

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 six reasons to lean in:

1. \$8.58B U.S. menopause market by 2033. Still wildly misunderstood.¹
2. Multiple states are advancing menopause laws in the workplace.²
3. Inbound interest from Fortune 100 HR teams; 8 enterprise clients signed.
4. We're not telehealth. We're the education layer to activate their user base.
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. Grand View Research. (2025). U.S. Menopause Market Size & Share | Industry Report, 2033. Grand View Research.

2. Menopause Education Center. (2026, March). Comprehensive Review of Menopause-Related Legislation in the United States. MEC.





WHY NOW?

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.¹

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

81% believe self-education is the best way to navigate menopause.⁴

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

Menopause Education Center sits at the intersection of employer demand, consumer need, and education-led market expansion.

1. Grand View Research. (2025). *U.S. Menopause Market Size & Share | Industry Report, 2033*. Grand View Research. [AND] PricewaterhouseCoopers. (2026, March 12). *From margin to mainstream: The future of women's health*. PwC.
2. 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.
3. Bonafide. (2025). *State of Menopause 2025*.
4. 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.

Education Gap

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

Emotional Burden

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

Household Impact

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

Workplace Cost

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 \$26.6B 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 Year 5 Market
- B2B, DTC, events, and partnerships

SAM
\$8.58B

SERVICEABLE AVAILABLE MARKET

- U.S. Menopause Market
- Projected by 2033 (Grand View Research)¹

TAM
\$600B+

TOTAL ADDRESSABLE MARKET

- Global Women's Health
- Opportunity by 2030 (PwC)²

1. Grand View Research. (2025). *U.S. menopause market size, share & trends analysis report*. Grand View Research.

2. PricewaterhouseCoopers. (2026, March 12). *From margin to mainstream: The future of women's health*. PwC.

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 replaced¹, improving retention by 50%².

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.

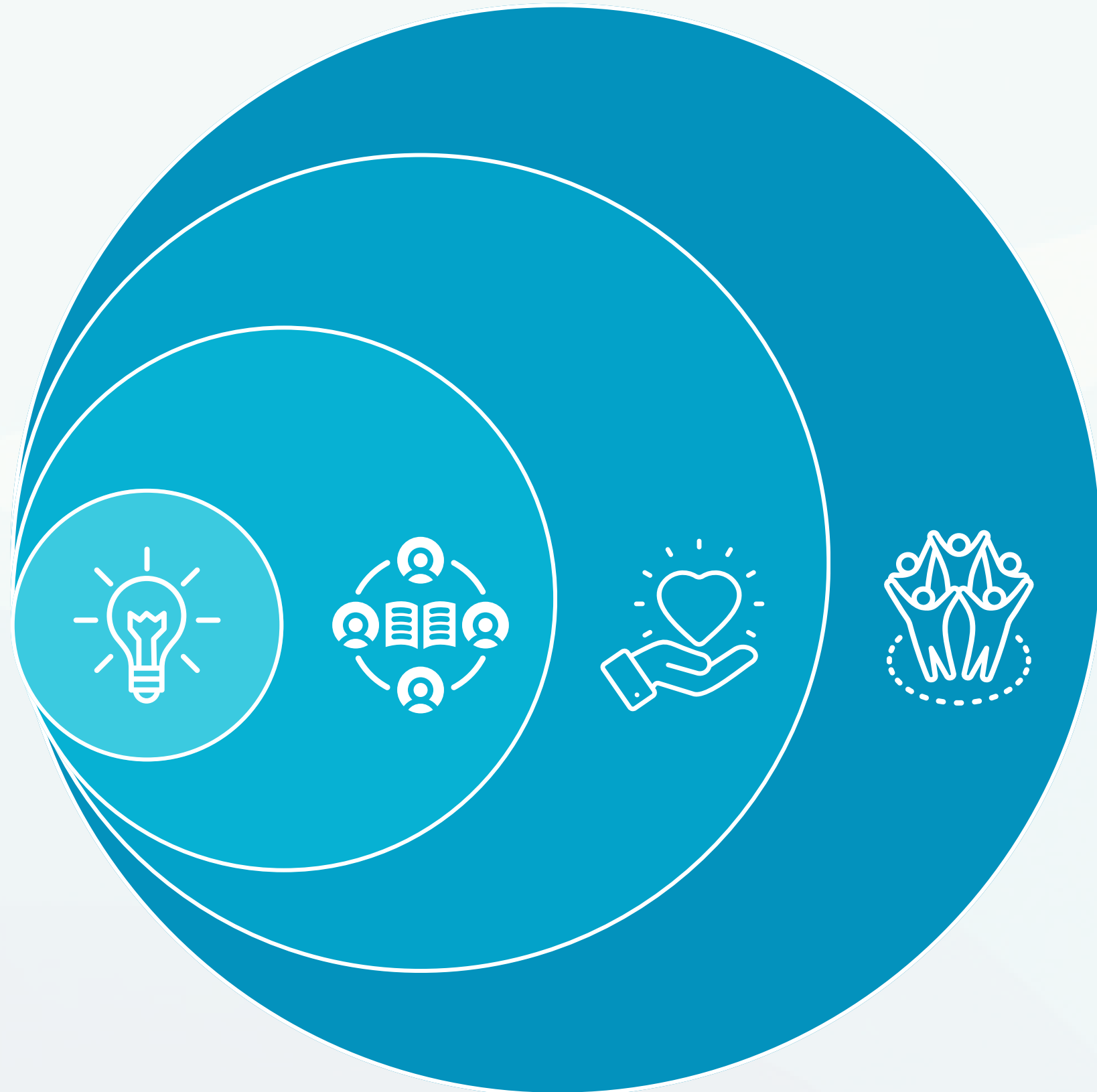
Key Value: Seamless, education-first support that drives user engagement.

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 Education Center. (2026, March). *Comprehensive Review of Menopause-Related Legislation in the United States*. MEC.

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

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



Revenue	Year 1	Year 2	Year 3	Year 4	Year 5
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
Total Revenue	\$ 932,466	\$ 4,935,592	\$ 12,934,101	\$ 25,855,612	\$ 45,412,967
EBIDTA	\$ (959,689)	\$ 144,731	\$ 4,129,614	\$ 11,416,613	\$ 22,581,501
EBIDTA Margin	-103%	3%	32%	44%	50%
DtC Customers	299	815	1,664	2,781	4,145
Active B2B Customers					
Small Business	72	242	566	1,085	1,844
Mid-Market	18	61	142	271	461
Enterprise	18	61	142	271	461
Total Active B2B Customers	108	363	850	1,628	2,766
B2B Retention %	N/A	66%	42%	30%	22%
B2B CAC	\$ 2,406	\$ 3,412	\$ 4,366	\$ 5,055	\$ 5,732
Total Headcount (incl. Instructors)	16	34	57	77	98

MILESTONE ROADMAP

Strategic Execution to Lead the Menopause Market

PHASE 1 ACCOMPLISHED

PHASE 2 PROVE & BUILD

PHASE 3 LAUNCH & SCALE

PHASE 4 DEEPEN & EXPAND

- ✓ 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

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

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

- 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.

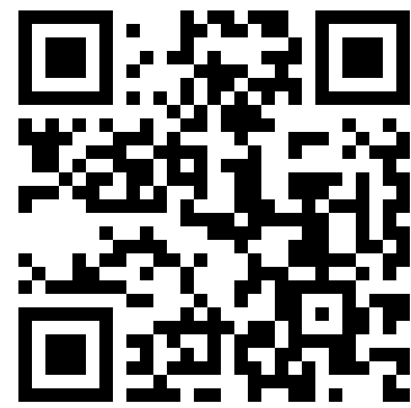
Key Outcomes

Revenue from 20+ new corporate customers.

50%+ growth in course and community engagement.

Category-defining, digitally scalable brand.

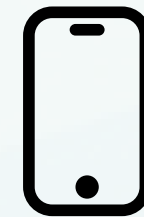
LET'S CONNECT



Rachel Anne

Founder

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



Full financial model available upon request.



MenopauseClasses.com