# ProMom fact sheet

**Fact sheet · November 2026**
Release date: October 13, 2026
pr@promom.health

## ProMom Rebuilds Its Motherhood App Around What Matters Most Right Now

*Based on a woman's stage and what she has shared, the redesigned app shows what to do next and what to know now, with clinically governed guidance and her data kept private*

### NEW FEATURES

• VisitPrep helps her prepare for each appointment.

• MealSense creates personalized recipes and meal plans based on her dietary preferences, restrictions, and allergies.

• Postpartum guidance covers her, not only her baby.

> **About 7 in 10 questions women asked in the app over the past 90 days came outside typical clinic hours**
> *In-app analytics from users who opted in, July 7 to October 5, 2026. Clinic hours defined as weekdays, 9 a.m. to 5 p.m.*

### AVAILABILITY AND PRICING

• **Availability:** iPhone, in the US and Canada, in English and Spanish

• **Pricing:** Free to download. Premium is $11.99 a month or $99.99 a year.

• **Requires:** iOS 17 or later

• **Business model:** Free to download, with an optional Premium subscription

### PRIVACY

• No ads

• Data never sold

• Never used to train AI models

• Zero data retention with AI providers

### IN THEIR WORDS

• *"Our own data shows that about 7 in 10 questions women ask in ProMom come outside clinic hours. What a woman needs when she's trying to conceive is different from what she needs at 34 weeks pregnant or at 3 a.m. with a newborn. We rebuilt ProMom around those changing needs, with clinical standards behind the guidance, so there's less for her to keep track of," said Leon Farasati, co-founder and CEO of ProMom.*

• *"Clinical standards shape which guidance ProMom surfaces and when. Our charter puts a woman's safety ahead of engagement and growth," said Caitlyn Tivy, Head of Clinical Affairs at ProMom.*

### COMPANY

• **Company:** ProMom Inc.

• **Headquarters:** San Francisco, CA

• **Founded:** January 2024

• **Users:** 3,300+ registered users since public launch (as of October 2026)

### INTERVIEW SOURCES

• **Leon Farasati:** Co-Founder & CEO

• **Sheila Nasehi:** Co-Founder & CTO

• **Caitlyn Tivy, DPT:** Head of Clinical Affairs

• **Dr. Valerie Flores, MD:** Medical Advisor (Fertility)

• **Dr. Andrew Lin, MD, MMM, FACOG:** Medical Advisor (OB-GYN)

• **Dr. Jacqueline Winkelmann, MD, FAAP:** Medical Advisor (Pediatrics)

### MEDIA CONTACT

Katherine Solem, Head of Marketing, pr@promom.health
**Download:**
https://links.promom.co/press-get-new-app