

We Believe in Love at First Slide.

We know most investors give a pitch deck 3.5 minutes.
We're here to make every second feel like a spark.

Before you blink, here are five reasons to lean in:

1. \$24.4B global market by 2030. Still wildly misunderstood.
2. We're not telehealth. We help women own their care.
3. HR teams from Fortune 100s are already calling us.
4. Women leave our workshops feeling seen and empowered.
5. This work is rooted in love, backed by science, and built to scale.

You've got 3 minutes left.
Ready to see what's possible?





WHY NOW?

Over 1.2 billion women will be in menopause by 2030.¹

6,000 women in the U.S. reach menopause daily.²

Most don't get menopause. Only 5% of women's health funding goes to treatment, not education.³

This knowledge gap is costing the U.S. economy \$26B annually in lost productivity.⁴

And yet, the untapped global menopause market is expected to reach \$24.4B by 2030.⁵

The demand is exploding and we're here to lead the conversation and unlock the market.

1. Hill K. *The demography of menopause*. Maturitas. 1996;23(2):113-127. doi:10.1016/0378-5122(95)00968-X
2. Whiteley, J., DiBonaventura, M.d, Wagner, J. S., Alvir, J., & Shah, S. (2013). *The impact of menopausal symptoms on quality of life, productivity, and economic outcomes*. Journal of women's health (2002), 22(11), 983-990.
3. Hinchliffe, E. (2020, October 26). *Menopause is a \$600 billion opportunity, report says*. Yahoo Finance.
4. Furst, J. (2023, April 26). *Mayo Clinic study puts price tag on cost of menopause symptoms for women in the workplace*. Mayo Clinic News Network.
5. Global Newswire. (2024, March 19). *Global menopause market size, share & trends analysis report 2024-2030*. Yahoo Finance

THE PROBLEM

Menopause is misunderstood, underdiagnosed, and ignored.
Impacting women, families, and the workforce.

Lack of Education

Most women believe menopause should be taught in schools yet over 80% never received this education.¹

Mental Health

Two-thirds of women report negative psychological effects from menopause, including anxiety in 41% and depression in 33%.²

Relationship Strain

Nearly 3 in 4 divorced women cite menopause as a factor, showing how unaddressed symptoms affect relationships and families.³

Career Impact

One in four women say menopause symptoms hurt their career while 17% have quit or thought about quitting their job because of it.⁴

1. Tariq, B., Phillips, S., Biswakarma, R., Talaulikar, V., & Harper, J. C. (2023). Women's knowledge and attitudes to the menopause: a comparison of women over 40 who were in the perimenopause, post menopause and those not in the peri or post menopause. BMC women's health, 23(1), 460.

2. Astellas Pharma Inc. (2025, March 7). New research reveals impact of menopause stigma.

3. The Family Law Menopause Project & Newson Health Research and Education. (2022). Survey findings: The impact of menopause on divorce.

4. Biote. (2022, May 10). Biote Women in the Workplace Survey. Biote.

THE SOLUTION

Market Ready Solutions for a \$24.4B Crisis.

Educate

Live and on-demand education that helps women understand what's happening, what to expect, and what they can do about it.

Mental Health Support

Resources and tools to help women navigate emotional shifts, mood swings, and cognitive symptoms.













Support System

Partner playbooks and family guides that build shared understanding because menopause affects more than one person.












Retain & Empower

Manager trainings, HR toolkits, and employee workshops that reduce stigma, increase retention, and turn awareness into action.

MARKET POSITIONING

	 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.			N/A		N/A	N/A	N/A
Online courses for Menopause Education.		N/A	N/A	N/A	N/A	N/A	
Online platform with personalized menopause support.		N/A	N/A	N/A	N/A	N/A	N/A
Fully customizable and editable resources.		N/A	N/A	N/A		N/A	N/A
Consultancy services to create a menopause-friendly workplace.			N/A	N/A	N/A		N/A

MARKET POSITIONING

	 Menopause Education Center	MiDi	Alloy	Maven	Carrot	Elektra	MiDOViA
Education-first Model		N/A	N/A	N/A	N/A	N/A	N/A
Emotional & Relational Support		N/A	N/A	N/A	N/A		N/A
Family & Community Integration		N/A	N/A	N/A	N/A	N/A	N/A
Workplace Culture Transformation		N/A	N/A	N/A		N/A	
Authentic Menopause Expertise			N/A	N/A	N/A		N/A

MARKET OPPORTUNITY

SOM
\$40M

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.

SAM
\$53B

SERVICEABLE AVAILABLE MARKET

The global women's health market size was estimated at USD 49.33 billion in 2024 and is expected to reach USD 53.48 billion in 2025.¹

TAM
\$1.07T

TOTAL ADDRESSABLE MARKET

In the U.S., the health and wellness market is poised for significant growth, contributing to a global industry projected to surpass USD 1.07 trillion by 2034.²

1. Grand View Research. (2024, November). Women's health market size & share | Industry report, 2030. Grand View Research.

2. Precedence Research. (2024, August 7). U.S. health and wellness market size to hit USD 2,204.18 billion by 2033. Precedence Research.

BUSINESS MODEL

B2B

Custom education & consulting from small to large enterprises.

Offerings: workshops, trainings, ERG activations.

Pricing: \$5K - \$100K+ depending on scope & size.

B2C

Self-guided courses, expert-led groups, partner tools, and family guides.

Accessible via web and workplace benefits.

Pricing: \$249+, bundle offerings available.

B2B + B2C = Scalable Impact

B2B sparks change at home; B2C creates workplace demand.

Flexible model trained to client needs & budget.

A growth flywheel across work, home, and care networks.

Revenue from B2C, B2B and B2B2C with no insurance dependency.

VALUE PROPOSITION

B2B: Corporate Wellness & Retention

Targeting HR & Benefits Teams: Tailored support for Fortune 500 companies.

Key Value: Reduces turnover, absenteeism, and presenteeism.

ROI: Save 1.5-2x an employee's salary per employee replaced¹, improving retention by 50%².

B2C: Direct to Consumer Education & Engagement

Empowering Individuals: Online courses, personalized resources, and retreats.

Key Value: Improve quality of life by providing the tools & knowledge needed.

ROI: Enhance mental, physical, and emotional well-being, and foster confidence.

B2B + B2C Holistic Impact, Unmatched Scalability

Integrated Approach: Connecting employees, HR teams, and consumers.

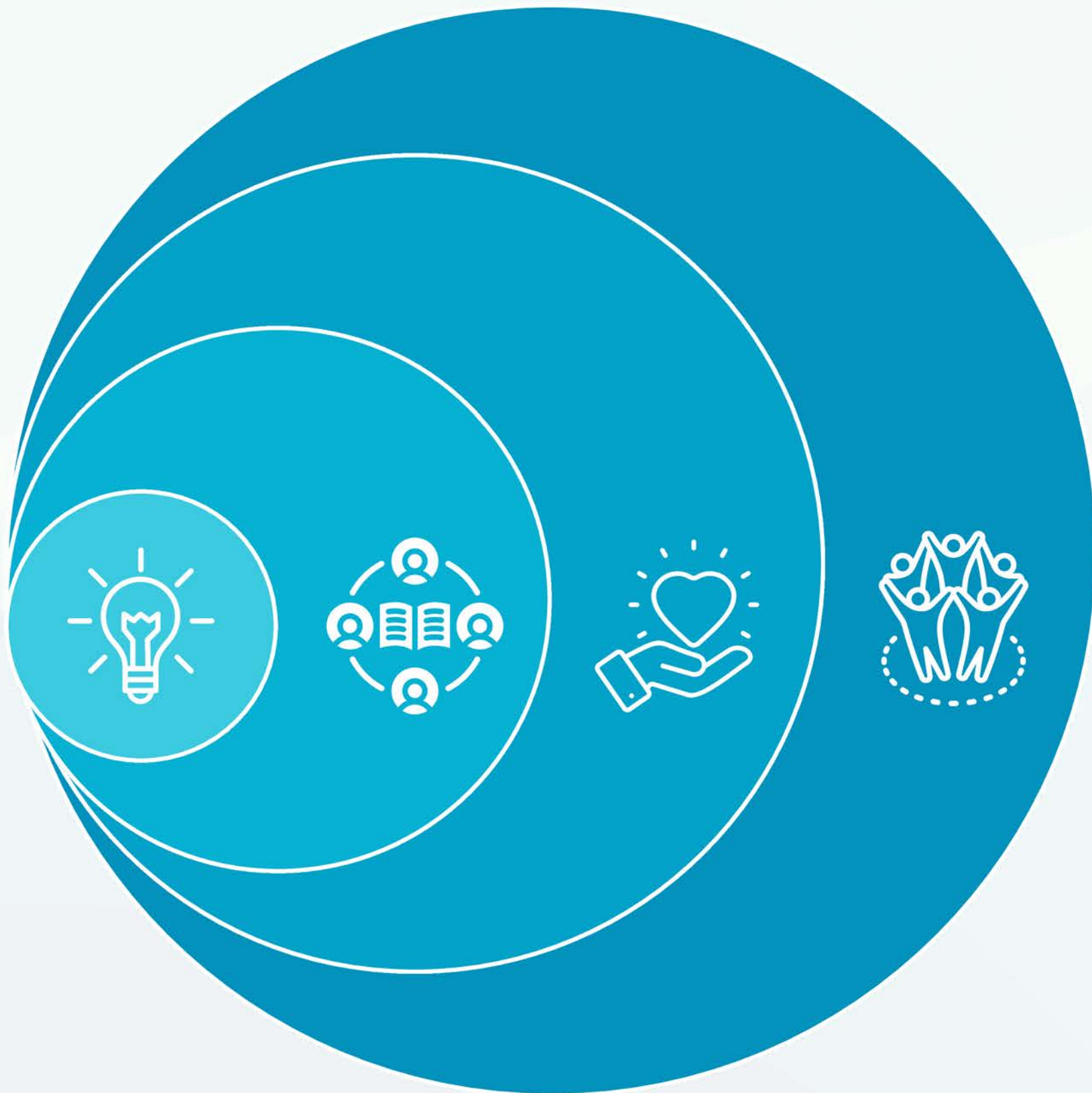
Key Value: Seamless support for individuals both at work and in their personal lives.

ROI: Reach 500K+ B2B/B2C users, maximizing ROI across both channels.

1. McFeely, S., & Wigert, B. (2019, March 13). *This fixable problem costs U.S. businesses \$1 trillion*. Gallup.

2. Society for Human Resource Management. (2023, November 16). *How do I calculate retention? Is retention related to turnover?* Society for Human Resource Management.

THE RIPPLE EFFECT



Menopause Education

The catalyst for clarity, confidence, and connection.



Informed Individuals & Workplaces

Equipped to take action and advocate with confidence.



Support Systems & Providers

Aligned in care because expectations are clearer.



Market Transformation

From confusion to clarity. From silence to system change.

CHANNEL STRATEGY

Consumer Led Growth

Every educated person becomes an advocate.
Result: Peer referrals, household engagements, and inbound interest.

Thought Leadership

Keynotes, expert panels, and viral LinkedIn & TikTok content.
Result: Inbound from Fortune 100 HR teams.

B2B Sales Playbook

Targeted pipelines to HR leaders and ERGs, fueled by strategic networking and keynotes.
Result: Sold into 7+ companies including Williams-Sonoma & Hilti.

Strategic Partnerships

HR Platforms, wellness brands, and clinics.
Result: Access to 500K+ potential B2B/B2C users.

Social & Earned Media

Authentic storytelling and press.
Result: 9.7/10 CSAT, repeat enterprise buyers.



MODEL VS. INDUSTRY

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

#	Metric	Industry	Our Model
1	B2B Pricing	\$24,000-240,000/yr	\$1,000-7,000/yr
2	DTC Pricing	\$200-5,000	\$49.00
3	CTR (Click Through Rate)	1-2%	1.00%
4	CPM (Cost per Thousand Impressions)	\$14.00	\$25.00
5	B2B Customer Retention	76-81%	63%
6	B2B CAC (Cost to Acquire a Customer)	\$410	\$835

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/>



FIVE 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	120,490	685,170	1,970,903	3,958,391	6,652,284
Mid Market	95,248	550,737	1,549,162	3,049,315	5,028,504
Enterprise	462,123	2,742,621	7,447,667	14,176,230	22,613,909
Events	75,000	300,000	750,000	2,250,000	6,000,000
Total Revenue	\$ 786,546	\$ 4,397,222	\$ 11,991,271	\$ 23,908,414	\$ 41,027,828
EBIDTA	\$ (833,368)	\$ (616,293)	\$ 1,042,019	\$ 5,652,839	\$ 12,219,994
EBIDTA Margin	-106%	-14%	9%	24%	30%
DtC Customers	687	2,422	5,582	9,683	14,962
Active B2B Customers					
Small Business	313	1,154	2,600	4,430	6,668
Mid-Market	98	367	821	1,390	2,073
Enterprise	168	643	1,420	2,377	3,492
Total Active B2B Customers	579	2,165	4,841	8,197	12,233
B2B Retention %	N/A	63%	38%	24%	15%
B2B CAC	\$ 835	\$ 1,294	\$ 1,704	\$ 2,041	\$ 2,354
Total Headcount (incl. Instructors)	15	48	91	130	176

MILESTONE ROADMAP

Strategic Execution to Lead the Menopause Market

PHASE 1 ACCOMPLISHED

- ✓ 7 enterprise clients signed
- ✓ Avg. CST 9.7/10 across 40+ workshops
- ✓ Inbound interest from Fortune 100 HR teams
- ✓ 500K+ impressions across social and speaking

PHASE 2 PROVE & BUILD

- Hire sales team, complete 20+ keynote events
- Close 20 new corporate customers
- Launch targeted PR & social campaigns

PHASE 3 LAUNCH & SCALE

- Launch andropause pilot + corporate retreats
- Roll out affiliate program and brand partnerships
- Grow consumer course sales by 50%

PHASE 4 DEEPEN & EXPAND

- Launch app and feedback systems
- Build engaged online community by 50% growth
- Launch podcast series

MEET THE TEAM



Rachel Anne
Founder

- Repeat founder and marketing strategist with 30+ years of experience leading high-growth ventures.
- Scaled Best of Campus to 200+ U.S. markets, \$3.5M in annual revenue, and 5,000+ advertisers.
- Founded Rachel Delivers Results, achieving 15M+ organic impressions in a day with over 1M email subscribers.



Michelle Corpuz
Chief of Staff

- Strategic HR and wellness advisor with roots in public health and global benefits.
- 7+ years leading Total Rewards and wellness strategies for high-growth Bay Area tech companies.
- Brings empathy, systems thinking, and executional clarity, translating vision into actionable strategies that drive ROI for both employees and employers.

CAPITAL REQUEST

We're raising \$1.5 million in our seed round for a 36-month runway to accelerate sales, expand our reach, and empower women through menopause education.

Use of Funds

Build high-performing sales and growth team.

Launch app, retreats, and digital engagement tools.

Scale thought leadership, PR, and partnerships.

Strategic Rationale

First mover in untapped education and workplace training market.

Menopause is now a talent, health, and compliance issue.

We're the connective tissue of the menopause economy.

Key Outcomes

Revenue from 20+ new corporate customers.

50%+ growth in course and community engagement.

Category defining brand with scalable digital infrastructure.

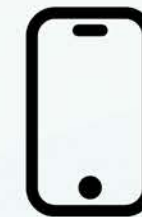
LET'S CONNECT



Rachel Anne

Founder

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**Book a call with Rachel to dive deeper.
561.703.1546**



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

MenopauseClasses.com