

Nila.

BACKGROUNDER

asknila.com

WHAT IT IS

Nila is a community, research library, and care toolkit for perimenopause and menopause, naturally, surgically, or medically induced. At its centre is Nila — an educated AI guide who draws exclusively from Nila’s vetted, evidence-graded research library, not the open internet. It launched at asknila.com on May 5, 2026. iOS and Android apps are available on May 25, 2026.

THE FOUNDER

Erin Beattie is a communicator, former doula, and cancer survivor based in Victoria, BC. She founded the Vancouver Island Doulas - Collective in 2003 after her first child, finding no community for postpartum mothers and building one herself. The Collective is no longer active, but the need is still there.

In 2024 and 2025, Beattie navigated perimenopause complicated by endometriosis, then chemical menopause induced by breast cancer treatment, then a total hysterectomy on September 19, 2025. Three distinct paths into the same room, with no single platform built for any of them.

Nila is the platform she needed and could not find. It is also the second time she has built a community because the right one did not exist.

THE PROBLEM

- 4.6 years** Average time from first perimenopause symptoms to diagnosis
- 7.4 years** Median duration of hot flashes (10.1 years for Black women)
- 1.2 billion** Women in or past menopause globally by 2030
- 3 routes in** Natural, surgical, chemical. Most platforms address only one.

WHY NOW

- BC began offering free public coverage of hormone replacement therapy in March 2026.
- BC Women’s Hospital opened Western Canada’s first Complex Menopause Clinic in 2025.
- The global menopause market is projected to exceed \$22 billion by 2028.
- Mainstream menopause awareness has reached a tipping point. Consumer tools have not kept pace.

THE PLATFORM

Research library

Evidence-graded content with A/B/C ratings and visible sources. Re-checked over time. Plain language summaries across 14 content pillars.

Symptom and mood tracking

Private by design. Data not sold or shared. Daily and weekly check-ins. Doctor-ready exports for Premium members.

Practitioner directory

Verified, menopause-literate practitioners searchable by region and modality. Free base listing for qualifying practitioners.

Community

Moderated for substance. Not a space for performance or unsolicited advice. Structured rooms and peer support.

Nila

An educated AI guide — not a general chatbot pulling from the open internet. Nila draws exclusively from Nila's vetted research library, so every answer comes from content the editorial team has already read, graded, and verified. Available 24/7. No agenda. No autoplay.

Specific inclusion

Built explicitly for neurodivergent women, trans and non-binary people, and those who arrived at menopause through surgery or cancer treatment.

BUSINESS MODEL

- Free tier: community, research library browsing, weekly check-in, symptom guides. Free permanently.
- Premium: CAD \$12.90/month or \$129/year. Full library, daily tracking, 14 structured programs, members-only rooms, private journal.
- Brand partnerships: 18 placement surfaces. FTC-compliant, clearly labelled, editorially independent. No sponsorship on counselling, identity, or crisis pages.
- Practitioner directory: free verified listing for qualifying practitioners. Paid featured placement available.

WHAT MAKES IT DIFFERENT

- Evidence grading is visible. Every clinical claim carries a source, year, and letter grade. This does not exist in consumer menopause platforms.
- Nila is an educated guide, not a general AI. She draws exclusively from Nila's vetted research library — not the open internet — so every answer comes from work the editorial team has already read, graded, and verified. No other platform makes or can back this promise.
- Built from the inside. The founder navigated three types of menopause simultaneously, not as a researcher but as a patient.
- One door. Surgical and chemical menopause are not footnotes. They are an architectural decision.
- Members-first economics. Paid placements are clearly marked and live in dedicated sections only. They never influence editorial.

- Privacy is structural. Tracking data is not sold, not shared, and not used for advertising.

CONTACTS

Media

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Practitioners

asknila.com/practitioners

Brand partnerships

asknila.com/partner