Nitya Health

The Active Lifestyle Medicine Coach for Women with PCOD.

AI-driven Ayurveda and Nature Cure protocols to reverse hormonal imbalance, medicine-free.



Health Apps are Passive. Standard Care is Failing.

The Scale of the Problem

1 in 5 women globally suffer from PCOD/PCOS, facing infertility, weight gain, and distress.

Generic, Temporary Fixes

Standard medical advice ("just lose weight") is generic and relies on temporary pharmaceutical fixes like birth control.

90% Failure Rate

Passive trackers just record data; they don't intervene or enforce the daily discipline required to change habits, leading to a **90% failure rate** in lifestyle changes.



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Nitya: The AI Healing Engine

We digitize authentic Ayurveda and Nature Cure principles into daily, actionable, AI-driven protocols.

Active Intervention

We don't just track your data; we actively intervene in your daily schedule to enforce healthy habits.

Intelligent Adaptation

Our proprietary AI agent intelligently adapts to biological rhythms and provides real-time accountability to ensure users stick to their **180-day transformation goals**.

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Clinical-Grade Healing Protocols

Cycle Syncing Intelligence

AI dynamically adjusts habit suggestions (diet, exercise) based on the user's menstrual phase.

Insulin Control Protocol

Enforces evidence-based interventions like "Savory Breakfast First" and "Post-Meal Walks" to reverse insulin resistance.

Tough-Love Accountability

A strict mode that locks out distractions (like social media) until critical morning health habits are completed.

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Riding the Femtech Wave

$103B

Femtech Market by 2030

Projected Global Femtech Market size by 2030.

220M

Addressable Market

Women aged 18–35 suffering from PCOD/PCOS worldwide.

Target Audience: Gen Z and Millennials who are tech-savvy, health-conscious, and actively seeking holistic, medicine-free alternatives.

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Highly Scalable Monetization



Freemium Acquisition

Core tracking and 21-day community challenges remain **free** to drive rapid, organic user acquisition.



Premium Subscription

₹499/month (or $50/year globally) unlocks the AI chat, advanced protocols, and personalized 180-day transformation interventions.



Future Commerce

"Nitya Shop"—a curated affiliate marketplace for organic, PCOD-specific supplements (e.g., Spearmint Tea, Inositol).

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Execution & Momentum

01

MVP is Live

Fully functional app already published and available on the **Google Play Store**.

02

Active Users

Currently running a live **21-day PCOD healing challenge** this month with a highly engaged cohort of early adopters.

03

Next 6 Months

Launch Commercial Version 1.0, scale to **5,000 active users**, and roll out the Nitya Commerce Store.

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Built by Execution

Sawmya Thakur, Solo Technical Founder

Technical Rigor

Currently a **Software Engineer at S&P Global**, ensuring enterprise-grade, bug-free software development with a highly lean burn rate.

Domain Expertise

Deep personal study and application of **Ayurveda and Laxmana Sharma's Nature Cure principles**, combined with a direct, trust-based connection to the PCOD community.

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Let's Fix Lifestyle Health

Join us in revolutionizing how women take control of their hormonal health.

> Open for Seed investment to scale AI infrastructure and accelerate user acquisition.

Scale AI Infrastructure

Invest in the proprietary AI engine powering personalized, real-time hormonal health interventions.

Accelerate User Acquisition

Grow from early adopters to 5,000+ active users and beyond with targeted, community-driven growth.

Revolutionize Women's Health

Be part of the movement to make medicine-free, AI-driven hormonal healing accessible to 220M women worldwide.

