

# MENOPAUSE

EDUCATION CENTER

## 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.<sup>1</sup>
2. Multiple states are passing menopause laws in the workplace.<sup>2</sup>
3. We're not telehealth. We're the education layer to activate their user base.
4. HR teams from Fortune 100s are already calling us.
5. Women leave our workshops feeling seen and empowered.
6. 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?*

1. Global Newswire. (2024, March 19). *Global menopause market size, share & trends analysis report 2024-2030*. Yahoo Finance.  
2. CNN. (2025, July 11). In what some call a 'national movement,' more than a dozen states introduce menopause bills. CNN Health.





# WHY NOW?

Over 1.2 billion women will be in menopause by 2030.<sup>1</sup>

The global menopause market is expected to reach \$24.4B by 2030 (revenue opportunity).<sup>2</sup>

The U.S. economy loses \$26.6B annually due to unmet menopause needs (productivity loss).<sup>3</sup>

81% believe self-education is the best way to navigate menopause.<sup>4</sup>

60%+ of women search menopause info digitally, but nearly half find it lacking.<sup>5</sup>

With demand surging, we're providing the trusted education and experiences directly to women.

1. Hill K. *The demography of menopause*. *Maturitas*. 1996;23(2):113-127. doi:10.1016/0378-5122(95)00968-X
2. Global Newswire. (2024, March 19). Global menopause market size, share & trends analysis report 2024-2030. Yahoo Finance.
3. 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.
4. Bonafide. (2025). *State of Menopause 2025*.
5. Osborne, A. K., & Sillence, E. (2025). Accessing information on menopause transition and the role of digital health technologies: A narrative review. *Women & Health*, 65(6), 508–521.

# 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.<sup>1</sup>

## Mental Health

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

## Relationship Strain

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

## 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.<sup>4</sup>

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 complements telehealth and helps women navigate menopause with confidence.

## Mental Health Support

Resources, tools, wellness retreats, and seminars 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.<sup>1</sup>

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.<sup>2</sup>

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

Market Ready Solutions for a \$24.4B Crisis.

## B2B

Custom education & consulting from small to large enterprises.

Offerings: workshops, trainings, ERG activations.

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

## B2C

Digital programs & wellness experiences for women and their families.

Offerings: courses, retreats, signature events.

Pricing: \$108+ for digital, \$129 - \$4.5K for live events.

## Strategic Partnerships

Activating existing telehealth platforms through trusted education.

Offerings: activation modules.

Pricing: partnership fees (\$10-50K+) or revenue sharing.

## B2B + B2C = Scalable Impact

B2B sparks change at home; B2C creates workplace demand.

Partnerships activate platforms & multiply reach.

Growth flywheel across work, home, & care hubs.

**Revenue from B2C, B2B, and Strategic Partnerships with no insurance dependency.**

# VALUE PROPOSITION

## B2B: Corporate Wellness & Retention

**Targeting HR Teams:**  
Tailored support for Fortune 500 companies.

**Key Value:** Reduces turnover & absenteeism. Increase productivity.

**ROI:** Save 1.5-2x an employee's salary per employee replaced<sup>1</sup>, improving retention by 50%<sup>2</sup>.

## B2C: Direct to Consumer Education & Engagement

**Empowering Individuals:**  
Courses, custom resources, retreats, & seminars.

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

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

## Strategic Partnerships: Partnering to Amplify Impact

**Reach & Engagement:**  
Expand consumer reach through partner platforms.

**Key Value:** Boost engagement and user satisfaction.

**ROI:** Drive adoption, retention, and long-term engagement metrics.

## B2B + B2C: Holistic Impact, Unmatched Scalability

**Integrated Approach:**  
Connecting employees, HR teams, consumers & partners.

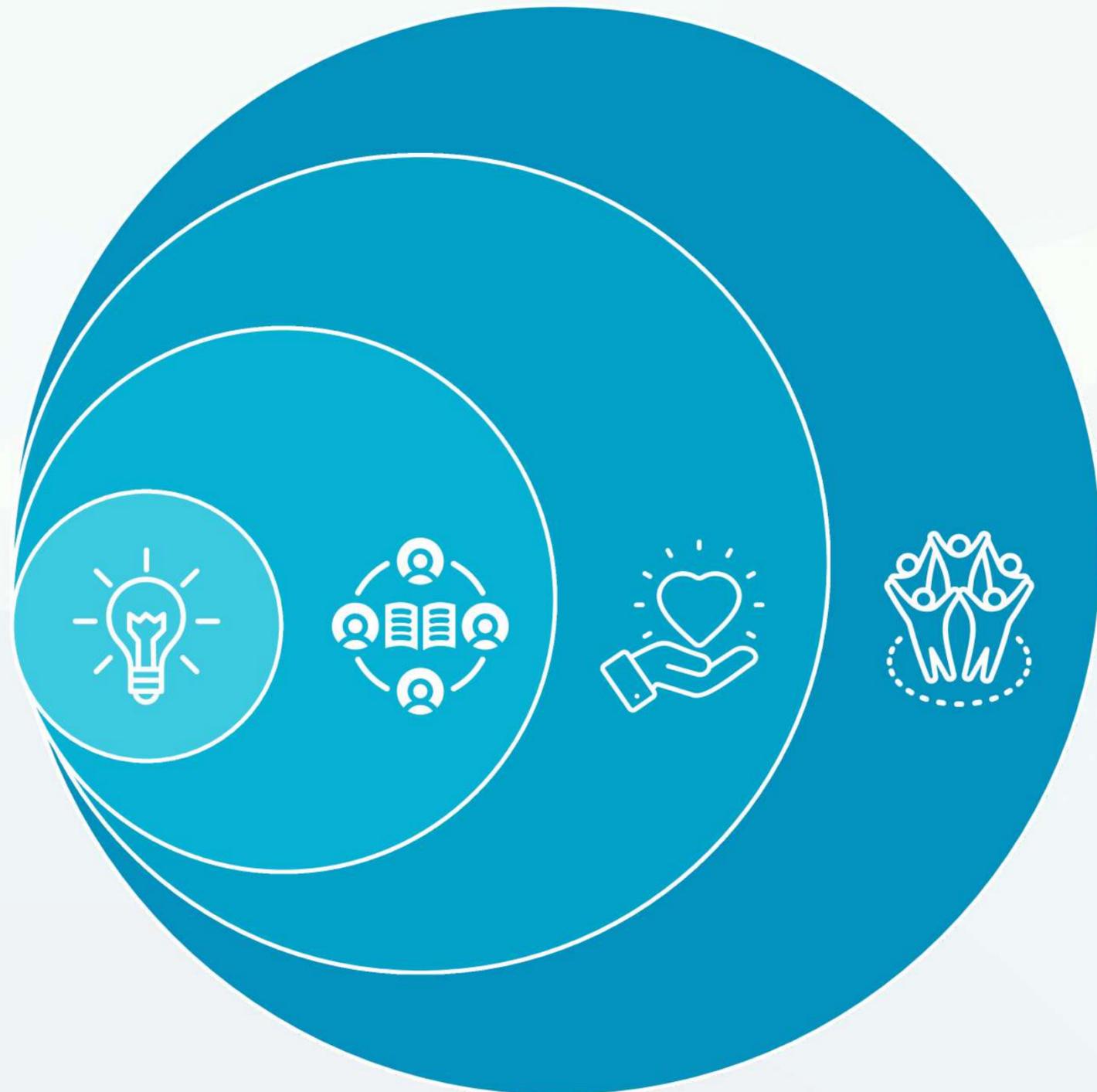
**Key Value:** Seamless, education-first support that drives user engagement.

**ROI:** Reach 500K+ B2B/B2C users, maximizing ROI across all channels and platforms.

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 Compliance Suite

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

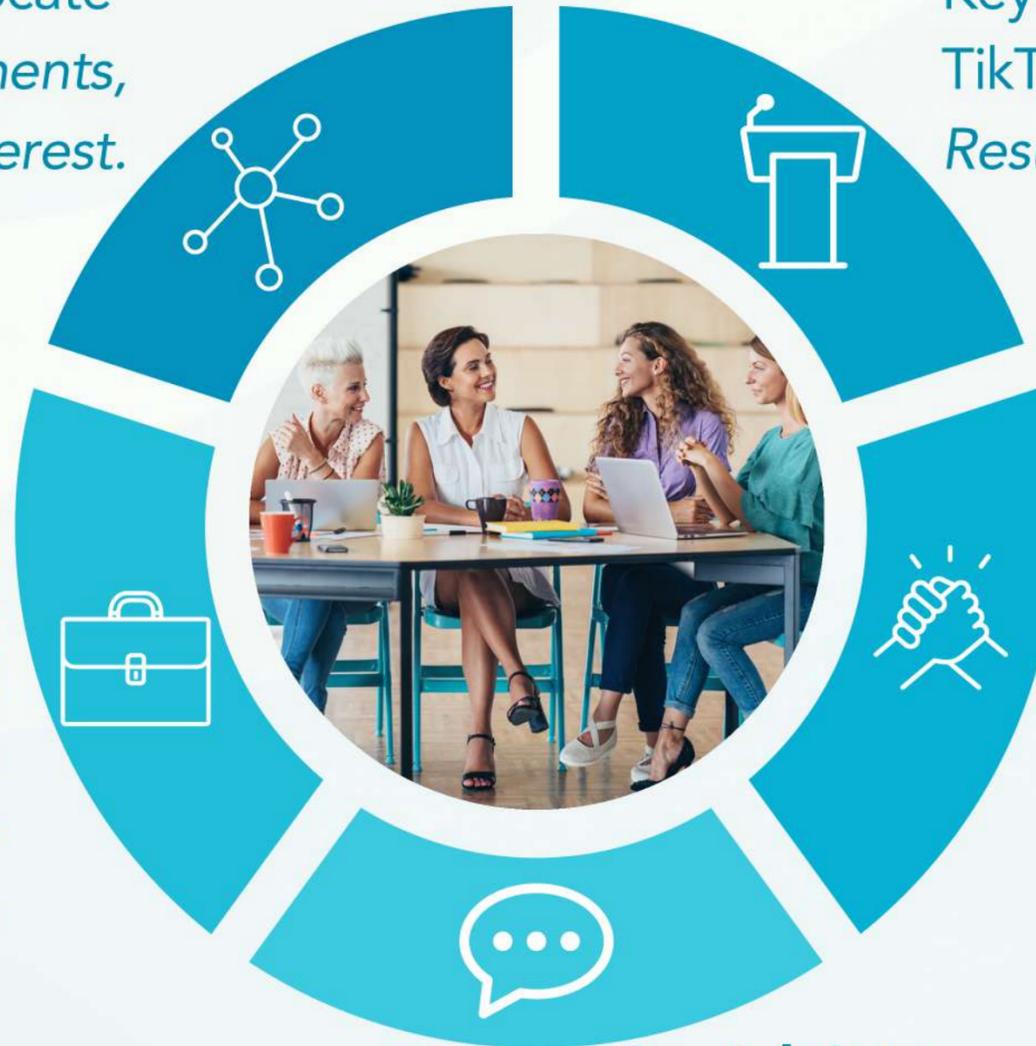
Targeted pipelines to HR leaders and ERGs, fueled by strategic networking and keynotes.  
*Result: Sold into 7+ companies including Williams-Sonoma & Hilti.*

## Strategic Partnerships

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

## Social & Earned Media

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



# MARKET MOMENTUM



1. Society for Human Resource Management. (2025, August 8). New Rhode Island law indicates momentum for menopause support. SHRM.

2. Menopause bills and workplace policy gain momentum across the U.S. (2025, July 11). CNN.

# 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	\$10,000-250,000/yr	<b>\$2,500-10,000/yr</b>
2	DTC Pricing	\$111.76	<b>\$49.00</b>
3	CTR (Click Through Rate)	1-2%	<b>1.00%</b>
4	CPM (Cost per Thousand Impressions)	\$14.00	<b>\$50.00</b>
5	B2B Customer Retention	76-81%	<b>66%</b>
6	B2B CAC (Cost to Acquire a Customer)	\$410	<b>\$2,406</b>

#### 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.sococial.com/b2b-customer-retention-statistics/>
- 6 <https://userpilot.com/blog/average-customer-acquisition-cost/>



# FIVE YEAR FORECAST



<b>Revenue</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
DtC Customers	\$ 14,708	\$ 40,047	\$ 81,795	\$ 136,616	\$ 203,537
Small Business	117,854	589,999	1,559,892	3,101,193	5,335,149
Mid Market	178,321	965,589	2,543,658	4,942,540	8,277,328
Enterprise	546,584	3,039,957	7,998,756	15,425,263	25,596,953
Events	75,000	300,000	750,000	2,250,000	6,000,000
<b>Total Revenue</b>	<b>\$ 932,466</b>	<b>\$ 4,935,592</b>	<b>\$ 12,934,101</b>	<b>\$ 25,855,612</b>	<b>\$ 45,412,967</b>
<b>EBIDTA</b>	<b>\$ (959,689)</b>	<b>\$ 144,731</b>	<b>\$ 4,129,614</b>	<b>\$ 11,416,613</b>	<b>\$ 22,581,501</b>
EBIDTA Margin	-103%	3%	32%	44%	50%
<b>DtC Customers</b>	<b>299</b>	<b>815</b>	<b>1,664</b>	<b>2,781</b>	<b>4,145</b>
<b>Active B2B Customers</b>					
Small Business	72	242	566	1,085	1,844
Mid-Market	18	61	142	271	461
Enterprise	18	61	142	271	461
<b>Total Active B2B Customers</b>	<b>108</b>	<b>363</b>	<b>850</b>	<b>1,628</b>	<b>2,766</b>
<b>B2B Retention %</b>	<b>N/A</b>	<b>66%</b>	<b>42%</b>	<b>30%</b>	<b>22%</b>
<b>B2B CAC</b>	<b>\$ 2,406</b>	<b>\$ 3,412</b>	<b>\$ 4,366</b>	<b>\$ 5,055</b>	<b>\$ 5,732</b>
<b>Total Headcount (incl. Instructors)</b>	<b>16</b>	<b>34</b>	<b>57</b>	<b>77</b>	<b>98</b>

# 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 a sales team
- Close 20 new corporate customers
- Launch inaugural Menopause Marathon
- Launch targeted PR & social campaigns

## PHASE 3 LAUNCH & SCALE

- Launch andropause pilot
- Roll out affiliate program and brand partnerships
- Close 5 telehealth partnerships
- Grow consumer course sales by 50%

## PHASE 4 DEEPEN & EXPAND

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

# 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

- Next-gen strategic leader trained in public health, driving initiatives tackling the \$26.6B annual menopause impact.
- 7+ years managing Total Rewards and wellness programs in the SF Bay Area tech, delivering 99% ROI.
- Built and scaled global benefits for 800+ at AppDirect, aligning people strategy with business goals.



**Liz Ryan**  
Chief Strategy Officer

- Generated \$2M+ revenue as Principal at Slalom; built and sold Relish Tray Media with a 50% profit margin.
- Drove 30% of total sales at Threadless through strategic, high-converting email marketing campaigns.
- Techstars mentor and startup advisor with 13+ years of experience as a DePaul University lecturer.

# 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, events, and digital engagement tools.

Scale thought leadership, PR, and partnerships.

## Strategic Rationale

Proven ROI with measurable outcomes.

First-mover advantage in an undersupplied market.

De-risked B2B education model.

## Key Outcomes

Revenue from 20+ new corporate customers.

50%+ growth in course and community engagement.

Category-defining, digitally scalable brand.

# LET'S CONNECT



***Rachel Anne***

Founder

rachelanne@menopauseclasses.com



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



Full financial model available upon request.



**MenopauseClasses.com**