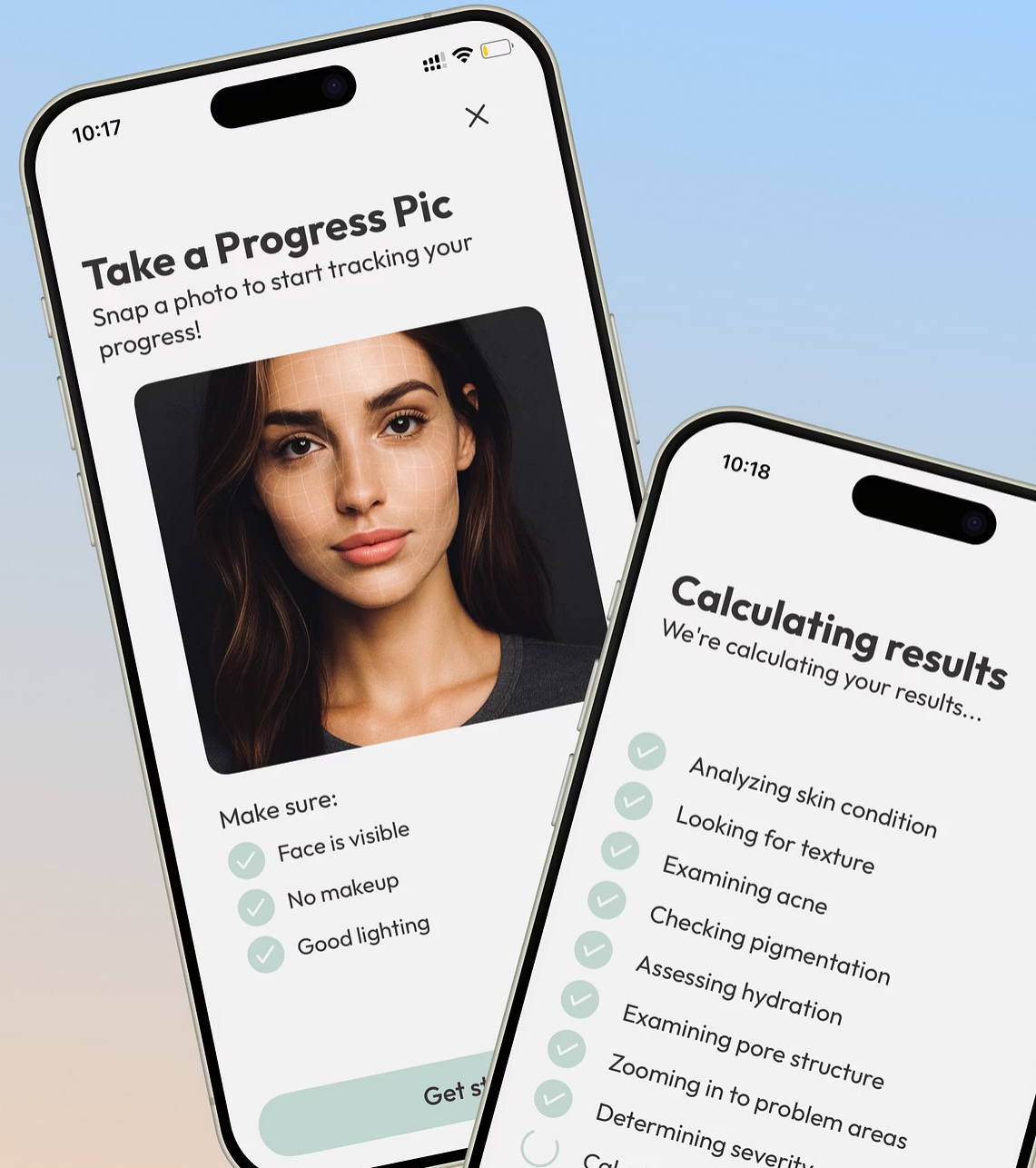


noe ai

a dermatologist in your pocket

personalized skincare powered by AI



MARKET

Skin health demand is massively underserved

1.9B

People Affected

Global population impacted by skin conditions

~36%

Receive Specialist Care

The vast majority manage skin concerns without professional help

\$180B

Skincare market

Making up 44% of the global beauty market, with projected 100B+ growth in 5 years

- ❏ A massive opportunity for accessible, AI-powered tools to convert the 36%, and activate the 65% of the market already purchasing based on non-professional guidance.

A daily problem people keep paying to solve



This ongoing cycle of trial-and-error underscores a significant need for a trusted, intelligent solution that cuts through the noise and provides effective recommendations.

Dermatology is moving digital

Visual & Low-Risk Conditions

Many common skin conditions are visual and can be accurately assessed remotely.

High Diagnostic Agreement

Teledermatology consistently shows 73–97% diagnostic agreement with in-person visits.

Efficient & Accessible Care

Offers lower cost, faster access, and high patient satisfaction compared to traditional methods.

- ❏ **The shift is here:** A large portion of dermatological care can be effectively handled digitally, expanding access and efficiency.



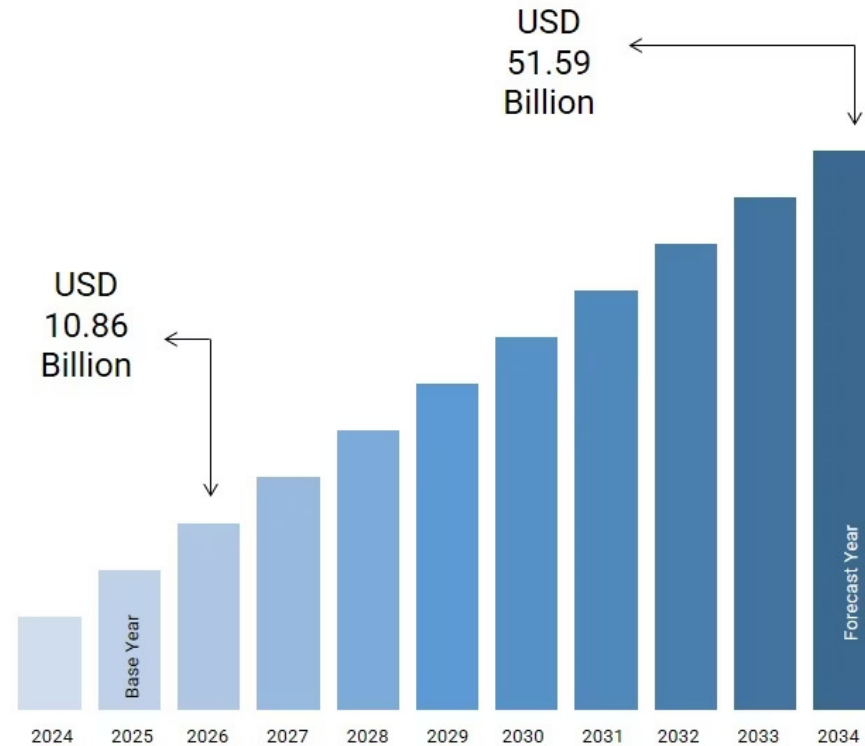
Europe Teledermatology Market

Market Size Overview



21.50%

Europe market CAGR,
2026 - 2034



THE DISCONNECT

Conventional Care Falls Short

Traditional dermatology is not designed to support the continuous, personalized, and iterative journey of skin health.

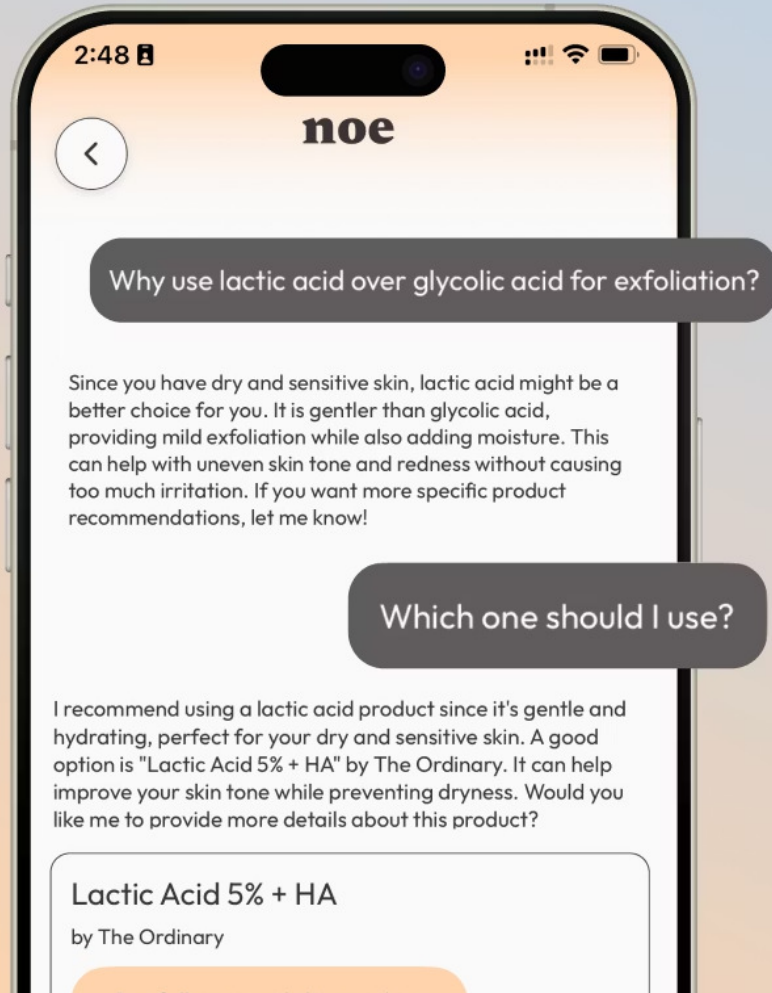
Continuous Need

- Improving skin requires weeks to months of iteration.
- Products, routines, and responses vary significantly per individual.

Episodic Care

- Dermatology visits typically last only 10–20 minutes.
- Care is infrequent and lacks feedback.

❏ **Bottom Line:** A continuous, evolving problem is currently handled with infrequent, episodic care



noe: your pocket dermatologist

1

Computer Vision Analysis

Advanced algorithms detect skin concerns, texture, and overall health from a simple photo.

2

Personalized User Context

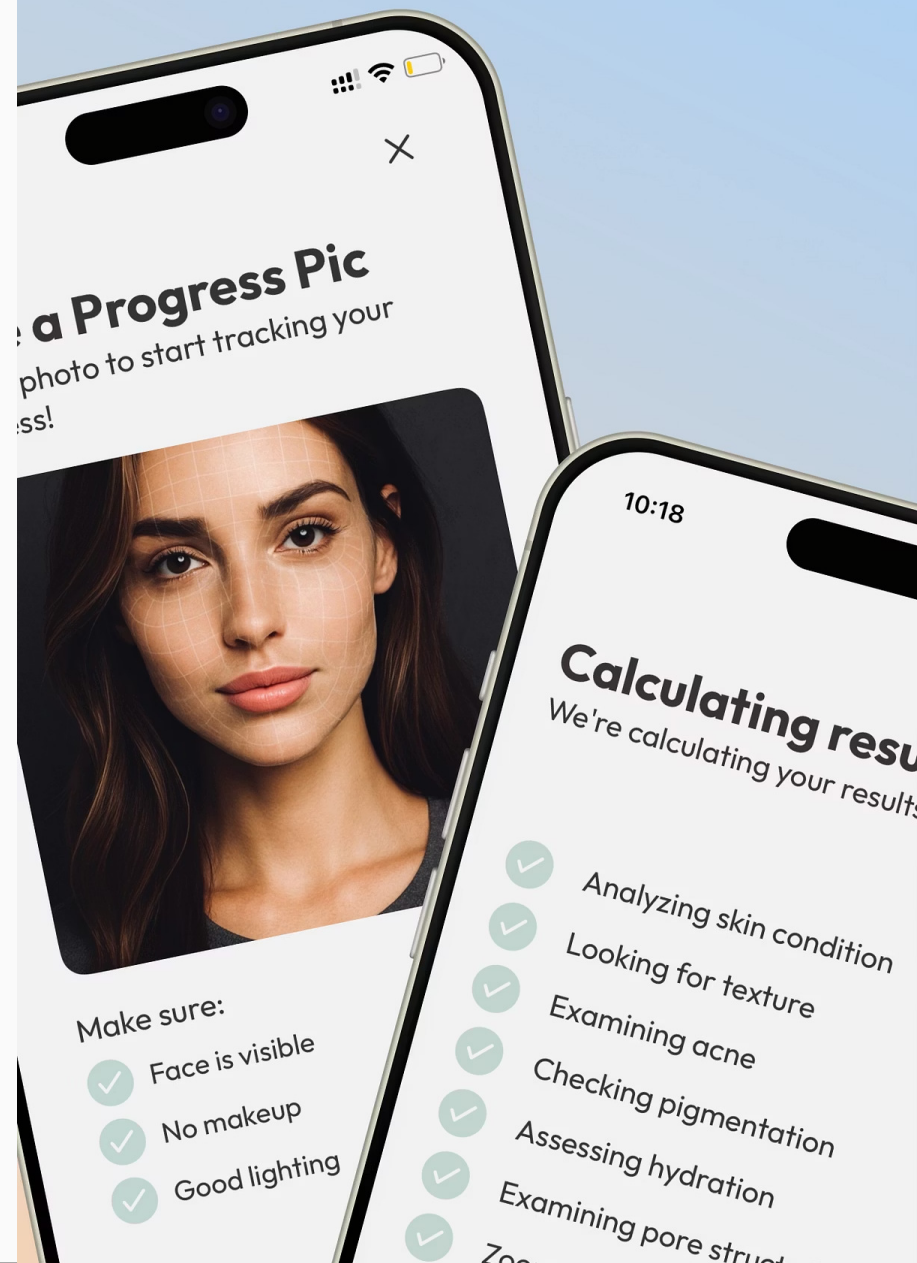
Integrate lifestyle, environment, allergies, and product preferences for a holistic understanding.

3

AI-Powered Recommendations

Receive tailored skincare routines and clear guidance on ingredient interactions and product selection.

📄 **The result:** noe ai turns skincare guesswork into clear, science-backed decisions for every user.



From scan to routine in seconds



Face Scan & Analysis

Users capture a detailed scan of their face, which our AI immediately processes to identify specific skin concerns and characteristics.



Comprehensive Skin Scoring

Receive personalized scores for key concerns like acne, hydration levels, signs of aging, and sensitivity



Intelligent Ingredient Prioritization

Clear recommendations on active ingredients to prioritize and those to avoid, ensuring compatibility



Tailored Routine Guidance

Access a bespoke AM/PM skincare routine, complete with product suggestions and application order

PERFORMANCE METRICS

Strong early signals

Initial data (> 700 installs) reveals exceptional user interest and engagement, validating our market fit and the immediate value we provides.

50%

App Store Conversion

From store view to install

95%

Signup Rate

Successful user registrations

93%

Scan Completion

Users completing initial skin
analysis

24s

Time to First Action

Average seconds to begin
analysis

 **Users engage immediately:** Our onboarding and clear value proposition drive decisive behavior.

ENHANCED VALUE

From tool to daily companion

noe ai transforms from a one-time analysis tool into an indispensable daily companion, continually evolving with the user's skin journey.

Longitudinal Skin Tracking

Continuous monitoring of skin changes, adapting recommendations in real-time.

Routine Adherence

Encourages consistent product application and routine follow-through for optimal results.

Progress Validation

Visual and data-driven proof of efficacy, celebrating improvements and adjusting as needed.

More Specific, Personalized Outputs

Refines recommendations over time based on accumulated data and observed skin responses.



Builds trust and long-term usage: This continuous feedback loop ensures users see tangible benefits, creating loyalty and sustained engagement.



Building the trusted layer for skincare decisions

Our journey continues beyond validating the initial analysis, aiming to integrate deeply into everyone's daily routine.

Monetization: €7.99/month or €69.99/year

Initial Focus: Users in their 20s, primary concerns like acne and early anti-aging.

Long-term Vision: To become the default interface for all skincare decisions.

Key Objectives:

Improve Trust

Continuously refine our AI's diagnostic accuracy and partner with dermatologists for a hybrid offering

Build Retention Loop

Enhance features that encourage consistent daily use and long-term engagement.

Scale Acquisition

Expand our reach through targeted marketing and strategic partnerships

TEAM

Donna Mägi

Founder & CEO



Technical founder building data-driven consumer products, with a background in machine learning and full-stack development.

Consumer product experience

Prev. built flatsforfriendz to 15k WAU and 100k signups in 6 months

Machine Learning & Data Science BSc

Applied experience in applied NLP and image-based systems

Stanford IHP '26 (<5% acceptance)

Chosen for research exchange in 2026

