

# Prelude Health Pte. Ltd. / Hormony

FEMTECH  
ASSOCIATION  
ASIA



**Hormony is transforming women's health by addressing the often-overlooked challenges of perimenopause.** Our core product is the first and only peer-reviewed, rapid at-home saliva hormone test paired with an AI-driven app.

**What sets Hormony apart is its focus on providing real-time, actionable insights through non-invasive saliva testing**—a gold-standard method that measures bioavailable hormones your body actually uses. With proven technology used in professional sports, Hormony offers women an accessible, science-backed solution to understand and manage their hormonal health effectively.

## CO-FOUNDER BIOS

**Mayra Hurtado MBA (L)**  
CEO/CFO Singapore & Mexico

- 20+ years industry experience
- Brand Strategy B2C & B2B2C
- Finance & Operations
- Product & Software Development
- Women's Health & Mental Wellness
- Scrum Master / Coding

**Dr. Sarita Kumble Ph.D. (R)**  
CSO India & Bay Area

- 25 years in Academia and Industry
- Developed infectious disease and autoimmune disease tests in India and Indonesia
- Identified Early Indicators of Esophageal Cancer
- Founded Pictor in 2006: Miniaturization, Multiplexing & Low-Cost diagnostics design and manufacture



**FOUNDED IN**  
2023

**HEADQUARTERS**  
Singapore

**MARKET PRESENCE**  
Singapore & USA

**CATEGORY**

Hormonal Health / Perimenopause

**FUNDING STAGE**  
Pre-seed

**COMPANY MISSION**

To revolutionize women's health with accessible, data-driven solutions for personalized hormonal understanding and care.

## Incubators & Accelerators

- ❖ Part of Singapore Management University Incubator
- ❖ Completed Femtech Lab Accelerator in UK - won Gold Cheetah Award
- ❖ Selected for Well4Tech 2024 bootcamp in USA and Creative Destruction Lab AI Track in Canada to enhance AI-driven health insights



## Awards

- ❖ Winner of FemTech Category at Global Tech Awards
- ❖ Finalists at Women's Health Innovation Summit Asia 2023 & Women's Health Innovation Summit USA 2024
- ❖ Nominated by Embassy of Mexico in Berlin for Falling Walls Ventures Competition 2024
- ❖ Finalists in Lion Foundation Future of Capitalism
- ❖ Top 6 Innovations at CharmHealth 2024 Innovation Challenge
- ❖ Finalist in Tech in Asia 2024 and Health Tech Forward
- ❖ Versalie Hitlab Innovation Challenge Semi-Finalist

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