

DOYENNE

BE AUDACIOUS

DOYENNE MEMBER:

KATIE BRENNER

KATIE BRENNER IS THE CO-FOUNDER OF BLUDIAGNOSTICS, A COMPANY CREATING THE FIRST SALIVA-BASED FERTILITY TEST FOR WOMEN. KAITE WON THE 5x5x5 PITCH IN 2015.

Before Doyenne...

We were at a very early stage of development when we joined Doyenne, but we knew there was a huge need for better hormone measurements for women.



Because of Doyenne...

Doyenne helped us to get our big idea off the ground. We are so grateful for their support! Doyenne helped us with credibility, publicity, and funds at a crucial time. We won the Doyenne 5x5x5 competition, which not only gave us credibility and publicity, but a grant to move forward as well. We used the funds to de-risk a piece of our business strategy that enabled us to raise our seed round of capital.

As I look to the future...

At bluDiagnostics, we know that women want better information about their bodies, and we're putting the power of daily hormone measurements into their hands. First, we will help women who are struggling to get pregnant with biomarkers that can guide diagnosis and treatment. Next, we will provide women in perimenopause with a way to track and manage their symptoms. The data we aggregate will transform women's health and help to close the gender gap in healthcare. Our goals as we look to the future are raising a Series A.

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