

neonatae.

Structured connecting software for pediatric practices.



Italian pediatric primary care

14,000

Italian pediatricians

800

Children per pediatricians



1.3M

Children 0-3 years old

4

Pediatricians per child

Today, the channel between them is broken



64M hr/year

Unstructured. Unpaid. Not auditable. Confirmed by pediatricians interviewed in our discovery cycle.

Why now

Electronic Health Record (ETH or FSE)

March 2026 mandate

Italian national health record now requires structured communication between PLS and hospital. Unstructured WhatsApp messages do not count toward compliance.

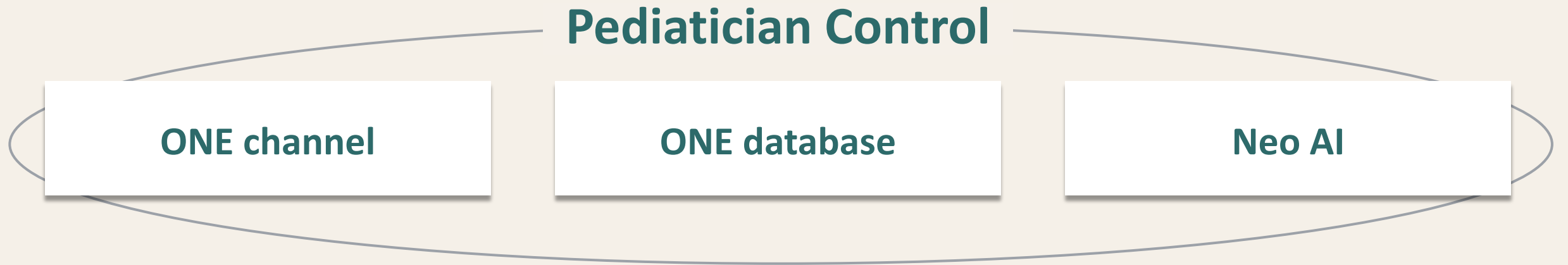
Pediatricians Retiring

25% workforce out by 2030

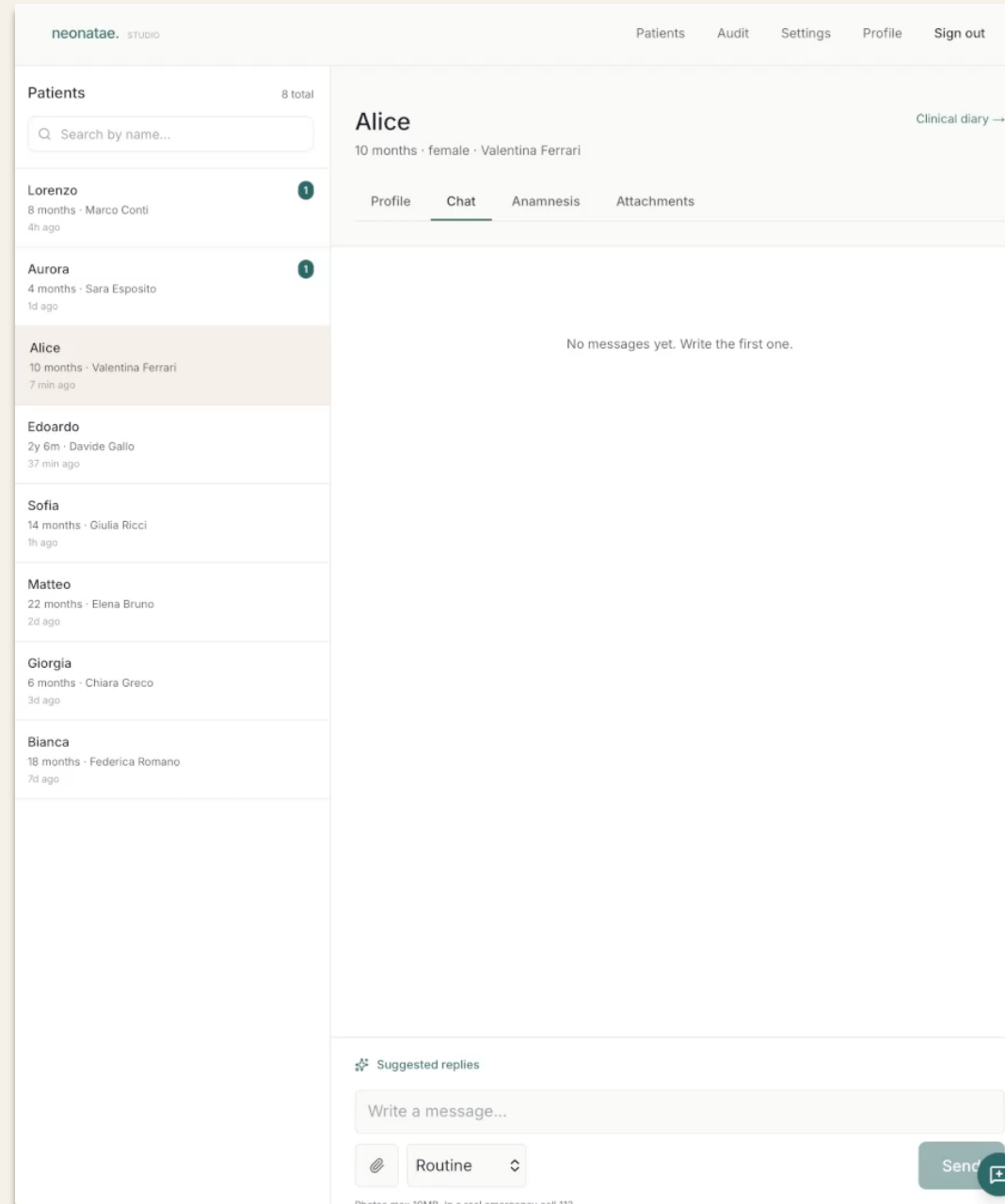
1.500 family pediatricians retiring in 5 years without replacement (SIP/FIMP).

The solution

**neonatae. is the structured channel
between families and their pediatrician.**



Product, live at neonatae.it since May



neonatae. STUDIO
&
Neo AI

Where we are

25

pediatricians feedbacks

Pain confirmed unprompted in every interview (2 hr/day burden).

4

beta sign-ups

Mom-side and pediatria-side forms distributed since May 2026.

1

active conversation in progress

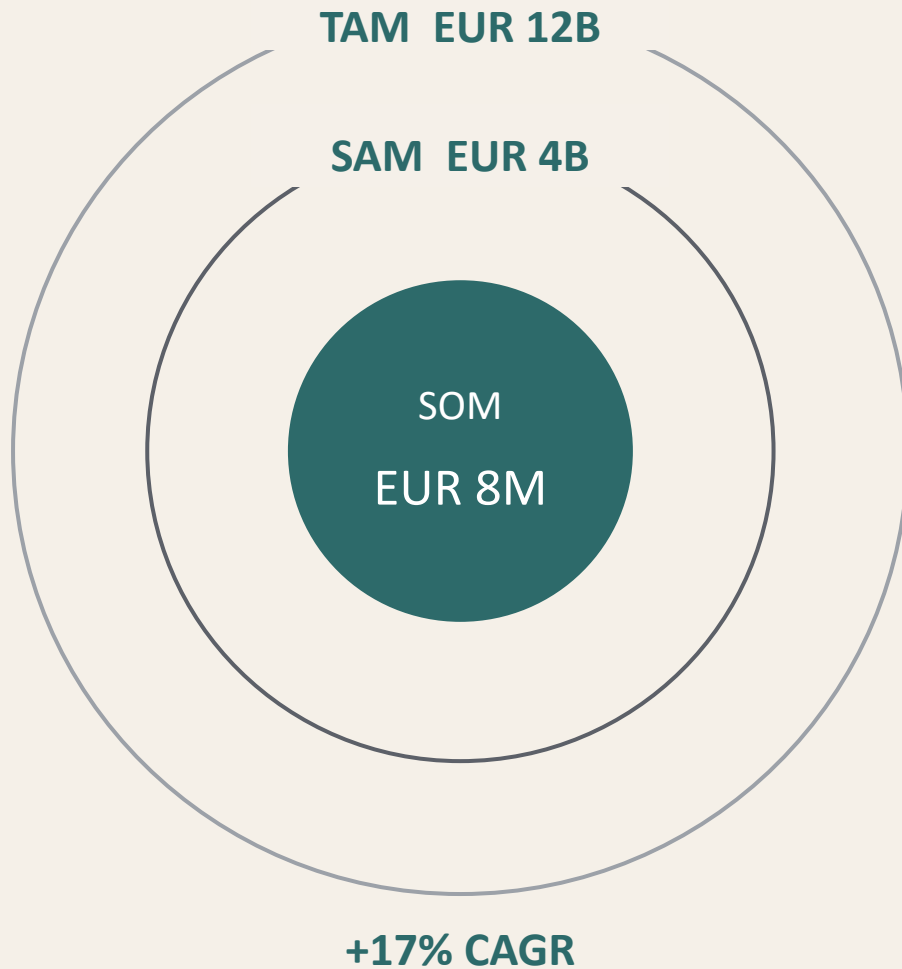
Active PLS Lazio, 1,000-child panel, already pays MioPediatria + CRM.

LIVE

prototype since May 2026

Public at neonatae.it · auth-gated pilot path under construction.

Business model & market - B2B2C



Flat per-pediatrician pricing

€39-49

per month · €470-590 / year

First 100 founding: free pilot, then €19/mo.

Mom Premium add-on for families: €4.99/mo (optional).

CAC €250 - Payback 7mo - LTV/CAC 5.2x

Three ARPU layers expand: base → AI tier → Mom Premium.

TAM ≈ 10M physicians × €1.2K/yr (global healthcare comms). SAM ≈ 1.8M EU physicians × €2.2K/yr. SOM = our Italian pediatric niche, 0.2% of SAM, room to expand into adjacent specialties + EU.

Competitive landscape

← Generalist

Pediatric →

↑
Clinician-
led

Self-
service
↓



Why we win

SIMPLIFY ← Five channels collapsed into one

AI - STRUCTURE ← Scheduling, audit, templates

INTEGRATE ← Plug-in to existing ERPs and CRMs

The Team



Tolulope Alade

Mission alignment + governance



Fabio Borgia

Built the live product



Moritz Rothweiler

DE expansion expertise

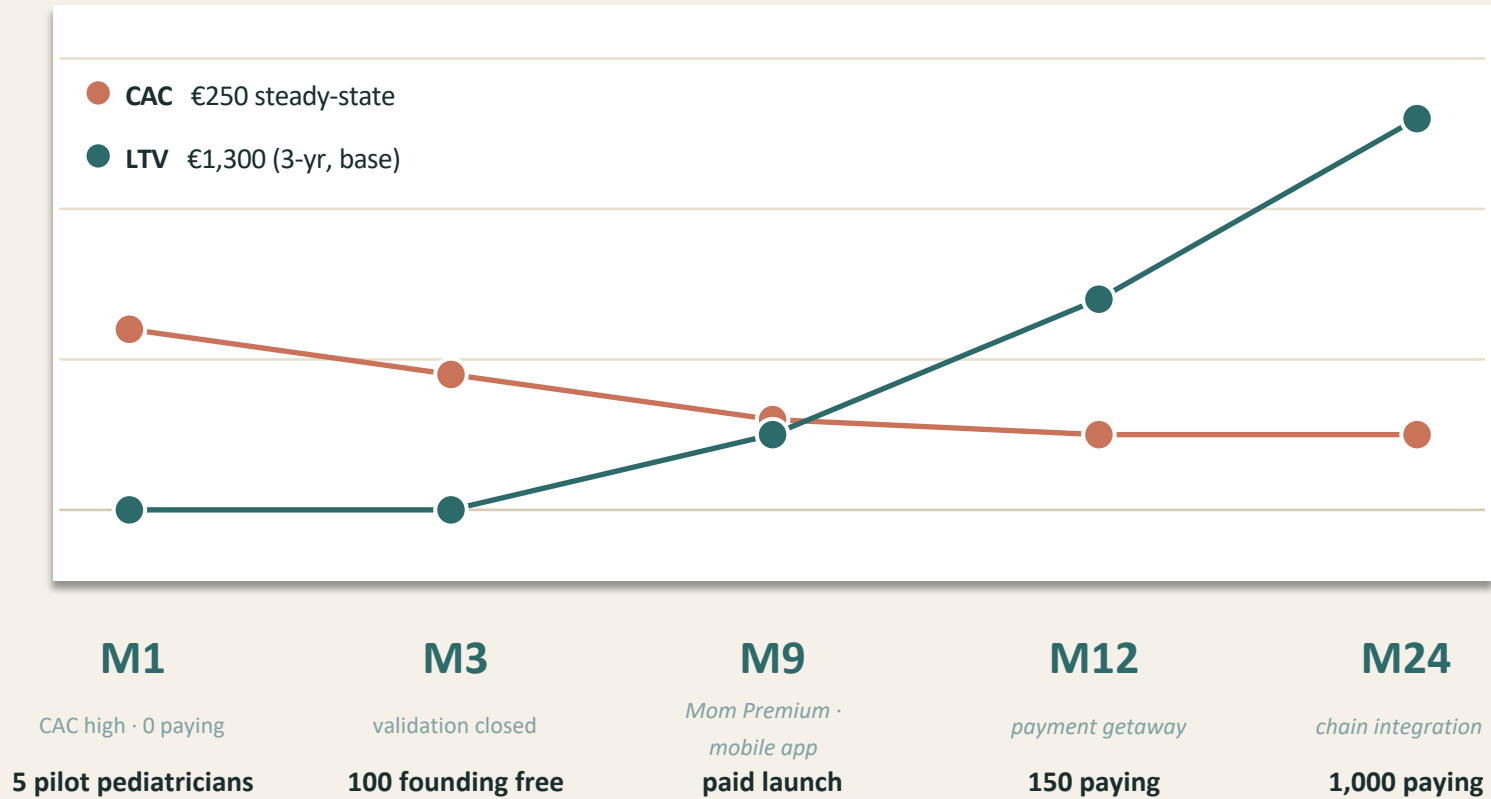


Maximiliaan Van Tuyl

Pricing & partnership expertise

The plan & the ask

Land free, then monetize



The ask

€350K pre-seed

