

Pregnancy Testing Market Disruptor Launches Equity Crowdfunding Round

New female founded start-up, Hoopsy launches an equity crowdfunding campaign for their Eco Pregnancy test made from 99% paper. The current pregnancy test market is dominated by single-use plastic tests, something that Hoopsy plans to change.



On May 10th 2022, the Expression of Interest for the new Hoopsy equity crowdfunding campaign through Microwd opens. Hoopsy is an Australian start-up looking to disrupt the growing US\$1.34bn global pregnancy testing market with the launch of an Eco Pregnancy test made from 99% paper. The test is a unique design that is

- Over 99% accurate, meeting industry standards
- A midstream test, which is the most popular kind with users
- Small and light and won't take 30 years to degrade, unlike plastic ones
- Compliant with strict regulatory standards

Globally every year there are 140 million babies born, imagine if every woman used a plastic pregnancy test?!! The plastic pollution is HUGE and so is the opportunity to disrupt the market. Each year in the USA alone approximately 200,000kgs of plastic from tests goes into landfill and can end up in the ocean.

Hoopsy was founded by experienced entrepreneur Lara Solomon, passionate about reducing plastic use, "I hadn't previously thought about the amount of plastic used in single use pregnancy tests, or how many tests a woman used when trying to conceive, but the numbers are huge. I was very surprised to find that an environmentally friendly midstream option did not exist, and decided it was time to change that!"



Hoopsy has a prototype, approval to sell in Europe and UK and is currently waiting on Australian TGA review and approval. The first production run has been ordered and the plan is to launch into the UK in July 2022.

Hoopsy has so far been self-funded by Solomon, but with the interest received from retailers and her drive to develop an even more eco test, Hoopsy needs funds for launch, promotion and research. The goal of the equity crowdfunding campaign is to raise awareness for the issue as well as find people who believe in the product and what she is trying to achieve. To register your interest in investing in Hoopsy visit [Microwd.com.au/offers/Hoopsy](https://microwd.com.au/offers/Hoopsy)

This is not yet an open Offer to invest. You should consider the offer document and the Equity Crowdfunding general risk warning before investing.

-Ends-

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(Please note that Lara is currently in the UK working on the launch therefore email is the best way to contact her)

Sources

Market size <https://www.futuremarketinsights.com/reports/fertility-and-pregnancy-rapid-tests-market>

Number of babies born <https://www.theworldcounts.com/populations/world/births>

About Hoopsy

Hoopsy was started in December 2021 by Lara Solomon with the vision to create more sustainable healthcare solutions to leave the world a better place for our children. Lara came up with the idea after undergoing two rounds of IVF with donor embryos in June 2021, in doing so she joined various Facebook groups on IVF and Trying to Conceive and was horrified by the number of plastic pregnancy tests being used. Finding no environmentally friendly option for pregnancy tests Lara decided to launch her own and Hoopsy was born.