

OurIBD

AI-Powered Gut Health Tracking
– From Toilet to Data, Instantly.

Founded by Zoe Auezov



I'm Not Just the Founder—I'm the Customer



My Journey:

Diagnosed at 12, frustrated with symptom tracking

Tired of invasive tests, long waits, and guesswork, I built OurIBD because I NEEDED this solution myself

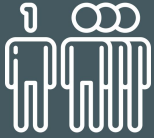
This isn't just a business—it's a mission

The Reality:

- Doctors stress “normality” once being in a remissive state
- Truth being: I live with my new normal every day
- Treatment forms are continually extensive: I upkeep diet, medication, and limiting stress factors
- **This device gives me one less thing to stress about**

The Problem

IBD Tracking Crisis: Inaccurate, Invasive, Outdated



10M+ diagnosed with IBD globally



80% struggle with tracking symptoms accurately

Current solutions are invasive, expensive, and unreliable

Patients are forced to guess—leading to ER visits & worsening health



The Solution

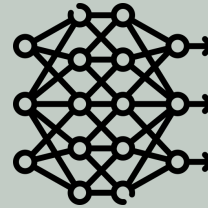
OurIBD: An AI-Powered, Non-Invasive Stool Monitoring Device



Hands-free, automatic data capture (both normal and UV light imaging)



Analysis on the Bristol Stool Scale, as well as fluorescence levels to detect natural inflammatory biomarkers



Data analysis via cloud analysis machine learning - deep learning.



Personalized symptom tracking and insights.

The Product

Key features



Tracks inflammation markers (calprotectin, blood, consistency) automatically

- Minimizes human error. Providing objective, and accurate data.

UV & AI-powered analysis—no scooping, no guessing, no delays.

- DL capabilities enable the device to improve accuracy over time as data is collected.

Real-time results delivered straight to your phone

- Cloud connection provides **instant feedback** to users through a connected app.

Early warnings help prevent flares & hospitalizations

- Continuously monitors & provides actionable insights.

The Product

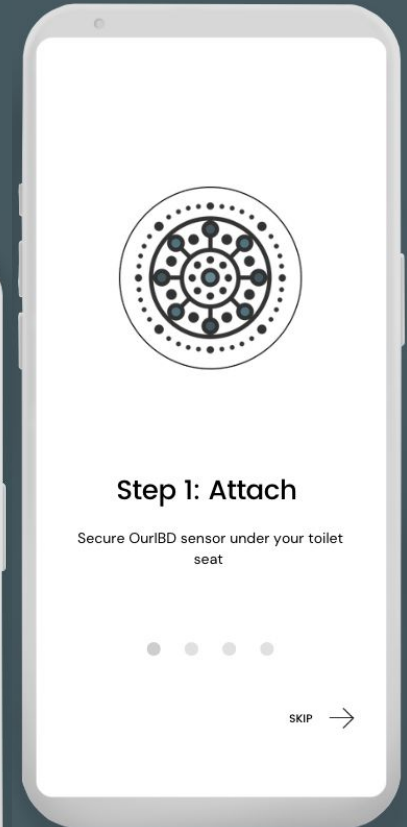
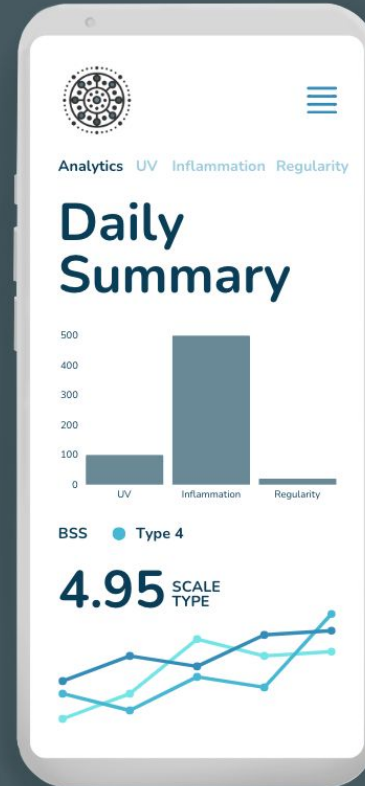
How to use.

Step 1: Attach & Activate the Device

Step 2: AI & UV Analysis

Step 3: Automatic Data Analysis

Step 4: Insights & Alerts



The Product

Market opportunity

Global Market: IVD market of **\$80B** ([Grand Review Research, 2024](#)), & IBD treatment market valued at **\$30B** ([Fortune Business Insights, 2024](#)).

CAGR Growth: **6–8%** CAGR for IVD diagnostics, & **5.1%** CAGR for the IBD diagnosis rate 2024-30 ([Delveinsight, 2024](#)).

Market Expansion: Increasing demand for AI-driven, real-time health monitoring.

Business Model

Subscription-Based Model with High Lifetime Value

Sensor Cost (Fixed): \$200

Basic Plan (Free):

- *Basic* stool analytics (BSS).
- UV analysis for *quick* insights.
- *Limited* historical tracking.

Premium Plan (\$20/month):

- *Comprehensive* stool analytics (e.g., undigested food, inflammation markers)
- *Predictive* flare analysis & doctor-sharing tools
- *Extensive* historical trends & symptom tracking

Costs:

- **AI Training and Data Processing.**
- **Funded Research and Development (e.g., improve detection accuracy, ongoing research for new features).**
- **Sensor Production and Shipping.**
- **Paid Employees (Support and Operations).**

Go-To-Market Plan

Phase 1: Direct-to-customer (early adopters in IBD communities)

- **Targeted ads** (Google, Facebook, Instagram) reaching individuals searching for IBD-related solutions
- **Content marketing** via YouTube, Instagram, and user-friendly website (ouribd.com).

Phase 3: Beta Testing & Insurance Integration

- Offering **beta trials** to gather feedback and testimonials.
- Expanding into **insurance partnerships** to integrate OurIBD into healthcare coverage plans.

Phase 2: B2B & Clinical Integration

- Trusted **business-to-business** health retail transactions.
- **Partnering** with healthcare and research institutes for **clinical trials**.

The Market Size

10 million addressable users.

TAM (Total Addressable Market):

10 million (global) * 10% (Premium) * \$200 per sensor
* (\$20/month * 12 months) = 48,000,000,000

SAM (Serviceable Addressable Market):

3 million (U.S.) * 10% (Premium) * \$200 per sensor *
(\$20/month * 12 months) = 14,400,000,000

SOM (Serviceable Obtainable Market):

300k (SOM) * 3% (Premium) * \$200 per sensor *
(\$200/month * 12 months) = 423,000,000

Sources:

10 million diagnosed globally as of 2022 ([Dr. Parkes, Gareth, 2022, May 12](#)).

Up to 3.1 million diagnosed in the U.S. by national survey ([CDC, 2024, June 21](#)).

48 Billion

TAM














14.4 Billion

SAM (U.S.)

423 Million

SOM (U.S.)

Competitors

Activity	OurIBD	BioStrap	ZOE	Lumen
Pricing	\$200/per device + \$20/month	\$199 - \$299/per device + \$8.99/month	\$380.35/per kit + \$31.68 - \$76.06/month	\$299/per device + \$19/month
Gut Inflammation Analysis				
Medical Integration				
Comprehensive Health Monitoring				
Analytics in Real Time				

Competitive Advantages

Why OurIBD Wins

✓ **Built for IBD Patients** – Not a generic gut health tracker. Designed *specifically* for IBD with **real, disease-specific** insights.

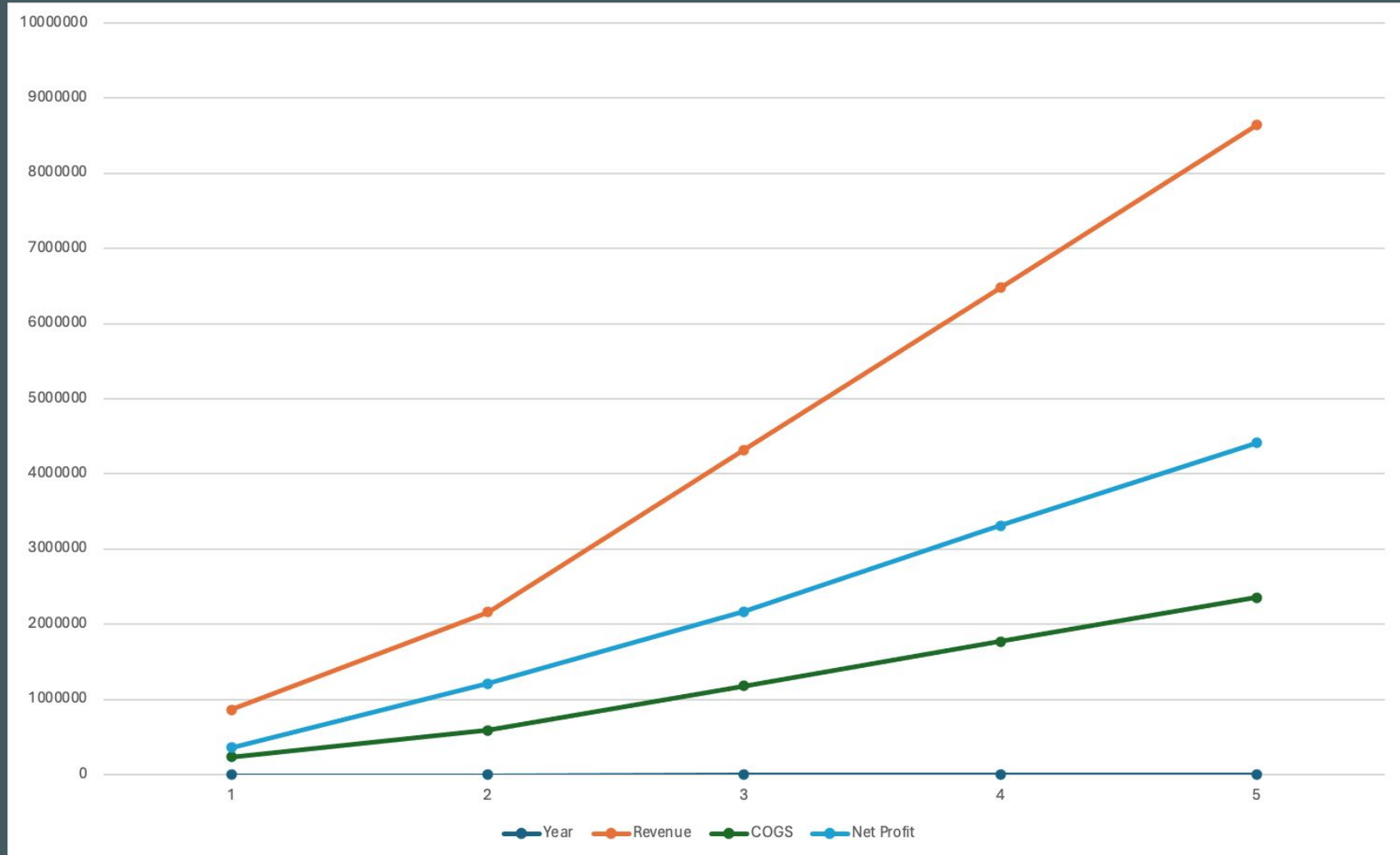
✓ **Tech That Works for You** – UV imaging + AI tracks inflammation in real time. **No guessing. No waiting.**

✓ **Private, Effortless, Accurate** – **No scooping, no embarrassing doctor conversations, no stress.** Just seamless, automatic tracking.

✓ **Proactive, Not Reactive** – **Stop reacting to flares.** OurIBD predicts triggers, patterns, and risks before they happen.

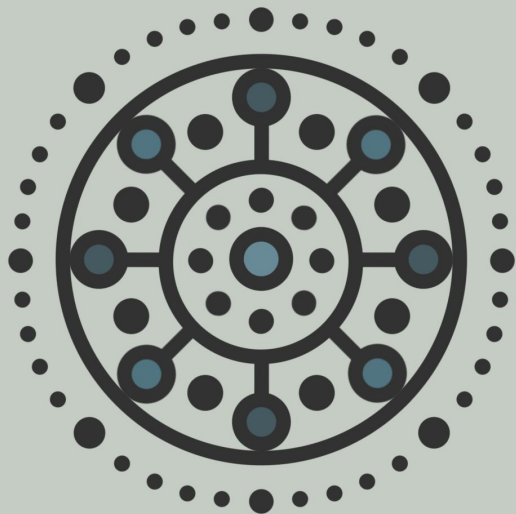
No more guessing. No more delays. Just answers.

Financial Projection



Activity	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue (USD)	\$863,720	\$2,159,960	\$4,319,920	\$6,481,080	\$8,639,840
Gross Profit & Margin (USD)	\$628,160 (72.7% GPM)	\$1,570,880 (72.7% GPM)	\$3,141,760 (72.7% GPM)	\$4,712,640 (72.7% GPM)	\$6,283,520 (72.7% GPM)
Operating Profit & Margin (USD)	\$478,160 (55.3% OPM)	\$1,370,880 (63.4% OPM)	\$2,891,760 (66.9% OPM)	\$4,413,840 (68.1% OPM)	\$5,883,520 (68.1% OPM)
Net Profit & Margin (USD)	\$358,620 (41.5% NPM)	\$1,028,160 (47.6% NPM)	\$2,168,820 (50.2% NPM)	\$3,310,380 (51.1% NPM)	\$4,412,640 (51.1% NPM)

- Year 1 (0.002% of SOM); Year 2 (0.005% of SOM); Year 3 (0.01% of SOM); Year 4 (0.015% of SOM); Year 5 (0.02% of SOM)
- Net Profit was calculated across years 1-5 with a *GENERALIZED* 25% taxation.



Thank you for joining the journey

Providing insights, improving lives.

Together, we can redefine how inflammatory bowel disease is managed—bringing comfort, control, and clarity to millions worldwide.