

Biomed 2025 Abstract – Company Presentation

Company name: Shela Health
Website: <https://www.shela.health>
CEO name: Sharon Handelman-Gotlib

Category: Health
Session: Mind the Gap, Empowering Women’s Health Through Data and Innovation

Executive Summary / Investment Rational

Shela Health is transforming maternal care through AI-driven early prediction and precision offering for leading pregnancy complications. Our platform addresses a \$32B+ US only market with validated models for preeclampsia, preterm birth, GDM, and IUGR. Backed by global datasets, partnerships, and pilots in several locations

Core Technology

Shela's platform integrates clinical and multiomics data with proprietary AI to deliver high-accuracy early predictions as early as week 12 of pregnancy. Our uniqueness lies in diverse population training, week-specific personalized risk models, and seamless care pathway integration—offering both health impact and system-level cost reduction.

Product Profile / Pipeline

Our core products include validated risk models for PE, PTB, GDM, and IUGR. Pilots are active/planned in several global locations. Future modules target delivery mode prediction, postpartum care, and long-term maternal outcomes. Strategic partnerships with health systems and payers are underway to scale adoption.

Business Strategy

Shela follows a B2B2C model, integrating with providers and payers via licensing and SaaS. Revenue in the short term will be driven by pilots and validation projects; long-term by platform expansion, reimbursement-backed care models, and employer solutions.