

High Level Highlights

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THE OPPORTUNITY

- **The U.S. menopause market is projected to reach \$8.58B by 2033**, part of a broader **\$600B+ global women's health opportunity** reaching an inflection point.
- **\$26.6B annual U.S. economic loss** due to unmet menopause needs.
- **Regulatory tailwind:** Rhode Island mandated menopause workplace accommodations (June 2025), 15+ states following.
- **81% of women** believe self-education is the best way to navigate menopause.

THE PROBLEM

- **Education Gap:** 80% of women lack menopause education, despite believing it should be taught.
- **Career Impact:** 1 in 4 women say symptoms hurt their career; 17% quit or considered quitting.
- **Relationship Strain:** 3 in 4 divorced women cite menopause as a factor.
- **Mental Health Crisis:** 41% experience anxiety, 33% depression.

OUR SOLUTION

Education-first platform bridging the gap between telehealth and user engagement.

- **B2B:** Corporate wellness programs, HR & Legal compliance training, HR, ERG, & manager toolkits.
- **B2C:** Digital courses, wellness retreats, hotel events, family support resources, inaugural Menopause Marathon.
- **Strategic Partnerships:** Activating telehealth platforms through education modules.

TRACTION & VALIDATION

- **8 enterprise clients signed**, including Williams-Sonoma & Hilti.
- **9.7/10 customer satisfaction score** across 40+ workshops.
- **Inbound interest from Fortune 100 HR teams.**
- **500K+ impressions** across social media and speaking engagements.
- **Repeat enterprise buyers** demonstrating strong product-market fit.

BUSINESS MODEL

Three Revenue Streams (No Medical Insurance Dependency)

1. **B2B Enterprise:** \$5K-\$100K+ custom programs.
2. **B2C Direct:** \$108+ digital courses, \$129-\$4.5K events.
3. **Strategic Partnerships:** \$10-50K+ platform activation fees.

FINANCIAL PROJECTIONS

Year	Revenue	EBITDA	EBITDA Margin	B2B Customers
Year 1	\$932K	(\$960K)	-103%	219
Year 2	\$4.9M	\$145K	3%	713
Year 3	\$12.9M	\$4.1M	32%	1,512
Year 4	\$25.9M	\$11.4M	44%	2,569
Year 5	\$45.4M	\$22.6M	50%	3,881

Conservative Assumptions:

- B2B pricing 75% below industry average (\$2.5-10K vs. \$10-250K).
- DTC pricing is 56% below competitors (\$49 vs. \$112).
- Customer retention below industry (66% vs. 76-81%).

COMPETITIVE ADVANTAGES

1. **First-Mover in Compliance:** Purpose-built for workplace menopause legislation.
2. **Unique Positioning:** Only platform offering an education-first model with emotional support.
3. **Authentic Expertise:** Founded by women experiencing menopause, not just treating it.
4. **Holistic Approach:** Addresses workplace, home, and healthcare simultaneously.
5. **No Competitors** offer all five key differentiators we provide.

USE OF FUNDS (\$1.5M Seed Round)

- **Sales & Growth Team:** Accelerate B2B customer acquisition.
- **Product Development:** Launch app and digital engagement tools.
- **Marketing & PR:** Scale thought leadership and partnerships.
- **36-month runway** to achieve profitability.

KEY OUTCOMES BY YEAR 2

- 20+ new corporate customers.
- 50% growth in course enrollment.
- 5 telehealth partnerships secured.
- Category-defining brand position.

INVESTMENT TERMS

- **Pre-money Valuation:** \$10.5M
- **Raising:** \$1.5M Seed Round
- **Expected IRR:** 74% for seed investors (5-year horizon)
- **Capital Efficiency:** Profitable by Year 2 with only 3% EBITDA margin needed

WHY NOW

1. **Legislative Momentum:** States mandating workplace support create immediate demand.
2. **Market Timing:** Menopause is finally being destigmatized and entering mainstream conversation.
3. **Proven Demand:** HR teams are actively seeking solutions; telehealth is struggling with engagement.
4. **Scalable Model:** Digital-first approach ready for national expansion.

THE TEAM

- **Rachel Anne, Founder:** 30+ years experience, scaled Best of Campus to \$3.5M revenue
- **Michelle Corpuz, Chief of Staff:** Public health expert, 7+ years in corporate wellness
- **Liz Ryan, Chief Strategy Officer:** Generated \$2M+ at Slalom, Techstars mentor

KEY PROGRAMS & OFFERINGS

B2B Enterprise Solutions/Menopause Compliance Suite

- **Workplace Workshops:** Live and virtual sessions for employees.
- **Manager Training:** Equipping leaders to support employees who are managing menopause-related
- **HR Toolkits:** Policy templates, compliance guides, and accommodation frameworks.
- **Legal Programs:** Legal risk assessment and PIP audit.
- **ERG Activations:** Custom programs for Employee Resource Groups.
- **Cost Calculator Tool:** Shows companies their \$2,116 annual cost per menopausal employee (Harvard Medical School study).

B2C Education Programs

- **Complete Guide to Menopause:** Comprehensive digital masterclasses.
- **Partner Playbook:** Course for husbands/partners to build understanding.
- **Family Guides:** Resources for the entire household support system.
- **Wellness Retreats:** In-person transformative experiences.
- **Signature Events:** Including the inaugural Menopause Marathon.
- **Online Community:** Peer support and expert guidance platform.

Strategic Partnership Modules

- **Telehealth Activation:** Education modules to boost platform engagement.
- **Benefits Integration:** Seamless addition to existing wellness programs.
- **Healthcare Provider Resources:** Tools for clinics and practitioners.
- **Custom White-Label Content:** Branded education for partner platforms.