

# Jooles

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Jooles is a mood and symptom tracker for young women aged 11-15. The aim of this tool is to educate women to understand their bodies, to encourage users to identify patterns that could explain their health concerns, and to engage youth in overcoming the taboos and discomfort that persist around discussing women's cycles.

## Team members

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## 1. Executive Summary

Despite evidence for intervention during adolescence having significant positive effects on women's health, there is no scientifically-sound, age-appropriate platform to improve early detection and diagnosis of serious hormone problems in this group. Jooles is a strategy to respond to this gap in health and sex education for young women by designing a product for women 11-15 to chart their menstrual cycles, expanding their understanding of normal parameters of health and wellbeing and encouraging them to engage with resources for health improvement when indicated.

## 2. Market Analysis

### 2.1. Problem

Pre-pubescent and pubescent women have questions about their bodies and their experiences of puberty that persist despite having some resources available through parents, healthcare providers, teachers and mentors. Adolescents are known to turn to peers as a primary source of education and support, but peers are usually ill-equipped to respond to common questions such as “Am I normal?” and “Something’s wrong, what can I do about it?” Directly engaging adults is often a barrier to them pursuing reliable sources of information relevant to them. They remain uncertain about whether their bodies or moods ought to be accepted (by themselves or others) or whether and how they ought to seek support to optimize their well-being. Jooles breaks down the barrier of young women needing to confront adults with their questions and instead provides specific information about their experiences, based on personal data collected in the app. Instead of using parameters of “normal” and “abnormal”, Jooles validates for users a diverse spectrum of “healthy” symptoms and draws attention to symptoms that could reflect conditions that can be treated by seeking out support through community resources (including healthcare and other services). In this way, Jooles brings the best available science about young women’s health to the women who need that information and want to know what it means for them.

### 2.2. Market Need

Jooles’ customers are young women 11-15 who are users of mobile devices. Cellular phones, MP3 players such as iPods, and tablets are commonly used among this group. According to a recent survey of Canadian children from grades 4 to 11, girls are more likely than boys to turn to the internet (in any form: phone, computer, etc.) for information, including health and sexuality. Jooles’ market includes all the women between 11 and 15 who would like a relatable source to learn and share about their experiences related to physical and mental health, puberty, hormones, and emotions through these years of transition. While Jooles aims to respond to many questions young women have about their bodies and well-being, those who stand to gain the most from Jooles are those who have conditions that benefit from early diagnosis. Among these conditions are polycystic ovary syndrome and endometriosis – both common women’s health issues that are underdiagnosed and have improved outcomes if identified in adolescence. Similarly, early evidence of mental illness can be identified in adolescence for depression, bipolar depression, anxiety, and severe mood disorders related to menstrual cycle hormones. By understanding their symptoms, adolescents will learn which changes they experience are associated with healthy maturing and those which warrant interventions. Jooles will prompt the first steps in seeking in-depth investigation of symptoms that herald potential health risk.

### 2.3. Market Size

Initially, Jooles will target Canadian users and then will reach English-speaking users outside Canada. As of 2016, there were 918,500 Canadian women between 10 and 14. Other countries offer significant growth potential: In 2015, there were 10.1 million women between 11 and 15 in the United States and 1.7 million women between 11 and 15 in the United Kingdom. As soon as Jooles is available across just these three English-speaking regions, there will be 12.7 potential users in one year with an additional 2.5 million new women entering the target range each year. Uptake of Jooles among these users depends on access to mobile devices. The survey mentioned in section 2.2 above indicates that in grade 6, around 55% of students are using an MP3 player (i.e. iPod) to connect to the internet outside school, and by Grade 7 that number is matched by cellphone use, which rises to over 80% among grade 9 students. The most common use for mobile devices among adolescent women is to engage with their friends. The benefits to Jooles’ users as a population are significant in terms of well-being. As an example, polycystic ovary syndrome affects 12-18% of women – 110,000 to 165,000 of the Canadian women in our target market. At present, 70% (or 77,000 to

115,000) of these women will be undiagnosed throughout most of their reproductive lives. The consequences of leaving PCOS undiagnosed include high rates of diabetes, heart disease, infertility, and mood disorders. Jooles captures symptoms that are highly suggestive of PCOS and points women in the direction of care that can normalize their hormonal function early on with more dramatic results that are not possible if the diagnosis is made later in life.

### 3. Competition

#### 3.1. How are Customer Needs Addressed Today

Young adolescent girls are engaging online for information about mental health, physical health, changes during puberty, and sexuality as some top subjects. In addition to one-third of adolescents seeking expert advice on personal problems (including health and sexuality), 33% are also engaging with peers online to discuss these topics. If device use among US and UK adolescents is similar to Canadians, over 4 million English-speaking adolescent women are already using the internet to find answers to their questions related to health and well-being. Presently available resources that are aimed to reach youth focus on providing general information, usually focused on sexuality and reproduction. Most women in our target market are not engaging in sexual intercourse and so are not poised to benefit immediately from detailed information about contraception and sexually transmitted infections (the most common foci of available resources). Resources that focus on women's hormonal health are usually menstrual cycle charting apps that are designed to guide women in their decisions around timing intercourse to achieve or avoid a pregnancy. The data entry demands of these systems are not appealing to youth, nor are they able to see the relevance of tracking times of fertility when they are not yet having intercourse.

#### 3.2. Environmental Scan

There are currently 180 menstrual charting apps available for iPhone. Only two are specifically geared to teenagers. Clue is the world's fastest growing female health app, allowing users to keep tabs on their monthly cycle. This app uses science and data to provide actionable insights. Clue was recently awarded Editors' Choice by Google Play, the first female health app to receive this recognition. It is partnered with researchers from Stanford University, Columbia, the University of Washington and the University of Oxford using the data to see how birth control and lifestyle effect menstruation. Launched in 2013, it had 2.5 million users in 118 countries by 2015. Clue is not yet monetized. Hormone Horoscope for Teens offers the most informative overview of hormonal influences on mood and body for young women, but is based on the antiquated calendar 28-day cycle, with no tailoring for individual users. It is available for \$2.79 at download.

#### 3.3. Competitive Advantage

- Brings the latest relevant science to young women in a way that is inviting to them and incorporates sharing their subjective experiences with peers.
- Provides integrated knowledge about physical, mental, and emotional well-being in adolescence and offers a perspective on their own symptoms, including implications for future health
- Integrates encouragement to engage with available resources, including establishing face-to-face relationships with service providers as well as links to other electronic resources
- Maintains an emphasis on healthy growth and transitions rather than on intercourse, fertility, and conditions dependent on sexual engagement

### 4. Commercialization Plan

#### 4.1. Science / Technology Overview

Jooles' user interface foregrounds self-expression and sharing, and incorporates data from users to tailor information about health and wellbeing to their needs and requests. The app generates push notifications based on the symptoms users enter as well as responding to questions that the users pose directly to the app. Users share data among each other through Jooles, as well as linking with other social media and creating output featuring data over time for use in clinical settings in the event a Jooles user attends for healthcare. Jooles will operate on iOS platforms including iPod, iPhone, and iPad, as well as Android devices.

#### 4.2. Growth Strategy

First Jooles will focus on Market Penetration through differentiation. Jooles is vastly different than existing products which will allow acquisition of a greater share in the current market of Vancouver/BC/Canada. Activation will begin with the young women who have participated in Jooles co-create design workshops. Due to the exciting and innovative interface, Jooles will be referred to friends by the user. With a scientifically sound algorithm and export option to clinicians, health care providers and parents will also recommend the app. The company will form partnerships with organizations that have a vested interest in this space, such as LunaPads, G-day, GoodGirl Comeback (social impact/educational movements). Once market place superiority has been established Jooles will then move into other English speaking countries, targeting those with social emphasis on youth mental health and well-being (UK, US and Australia). Jooles is currently exploring two revenue models; targeted advertising and subscriptions. The subscription model would allow free download and initial 14-day trial period, followed by a monthly \$1 rate. If 10% of market saturation (12.7 million) is achieved (127,000), revenue would be \$15.24 million yearly.

### 4.3. Milestones

The first milestone for Jooles is UI Design & Wire-Framing, which will be met by March 2017. Jooles has hosted and will continue to host co-create workshops with demographically diverse segments of the target market through team member and experience designer, Priscilla Ho. 1st Build release (Beta Version) will launch by June 2017. To meet the finale deadline of full launch Jooles will need to secure startup funding of \$85,000. This cost includes the contracted hiring of a developer and graphic designer. Full launch is scheduled for September 2017. By November, Jooles ought to reach 10,000 users.

## 5. Financial Plan

### 5.1. Financial Needs and Justification

Jooles anticipates, based on quotes and averages of app development, that the hybrid development for both Android and iPhone will ball park around \$85,000. Once 10,000 users are reached, the subscription model will provide revenue to cover ongoing costs.

### 5.2. Fundraising plan

Jooles has been introduced to key players in this space such as the CEO of LunaPad. Jooles is also building relationship with a founder of Version One Ventures. The app is now analyzing and planning which sources of income will be most strategic. Jooles has begun a friends and family phase, with the initial commitment of \$1,500 raised.

### 5.3. Exit

Jooles, as a social impact venture, anticipates two favorable exit strategies. If market saturation is achieved, merging with a similar company is advantageous. With a steady revenue, Jooles may also choose to pay out investors and use ongoing funds to innovate other health tools for marginalized populations.

## 6. Team

Bryana Russell, BA, and Kristi Panchuk, MN, NP(F), are co-Founders of Jooles. Bryana has extensive experience working professionally with youth 11-15 and Kristi is a Family Nurse Practitioner with a specialized practice in women's reproductive health. Kristi is a PhD student in the School of Nursing at UBC and Bryana is pursuing a Masters in Marketplace Theology at Regent College. Jooles has enjoyed the support of Experience Researcher, Priscilla Ho, BComm alumna from UBC, who has years of experience in marketing (including social media) and a Masters in Design from Hong Kong. Expansion will include bringing someone with Priscilla's expertise onto the team on a contract basis, as well as a developer. Jooles' expert mentors have supported the initiative from its inception. MaryLou Hardy, e@UBC mentor and former Executive of Global Marketing for AOL introduced the team to tech mentor Tony Mayer, retired CTO of a software startup gone public. Both continue to support its work. Jooles' business mentor, Barend van der Vorm, manages a portfolio of private equity investments and is the founder of CentreCourt in Monaco, which supports high-growth companies. He chairs the Committee on Impact Investments for the Monaco Private Equity & Venture Capital Association and is a founder of the Monaco Social Business Fund. Tracey Parnell, MD, leads a specialist practice in women's health and is a scientific advisor for Jooles.