



Monthlies

Fighting Period
Poverty, one
box at a time.

How did we get here?

- Bodily restraint standards
- “Luxury” goods



Impacts of Period Poverty

- Physical/ Mental Health Decline
- Education
- Unprofitable Work Increase

1,800,000

Worldwide

704,000

in Florida

Products and Services

First-Period
Box

Online:
\$27.99

In-store:
\$30.00

Monthlies
Box

Unit price:
\$39.99
or
subscribe for
\$34.99 monthly

Deluxe
Monthlies Box

Unit price:
\$84.99
or
subscribe for
\$74.99 monthly

Your *Monthlies* Subscription Box



How are we different?

Sustainable

Eco-friendly
Reusable

Gender-inclusive

Combat
menstrual
stereotypes.

Charity-oriented

Buy one,
donate one
business
model

Donation Box



- One-time-use pads and tampons
- Incontinence pads
- Baby wipes
- Unscented Lotion and soap
- Wash cloth
- Deodorant
- Body powder
- Face mask

Addressing Sex Education Gaps

- "The talk"
- Articles and videos embedded on our site
- Featured TruHealth doctors



Target Industries

Dual Markets

- Online Sales Market
- Global Organic Feminine Sanitation Products Market



Getting out there!

- Social Media
- Target and Publix
- PERIOD.
- TruHealth



Consumer Analysis

- Middle to high income target market
- Customer needs
- Brand loyalty

SWOT Analysis

Strengths

- Customization
- Buy-one, give-one model

Weaknesses

- Situational discomfort
- Production delay
- Limited reach

SWOT Analysis

Opportunities

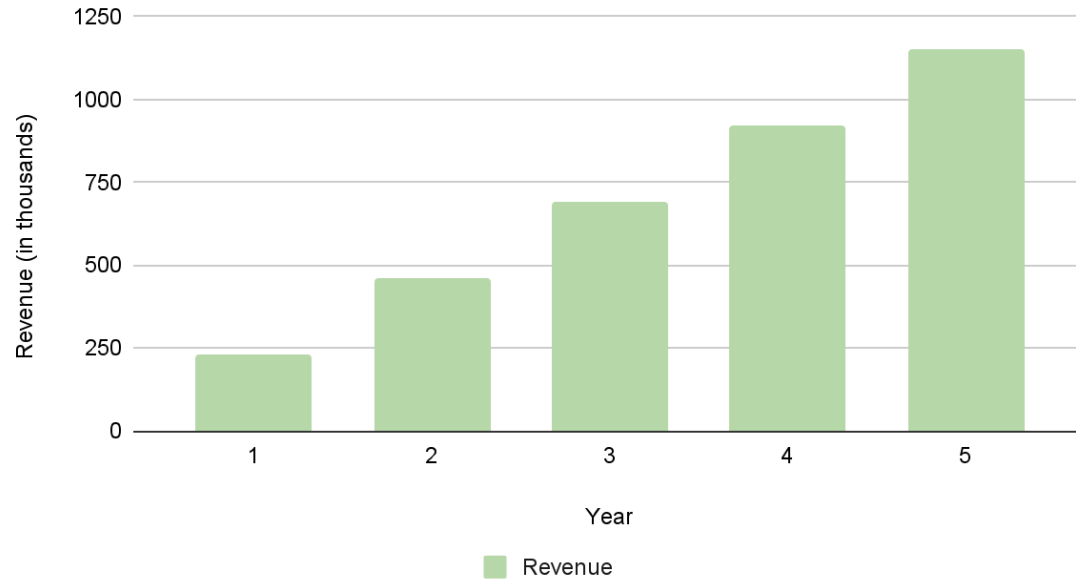
- Sustainability market
- Delivery services

Threats

- Mass production companies
- Social Stigma

Revenue

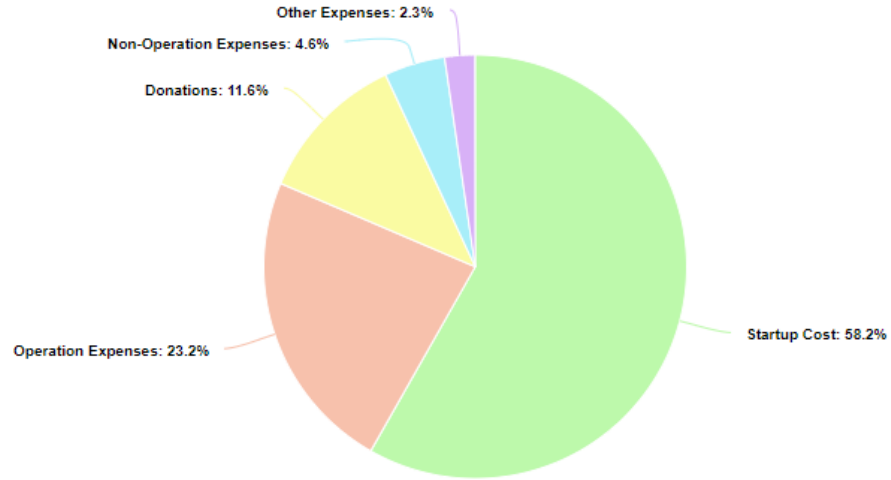
Projected Revenue for the First 5 Years



Start-up Cost

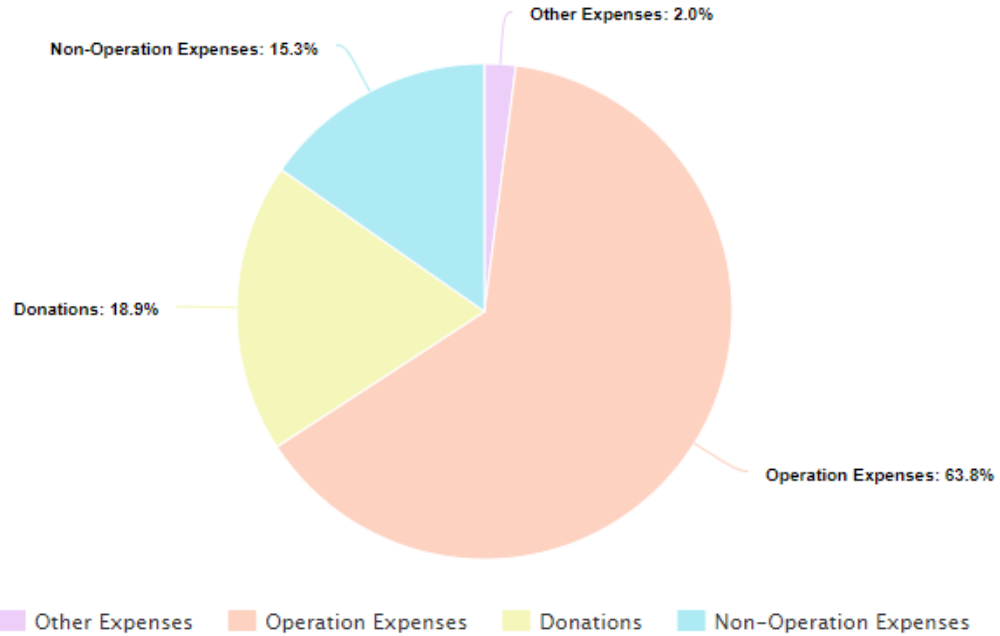
Expense Name	Dollars
Opening Inventory	148,600
Location and Admin Expenses	94,450
Capital Equipment List	6,000
Advertising and Promotional Expenses	2,000
Other Expenses	500
Total	251,550

First Year Expenses



Startup Cost Operation Expenses Donations Non-Operation Expenses Other Expenses

Expenses



Monthlies Future

Milestones

- Sustainable shipping
- Donate 75k boxes by year 5
- Manufacture products
- *Monthlies* retail store

Thank You!

We hope you join our fight to end period poverty, *one box at a time*.

