



**MENOPAUSE**  
EDUCATION CENTER

**Investor Opportunity**



# Why Now?

With over 1.1 billion women expected to be in menopause by early 2025\*, and a cost to the U.S. economy of over \$26B\*\* — menopause is shaking off its silent past and stepping into the spotlight.

The global menopause market is expected to reach \$24.4B by 2030, registering a CAGR of 5.37% from 2024 to 2030\*\*\*, driven by factors such as increasing awareness regarding menopause-associated health aspects and high adoption of women's health apps.

\* <https://www.precedenceresearch.com/health-and-wellness-market>

\*\* [https://www.mayoclinicproceedings.org/pb-assets/Health%20Advance/journals/jmcp/JMCP4097\\_proof.pdf](https://www.mayoclinicproceedings.org/pb-assets/Health%20Advance/journals/jmcp/JMCP4097_proof.pdf)

\*\*\* <https://finance.yahoo.com/news/global-menopause-market-size-share-163500735.html>



# The Menopause Effect

**45%**

of women don't know the difference between perimenopause and menopause prior to experiencing symptoms.

**44%**

of women in menopause say that it significantly affects their mood, mental health, and ability to function day to day.

**73%**

of divorced women in menopause believe that menopause contributed to the breakdown of their marriage.



# The Workplace Impact

**64%**

Percentage of women who want menopause-specific benefits, yet only 14% believe their employer recognizes the need for them.

**\$26 Billion**

Annual economic burden from menopause-related costs faced by businesses, as reported by the Mayo Clinic.

**2 out 5**

Women who have considered quitting their jobs due to menopause.

# The Problem

**1**

Stigma around menopause leads to feelings of isolation.

**2**

Menopause impacts daily activities and emotional health.

**3**

Limited, often misleading resources result in confusion and misinformed choices.

**4**

Many women are undiagnosed or misdiagnosed, missing out on effective treatments.

**5**

Menopause symptoms disrupt work performance.

**6**

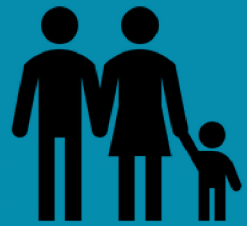
Menopause affects the whole family, often leading to disruptions within household dynamics.



# We imagine a world

where millions of women, along with their partners and employers, are fully supported and empowered throughout the menopause years, turning this period of transition and grief into an opportunity for strength and personal growth.

# Highlighting Our Solutions



## Consumer

### **Education for Women**

*Menopause & You: A Complete Guide*

Masterclass with groundbreaking, unbiased, expert content.

### **Partner Training**

*Mansplaining Menopause*

Masterclass for relationship and family support.



## Corporate

### **Workplace Curriculum**

*Menopause in the Workplace*

For employee well-being and increased performance.

### **Comprehensive Program**

*Customized Policies*

To create a menopause-friendly workplace and reduce costs.

# The Market Opportunity



**5.5T**

**44B**

**40M**

## TOTAL ADDRESSABLE MARKET

The global health & wellness market is a **\$5.5T** space growing at a 5.2% CAGR\*

## SERVICEABLE AVAILABLE MARKET

The women's wellness market in the US is estimated to be worth **\$44B** in 2023 and is projected to reach **\$66B** by 2030, at a CAGR of 5.7%\*\*

## SHARE OF MARKET

Our business model shows that we can achieve approx **\$40 million** in revenue by year 5. This is capturing less than 1% of market share.

Sources

\* <https://www.precedenceresearch.com/health-and-wellness-market>

\*\* <https://www.grandviewresearch.com/industry-analysis/womens-health-market>



# Business Model

Direct-to-Consumer



## **Self Guided Courses for Women & Partners**

*One-time purchase and  
gateway to other offerings.*



## **Private Coaching with Menopause Experts**

*Multi-session and  
subscription options.*



## **Speaking Engagements & Trainings**

*Go deeper and continue  
the learning journey.*

# Business Model

## Business-to-Business



### **Menopause Friendly Workplace Program**

*Subscription-based  
leadership training &  
policy development.*



### **Online Courses Employee Education**

*Our consumer courses  
available to employees  
and their partners.*



### **Workshops & Retreats Expanded Offerings**

*Expert-led, engaging  
experiences to break down  
stigma & improve culture.*

# What Sets Us Apart: Unique Positioning

**Competitive Landscape:** Our focus on empowerment prior to medical intervention highlights our unique positioning in the market.

**Innovative Approaches:** Through collaboration with healthcare professionals and ongoing research, we stay at the forefront of menopause education and support.

**Personalized Support:** Our programs adapt to individual experiences, ensuring no one navigates menopause or andropause alone.


























**Corporate Support:** Our customized trainings and policies have already made headway in improving workplace wellness.

**Comprehensive Content:** We provide a breadth of resources unmatched in the current market.

**Direct Impact:** We focus on life-quality enhancement standing as a precursor to healthcare services.

**Community & Connection:** We create spaces for peer support alongside expert guidance.

# What Sets Us Apart: The Competition

	 Menopause Education Center	HR & Benefits Consulting Firms	Corporate Wellness Program Providers	Independent Coaches & Consultants	Healthcare Consulting Firms	Menopause Specialist Orgs & Non-Profits	Clinics & Healthcare Providers
Resources for managing menopause symptoms at work.							
Online courses for Menopause Education.							
Online platform with personalized menopause support.							
Fully customizable and editable resources.							
Consultancy services to create a menopause-friendly workplace.							

# How We Go-to-Market

## What are we selling?

Comprehensive menopause education courses and services for consumers and corporations. To empower women, support partners, improve employee wellness, and retain talent in the workplace.

**What**

**Who**

## Who are we selling to?

Women in menopause and perimenopause, their partners, corporations, and corporate employee resource groups (ERG) seeking to foster menopause-supportive environments.

## How will we build our brand?

Utilizing thought leadership, dynamic social media, strategic partnerships, and compelling testimonials to become the go-to authority in menopause education and support.

**How**

**Where**

## Where will we sell & market?

Leveraging earned media (PR), paid media, social media, and building a repeatable playbook for direct B2B sales for our go-to-market strategy.

**Go-to-Market**

# About the Founder

## Rachel Anne

*Entrepreneur, Educator, Menopause Champion*

As a seasoned entrepreneur, educator, and menopause advocate, Rachel Anne is the visionary founder of **The Menopause Education Center**. With a remarkable track record in building successful companies, Rachel's expertise spans decades of content creation, community building, and transformational events.

Rachel empowers companies to retain female talent and improve workplaces through education and policy advising. Her skills in email marketing, digital media, and social media marketing drive positive change and impactful business results.



# Key Milestones: High Level

Stage 1	Stage 2	Stage 3	Stage 4
<p><b>CONTINUE</b></p> <ul style="list-style-type: none"><li>• Corporate Customer Sales</li><li>• Consumer Course Sales</li><li>• Podcast Appearances</li><li>• Speaking Engagements</li><li>• Social Media Presence</li></ul>	<p><b>LAUNCH</b></p> <ul style="list-style-type: none"><li>• Corporate Sales Team</li><li>• Andropause Program</li><li>• Corporate Retreats</li><li>• Consumer Retreats</li><li>• PR &amp; Social Media Campaigns</li><li>• Affiliates &amp; Partnerships</li></ul>	<p><b>EXPAND</b></p> <ul style="list-style-type: none"><li>• Sales Team</li><li>• Social Media Marketing</li><li>• Online Community</li><li>• Consumer Retreats</li><li>• Create Podcast Series</li><li>• Develop Strategic Partnerships</li><li>• Increase Consumer Course Enrollment</li></ul>	<p><b>EXTEND</b></p> <ul style="list-style-type: none"><li>• Develop App</li><li>• Implement Feedback System</li><li>• Launch 2<sup>nd</sup> Podcast</li><li>• White-Labeled Products</li><li>• Continue Speaking Engagements to “Sell from the Stage”</li></ul>

# Key Milestones

1

Hire new team members. Launch sales team and complete 20 speaking engagements.

2

Launch targeted social media & PR campaigns to increase brand visibility and lead generation.

3

Form alliances with 50 leading brands to ensure our reach is vast and our network continues to grow.

4

Grow our online community by 50%, focusing on increased engagement through webinars and live Q&A sessions.

5

Increase consumer course enrollment by 50%. Secure partnerships with 50 major corporations to implement our workplace wellness programs.

6

Develop mobile app and implement a comprehensive feedback system to gather insights and testimonials from users to refine and adjust the curriculum.



# We are in active conversations with

- Corporations
- Benefits Brokers
- Coaches & Therapists
- DEI Consultants
- Consumers

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**Homesite**  
HOME INSURANCE



# Key Model Assumptions vs Industry

#	Metric	Industry	Our Model
1	B2B Pricing	\$24,000-240,000/yr	<b>\$1,000-7,000/yr</b>
2	DTC Pricing	\$200-5,000	<b>\$49.00</b>
3	CTR (Click Through Rate)	1-2%	<b>1.00%</b>
4	CPM (Cost per Thousand Impressions)	\$14.00	<b>\$25.00</b>
5	B2B Customer Retention	76-81%	<b>\$63%</b>
6	B2B CAC (Cost to Acquire a Customer)	\$410	<b>\$936</b>

**The primary revenue and cost drivers in our model are conservative compared to industry averages.**

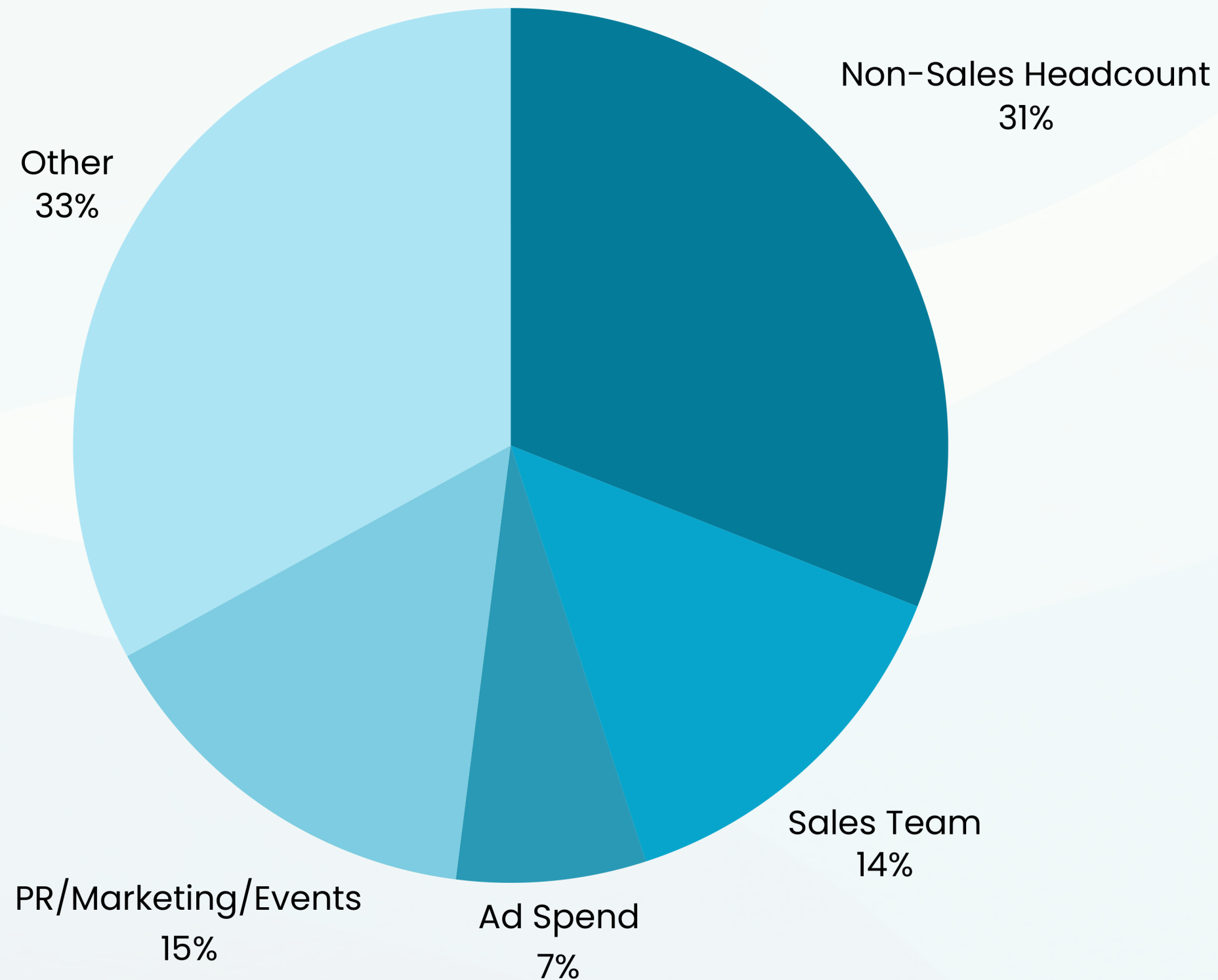
#### Sources

- 1 <https://thenovacollective.com/whats-the-cost-of-diversity-equity-and-inclusion/>
- 2 <https://thenovacollective.com/whats-the-cost-of-diversity-equity-and-inclusion/>
- 3 <https://ondigitalmarketing.com/good-ctr-for-facebook-ads/>
- 4 <https://lineardesign.com/blog/facebook-ad-statistics/>
- 5 <https://www.soocial.com/b2b-customer-retention-statistics/>
- 6 <https://userpilot.com/blog/average-customer-acquisition-cost/>

# 5 Year Forecast

Revenue	Year 1	Year 2	Year 3	Year 4	Year 5
DtC Customers	\$ 33,684	\$ 118,694	\$ 237,539	\$ 474,478	\$ 733,131
Small Business	112,514	636,167	1,843,963	3,728,262	6,303,954
Mid Market	95,248	550,737	1,549,162	3,049,315	5,028,504
Enterprise	406,28	2,399,605	6,559,092	12,565,331	20,175,595
Events	75,000	300,000	750,000	2,250,000	6,000,000
<b>Total Revenue</b>	<b>\$ 722,732</b>	<b>\$ 4,005,203</b>	<b>\$ 10,975,756</b>	<b>\$ 22,067,387</b>	<b>\$ 38,241,183</b>
<b>EBIDTA</b>	<b>\$ (893,941)</b>	<b>\$ (1,351,875)</b>	<b>\$ (799,642)</b>	<b>\$ 3,257,643</b>	<b>\$ 8,516,363</b>
EBIDTA Margin	-124%	-34%	-7%	15%	22%
DtC Customers	687	2,422	5,582	9,683	14,962
<b>Active B2B Customers</b>					
Small Business	293	1,075	2,429	4,148	6,263
Mid-Market	98	367	821	1,390	2,073
Enterprise	148	565	1,249	2,095	3,086
<b>Total Active B2B Customers</b>	<b>539</b>	<b>2,007</b>	<b>4,499</b>	<b>7,633</b>	<b>11,422</b>
B2B Retention %	N/A	63%	38%	24%	15%
B2B CAC	\$ 936	\$ 1,526	\$ 2,069	\$ 2,569	\$ 3,042
Total Headcount (incl. Instructors)	15	57	97	143	195

# Capital Request



# \$1.5M

We are asking for 1.5m to hire key staff, launch marketing initiatives, and expand the product line.

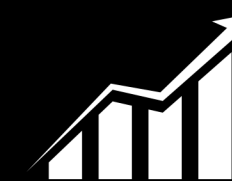


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Book a call with Rachel to dive deeper.



Let's talk numbers! Download our full business model & forecast [here](#).  
Password: October18