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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 annually** in lost work time and medical expenses in the U.S. from menopause symptoms (Mayo Clinic Proceedings, 2023).
- **Regulatory tailwind:** Rhode Island enacted the first state menopause accommodation mandate (HB 6161, June 2025); Washington Gov. Ferguson signed Executive Order 26-01 in June 2026 directing the state to develop menopause guidance and training resources for public and private employers; Philadelphia became the first major city (Bill 250849, effective January 1, 2027); the Menopausal Workers' Fairness Act was introduced federally in July 2026; 14 states have active bills.
- **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. Nationally, 2 in 5 women have considered leaving or left a job because of menopausal symptoms, and 1 in 4 did not pursue a leadership opportunity (Society for Women's Health Research).
- **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, and 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, and American Family Insurance.
- **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 (per covered employee per month):** Small business ~\$3.6K/yr; mid-market ~\$6K at landing; enterprise ~\$4.8K at landing as a department pilot, expanding toward ~\$36K at full deployment.
2. **B2C Direct:** \$108+ digital courses; \$129–\$4.5K events.
3. **Sponsorships & Strategic Partnerships:** \$10K–\$100K, scope-based.

Land-and-expand: enterprise accounts begin as single-department pilots priced at \$4 per covered employee per month, then expand with deployment across the organization. Partner-led distribution through benefits brokers, consultants, and associations is the primary employer engine.

FINANCIAL PROJECTIONS

Year	Revenue	EBITDA	EBITDA Margin	B2B Customers	Partners
2027	\$0.6M	(\$1.18M)	-189%	112	8
2028	\$1.4M	(\$0.86M)	-60%	242	15
2029	\$2.7M	(\$0.90M)	-33%	406	24
2030	\$4.8M	(\$0.32M)	-7%	602	34
2031	\$7.8M	\$0.95M	12%	832	45
2032	\$11.1M	\$2.23M	20%	1,026	56
2033	\$14.6M	\$3.55M	24%	1,188	66

Revenue reflects total revenue across B2B, events, and sponsorships. B2C is built but not yet actively selling and is excluded from the forecast. Customer counts are year-end active B2B customers.

Assumptions:

- **Pricing:** \$4–\$6 per covered employee per month (\$48–\$72 per employee per year) sits inside the standard corporate wellness platform band of \$2–\$12 PEPM and within the \$50–\$100 per employee annual range for compliance training.
- **Retention:** 80% small business, 85% mid-market, 88% enterprise — in line with the 76–81% B2B benchmark.
- **Expansion:** Enterprise accounts modeled to expand from pilot to full deployment over four renewal cycles. No price increases are assumed; growth comes from seat expansion.
- **No compliance step-function** is modeled. Federal or additional state mandates would be upside to this plan, not a dependency.

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 (see competitor matrix).

USE OF FUNDS (\$2.0M Seed Round)

The seed funds a 24-month deployment window from close (August 2026) to the Series A (August 2028). Across that window, \$3.5M of operating spend is funded by the \$2.0M seed plus revenue generated in the period.

- **42% Sales & Go-To-Market:** partner program build-out (recruitment, enablement, commissions), lean outbound, and targeted paid acquisition for SMB.
- **39% Product & Delivery:** curriculum scaling, digital delivery and content tools, instructor capacity.
- **19% Ops & Customer Success:** infrastructure, enterprise compliance, and implementation support.
- **24-month runway** to a proven partner engine, first renewals, and Series A-ready metrics. A \$3.5M Series A in August 2028 funds the scale-up to profitability in 2031.

KEY OUTCOMES BY END OF 2028

- ~242 active B2B customers and ~\$1.4M in annual revenue.
- 15 active distribution partners; partner-sourced revenue rising from ~37% of B2B revenue in 2027 to ~50% in 2028.
- First renewal cohort completed and first contracted expansions closed — the evidence base for the land-and-expand model.
- Repeatable, partner-led sales motion proven and documented.
- Series A raised on demonstrated metrics rather than projections.

INVESTMENT TERMS

- **Raising:** \$2.0M seed on a SAFE, rolling closes.
- **Pre-money valuation:** \$10.5M
- **Seed ownership:** 16.0% at close; ~11.5% fully diluted after a 10% option pool and Series A dilution.
- **Modeled return:** 3.1x MOIC and ~15% IRR to seed investors at a 2033 exit valued on a 12x EBITDA multiple.
- **Total capital to profitability:** ~\$5.5M (\$2.0M seed plus \$3.5M Series A).

WHY NOW

1. **Legislative momentum:** enacted accommodation mandates in Rhode Island and Philadelphia, a Washington executive order directing the state to build menopause training resources for public and private employers, a federal bill introduced (the Menopausal Workers' Fairness Act), and active bills in 14 states are making menopause legible to employers as a workplace obligation.
2. **Market timing:** menopause is 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 delivery with partner-led distribution, 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 symptoms
- **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.