



india's
favourite
sport?



the real
favourite
sport ✓

data talks



1

*new pregnancy
every second
in India*



25 million
*pregnancies
with live births
every year*



7.5M
*urban
pregnancies in
India*

we asked **parents/parents to be** & they said...



UNCERTAINTY

“A place with all ‘what-to-expect’ guide for both dads and mums would be great”

-Post birth father

01.

EMOTIONAL STRESS

“Relief of pain and stress with a therapy or gadget/machine”

-To-be mother

02.



03.

LOGISTICS MANAGEMENT

“Short waiting period for my appointments”

-Planning mother

FINANCIAL PLANNING

04.

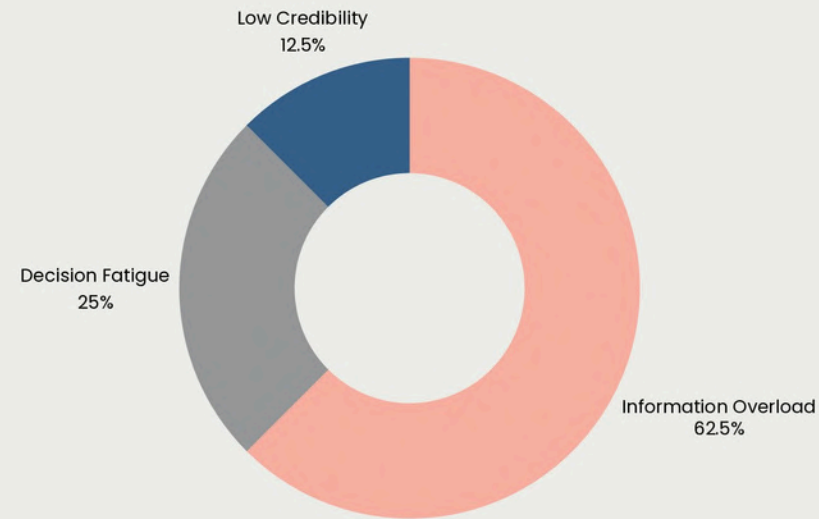
“Clear guidance on medical insurance of pregnancy”

-Planning father



Twogether

KEY ISSUES FOR PARENTS IN INDIAN METROS

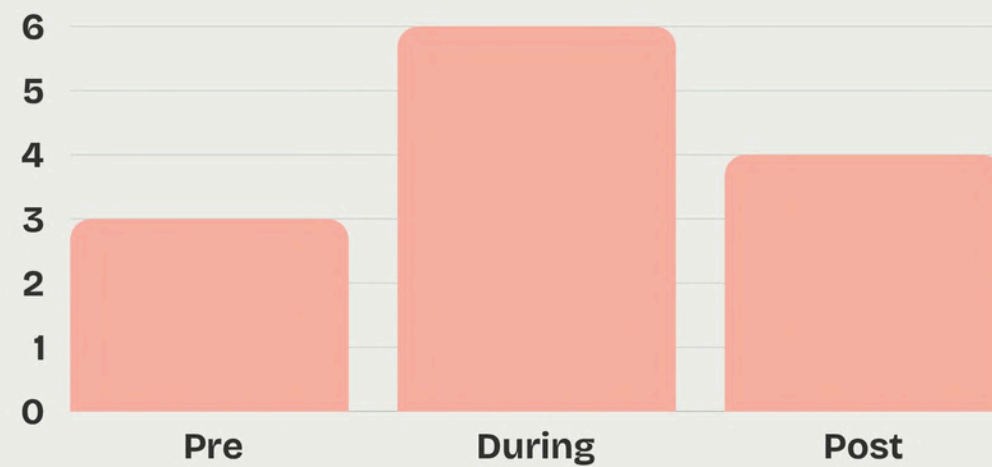


72%

Respondents

note experiencing information overload, decision fatigue, and poor continuity of care during pregnancy

PREGNANCY PERIOD-WISE ANXIETY



45%

Approx. couples

note experiencing heightened anxiety due to medical uncertainty and lack of coordinated support

but what is the problem?

Millennial couples within metro cities in India face the challenge of managing the fragmented, stressful and inefficient processes and entities during the pregnancy journey'



Overwhelming pregnancy journeys



Fragmented discovery resources



Emotional and physical overload during process



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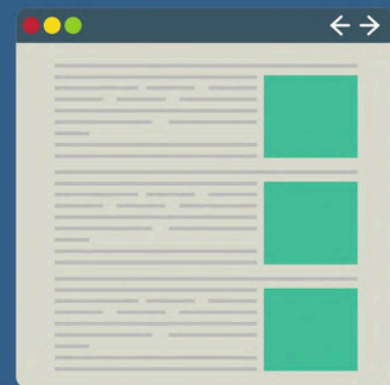
does the current ecosystem work?

01



multiple physical doctor
check-ins for verification &
discovery

02



fragmented website
infrastructure for digital-
first users

03



friends and family to the
rescue



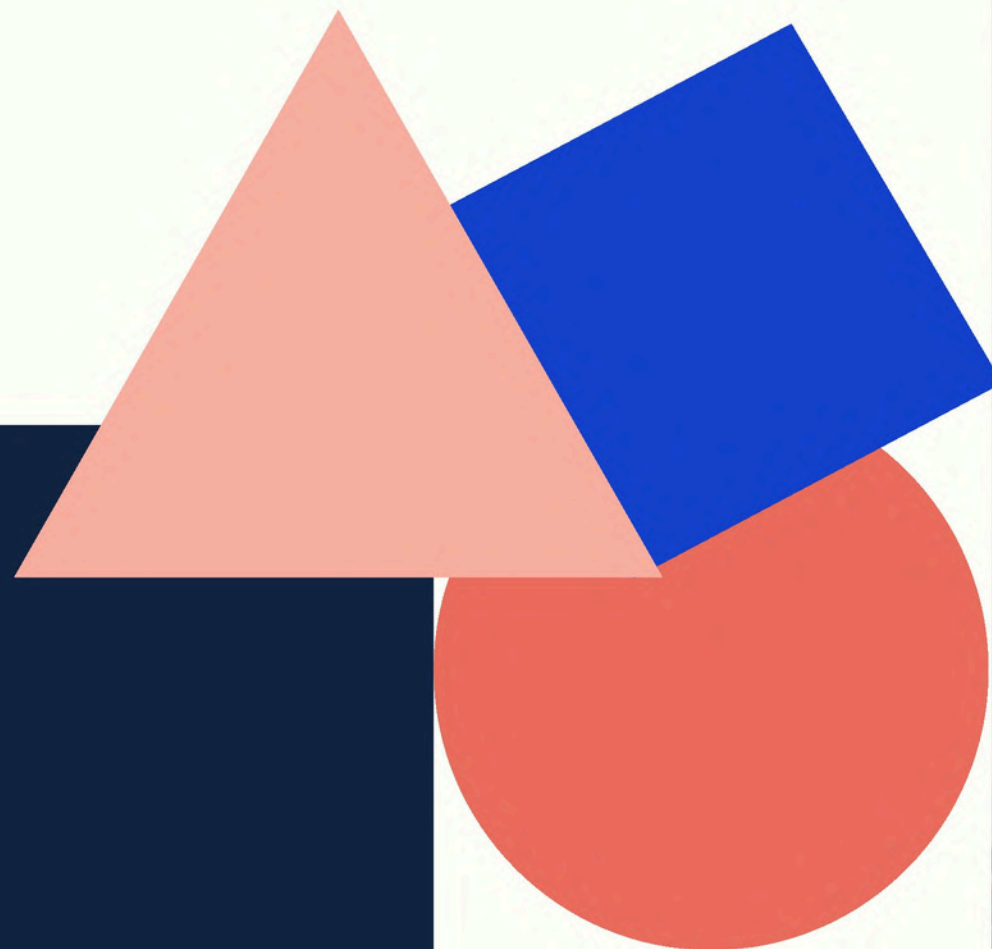
Twogether

Pregnancy made easier with
Twogether





Twogether
our one-stop
solution



simplifying
medical
resource
discovery

From doctor discovery
and appointment
booking to trimester-
based checklists,
everything bundled in
one intuitive app



mind &
body tools
for parents

From skip-the-line
features to yoga and
therapy sessions, we
support consumers
beyond pregnancy into
confident early
parenting

Hello,

We are in this twogether

an introduction to our shared value

We are a one-stop-digital destination which reduces the operational hustle for pregnant couples within Indian metro cities. From planning to conceive until the postnatal period we connect the required medical ecosystem to couples who need the same





Home

Services

Dashboard

About Us

Experts' Corner

Login



← → ↺ 🔍 Easier pregnancy loading...



Your journey to parenthood, made convenient

All things pregnancy

Our Services



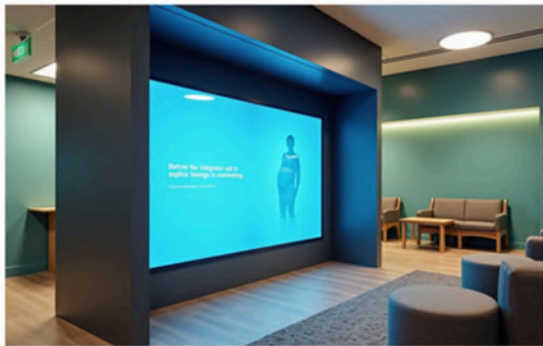
Prenatal Planning

Our prenatal planning sessions focus on providing expecting mothers with the information and resources they need to prepare for a healthy pregnancy journey.



Pregnancy Wellness

Celebrate the beauty of pregnancy with our wellness sessions, focused on nurturing the physical and emotional well-being of expectant mothers.



Labor and Delivery Support

Create a supportive environment for labor and delivery with our comprehensive support services, ensuring a positive and empowering experience for both parents.



Post natal mental support

Our postnatal care packages are designed to provide new parents with the guidance and assistance they need in the early stages of parenthood, promoting a smooth transition and nurturing environment for the newborn.



Lets make it Twogether

Hey future parents! Tired of juggling ten apps, twenty tabs, and a hundred WhatsApps just to keep up with your pregnancy journey?

Make it easy



Ideal customer: the early adopter

'A middle class working couple, living away from family, in a cosmopolitan neighbourhood in India starting their conceiving journey.'



Traits & Habits

- Living in a metro/tier 1 city in India
- Belongs to the middle class of India
- Lives away from family
- Is planning or conceiving their first baby
- Has a busy lifestyle
- Husband and wife are both employed
- Are tech savvy and experimental
- Use apps for food/grocery delivery and shopping
- Want high quality yet affordable healthcare



Market Sizing

2.2B

741M

4.35M



TAM

Total market size of services around pregnancy in India including

- Rural plus Urban pregnancies
- Private and Govt hospital patients
- All income segment across all cities
- Services include consultations, tests, merchandise, pharmacy etc

SAM

Market Size that factors out

- 70% Rural pregnancies
- 57% govt hospital pregnancies

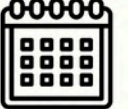
SOM

Achievable by Twogether with current product offering

- 30% Middle class
- 28% pregnancies in metros
- 50% first time pregnancies
- 58% micro families
- 50% Independent private practitioners
- 5% adoption rate
- Services limited to consultations and tests



 Mapping the competition

PARAMETERS/ COMPETITOR				
 Features	Community platform for parenting, expert advice, co-created baby products	Pregnancy tracker, community, health tools, D2C product marketplace	AI-based child development and parenting platform, digital health focus	Women-only social network, baby & maternity ecommerce
 SKUs	Multiple SKUs in baby care & wellness (under Good Glamm Group)	Over 100+ SKUs across personal care, baby care, home products	Limited SKUs – more service-oriented pre-ACKO	Extensive product lines in baby care, maternity wellness, etc.
 Availability	India (online platforms), via Good Glamm’s retail distribution	Pan-India via app, website, and marketplaces like Amazon	App-based, India; now integrated with ACKO Health	Pan-India via app, e-commerce, multilingual engagement
 Funding	\$4.78M+	\$24.7M+	\$932K	\$22.5M+
 Revenue	Part of Good Glamm Group; not disclosed separately	Not publicly disclosed	Acquired by ACKO; revenue not independently tracked	Not publicly disclosed
 Inc Year	2015	2018	2016	2016
 Domicile	India (Mumbai)	India (Gurugram)	India (Bangalore)	India (Bangalore)
 Investors	RoundGlass Partners, Mumbai Angels, Singapore Angel Network	W Health Ventures, ITC, Xiaomi, others	LifeCell, 500 Startups, Philips HealthWorks	Omidyar Network, Celesta Capital, Y Combinator, others



marketing channels and key resources

CHANNELS

- Website SEO
- App Store Optimisation
- Social Media Campaign
- Banners and Posters at partner gynacs and labs

KEY RESOURCES

- Platform/Website/App
- Developers' Team
- Marketing Team
- Customer Support
- External legal Support
- G&A Functions

YEAR-WISE EXPENSES

- **YEAR 0: \$2.98M**

Key expenses include platform and G&A functions

- **YEAR 1: \$3.38M**

Key expenses include marketing spends

- **YEAR 2: \$4.12M**

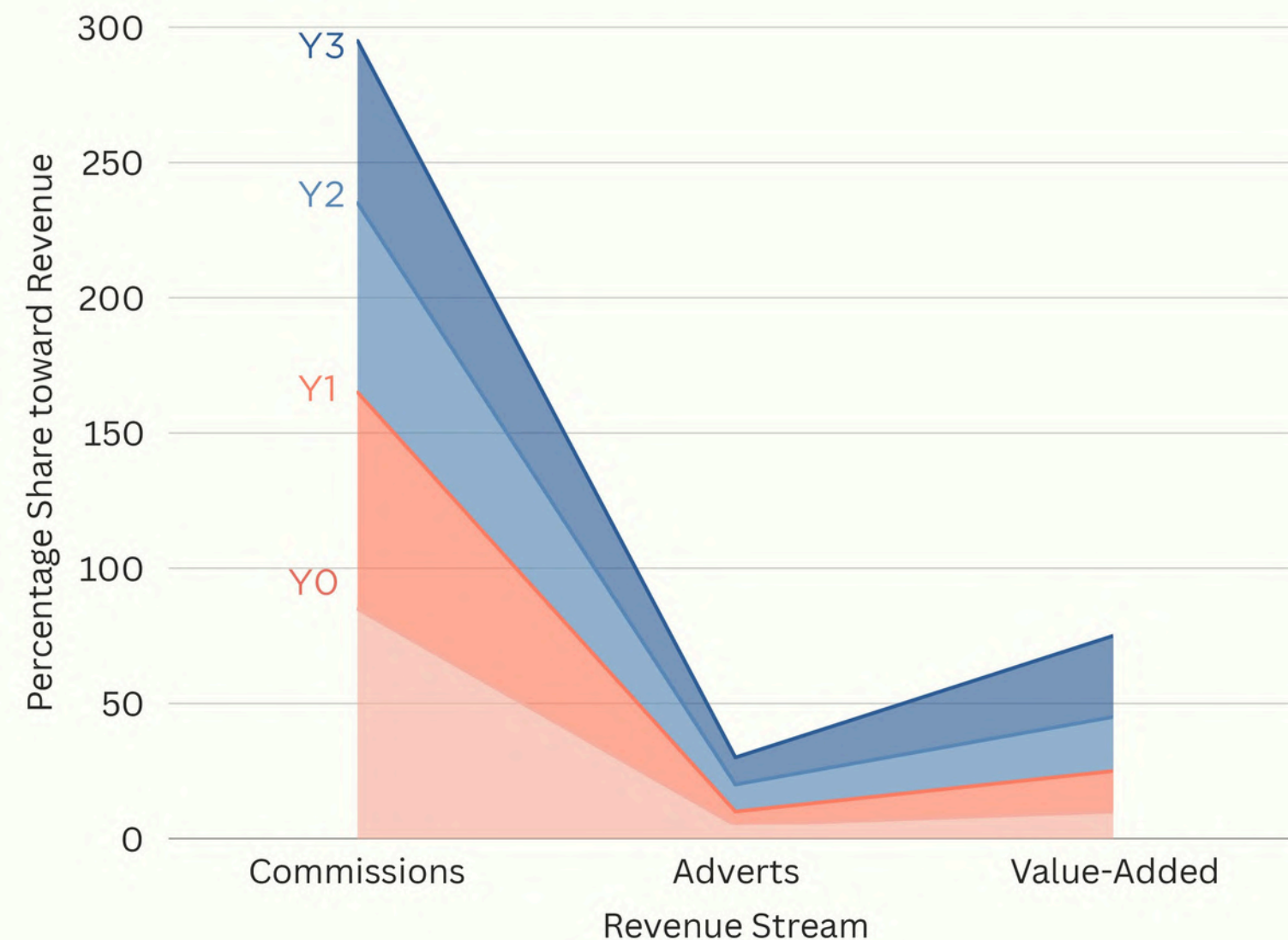
Key expenses include legal & marketing spends

- **YEAR 3: \$4.42M**

Key expenses include customer support & marketing spends

REVENUE STREAMS & PRICING

Y-O-Y stream-wise % share of revenue



01

AFFILIATE SERVICES COMMISSIONS

Our primary revenue stream at the initiation would be commissions via affiliate service providers. The service package is priced at USD 300. The full package with value added services is USD 400.

02

IN-APP ADVERTS

While minimal for Y0 and Y1, the percentage only increases post marketing efforts & product adaptation come into play

03

IN-HOUSE VALUE ADDED SERVICES

In-house services like 'skip-the-line' features, yoga sessions, therapy opportunities start picking up with wider adaptation

financial projections

1. Strategic Spend on Visibility

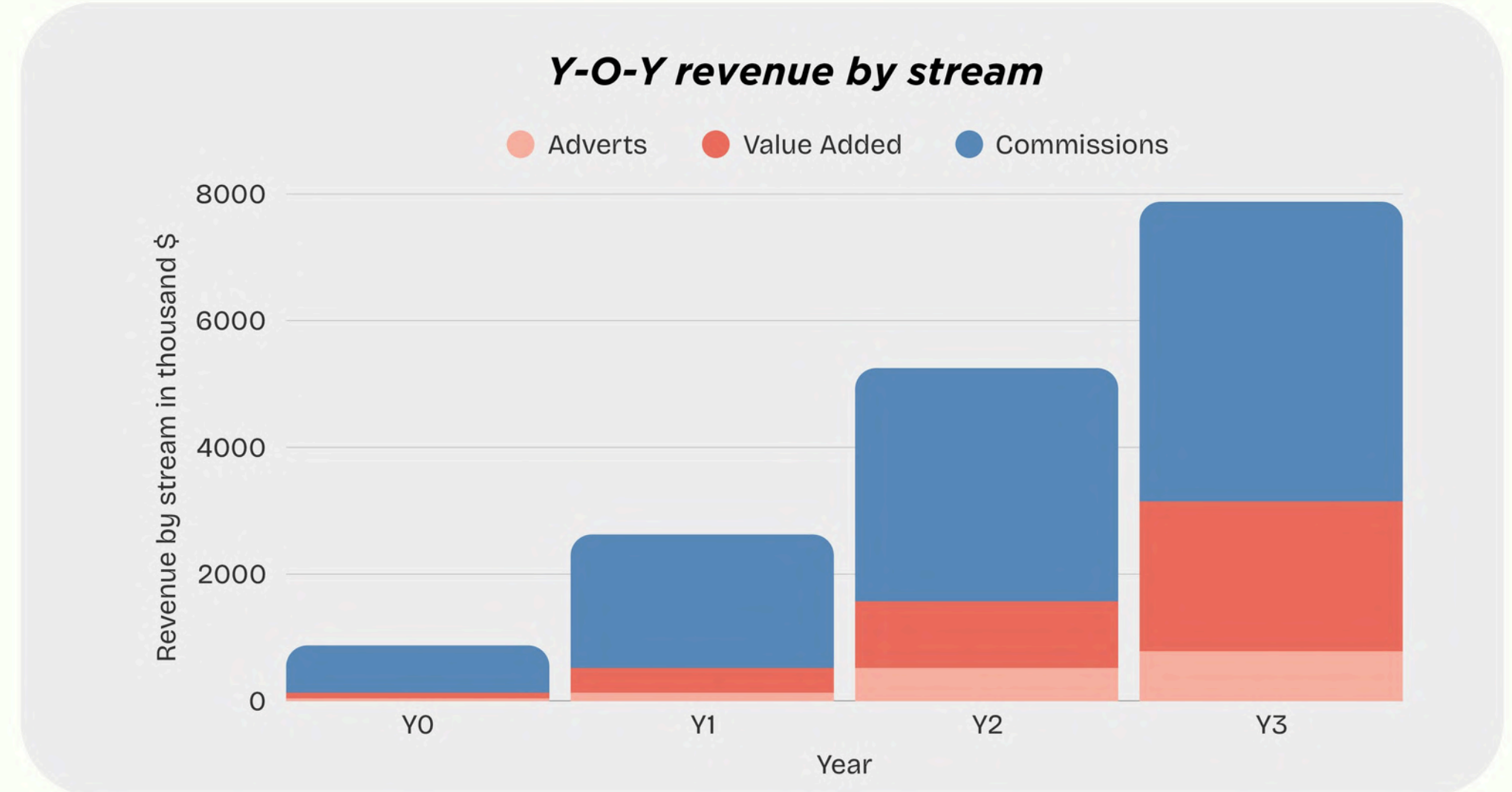
A front-loaded growth strategy typical of marketplace models

2. Team Growth with Efficiency

Strategic headcount planning focused on sustainability, not just scale.

3. Gradual Tech Investment

Controlled but intentional investment in platform stability and user experience



Y-O-Y Net Income				
Year	Year 1	Year 2	Year 3	Year 4
Net Income	-\$2,108,563	-\$757,000	\$1,121,703	\$3,448,958



our App

