



Vitala Global Foundation

Who we Are Vitala Global is revolutionizing sexual and reproductive self-care through co-designed, holistic, and localized digital solutions that meet women and girls where they are, empowering them to be agents of change. Our product Aya Contigo is a safe medical abortion digital companion that guides, supports, and connects users providing timely, comprehensive care. The app follows World Health Organization (WHO) abortion care guidelines to accompany women on their reproductive journeys with trustworthy information on self-managed abortion (SMA), contraception methods and miscarriage, self-care content, real-time technical and psychoemotional support, and referrals within a network of service providers.

The Global Context Globally, there are approximately 73 million women that need an abortion every year. The challenge is that restrictive policies, fragmented abortion care services, and stigma pose physical, mental, and emotional health risks, particularly to underserved groups. Women and girls of reproductive age (15-44) with the least access to reproductive care resort to unsafe methods, increasing the rates of maternal mortality and morbidity. Those with access face gaps in their care process, feeling anxiety from lacking the necessary knowledge on symptom management to feeling uncertainty and emotional burden pre, during, or post-care.

Our Model We are rooted in a partnership-based approach, bridging the gap between formal reproductive health providers, wellness practitioners, and grassroots feminist communities to maximize the power of a value and mission-aligned global ecosystem. This skillset and approach enable us to bring locally driven solutions to market that offer holistic, psychosocial, and comprehensive (pre-during-post) information & support that is also clinically vetted, evidence-based, and co-created with users.

Impact We co-created Aya Contigo in Venezuela with over 1,000 Venezuelan women and a dozen local and international sexual and reproductive health (SRH) organizations to address the increasing number of unsafe abortions and teenage pregnancies from the humanitarian crisis. Since our launch in March 2022, we have reached 6000+ users and 600+ conversations, 96% of our target last year, and are on track to meet 140% of our target this year. Aya Contigo's success motivated us to explore new models in the United States (US) and Latin America (LATAM), supporting more women who face similar pain points in other challenging settings and continuing to fuel our work to reach vulnerable populations more widely.

Expansion In the US, we are exploring a B2B model with leading sexual and reproductive health (SRH) partners like Planned Parenthood of America (PPFA). PPFA supported our user-testing stage, and we are now adapting Aya Contigo to launch in Q4 2023. In LATAM, we are researching B2B2C opportunities with pharmacies and distinct D2C pricing models in Mexico. We are raising **2.8 million USD** in the next 18 months to close our seed round for research, product development, and our team - 2 million USD for the US expansion and 820,000 for Mexico.

Our Team Leading Vitala are [Roopan Gill](#) and [Genevieve Tam](#), ObGYNs with over 20 years of internationally recognized clinical expertise in obstetrics and gynecology, advanced training in holistic wellness, and a deep focus on community engagement in women's health – a unique combination in the SRH space. Roopan has worked as an emergency obstetrician-gynecologist in Nigeria and Yemen, as a medical officer providing technical expertise to the Department of Sexual and Reproductive Health Research at the World Health Organization, and as a Women's Health Advisor for Médecins Sans Frontières (MSF). Genevieve worked as the Gynecology Team Leader for MSF in a maternal health project for vulnerable populations in Lebanon and as an instructor and editor for the Society of Obstetricians and Gynecologists of Canada Global Women's Health Program (SOGC) and the Canadian Network for International Surgery (CNIS). They were recently featured in [Forbes](#) and endorsed by the [WHO](#) as 1 of 5 top innovations in comprehensive abortion care. Together, they have created a highly skilled team, poised to scale impact and revolutionize abortion, miscarriage & contraception care globally.