



- Maternal
 - 10 million women
 - 76.000 die annually / one every 7 minutes

Pre-eclampsia

- Newborn
 - 500.000 die
 - 2,5 million preterm births



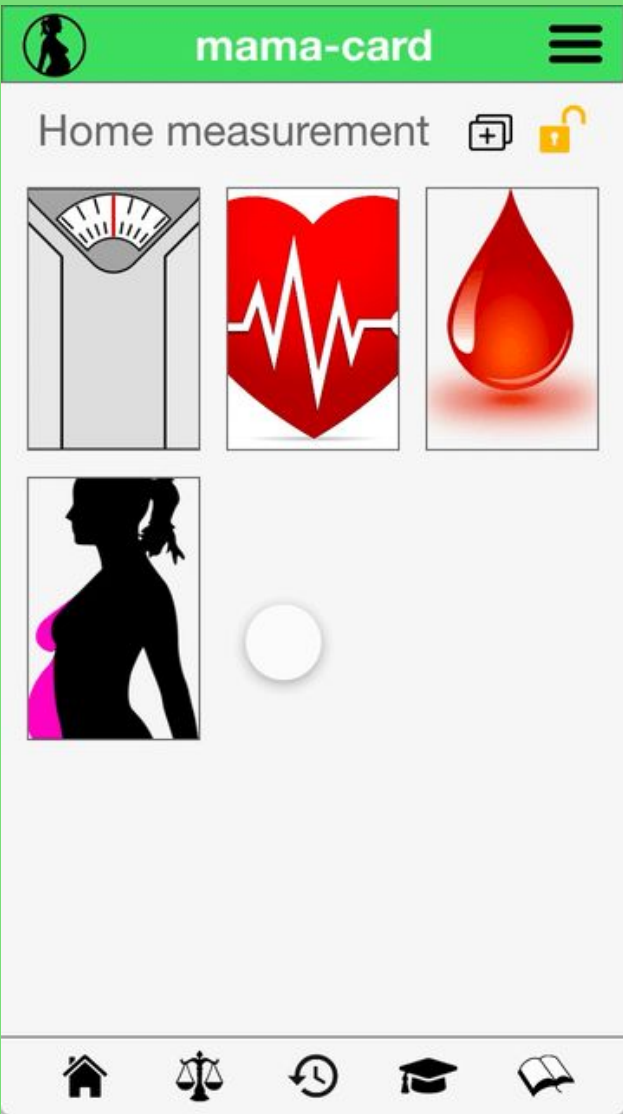
MamaCard - maternity app

- Mobile app prototype
 - Kanta PHR
 - Home measurements
- Extensive wireframing

MamaCard

- connect national health record
- save health data
- previous pregnancies and births
- secure login
- home measurements
- parent education
- personal pregnancy diary

The screenshot shows the 'mama-card' mobile app interface. At the top, there is a header with a silhouette icon, the text 'mama-card', and a hamburger menu icon. Below the header, the main content is divided into two sections. The first section is titled 'Create new account' and includes the instruction 'Create a new mama-card account by filling the fields below.' It features three input fields: 'First name', 'Last name', and 'Password', each with a blue pencil icon. Below these fields is a green 'Continue' button. Underneath the button, there is a note: 'Continue without connecting to your national health register.' The second section is titled 'Connect account' and includes the instruction 'Connect your mama-card account to your national health register.' It features a dropdown menu labeled 'Choose the register' with a downward arrow. Below the dropdown is a green 'Connect' button.



GDM



- Maternal
 - Type 2 diabetes
 - Cardiovascular disease

- Child
 - Birth defects
 - Brain damage
 - ADHD
 - Metabolic illnesses

Join us!
Save the
mothers
and the
babies of
the
world.

