



MenoPal

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Industry

Digital Health
Women's Health

Founded

2019

Current Financing

\$25,000 Nestle Skin
Health SHIELD
Challenge Prize
\$50,000 NSF
Customer Discovery
Grant

Management Team

Mican Meneses
Co-Founder
BS Biomedical Engineering
MS Translational Medicine
Cira Cardaci
Co-Founder
BS Biopsychology
MS Translational Medicine

Purpose of Presentation

Seeking:

Advisory board:
OBGYN, Functional
Medicine MD, Femtech
Marketing Expert

EXECUTIVE SUMMARY

MenoPal is a consumer digital health company that is committed to developing technologies to educate and empower perimenopausal and menopausal women. MenoPal will utilize the powerful social community within menopause to better drive symptom management outcomes on a data-driven software technology platform.

PROBLEM/OPPORTUNITY

There is a lack of understanding, education and community support surrounding the stage of menopause in a woman's life. Because information available to this population is scattered and often difficult to navigate, menopausal women lose control over their often stigmatized menopause experience. About 36 million women in the US are currently in the stage of menopause (a \$2.3 Billion Market) and around 4.4 million women have just entered the stage of perimenopause unaware of what to expect. Menopausal women need a holistic solution which aggregates accurate and diverse educational information and promotes community engagement.

SOLUTION/PRODUCT

The MenoPal online platform is a suite of services provided to menopausal women driven by curated health information, content and data. The platform combines a growing source of relevant content and online social community to empower women to have better control of their personal journey and make a positive impact on the community as a whole. It provides content designed to meet the needs of women as identified in our market research; including detail on the symptoms they can expect, and the range of strategies and treatment options to reduce the frequency and severity of those symptoms.

COMPETITION

Red Hot Mamas- provider of menopause education and support programs
Menopause Specific Facebook Groups- online social media groups for women to interact with each other
Megs Menopause- open source information and education platform for menopause
Our platform provides credible and usable educational information that is easy to navigate for the average menopausal women.

PROJECTED COMMERCIAL/TECHNICAL MILESTONES

Q3 2019 - Completion of product version 1 and beta launch
Q4 2019 - Secure SBIR Phase 1 Funding
Q1 2020 - Official software launch

FINANCIAL PROJECTIONS

Q1 2020 Launch & Generate Revenue
Q4 2020 10,000 subscribers
Menopause market CAGR 2.1% growth through 2025

COMPANY HISTORY

The MenoPal team met in the Master's in Translational Medicine Program at CCNY where they identified the need for innovation among the solutions available to menopausal women. The team has conducted over 150 interviews with perimenopausal women, menopausal women and their medical providers to better understand their specific needs and tailored the solution by carefully listening to those needs.