MedEnc Technologies

MedEnc Technologies is a digital health ecosystem that provides real-time somatic tracking, conflict de-escalation, and absolute data security for individuals & couples while delivering objective, between-session client insights for practitioners.

medenc.com

PROBLEM

Millions of couples and individuals struggle with relationship friction and loneliness, yet traditional wellness tools fail to detect somatic stress triggers in real-time before arguments escalate.
Furthermore, existing intimacy platforms routinely compromise and monetize deeply personal user data, leaving privacy-conscious consumers without a trustworthy digital ecosystem.
Simultaneously, relationship practitioners face a 168-hour "blind spot" with zero objective visibility into client somatic stress between weekly appointments.

SOLUTION

MedEnc solves this dual problem with a privacy-first ecosystem combining Empathy Wave Analysis and patent-pending Zero-Knowledge encryption. Rather than relying on retroactive journaling, our platform identifies physical stress indicators in real-time to de-escalate conflict.
Praxic by MedEnc (B2B), gives therapists objective, real-time data on clients' physical stress triggers (somatics) and biometrics between sessions, providing actionable trend insights to inform continuous care.

PRODUCTS

Moanr™ *- A privacy-first tracker that turns hidden physical stress indicators into actionable early warnings. It pairs wearable biometrics with daily check-ins (libido, stress, cycle, STI records) to help couples prevent arguments before they start and build emotional empathy.*

Praxic by MedEnc *- A provider dashboard for licensed therapists & intimacy coaches, transforming continuous patient biometric and somatic data into actionable trends between appointments.*
Launching Q3 2026

Ecosystem Scale - ***Vardr & Vala Somatic***
Coming Soon -Dedicated privacy-first community interfaces designed to combat systemic isolation through local brotherhood and sisterhood somatic support networks.

Patent pending end-to-end cryptographic infrastructure where encryption keys are held solely by the user, ensuring that not even MedEnc can view, sell, or compromise personal health data.

MARKET OPPORTUNITY

TAM (Total Addressable Market)

~$38 Billion USD across global relationship tech and digital mental wellness.

SAM (Serviceable Addressable Market)

~$2.2B Billion USD in North America, targeting privacy-conscious couples and licensed relationship practitioners.

SOM (Serviceable Obtainable Market)

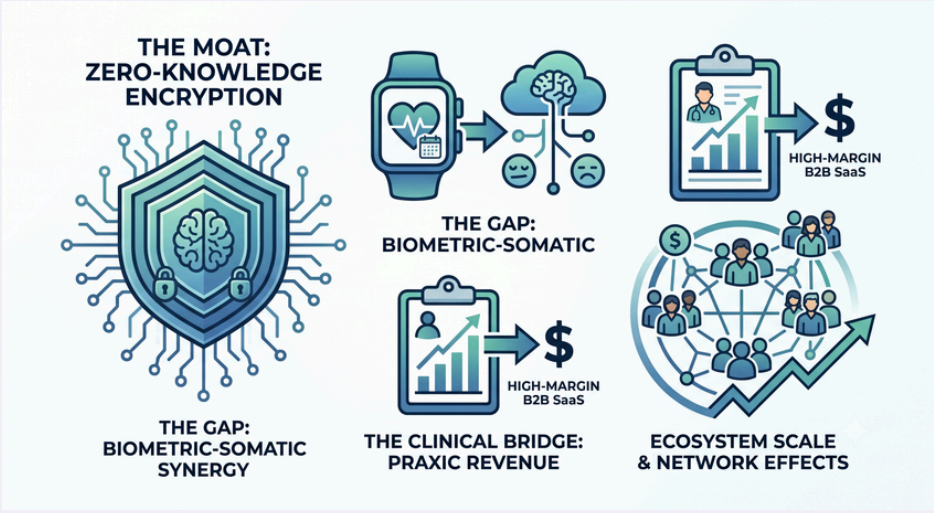
$45M USD over a 3-to-5-year capture period.

Why Now?

Loneliness and relationship strains are at record highs, and 72% of consumers express deep distrust around personal intimacy apps harvesting their data. Consumers want modern tools with bulletproof privacy.

The Moat: In an era of intense regulatory scrutiny over intimate health data, zero-knowledge encryption isn't just a feature—it's an essential barrier to entry and a primary trust driver.

The Clinical Bridge: Praxic by MedEnc expands monetization beyond B2C subscriptions into higher-margin, sticky B2B SaaS for mental health professionals and intimacy coaches.



The Gap: Traditional health apps isolate fitness or cycle tracking. Moanr™ and Praxic bridge the gap between biological stress signals and relationship dynamics for all identities and relationships.

REVENUE MODEL

Segment	Characteristics	Marketing Strategy
B2C Consumer Subscriptions	Tech-literate, privacy-conscious couples and individuals, Adult males seeking authentic local camaraderie, platonic male friendships, and community networks, Adult females seeking platonic sisterhood, female friendship networks, and collaborative somatic mutual aid.	Monthly and annual recurring fees ($3.49/mo–$4.99/mo) paid by couples and individuals for access to encrypted apps like Moanr™, Vardr, and Vala.
B2B Practitioner SaaS	Licensed mental health practitioners, clinical coaches, and practice administrators	Monthly software subscriptions ($59/mo per seat) paid by therapists and somatic coaches to access the Moanr Praxic Therapy Dashboard. This B2B channel creates a powerful referral loop that significantly lowers overall B2C customer acquisition costs (CAC).

TEAM

Tracy Daly
Co-Founder & CEO
Intimacy expert across LGBTQIA+, CNM/ENM dynamics; behavior-change systems spanning mindfulness, cycle telemetry, and somatic tracking.

Kevin Daly
Co-Founder & CTO
Ex–Silicon Valley scale architect; zero-knowledge cryptographer (Shadow UUIDs, RAM-only keys); AI build playbook that ships at founder velocity.

Why us: Domain expertise + cryptographic engineering in founding pair. Full Relationship OS built on ~$600K founder capital. B2C Moanr™ is live (App Store & Google Play, 800+ downloads); B2B Launch Fall 2026 — R&D risk already retired.