MidwifeX®

PRE-SEED INVESTOR DECK · 2026

The missing middle in maternity care

A built, clinically led pregnancy-support platform combining AI guidance with access to registered midwives.

£250K pre-seed | **£2.25M pre-money** | **10% equity**

Product built
Ready for UK launch

Clinical leadership
NMC-registered midwife co-founder

UK-first
Europe & Oceania longer term

midwifex.ai/meet

AT A GLANCE

MidwifeX in 30 seconds

THE PROBLEM

Questions don't wait for visits

Between routine visits and urgent care, families are left searching forums and feeds for answers.

THE PRODUCT

Built and ready for UK launch

AI pregnancy guidance, planning tools and 1-to-1 sessions with registered midwives in one app.

THE TEAM

Clinical + technical founders

An NMC-registered midwife (10+ yrs) and an AI/product lead (13+ yrs), with 10 founding midwives.

THE ASK

£250K pre-seed at £2.25M pre-money

To launch in the UK, prove real demand and build towards healthcare partnerships.

THE PROBLEM

Pregnancy has a support gap

01

Routine appointments

Planned check-ins with healthcare professionals.

The missing middle

Questions, preparation and reassurance between visits.

03

Urgent / emergency care

Escalation when clinical care is needed.

585,396

live births in England & Wales in 2025, each one a pregnancy full of questions

Source: ONS, Births in England and Wales: 2025

- Overwhelming, conflicting information online
- Questions that come up between appointments
- Uncertainty about what's normal and what needs care

THE SOLUTION

AI guidance, with real midwives behind it

AI supports the journey.
Registered midwives provide the human connection.

MidwifeX complements NHS maternity care. Urgent or clinical concerns are always signposted to the right care pathway.

CORE DIFFERENTIATOR

Human midwife access

1-to-1 video sessions with registered midwives.

AI Midwife

Conversational pregnancy education, any time.

Week-by-week journey

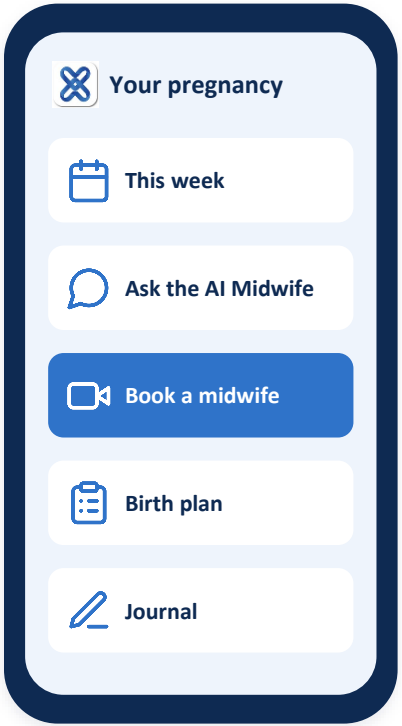
Personalised pregnancy information and journalling.

Birth & hospital prep

Birth plans, hospital-bag and appointment checklists.

PRODUCT

Built, not a concept



What's live in the product

- AI Midwife
- Week-by-week journey
- Pregnancy journal
- Birth plan builder
- Hospital-bag checklist
- Midwife video sessions
- Subscriptions & booking
- Google & Apple sign-in

We're not raising to build an idea. We're raising to launch, learn and scale.

Watch the 97-second product demo at midwifex.ai/meet

MARKET

A new, high-intent cohort every year

585,396

live births in England & Wales in 2025 (ONS)

12+ months

potential relationship, from pregnancy into postnatal support

UK-first

then Europe & Oceania through consumer and healthcare channels

EXPANSION PATH



Longer-term channels: employers · private healthcare · insurers · maternity brands · NHS partnership routes

BUSINESS MODEL

Recurring revenue with a natural upgrade path

BASIC

£9.99 / month

- 5 AI questions
- View-only birth plans

ESSENTIAL

£65 / month

- 20 AI questions
- 1 × 30-min midwife session
- Templates & journalling

ELITE

£125 / month

- Unlimited AI questions
- 2 × 30-min midwife sessions
- Full birth plan & journal exports

STANDALONE

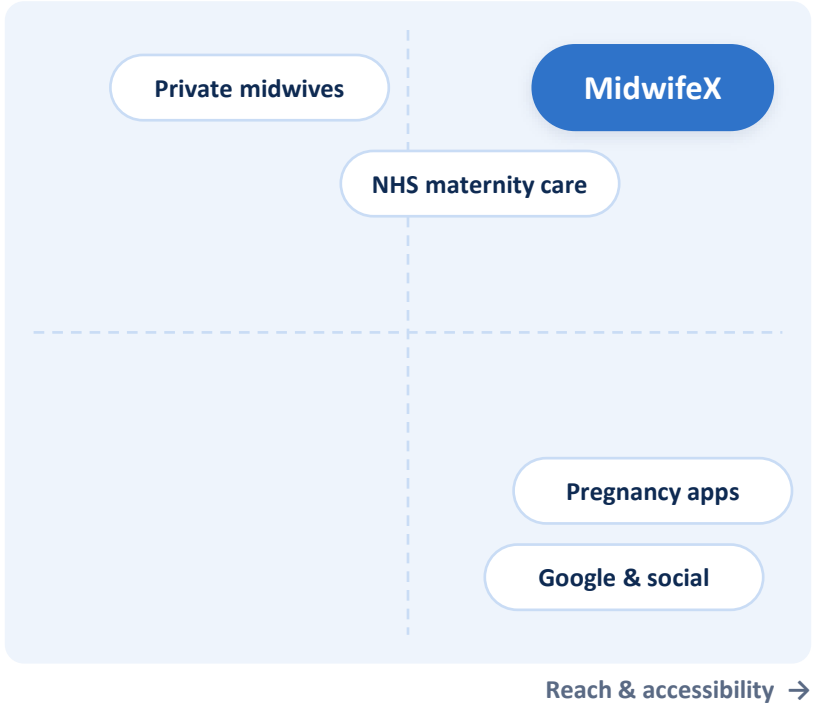
£80 one-time

- 1 × 30-min midwife session
- No subscription needed

Upgrade path: AI-only usage → paid human midwife access. Future channels (NHS, providers, employers, insurers) are not current revenue.

COMPETITION

Built for both reach and real expertise



Where each alternative falls short

Google & social

Huge volume, little trust or structure

Pregnancy apps

Tracking and content, no human midwife

Private midwives

High-touch, but costly and hard to scale

NHS maternity care

Essential, but appointment-based

MidwifeX: trusted content, AI support, planning tools and 1-to-1 midwives in one experience.

GO-TO-MARKET

Trust first, scale second

1 Controlled launch

- Founding users
- Midwife-led content
- Tight feedback loops

2 Demand generation

- Founder & midwife stories
- Creators & pregnancy communities
- Targeted acquisition

3 Partnerships

- Midwife networks & educators
- Maternity brands & employers
- NHS conversations

WHAT WE'LL MEASURE FROM DAY ONE

Sign-ups | **Activation** | **Repeat use** | **Midwife bookings** | **Free-to-paid** | **Retention**

TEAM

Clinical credibility meets AI execution

EW

Ellisha Jade Wright

Co-Founder & Director of Clinical Services

- NMC Registered Midwife
- 10+ years across NHS and independent midwifery
- BSc (Hons) Midwifery; founder of The Midwife Branch
- Leads clinical direction, care pathways and midwife engagement

AR

Muhammad Ahmed Rao

Co-Founder & AI / Product Lead

- 13+ years across data, engineering and applied AI
- MSc Big Data Science, Queen Mary University of London
- Experience across global organisations and financial institutions
- Leads product, technology strategy and AI development

Backed by 10 founding midwives contributing clinical insight, content and launch support.

THE ROUND

£250K pre-seed to launch and prove demand

£250K

PRE-SEED ROUND

Pre-money	**£2.25M**
Post-money	**£2.50M**
Equity	**10%**

Use of funds

UK launch & marketing

Customer acquisition, onboarding and market entry

Insurance & operational readiness

Clinical/professional insurance and launch-critical operations

User validation

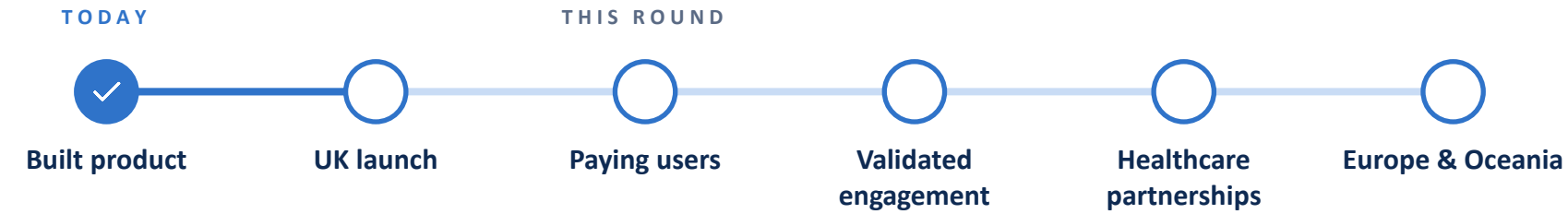
Paid users, engagement, retention and real-world evidence

Healthcare partnerships

Strategic relationships and future healthcare pathways

WHAT THIS ROUND UNLOCKS

From built product to evidence and scale



BY THE END OF THIS ROUND, WE AIM TO SHOW

Real UK users on a live, insured product

Engagement, retention and conversion data

An evidence base for NHS and provider conversations

MidwifeX®

Let's build the missing middle together

A built product. Clinical leadership. A focused UK launch.

Book a 30-minute call

Watch the demo

midwifex.ai/meet

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MidwifeX is an education and support platform and is not an emergency service. MIDWIFEX LTD, company no. 16311780.