

Executive summary

Name of the Project

Family is a platform for the selection of the best, low-cost medical solutions and organization of infertility treatment for people from all over the world, calling to bring together participants of ART programs (sperm donors, oocyte donors, sperm recipients, oocyte recipients, future parents, surrogate mothers, reproduction clinics, surrogate centers, legal agencies etc) providing them with transparent and safe interaction.

Problems

Nowadays, there is no efficient service in the fertility-market, which guarantees its participants safe and reliable information and -most importantly- solutions for acute problems of the most vulnerable participants - prospective parents and surrogate mothers.

- Presence of organizations in the market (reproduction clinics and surrogate agencies) dubious reputations;
- Abundant fraudulent ads on the Internet from surrogate mothers;
- Settlement of surrogate mother's contracts with several customers at the same time;
- Blackmailing and threats to Customers by surrogate mothers and surrogate agencies;
- Blackmail, threats and pressure on surrogate mothers by surrogate agencies;
- Refusal to pay surrogate mother's fee, or incomplete payment;
- Presence in the market of private intermediaries who do not have the legal authority to assist in such a sensitive topic;
- Contracts between intended parents and surrogate mothers that are not professionally drafted and are not intended to protect the interests of the participants to the fullest extent possible;
- There is no practice of insuring surrogate mothers for the period of the transaction;
- On the Internet you can often find an abundance of phony good reviews about specific reproduction clinics and surrogate agencies left by bots;
- Methods of ART are often too expensive for people who need them;
- A large number of advertisements on the Internet from surrogate mothers who, due to medical indications and / or under the law, cannot play this role;
- Bans on surrogacy in most countries;
- Excessively high prices for the services of reproduction clinics in Western countries;
- The language and mental barrier between western prospective parents and Russian (Ukrainian) surrogate mothers.

Benefit & Solutions

- All information in the profile of the reproductive clinic and the surrogate agency will be reviewed by Family security officers before being published on the platform and only after receiving a positive result will be publicly available. The platform must publish registration documents and valid licenses;
- Questionnaires of all surrogate mothers must be verified before publication. Information on surrogate mother questionnaires is reviewed by Family security officers before publication on the platform, including the interview with the help of a short video communication;

- The questionnaire will display information about the availability of the surrogate mother or with whom she is currently working, which completely excludes the possibility of entering into agreements simultaneously with several Customers;
- On the platform, you can track the entire history of relations between customers and the surrogate mother. It is also possible to follow the pregnancy history of a surrogate mother directly on the platform. The entire history of pregnancy will be filled by the attending physician and the surrogate mother will be prevented from editing it;
- On the platform, you can track the entire history of the relationship of the Surrogate Agency and the surrogate mother. In the event of disagreement between the parties, Family conducts its investigation and if we have discover facts proving the guilt of the surrogate agency - we will permanently block the agency's profile and the reason will be given. In this case, the reputation of the surrogate agency will be forever corrupted and and it can not be cleared;
- The platform offers "secure transactions". This is not a prerequisite and is only a recommendation. First of all, the "Safe Deal" will be of interest to surrogate mothers. This is due to the fact that there are often cases when, after the birth of a child, Customers or a surrogate agency refuses to pay the surrogate mother's fee in the agreed amount. "Safe transaction" excludes such a course of events, guaranteeing the payment of the initially agreed upon fee in full, provided that all the conditions of the contract between the Customers and the SM have been complied with;
- Family does not work with and will not work with "gray" participants (dubious parties);
- The contracts developed by the group of professional lawyers at Family are advisory, but always remain at the discretion of the participants;
- Surrogate mother insurance is unfairly given little attention. Family platform will fill this gap in the interests of both SM and Customers. This option, though not mandatory, is highly recommended;
- On the platform, you can leave a review (about the reproduction clinic, a surrogate agency, a law firm, a surrogate mother, etc.) only for registered participants. All reviews are monitored in order to identify biased opinion, hidden agendas or hidden advertising;
- The fundraising section "Help Future Parents" will enable people who do not have enough money for infertility treatment to collect funds directly on the platform. An important feature is that they will be able to spend the collected money only on the services of a reproductive clinic or a surrogate mother. Money "in the hands of" future parents, as well as pay for the services of a reproduction clinic or a surrogate mother, cannot be received by those who are not registered at the Fertility. The platform does not charge a fee for this service;
- Before publishing a surrogate mother's questionnaire, the platform staff will check the information for compliance with the mandatory medical and legal requirements for surrogate mothers, in accordance with the laws of the country where the procedure will be carried out;
- Commercial surrogacy is prohibited in almost all countries, with the exception of Russia, Ukraine, Georgia, Belarus and Kazakhstan. In the first year, these countries will be a priority for Family;
- Treatment of infertility in Russia, Ukraine, Georgia, Belarus and Kazakhstan is much cheaper than in Western countries, while the quality of the services provided and the material and technical base of reproduction clinics are not inferior to the Western ones;
- On the platform there is an opportunity to use the services of a professional translator in the video conference free of charge.

Target Market (Size & Scale). [Infertility in the world \(statistics\)](#)

[More than 100,000,000, couples in the world have problems with pregnancy.](#)

[Of the 100 couples in the United States, about 12 to 13 have problems with pregnancy.](#)

[Couples diagnosed with infertility in China - from 10 to 15%.](#)

[Couples diagnosed with infertility in Russia - 18%.](#)

[Couples diagnosed with infertility in Ukraine - 20%.](#)

[Couples diagnosed with infertility in Europe - from 10 to 14%.](#)

[Europe is the continent with the lowest birth rate.](#)

[More than 5 million children worldwide in 2015 were born with the help of IVF \(Official statistics only\)](#)

Competitive analysis

Today there is only one fertility platform on the market - findsurrogatemother.com

There are also semi-professional resources for the fertility of communities in different countries with boards on the global Internet, but none of them are able to provide even a tenth of the services of the Family platform and there is a lack of security in their case. These are ordinary ads. For this reason, we do not indicate them in our analysis.

Comparison table

Services / Opportunities	FindSurrogateMother	Family
Coverage of market participants	Maximum	Maximum
IP geography	No restrictions	No restrictions
SM geography	No restrictions	First 2 years - only Russia, Ukraine, Georgia, Belarus and Kazakhstan.
Geography of other participants	No restrictions	No restrictions
Availability of services for representatives of the LGBT community	Yes	Yes
Availability of free services	Yes	Yes
Annual subscription	\$300 (per year)	\$19 (per year) for FP and \$199 (per year) for legal entities; SM questionnaires are posted free of charge.
Verification of all participants	No	Yes
Payments inside the platform	No	Yes
Guaranteed accuracy of information	No	Yes
Free medical consultation	No	Yes
Fundraising section	No	Yes
Reviews	Yes. Only on the platform.	Yes. Reviews on the platform & Trustpilot.

Spam	Yes	No
Interaction with NGOs	No	Yes
Users support	Long wait	365/7/24
Actual information	No	Yes
Legal support of IP and SM	No	Yes
SM insurance	No	Yes
"Safety Deal"	No	Yes
The history of pregnancy SM	No	Yes
Monthly check of the relevance of the SM offer	No	Yes
Open data from the FP questionnaire	Yes	No
Auction request	No	Yes
Ability to write the first message to FP	Yes	No
Entry to the clinic	No	Yes
Synchronous, free translator	No	Yes
Multilingual platform	No. Only English.	Yes. Russian, English, Chinese.
Applications for iOS and Android	No	Yes
Donations to the platform	No	Yes
API	No	Yes
Framework	Yes	Yes
Open to investment	No	Yes
Location	USA	USA, Russia, Ukraine.
Owner	MedStar, LLC	FamilyTech Inc.

Investment

The required investment is \$250,000.

The first stage - \$70,000 is the cost of creating a beta version of the platform. (Implementation time from 3 to 5 months);

The second stage - \$30,000 is the development of software and infrastructure + testing. (Implementation time 1-2 months);

The third stage - \$150,000 is the promotion of the platform and the organization of services for participants. (from 6 months).

Stages of projects launching in countries

Starting from the first day of full functioning, the platform will be available to all English-speaking and Russian-speaking users (Intended Parents), regardless of the country of residence. For the first 6 months, registration of reproductive clinics, surrogate agencies, surrogate mothers, legal agencies, banks of genetic material, sperm donors and ova will be available only to those who work (live) in Russia and Ukraine.

Over the next two months, registration will be available for reproduction clinics, surrogate agencies, surrogate mothers, law agencies, banks of genetic material, sperm donors and ova to those who work (live) in Georgia, Belarus and Kazakhstan.

After another 4-6 months, registration will be available for reproduction clinics, surrogate agencies, surrogate mothers, legal agencies, banks of genetic material, sperm donors, and ova working (residing) in the United States. The next stage - Europe, Australia / New Zealand, India, Asia, Canada and South America.

Exit strategy

The Fertility sphere is complex and at the same time predictable. Unfortunately, the number of infertile couples is constantly growing. In some countries, the percentage of infertile couples has long exceeded 15%, which according to WHO recommendations, is a critical indicator. This explains the constant increase in the number of reproduction clinics, surrogate agencies and other players. The volume of the market of ART is estimated in tens of billions of dollars and it looks like this is not the limit. The situation today is such that there is an insane number of players, but there is no one who implements a simple and transparent mechanism for the interaction of all participants. Family platform, has an incredibly high potential to fill the gap and work effectively to help people realize their dream of having a baby! Fertility will be in demand as long as infertility exists.

Developer & Owner

FamilyTech Inc. (Wyoming, USA)

Cofounders of FamilyTech Inc.

[Igor Komasyuk](#) Founder and Executive director of non-profit organization “Assisted Reproductive Technology Participants Support Center” (Russia);

Non-profit organization “Assisted Reproductive Technology Participants Support Center” ([ARTPSC](#)).

Fertility Advisers

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