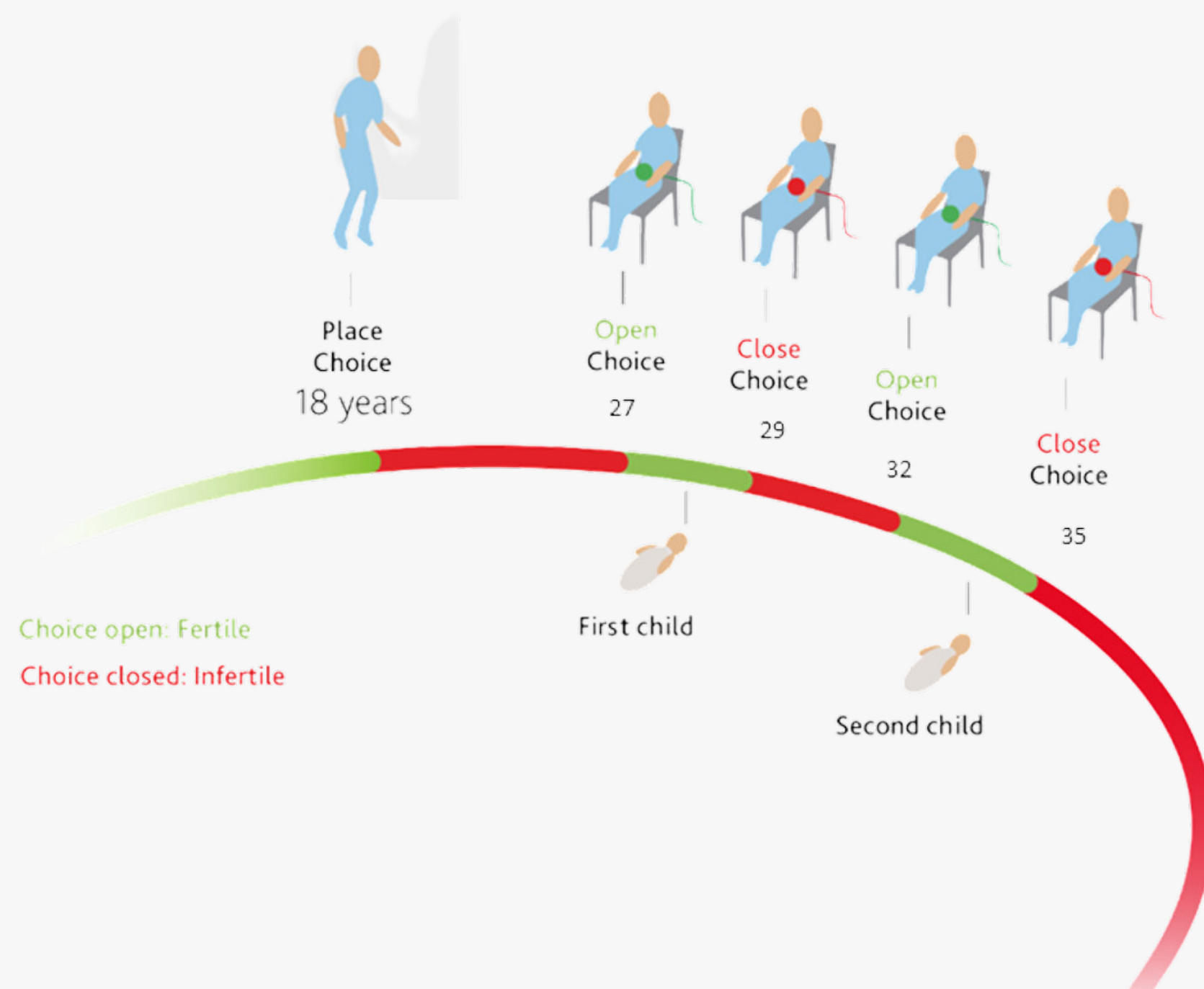
*So that every child is desired & every women  
has **lifetime fertility choice***

# WE CREATE CHOICE

## REVERSIBLE PROCONCEPTION

*“Any sufficiently advanced technology is indistinguishable from magic”*

Arthur C. Clarke

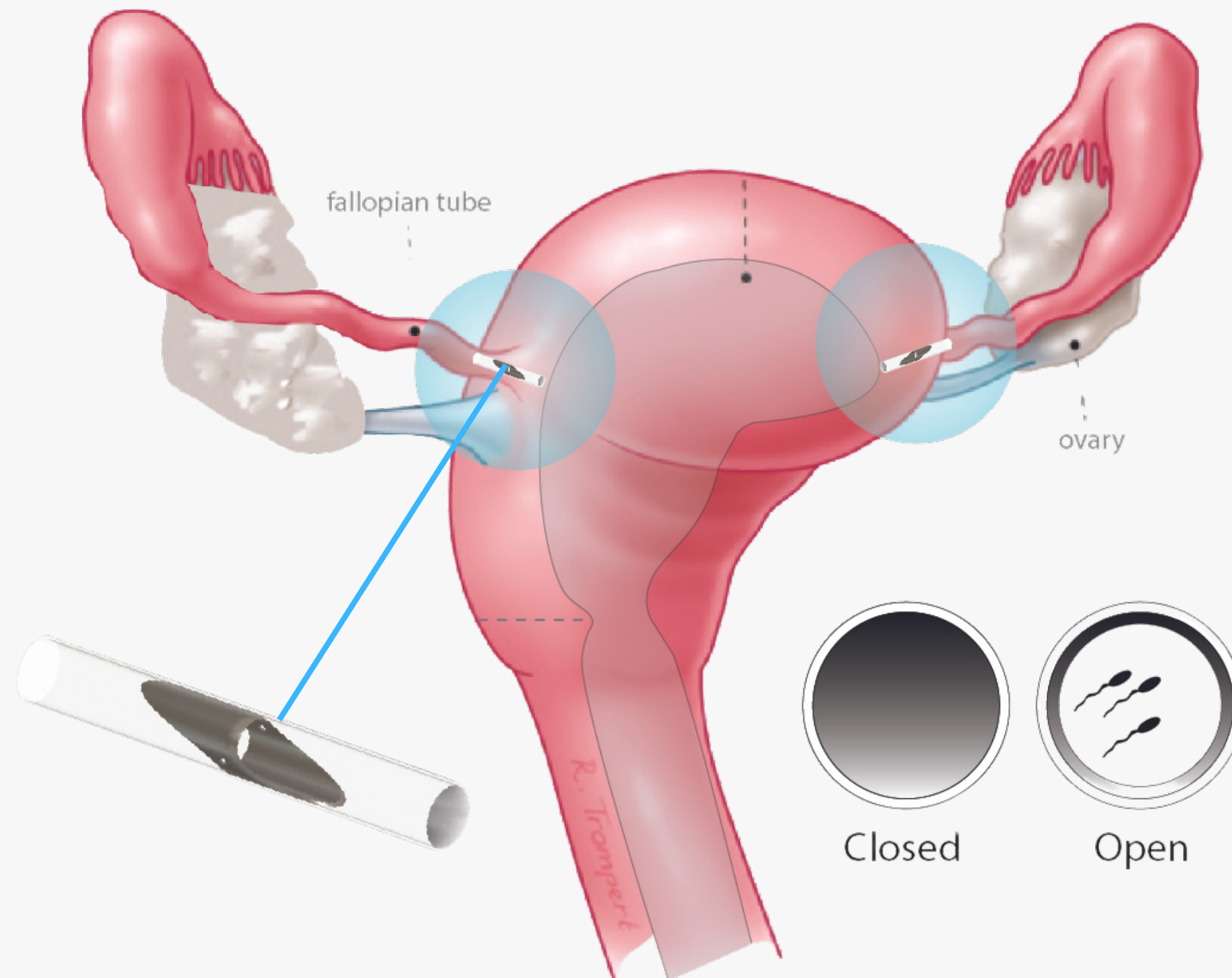


**A fundamental new way of thinking about female fertility:**

Not having to prevent pregnancy actively on a day-to-day basis, but **only take action when you WANT a child.**



# PROVIDE WOMEN WITH A VALVE WHERE NATURE WILL NEVER GIVE HER ONE



## Mechanical valves

- Nithinol stent & ceramic valve
- Closed prevent sperm & ova to meet
- Open enables to meet

## Fallopian tubes

- Super fragile fertility enhancers
- 1,6mm diameter
- Placement in muscle wall uterus

## Placement endoscope (1mm)

- To enhance placement
- Prevent accidents and
- Confirm valve position

## (Emergency) removal option

If a women wants the device out of her body, it is possible. Without lasting damage - system will restore.

# WE PROVIDE A **CHOICE**

Why don't we start **solving the problem of unwanted conceptions**, instead of debating how to deal with them?

