



Migraineer

STARTUP PITCH DECK

Health-Tech | Drug-Free Migraine Relief | Portugal-Based CE Startup.



P R E S E N T A T I O N



www.Migraineer.ir

<https://www.linkedin.com/company/106465399>

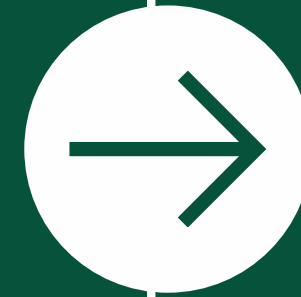




Functional prototype
vibration + EMS +
massage combination



ABOUT MIGRAINEER



Migraineer is a lean health-tech startup delivering fast, drug-free migraine relief through a wearable using vibration, massage, and electrostimulation. With CE approval in progress, it applies rapid feedback and pivot cycles to refine performance, scale through Portugal-based manufacturing, and expand via an AI-driven companion app for personalized therapy.



WHY PORTUGAL?

Portugal offers CE-compliant manufacturing, skilled labor (€7/hour), and startup incentives like Startup Visa and Portugal 2030 funding. We're partnering with top incubators (UPTEC, BGI, Health Cluster Portugal) to accelerate pilot testing and EU expansion. This strategic base reduces costs, speeds certification, and de-risks scaling.

THE PROBLEM

Over 1.4 million people in Portugal suffer from migraines, and most are dissatisfied with medications due to side effects and limited relief. Existing devices like Cefaly and Relivion are costly or prescription-only, leaving many without accessible options. Migraineer fills this gap with an affordable, easy-to-use, drug-free solution for daily life.



#Problem 1

Over 1.4 million people in Portugal suffer from migraines, and most are dissatisfied with medications due to side effects and limited relief.



#Problem 2

Existing alternatives like Cefaly and Relivion are either too expensive or require a prescription.



#Problem 3

Accessibility and ease of use are lacking in many current devices, especially for on-the-go users.

THE SOLUTIONS

Migraineer is an affordable, drug-free wearable that uses vibration, massage, and electrostimulation to relieve pain naturally. CE-ready and ergonomically designed, it provides fast, accessible migraine relief for everyday use.



01

#Solution 1

Migraineer offers a safe, drug-free wearable device paired with a smart app—giving users an effective, non-invasive alternative to traditional treatment.

02

#Solution 2

Migraineer offers a clinically informed, over-the-counter solution priced affordably at €300 (D2C)

03

#Solution 3

Migraineer is ergonomic, rechargeable, and CE-ready — making it portable and convenient for daily life.

MARKET SIZE

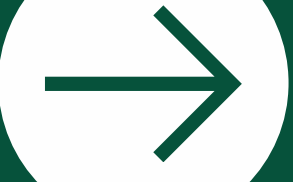
Globally, over 1.1 billion people suffer from migraines, including 105 million in the EU and 1.44 million in Portugal—our pilot market. Demand for drug-free, affordable relief is rapidly growing.

- **TAM:** ~€330 B (global)
- **SAM:** ~€1.6 B (EU)
- **SOM (Portugal, 2026):** ~72 K reachable users, ≈ 360 early buyers

Migraineer will target early adopters through digital outreach and clinic partnerships, validating in Portugal before expanding across the EU post-CE approval.



TARGET USER SEGMENTS



GEOGRAPHIC

Portugal(launch),
EU(Germany, France, Spain)



DEMOGRAPHIC

Aged 25–55, 70% female, €30K–
€80K income



BEHAVIORAL

Tech-savvy,health-conscious,
seeking drug-free relief



Psychographic

Value well-being, productivity, and self-care
Seek control and independence from medication
Motivated by proven, user-friendly innovation



BUSINESS MODEL



🇪🇺 Product Sales (D2C & B2B)

- €300 retail device for consumers
- €225 unit price for clinics and wellness centers

📱 App Subscriptions (SaaS)

- Freemium model with €7–€9/month premium tier for AI-guided therapy and pain tracking

🌐 Channels

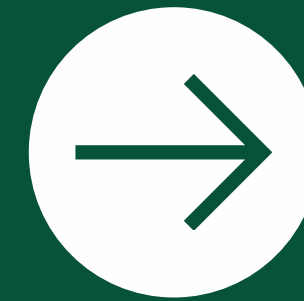
- Direct online sales and partnerships with Portuguese clinics for pilot validation
- Expansion to EU markets via distributors and digital campaigns after CE approval

⚙️ Revenue Mix

- 80 % device sales, 20 % recurring app revenue (growing share post-2027)



WHY WE ARE BETTER?



MULTI-MODAL TECHNOLOGY

Migraineer uniquely combines vibration, EMS (electrical muscle stimulation), and massage in one compact device—targeting multiple migraine types and offering superior relief compared to single-mode competitors.



AFFORDABILITY

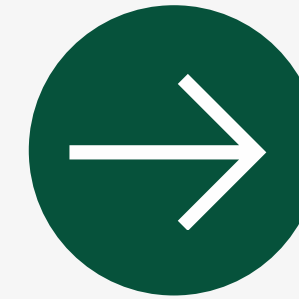
Priced at €300 for D2C and €225 for B2B clinics, Migraineer fills a critical mid-range market gap between low-feature wellness gadgets and expensive prescription devices like Relivion (€650+).



OTC ACCESS

Migraineer is designed to be sold over-the-counter without the need for a prescription, dramatically improving accessibility for sufferers, especially in countries where migraine care is underdiagnosed or unaffordable.

MARKETING STRATEGY



DIGITAL ADS (META/GOOGLE):

We will run highly targeted campaigns using keywords like "migraine relief" and "drug-free therapy" to reach health-conscious consumers actively searching for solutions.



SEO CONTENT STRATEGY:

Educational blog posts, landing pages, and video content will position Migraineer as a trusted resource in the migraine wellness space, attracting organic traffic.



INFLUENCER PARTNERSHIPS:

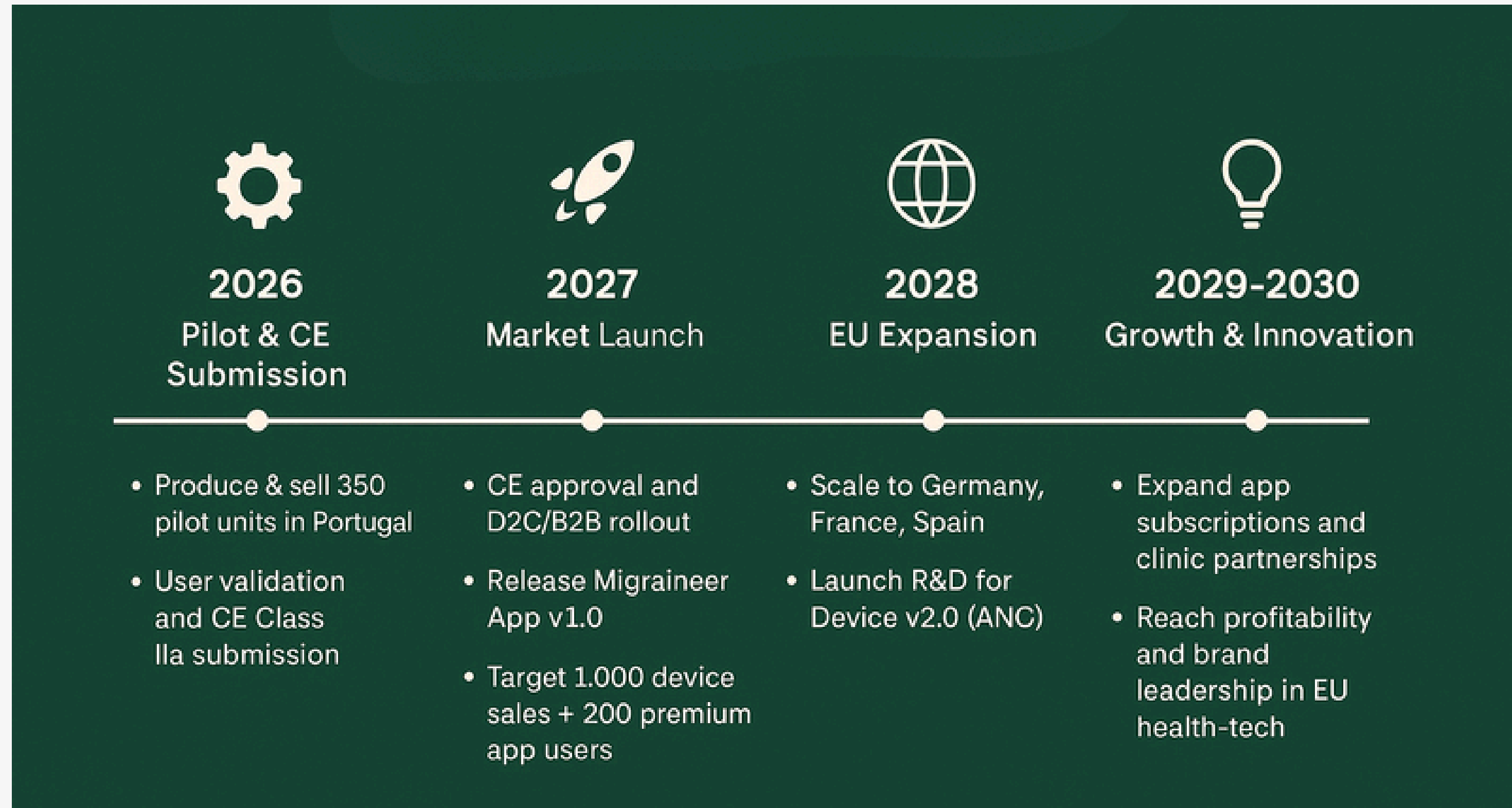
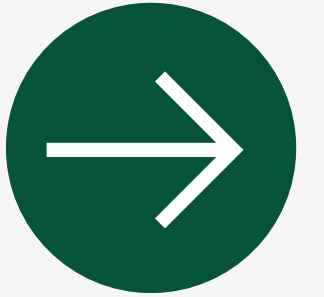
Collaborations with micro-influencers (10K–50K followers) in the health and wellness sector will build trust and provide authentic testimonials across social media platforms.



B2B OUTREACH:

We will engage key Portuguese neurology clinics with free pilot devices, encouraging clinical feedback and opening long-term bulk order channels.

ROADMAP & IMPACT



OUR BEST TEAM



Amirhosien Nobakht
CPO

Product and design specialist with experience in user-centered development, clinical product coordination, and quality assurance. Skilled in bridging technical and user needs to create intuitive, compliant, and impactful health tech solutions.



Amirhosien Dehghani
CME

www.linkedin.com/in/amir-dehghani1/

18+ years in industrial and mechanical engineering, specializing in hardware development and product optimization. Leads Migraineer's hardware strategy, manufacturing coordination, and mechanical design to ensure reliable, scalable, and CE-compliant production.



Mohamad Zohreie
CEO & CFO

www.linkedin.com/in/mohamad-zohreie/

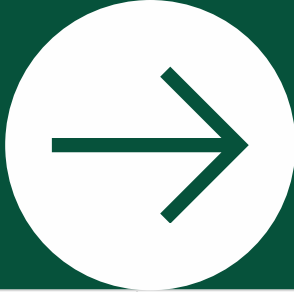
Experienced entrepreneur with over 10 years in business development, finance, and company management in Iran. Skilled in strategy, fundraising, and operational leadership, with a strong track record of building and growing small to mid-sized enterprises.



Mohammad Khademi
CTO & CMO

Multidisciplinary technologist with expertise in hardware, software, and digital marketing. Proven leader in connected device development and go-to-market strategy execution.

COMPETITORS ANALYSIS



Feature / Product	Migraineer (€300)	Cefaly (€415+)	Relivion MG (~€650)	Nerivio (~€249/18 uses)	Triptans/Drugs (€10–50/mo)
Drug-Free	✓	✓	✓	✓	✗
Multi-Modal Therapy	✓	✗	✓	✗	✗
CE/FDA Approved	✗ (pending)	✓ (CE)	✓ (FDA)	✓ (FDA)	Rx only
Subscription	✓ (2027+)	Consumables	✓	✓	✗
Portable/Ergonomic	✓	✗	✗	✓	✗
App Integration	Coming 2027	✗	✓	✓	✗
Affordability (Long-Term)	✓	✗	✗	✗	✓

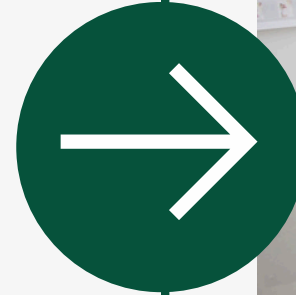
INNOVATION & NEXT STEPS

2027

- Release the Migraineer Companion App with AI-guided session planning, therapy tracking, and user insights.
- Enable freemium and premium tiers (€7–€ 9/month) to unlock recurring revenue and foster deeper user engagement.

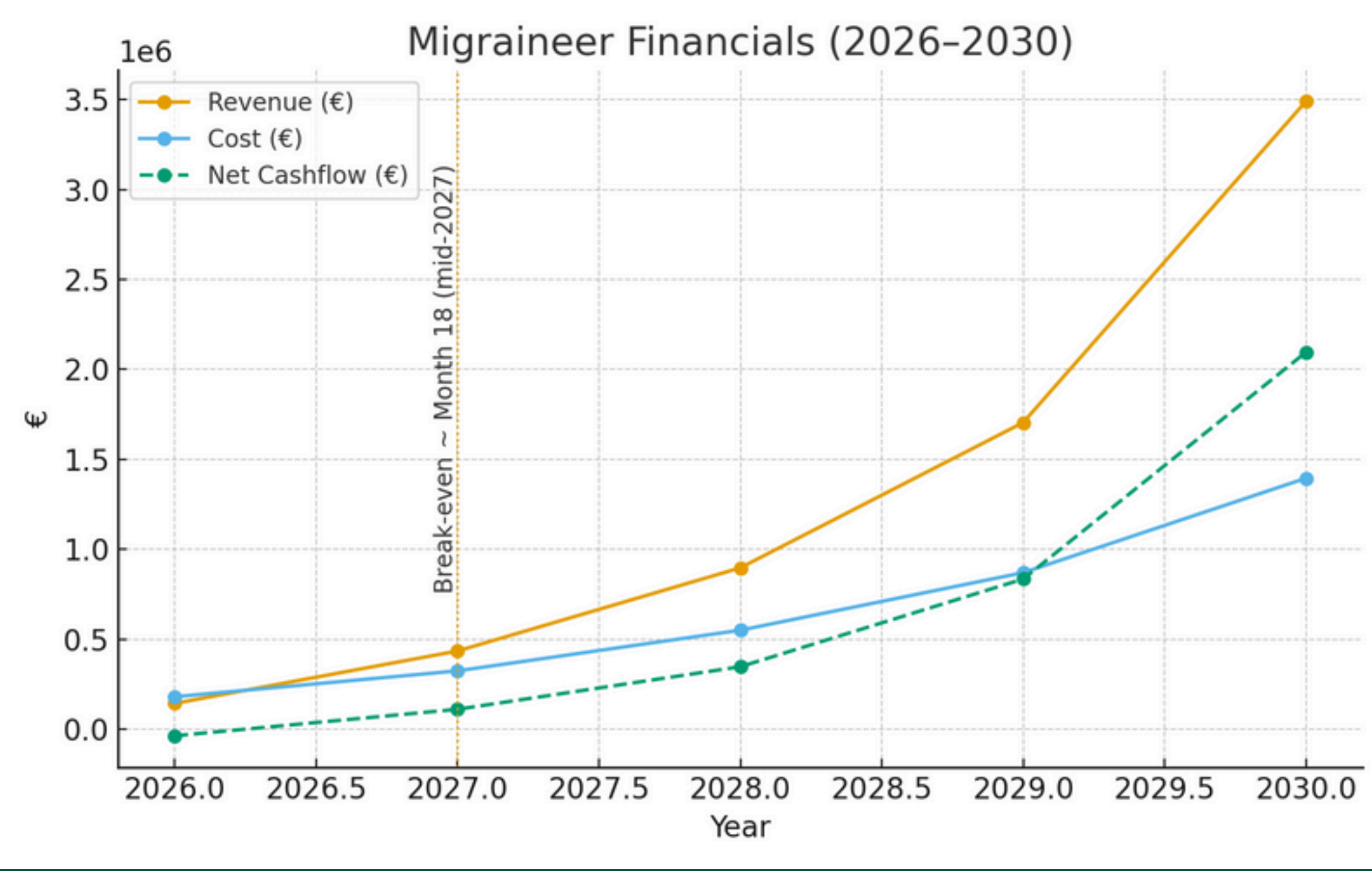
2028

- Begin production of upgraded Migraineer device featuring Active Noise Cancelling (ANC)
- Bundle device + app features to boost lifetime value and differentiate from competitors



FINANCIAL OVERVIEW

Year	Revenue (€)	Cost (€)	Net Cashflow (€)
2026	143,000	180,000	-37,000
2027	434,400	324,000	110,400
2028	897,000	550,000	347,000
2029	1,704,600	870,000	834,600
2030	3,490,800	1,395,000	2,095,800



BURN RATE & RUNWAY

💰 **Monthly Burn (2026):** ~€15,000

Covers CE preparation, MVP testing, marketing, and freelancer costs.

🕒 **Runway:** ~12 months

Fully funded through €180K seed capital (self-funding + grants).

📈 **Efficiency Goal:**

Reduce burn to €12K/month by late 2026 via local production and lean operations.

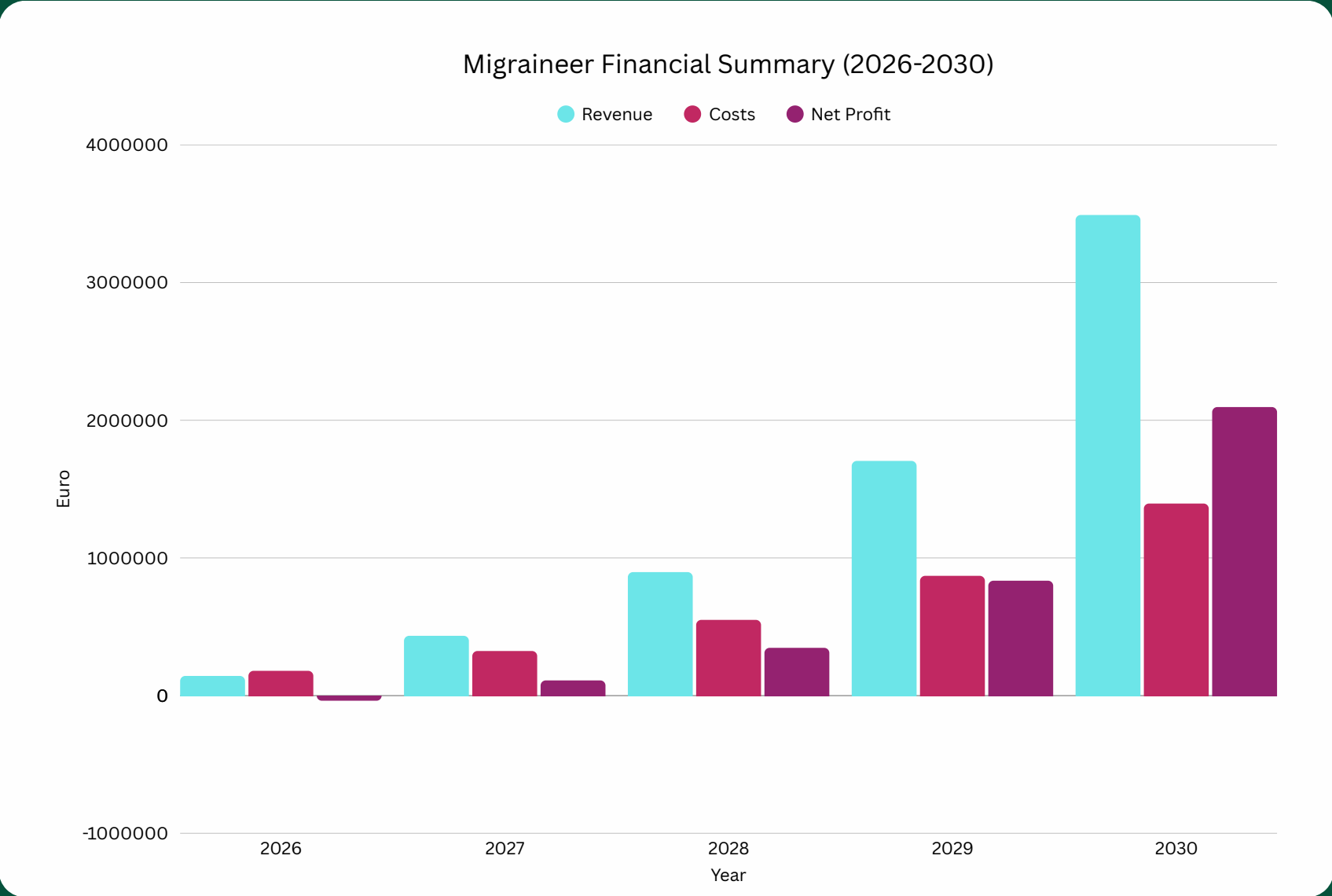
🚀 **Next Funding Milestone:**

Late 2026 – early 2027 SAFE round (€300–€500K) to extend runway and scale user acquisition.



Financial Performance Overview & Investment Returns (2026–2030)

Metric	2026	2027	2028	2029	2030	Total / Avg
Revenue (€)	143,000	434,400	897,000	1,704,600	3,787,200	6,669,800
Costs (€)	180,000	324,000	550,000	870,000	1,395,000	€3,319,000
Net Profit (after tax) (€)	-37,000	11,400	347,000	834,600	2,095,800	3,350,800
GROSS Margin (%)	37%	63%	68%	70%	73%	62%
Operating Margin (%)	-26%	25%	39%	53%	63%	31%
Breakeven Point	2027 (≈ month 18–20 post-launch)					
ROI	101%					
IRR	≈ 125–130 %					





Migraineer

THANK YOU



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Iran



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