

01 | The 167-hour clinical blind spot

A week has **168 hours**. A couple spends **50 minutes** of it on the therapist's couch.

167 hours
99.4% of the week

Monday 00:00

The session: 50 minutes

167 hours lived in the dark.

How do we open the clinical “black box” between therapy sessions?



THE SOLUTION

Samna Care by MedEnc Technologies

Practice management and clinical AI for couples and individual therapy: SOAP notes, client telemetry, and longitudinal session insights

Tracy Daly (CEO) and Kevin Daly (CTO) · Commercial rollout Q4 2026 · Debuted at the SHA National Conference with 35+ therapists on the waitlist

02 | The clinical problem

How do therapists see the 167 hours between sessions?

Couples and sex therapists work blind—and individual therapy faces the same 167-hour gap. Legacy EHRs handle billing at the front desk, while clinical interventions stall between appointments.



The gap between sessions. During the week couples and individual clients hit stress spikes, intimacy blocks, and communication breakdowns that they can't recall accurately once they're back in session.

1 Retrospective recall bias

Seven days later, partners and individual clients can't accurately reconstruct arguments, libido shifts, or stress triggers. **40% of session time** goes to untangling conflicting, emotionally distorted memories.

2 Paper and PDF homework fails

Therapists send couples and solo clients home with static worksheets (Sensate Focus, Gottman checklists, somatic logs). Compliance is **under 25%**, with no data on emotional triggers or physiological reactions.

3 Incumbent EHRs can't see the week

SimplePractice and TherapyNotes were built for billing compliance. They give **no between-session visibility** into a couple's relational friction or an individual client's nervous-system dysregulation.

"Therapists are paid to intervene, but spend nearly half their billable time merely reconstructing what happened last Tuesday."

Poor communication drives ~65% of breakups

03 | The solution

Samna Care: practice management that sees the other 167 hours

Built for couples and sex therapy—and seamless for individual therapy so clinicians run their entire caseload in one EHR. Full practice management (calendar, billing, telehealth, and notes) plus clinical AI that drafts SOAP notes and reads Samna telemetry and past sessions to suggest treatment options.

01 Continuous telemetry between visits

Daily health signals between visits (mood rhythms, sleep debt, wearable HRV stress, cycle phases, and intimate check-ins) are consented under user-generated keys for both couples and individual therapy clients. Recall bias drops out of the session.

02 Prescribed homework that clients actually open

Clinicians assign evidence-based modules for couples and solo clients (Sensate Focus phases I and II, Gottman Love Maps, somatic grounding, and solo reflection) straight to clients' phones and see completion and engagement as it happens.

03 Clinical AI: in-session SOAP and treatment options

Transcribes in-session dialogue (multi-speaker for couples or 1-on-1 for individual therapy) and combines it with session history and between-session telemetry into structured SOAP notes and evidence-based treatment options. Diagnosis stays with the clinician.

How the week reaches the session

Consented and encrypted

Client companion app

The 167 hours



Samna™
Couples therapy



Samna™ Solo
Individual therapy

— Wearable HRV — Sleep debt — Prescribed homework

Feeds into Samna Care



Samna Care clinical platform

Practice management and clinical AI for couples & individuals

Practice desk

Calendar, CMS-1500 superbills, invoicing, telehealth, and notes

Clinical AI

In-session SOAP drafts, couple asymmetry alerts, and solo trends

Briefs the 50-minute session

The licensed therapist decides

A clear view of all 167 hours. Full diagnostic autonomy.

See the clinician dashboard. Seven days of partner telemetry, Sensate Focus homework status, and perception asymmetry for one couple, in the live deck.

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04 | Underlying technology

The technology engine: from mobile app to clinical chart

Four pieces of proprietary engineering connect consumer privacy to licensed clinical practice across couples and individual care.



Zero-knowledge architecture. Client metrics are protected with user-generated encryption keys that MedEnc can't access. Ephemeral QR pairing grants a therapist scoped, read-only access.

Perception asymmetry ($\Delta \geq 2.5$)

Compares each partner's independent ratings in Samna™ to flag unaddressed blind spots ($\Delta \geq 2.5$) before a couples session starts—and tracks longitudinal mood and somatic baselines for individual therapy.

Zero-knowledge cryptography

Clients hold the keys, and data is processed in RAM only. No unencrypted health data is stored in the cloud. HIPAA/GDPR certified.

[Whitepaper](#)

Clinical AI and automated SOAP

In-session speech diarization (multi-speaker couples or 1-on-1 individual) drafts SOAP notes immediately, and Samna telemetry plus past sessions inform suggested treatment paths. The therapist keeps diagnostic autonomy.

Full practice desk operations

Scheduling, client self-booking, invoicing, superbills (CMS-1500), telehealth, and encrypted rich-text notes for both couples and individual caseloads. Replaces SimplePractice entirely.

1

Reactive cloud services

Sub-millisecond microservices

→ 2

User-generated keys

No server access to keys

→ 3

Clinical AI engine

SOAP notes and longitudinal analysis

→ 4

Unified clinician portal

Web, desktop, and mobile workflows

Predictable B2B SaaS, plus a B2B2C consumer flywheel

High-retention clinician subscriptions across couples and individual therapy, combined with a client acquisition loop that costs nothing to run.

CORE PRACTICE MANAGEMENT

\$29.99–\$59.99 USD/mo

Solo practices · 30-day sandbox trial included

● Therapist Base (\$59.99/mo · \$49.99 annual)

Full clinical EHR, calendar, superbills, SOAP/DAP notes, telehealth & Samna telemetry.

● Coach Tier (\$29.99/mo · \$24.99 annual)

Scheduling, client portal, packages, invoicing, homework & unlimited HIPAA telehealth.

Undercuts SimplePractice (\$69–\$99/mo for video) · 3-mo intro available.

MODULAR PRACTICE ADD-ONS

+\$9.99–\$29.99 USD/mo

High-margin practice accelerators (> 85% gross margin)

● Clinical AI Intelligence (+\$29.99/mo)

Perception asymmetry ($\Delta \geq 2.5$), stress alerts & somatic trends.

● Ambient Voice Scribe (+\$29.99/mo)

Session audio capture, speaker diarization & automated SOAP drafts.

● Insurance Clearinghouse EDI (+\$9.99/mo)

25 claims/mo (\$0.20 overage), 837P filing & 835 ERA auto-posting.

● Extra Clinician Seat (+\$29.99/mo)

Multi-provider expansion with dedicated caseloads & shared billing.

ALL-IN CLINICAL SUITE

\$119.99 USD/mo

\$99.99/mo annual (\$1,199/yr) · \$79.99/mo 3-mo intro

● The Complete Practice OS [BEST VALUE]

Bundles Therapist Base (\$59.99) + Clinical AI (\$29.99) + Ambient Voice Scribe (\$29.99) + Insurance EDI (\$9.99) (\$129.96 standalone value).

● Replaces Fragmented Stack (Save \$760+/yr)

Replaces SimplePractice Plus (\$99) + Upheal AI (\$69) + Zoom Pro (\$16) with a unified zero-knowledge chart.

Includes 50 EDI claims/mo & priority clinical onboarding support.



The zero-CAC B2B2C acquisition flywheel

Each participating clinician onboards **20 couples** onto Samna™ (\$59.99 USD/yr or \$11.99/mo for both partners), a conservative ~50–60% of an LMFT's average 30–35 couple caseload—while also prescribing Samna Solo (\$39.99 USD/yr or \$7.99/mo) to individual therapy clients. At 15,000 clinicians that is **300,000 couples subscriptions** (\$18M consumer ARR). Samna's free ad-supported period tracker and direct B2C sales sit as standalone upside in the appendix.

06 | Go-to-market plan

US market first: 140,000 high-trust clinicians

HIPAA-ready from day one. A phased clinical rollout anchored by the SHA National Conference (Denver; completed, 35+ therapists waitlisted) and Women’s HealthX (Boston; booked).

<p>Phase 1 · Oct 2026 ● Completed</p> <p>SHA National, Denver</p> <p>Commercial debut at the Sexual Health Alliance National Conference. 35+ therapists joined the waitlist, and clinician feedback was very positive.</p> <p><i>“I’ve never been excited by an EHR till now.” — Therapist at SHA National</i></p>	<p>Phase 2 · Nov 2027 ● Booked</p> <p>Women’s HealthX, Boston</p> <p>Clinical expansion in Boston. A funded, booked sponsorship reaching female health practitioners, somatic therapists, and clinic networks.</p>	<p>Conference pipeline ● Identifying targets</p> <p>Future therapy conferences</p> <p>Building a calendar of upcoming therapy and sexual health conferences to target for sponsorship and demos, repeating the SHA and Women’s HealthX playbook.</p>
<p>Outbound channel</p> <p>Targeted LinkedIn outreach</p> <p>Direct, targeted outreach on LinkedIn to LMFTs, sex therapists, and group practice owners, turning conference interest and the waitlist into booked demos.</p>	<p>Value wedge</p> <p>Unbillable time</p> <p>Saves ~16 hours a month of charting and intake work across couples and individual sessions, worth over \$2,400/mo in clinician capacity.</p>	<p>Viral loop</p> <p>Client-led onboarding</p> <p>Couples and individual clients invite their existing therapist through a secure encrypted link to review their weekly check-ins in Samna Care.</p>
<p>US MARKET FIRST</p> <p>140K</p> <p>LMFTs and sex therapists</p>	<p>HIPAA READY</p> <p>Scoped</p> <p>Clinician access, revocable by the client</p>	<p>INITIAL CAPTURE TARGET</p> <p>15,000</p> <p>Practices (~10.7%)</p>

07 | Competitive landscape

Incumbents stop at the desk. Samna Care covers the 167 hours.

Samna Care matches SimplePractice and TherapyNotes on calendar, billing, and notes for both couples and individual therapy, and adds the between-session recall they can't replicate.

CAPABILITY	SAMNA CARE	SIMPLEPRACTICE	THERAPYNOTES	KAREO / TEBRA	ORCHID HEALTH
Monthly price	\$29.99–\$119.99 (\$59.99 Base)	\$39–\$99/mo (\$69+ video)	\$59/mo (+\$0.14/claim)	\$125–\$300/mo	\$49/mo
Calendar, scheduling, and billing	● Full suite (couples & solo)	● Full suite	● Full suite	● Full suite	● Basic
Between-session client telemetry	● Yes (Samna™)	○ No	○ No	○ No	○ No
Interactive mobile homework	● Native app modules	● Static PDF only	○ None	○ None	○ None
Perception asymmetry detection	● Automated ($\Delta \geq 2.5$)	○ No	○ No	○ No	○ No
Zero-knowledge patient encryption	● User-generated keys	● Server encrypted	● Server encrypted	● Server encrypted	● Server encrypted
Current estimated scale	Q4 2026 debut	~180k clinicians	~100k clinicians	~40k clinicians	~5k clinicians

The switching thesis: practices won't juggle two tools—one for couples and one for individual clients. Samna Care replaces SimplePractice across the entire caseload and wins the clinical hour with between-session recall.

08 | Leadership team

Domain expertise in **clinical psychology and cryptography**

A rare combination: relationship wellness vision, empathy for clinical providers, and secure systems engineering.



Founder and Chief Executive Officer

Tracy Daly

Leads executive strategy, clinical provider partnerships, brand stewardship, and GTM execution. Deep background in relationship dynamics, community building, and digital health product delivery.

tracy@medenc.com



Founder and Chief Technology Officer

Kevin Daly

Extensive startup and leadership experience across both the Toronto and Silicon Valley ecosystems. Architect of MedEnc's zero-knowledge cryptographic engine, the Samna Care desktop and web apps, the secure cloud microservices, and the Samna consumer platform.

kevin@medenc.com

Clinical advisory network and ethics board. Certified LMFTs, AASECT sex therapists, and HIPAA compliance counsel validate Samna Care's clinical taxonomy, Sensate Focus protocols, and key-delegation security.

The path to \$18M+ ARR in clinical SaaS

Positioned in the \$2.42B mental health practice software market, growing at a 12.44% CAGR across couples and individual care.

CURRENT TRACTION

800 organic downloads and 300 test users active in the app.

Validated organic engagement

YEAR 1 · 2027

\$1.1M_{ARR}

1,500 active clinicians

Commercial rollout across LMFT, sex therapy, coaching (\$29.99/mo), and individual therapy practices (\$59.99/mo base). Validates \$75+ blended ARPU with Clinical AI (+\$29.99), Ambient Scribe (+\$29.99), and All-In Suite (\$119.99/mo) attach.

YEAR 2 · 2028

\$4.2M_{ARR}

5,000 active clinicians

Expansion into group practices (+\$29.99/mo per extra clinician seat) and Insurance Clearinghouse EDI (+\$9.99/mo). B2B2C consumer loops accelerate across couples (\$59.99/yr) and solo (\$39.99/yr) caseloads.

YEAR 3 · 2029 TARGET

\$9.8M_{ARR}

12,000 active clinicians

Category leadership in relationship practice software. Scales to \$18M+ ARR at 15,000 clinicians (under 11% of SAM).

<div>BLENDED ARPU</div> <div>\$75–\$101 USD/mo</div> <div>Base \$59.99 + AI/EDI (All-In \$119.99)</div>	<div>ESTIMATED CAC</div> <div>< \$350 USD</div> <div>Organic and conference GTM</div>	<div>CLINICIAN LTV</div> <div>\$3,200+ USD</div> <div>High switching friction</div>	<div>LTV / CAC</div> <div>> 9.1×</div> <div>Strong unit economics</div>
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Capital requirements and commercial rollout

Funds 12–18 months of Canadian & US clinical deployment and practice scaling. Standalone consumer revenue is upside, outside this round’s target.

Up to \$750,000 CDN

Pre-seed / angel round · SAFE note · Core technology fully de-risked

Samna™

Built and deployed · Couples & solo companion app

Samna Care

Built, launching Q4 2026 · Couples & individual therapy EHR

TECH STATUS

v3.6 live and tested

\$600K+ of founder capital deployed

COMMERCIAL LAUNCH · SHA COMPLETED

35+ therapists on the waitlist

“I’ve never been excited by an EHR till now.”

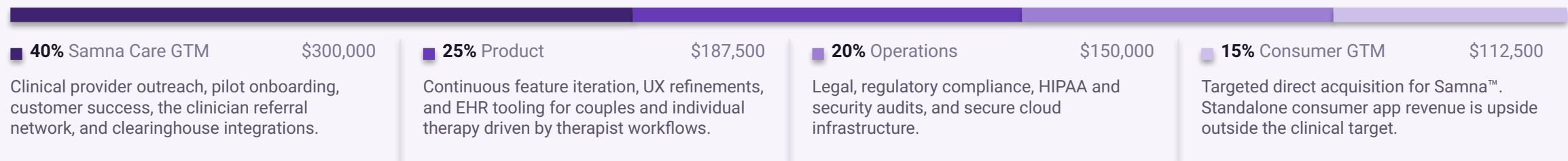
18-MONTH TARGET

\$1.1M–\$3M ARR (2027–2028)

1,500+ practicing clinicians

Use of funds, up to \$750,000 CDN

Weighted to clinical commercialization



tracy@medenc.com ·
 kevin@medenc.com ·
 [Samna live demo](#) 

The relationship & loneliness crisis **needs a product that stands alone**

Samna™ works as a standalone consumer app for couples and individuals who aren't in a therapist's office. The customer is the person using the app; connecting to a Samna Care clinician is optional, later.

Divorce and breakups

CDC/NCHS (2024)

2.4 / 1,000

U.S. crude divorce rate hits a 50-year low as formal marriage declines.

2×

Cohabiting couples break up at double the rate of married couples.

70–75%

Share of divorces initiated by women, driven by emotional labor exhaustion.

Male relational isolation

AEI American Perspectives Survey (2021)

15% of men

Report having **zero close confidants**, a 5× increase since 1990.

21% vs 41%

Only 21% of men receive weekly emotional support outside their partner.

80% of suicides

Men account for ~80% of U.S. suicides; relationship breakdown is a leading trigger.

Female relational fatigue

BLS American Time Use Survey (2024)

2× domestic labor

Women in cohabiting couples do double the daily domestic chores.

37% decline

Daily in-person support time has dropped 37% over a decade.

15% chronic loneliness

Statistically matches male rates, dismantling the myth of female immunity.

The next page covers **Samna™**, named from **Old Norse** (*to gather, to unite as one*). It serves couples together and individuals in solo mode—and works as a complete consumer product without needing Samna Care first.



Samna™, for couples and individuals

Built and deployed. Couples open Samna without a therapist for daily play, shared questions, cycle tracking, menopause and HRT support for her, TRT support for him, and wearables—while solo mode supports individual self-care and between-session tracking for individual therapy.

Old Norse root: Samna (“to gather, to unite as one”). An active verb meaning to gather, assemble, and unite into one whole (from Proto-Germanic **sam-* / Old Norse *saman*, “together, as one”). **Psychological frame: synchrony.** Gathering scattered nervous systems back into a shared frequency.

Brand promise: “We gather as one.”



COUPLES & SOLO

Playing together, or reflecting solo

Daily games, questions, and shared challenges on the same shelf as Paired, Lasting, and Flamme (\$59.99 USD/yr per couple), plus solo reflection games and somatic rituals for individual users (\$39.99 USD/yr).

SHARED & INDIVIDUAL HEALTH

Cycle, menopause, HRT, and TRT

She gets cycle context, menopause symptom logs, and HRT protocols. He gets TRT support: evaluating through maintenance, dose reminders, testosterone labs, and symptom logs—inside a relationship or tracked solo.

OPTIONAL CLINICAL BRIDGE

Complete on its own, ready for Samna Care

Samna is already live on the App Store and Google Play. When a couple or an individual enters therapy, Samna Care can receive consented between-session telemetry.

Loneliness inside or outside a relationship is still loneliness. Samna is the consumer answer for couples and solo users alike. Direct consumer revenue sits outside the \$18M clinical forecast.

● Built and deployed

A3 | Subscriber retention

Engagement and subscriber retention

A yearly subscription stays paid when there is something new to open. Samna™ keeps that loop going with reading, play, and rituals—the same loop a Samna Care clinician counts on between couples or individual sessions.

READ**New articles to read**

Fresh articles give a subscriber a reason to open the app between games and between sessions. Reading is ongoing, so the subscription stays useful after the first week.

PLAY**Games and challenges**

Daily games and shared or solo challenges are the habit. Couples play together in Samna, and individual therapy clients have solo reflection games waiting when the hour is over.

PRACTICE**Rituals, made into games**

Check-ins, date rituals, breathwork, and somatic grounding habits become streaks and completed rituals. Progress is visible, and that carries a subscriber through the year.

That loop is the retention engine behind the \$59.99 USD couple plan and the \$39.99 USD individual plan. When Samna Care assigns Samna for couples or individual therapy, the client isn't holding a static worksheet—articles, games, and rituals are already in the app they keep.

A4 | Standalone revenue

Samna™ sells as a standalone consumer app

Standalone subscriptions are a second revenue line. Samna competes in the couples category (Paired, Lasting, Flamme, Connected) and individual somatic tracking with no therapist required. These figures sit outside the \$18M clinical forecast.

Samna™ Couples (2-User Bundle) \$59.99 USD/yr · \$11.99/mo

Covers **both partners** (~\$30/yr/user, 58% annual savings; extra partner seat +\$4.99/mo or \$29.99/yr). Competes directly with Paired (\$74.99–\$149.98/yr), Lasting (\$359.88/yr), and Flamme (\$143.88/yr) in the **\$2.53B** couples-wellness SAM.

Upside: \$27M ARR at 500k couples · outside the \$18M clinical case

Samna™ Solo & Free Tier \$39.99 USD/yr · \$7.99/mo · Free

Free Forever tier (contextual non-profiling ads, full period tracker & articles) drives zero-CAC acquisition. **Solo Plan (\$39.99/yr or \$7.99/mo)** unlocks smartwatch HRV/sleep sync, menopause/HRT, male TRT/erection telemetry, and solo Q&A.

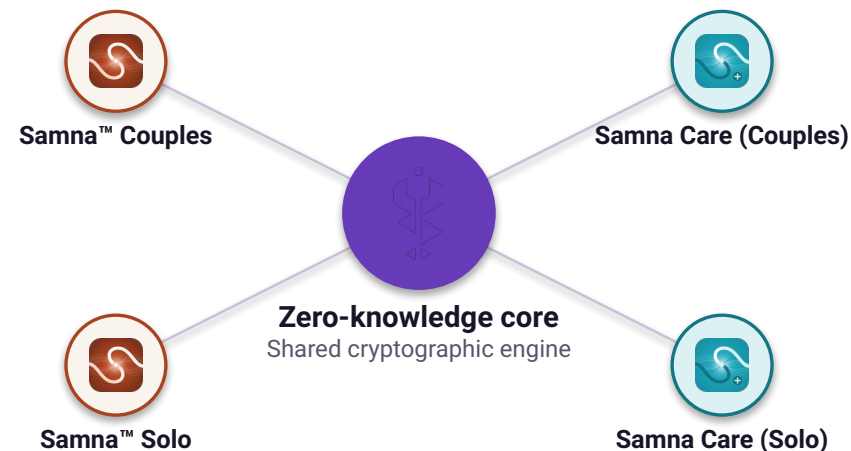
Upside: zero-CAC free funnel + \$39.99/yr Solo · outside the \$18M case

Samna Care Clinical B2B Suite \$29.99–\$119.99 USD/mo

Coach (\$29.99/mo · \$299/yr), Therapist Base (\$59.99/mo · \$599/yr), and All-In Clinical Suite (\$119.99/mo · \$1,199/yr), plus modular EDI (+\$9.99/mo), Clinical AI (+\$29.99/mo), Ambient Scribe (+\$29.99/mo), and Extra Seats (+\$29.99/mo).

Core clinical forecast: \$18M+ B2B ARR + \$18M B2B2C ARR

Zero-knowledge core powers distribution



Samna earns consumer subscription revenue on its own for couples and solo users. Samna Care multiplies clinical reach across couples and individual therapy; both share the zero-knowledge engine.

Why standalone point solutions **fail clinical care**

Wearable trackers and couples quiz apps work in silos. MedEnc closes the loop.

POINT SOLUTION

Wearable trackers alone

Apple Watch, Oura, and Whoop measure physiology (HRV, sleep debt, body temperature), but they have no relational or clinical context. They can't tell that stress is triggering an argument or therapy setback.

- Blind to partner co-regulation and therapy

PAID CATEGORY TODAY

Consumer couples apps

Paired, Lasting, and Flamme already sell couples subscriptions: quizzes, courses, and date play. Samna plays in that same category and adds solo mode, wearable context, cycle tracking, and an optional clinical bridge.

Samna sells here directly

THE CLOSED LOOP

Samna Care

Samna captures subjective feelings and objective wearable biometrics for couples and solo clients. Samna Care detects couple perception asymmetry ($\Delta \geq 2.5$), tracks individual trends, and puts actionable intelligence into the therapist's chart for the 50-minute session.

- Clinical care and daily life, connected

Clinical efficacy: combining longitudinal biometric trends with Gottman, Sensate Focus, and somatic homework makes sessions **40% more productive.**

[Security whitepaper](#) 

A6 | Security and compliance

Zero-knowledge cryptography: **privacy by architecture**

How MedEnc meets HIPAA, GDPR, and post-Dobbs reproductive safety requirements without giving up clinical utility.



No plaintext in the cloud. Even under subpoena, MedEnc can't decrypt client sexual or reproductive records. Only the client and their authorized therapist hold the private keys.

1 Ephemeral user-provided AES-256 keys

Clients supply encryption keys at runtime in request headers. Keys exist only in volatile RAM during transit and are never cached or written to server disks.

[Security whitepaper](#) 

2 Shadow UUID pseudonymization

Biometric and sexual health records are indexed under an anonymous Shadow UUID, cryptographically separated from authentication identities to prevent correlation attacks.

3 Scoped clinician grant / claim sequence

Patients grant their therapist access through an ephemeral QR code or invite link. They choose what to share (for example HRV and homework, but not private diary notes) and can revoke access at any time.

A7 | Market sizing and valuation

Market sizing: \$38B TAM · \$2.2B SAM · \$45M SOM

Bottom-up valuation across clinical practice software, couples intimacy wellness, and individual somatic tracking.

TOTAL ADDRESSABLE MARKET

\$38.0B

Global SexTech, digital wellness, teletherapy, and wearable somatic telemetry across B2B and B2C.

Source: SNS Insider; Fortune Business Insights

SERVICEABLE ADDRESSABLE MARKET

\$2.2B

North American privacy-first couples wellness, somatic tracking, and clinical therapy practice management.

Source: Business Research Insights (2026)

3–5 YEAR CAPTURE TARGET (SOM)

\$45.0M_{ARR}

15k Samna Care clinician seats (\$18M ARR) plus 500k active B2C couples subscribers (\$27M ARR).

Source: MedEnc capture model

MENTAL HEALTH PRACTICE SAAS

\$2.42B (2025) → \$7.81B (2035)

12.44% CAGR · couples & individual therapy

COUPLES RELATIONSHIP WELLNESS

\$2.53B SAM

Samna couples addressable market

MENSTRUAL, FERTILITY & HORMONE TRACKING

\$7.7B category

Samna solo cycle, HRT & TRT upside

A8 | Couples category

Samna competes where couples already pay

These are the couples apps in MedEnc’s competitive set. Together they already collect about **\$13M** in estimated ARR. Samna plays in the same category at **\$59.99 USD/yr (\$11.99/mo) covering both partners (~\$30/yr/user)**, plus a **\$39.99 USD/yr (\$7.99/mo) Solo tier** and a **Free Forever** period tracker.

COUPLES APP	EST. ARR	PRICE	WHAT THEY SELL	WHERE SAMNA PLAYS
Samna™	Direct sale	\$59.99/yr couple (\$11.99/mo)	Games, questions, cycle, menopause and HRT, TRT, wearables	● 2 seats inc. (~\$30/yr/user)
Paired	~\$5.1M	\$74.99–\$149.98/yr	Daily questions and therapist courses	60–80% lower cost per couple, plus biometrics
Lasting	~\$5.0M	\$29.99/mo (\$359.88/yr)	Gottman-style self-guided courses	Adds daily play, wearables & 83% lower annual cost
Flamme	~\$1.2M	\$11.99/mo (\$143.88/yr)	Date play, widgets, long-distance	Same monthly price, 58% annual savings + cycle & HRV
Connected	~\$0.9M	\$59.99/yr	AI coaching, iOS only	Same annual price, on iOS and Android
Lovewick, Cupla, Between	~\$0.7M	\$14–\$30/yr	Dates, calendars, shared memory	Play plus the emotional layer those utilities skip

Adjacent intimacy apps are the same kind of direct sale: Mojo ~\$1.5M, Blueheart ~\$800K, Ferly ~\$700K. None of this couples revenue is inside the \$18M clinical forecast. Period tracking is a second standalone door (A9).

A9 | Case study

Competitive as a period tracker on its own

Samna™ ships a full cycle engine on its own: period tracking, menopause support, and HRT protocols, with no therapist required. It matches Flo, Clue, and Natural Cycles on AI predictions and fertile windows. The difference is biometrics, partner sync, and zero-knowledge.

SAMNA™ COUPLES

Couples cycle log

Period, fertility, menopause, and HRT for her, shared with her partner under zero-knowledge keys. TRT support for him. Wearables included.

SAMNA™ SOLO

Individual cycle tracker

The same engine (cycle sync, menopause symptom logs, and HRT protocols), used solo by an individual woman with optional sharing to a Samna Care clinician.

THE CATEGORY ALREADY PAYS

\$7.7B menstrual and fertility

Flo ~\$200M ARR. Clue ~\$23M ARR. Demand is proven. Privacy is not.

PERIOD-TRACKER CAPABILITY	SAMNA™	FLO	CLUE	NATURAL CYCLES
LH surge and cervical mucus	● Yes	● Yes	● Yes	○ No
Flow color and clot detail	● Yes	○ No	○ No	○ No
Sleep temperature	● Yes	● Limited	○ No	● Oura
Nocturnal heart rate and HRV	● Yes	○ No	○ No	○ No
Multiparametric ovulation score	● Yes	○ No	○ No	○ No
Anovulatory cycle detection	● Yes	○ No	○ No	○ No
Zero-knowledge user keys	● Yes	○ No	○ No	○ No

Ovia, Glow, and Stardust follow the same pattern. Euki and Drip also use user-held keys, but they don't log nocturnal heart rate, HRV, or anovulatory cycles. Symptothermal 3-over-6 is shared with Natural Cycles and Glow only. This comparison covers the tracker alone, outside the \$18M clinical forecast.

Macro forces: why the window opens in 2027

Four cultural and technical shifts make this the moment for Samna Care and MedEnc.

01

Post-Flo privacy backlash

After Flo Health's \$56M settlement and post-Dobbs surveillance fears, **72% of consumers** actively want zero-knowledge encryption for intimate tracking.

02

Clinical AI readiness

Enterprise clinical language models and speech diarization now reliably produce structured SOAP drafts, analyze client app telemetry, and synthesize past sessions into treatment options for couples and individual therapy, with diagnosis left to the therapist.

03

Behavioral SaaS boom

Mental health practice management software is growing at a **12.44% CAGR** (\$2.42B → \$7.81B) and takes 54.78% of all behavioral health software budgets.

04

Therapy destigmatization

Couples, sex, and individual relationship therapy have shifted from "crisis repair of last resort" to proactive, continuous maintenance for modern life.

Ready to invest: the up to \$750,000 CDN pre-seed round funds 12–18 months of clinical rollout and category leadership.

tracy@medenc.com

Live demos: try Samna in your browser

Interactive simulations backed by production. Samna is fully deployed and interactive today; the Samna Care clinician portal is in private beta for Q4 2026 launch.



Samna™: couples & solo intimacy and health

Interactive browser showcase

● Live now

A fully playable showcase of real-time couples play, solo reflection, daily questions, biometric sync, and zero-knowledge encryption in RAM. See how couples and individuals use the app before it connects to Samna Care.

Daily intimacy & solo play: shared questions, Gottman-style rituals, solo check-ins, and relationship streaks

Zero-knowledge security: client-side keys and an ephemeral QR pairing handshake in RAM

Somatic telemetry: menopause, HRT and TRT symptom tracking, and wearable sync

[Launch the Samna demo](#) 

No install required. Runs in any desktop or mobile browser.



Samna Care clinician hub

● Private beta

The 167-hour client telemetry dashboard, perception asymmetry ($\Delta \geq 2.5$) detection for couples, longitudinal somatic tracking for individual therapy, automated SOAP notes, and calendar and billing. Live clinician walkthroughs are available on request with the founders.



Samna Care patient portal & telehealth

● Q4 2026

Client self-booking, digital intake, interactive homework delivery, encrypted messaging, and HIPAA-ready browser video sessions for both couples and solo therapy clients.

A production-ready foundation. Samna and Samna Care run on the shared zero-knowledge cryptographic engine, reactive Quarkus microservices, and cross-platform UI architecture that power the MedEnc platform.