



PRESS RELEASE

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Zaiio Launches AI-Powered Women's Symptom Checker App at Web Summit Lisbon 2025

London-based startup Zaiio unveils AI-powered app to speed up women's healthcare, reduce appointment delays, and cut medical plastic waste — while opening a new medical graduate role to expand across the UK and EU.

LONDON, UK – November 10, 2025 — At **Web Summit Lisbon 2025**, **Zaiio**, a London-based women's health technology startup, announces the launch of its **AI-powered smart symptom checker app** designed to help women assess and manage common conditions such as **urinary tract infections (UTIs)**, **bacterial vaginosis (BV)**, and **vaginal thrush** while reducing healthcare delays and plastic pollution.

For over **1.9 billion women of reproductive age** globally, accessing fast, reliable care for these conditions remains a challenge. Zaiio's new app delivers **instant, evidence-based symptom guidance**, helping reduce long GP waiting times while cutting single-use plastic waste from preventable examinations.

According to the **UK Health Security Agency (UKHSA)**, the NHS spent **£604 million in 2024** treating UTIs in hospitals, mostly in women patients — a major healthcare burden often worsened by delayed diagnosis. In the EU, the European Association of Urology (EAU) reported 1 in 3 people unaware of UTI prevention or treatment. By offering early digital self-assessment, Zaiio aims to **reduce clinic visits, speed up care access, and lower the healthcare system strain**.

The **Royal College of General Practitioners (RCGP)** reports that **81.4% of GP appointments in England occur within two weeks**, yet many women still experience treatment delays. Zaiio gives users reliable answers in minutes — with direct access to self-tests, telehealth services, and tailored self-care solutions among key app features.

Beyond accessibility, **Zaiio** brings focus on **sustainable femtech**. Intimate health exams often require single-use **plastic speculums**, which are entering **landfill via incineration each year**. Zaiio's smart self-check triage system could prevent **millions of disposable devices** from entering medical waste streams annually and reduce healthcare's environmental footprint.

Zaiio Opens Hiring for EU Medical Graduate

Zaiio is hiring a **Portugal- or EU-based medical graduate** to support clinical validation, localisation, and rollout across Europe. The new hire will strengthen medical research and partnerships ahead of the app's planned launch on the **App Store and Google Play by late 2025**.

"Women everywhere face delays for care that could be managed in minutes," said **Elena Sikorsky**, Founder and CEO of **Zaiio**. "Our mission is to fast-track women's access to reliable, evidence-based healthcare — while reducing waste and empowering women with data and time."

About the Founder

Elena Sikorsky is a London-based **founder** and **Code First Girls by Entrepreneur First alumna**, recognised among the **Top 10 Women in IT Awards UK**. Drawing on her personal experience of long GP delays and passion for sustainability, she founded **Zaiio** to bridge the healthcare accessibility gap for women through ethical AI and evidence-based innovation.

About Zaiio

Zaiio is a UK-based health technology company using artificial intelligence and verified medical data to empower women with fast, reliable, and evidence-based guidance for common health conditions such as **UTIs**, **BV**, and **thrush**. The platform connects users to telehealth, trusted products, and self-care solutions — reducing healthcare costs, delays, and environmental waste.

Press visuals and media kit: [Zaiio App Images & Founder Photos](#)

References:

- UKHSA Report: [UTIs NHS Cost Report, 15 July 2025](#)
- RCGP Statistics: [General Practice Insights, 9 October 2025](#)
- United Nations: [World Fertility Report 2024](#)
- European Association of Urology (EAU): [Survey, July 2025](#)

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Notes to Editors:

- Zaiio will debut its AI-powered women's healthtech app at **Web Summit Lisbon 2025**.
- Founder interviews available on request.
- Embargo lifted **October 17, 2025**.
- High-resolution visuals available upon request.