## DOT

A PROVEN EFFECTIVE FERTILITY TRACKER.

> Dot is smart birth control & family planning.









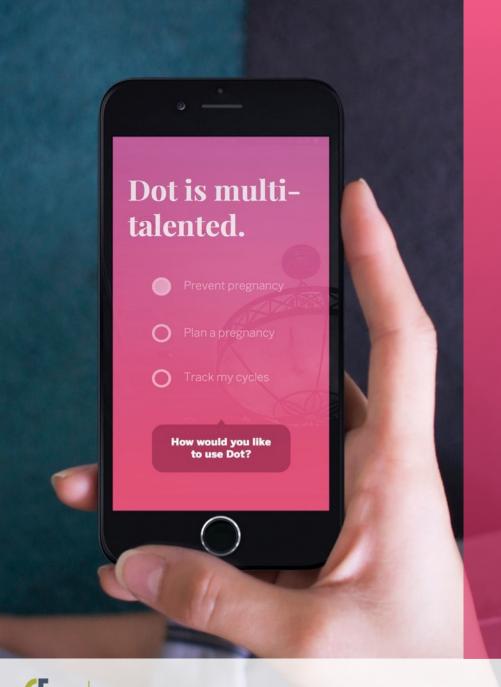












DOT UNDERWENT THE FIRST FULL-SCALE CONTRACEPTIVE EFFICACY STUDY ON A FERTILITY APP.

Typical Use

95%

**EFFECTIVE** 

Perfect Use

99%

**EFFECTIVE** 

Research conducted by: Institute for Reproductive Health, Georgetown University. Completed October 2018. Funded by: The U.S. Agency for International Development.







## WHY DO WOMEN USE DOT?

- **EFFECTIVE.** Proven 95% effective with typical use; 99% effective with correct use.
- NATURAL. No side effects.
- FREE. No cost to end-users.
- ACCESSIBLE. Available on smartphones.
- A HEALTH MONITOR. Helps identify potential underlying health issues.



## SOCIAL IMPACT | DOT



Dot has the potential to reach millions of women who have an unmet contraceptive need. Offering a solution that is evidence-based, rigorously tested, and well designed with a human-centered approach can help address the reasons women cite for not using contraception.

