



Mission - To help women with heavy menstrual flow manage and communicate their menstrual cycle more effectively.

Vision - To build the bridge towards menstrual health equity by providing the leading sustainable menstrual health tech and data management solutions for all menstruators.

Problem – Women and with heavy flow have higher costs for multiple product use and additional costs for monitoring potential Iron Deficiency Anemia due to heavy flows.

Solution - The BUP Smart Pad is a consumer device designed to capture flow via a more ergonomic shape and size based on 3D scanned crotch areas. In addition, the menstrual pad will give end users agency over their bodies as health information such as iron, ph, and hormonal levels are collected via sensor technologies and sent directly to their personal compatible wearable devices. The pads will be a yearly/monthly subscription mailbox order.

We also provide an educational platform of menstrual health workshops in NYC that are free for high schools and shelters and fee based for colleges and non-profits. We are hopeful to scale menstrual programming across corporate entities to subsidize lower income programming. Within the next three years our goal is to scale education and BUP products across the tri-state area as well as grow our community of users in bigger cities across the east coast.

Target – The BUP Smart Pad will speak to the unmet needs of women ages 18 - 32 who are looking for more secure, chemical free and customized sizing that is cost effective for their period experience. The one size fits all approach of the generic shape, size and crowded shelf space does not meet these needs nor do these products provide the added value, such as our product, of identifying health risks to help women better manage their menstrual cycle and have better communication with their medical professionals by providing real-time data insight. These women coming off of birth control, looking to manage heavy flow, have busy schedules in school and or early to mid-professional careers. They frequent the gym and may be looking to conceive. They use pads vs tampons and may be looking to connect more with their partners and medical professionals.

Market Research Learning - We have over 300 surveys and interviews with women ages 22 – 45 who have expressed their period experiences that prove out the pain points of costs and general lack of menstrual health management due to heavy flow and pain. On average we discovered, on a survey of 150 women, the following:

- On avg \$25 - \$35 was being spent monthly
- Pain, heavy flow, and style were ranked equally in importance
- Cost ranked lower

Although our primary value prop is to provide immediate data feedback to our end users and customers, as we continue to conduct independent research, there may be an opportunity to build a database model for future academia and medical research.

Launch plan - Our goal is to start with a local pilot in NYC for women who have heavy flow and are not on birth control ages 18 – 35 which is currently estimated at 226,000 people. The NIH has reported 1 out of 7 women had, has or will be diagnosed with a menstrual health condition such as fibroids by the age of 32. We will initially target 31k women for testing with an aim of converting 10% to learn to scale. Although



initially geographic choices may be more costly upfront, we believe we would be gain better understanding of a marketing mix from a bigger pool and makes up for potential higher cost.

Competitive landscape - The traditional brands P&G, Unilever and Kimberly Clark have the most brand loyalty across the board, yet they lack the innovation and still offer one size fits all approaches. There are new up and coming sustainable brands such as Honey Pot, Lola, Cora, Ruby love and Thinx that are focusing on better, cleaner and body positive branding, yet women with heavy flow are not their primary focus. Lastly, Qviv and Next Gen Jane are full diagnostic medical devices in the form of pads and tampons focusing on cancer screening and other serious illness, yet menstrual health is not a priority on their value proposition for women with heavy flow as they also provide standard sizing.

Value Prop - BUPeriod is focusing on the menstrual health management. Key word management. Our pad will give indications of saturation and provide insight into potential Iron deficiency for additional value. We are also focused on a more personalized approach with various shapes and sizes which is proven from some of the measurement research I am doing with Cornell University.

Team - Vanessa Siverls, MBA is the Founder & CEO and currently serves as the main menstrual health consultant for gaining leads and building the community of endusers. Vanessa is also the EIR at the NYU Tandon Veterans Future lab. In addition, our R & D Collaborators are Cornell University School of Human Ecology and Cornell Tech. BUPeriod is a participant in ELABNYC 2020 which has appointed the following mentors: Alexander Kramer, Vigilant; Bobby Nijjar, Advirna; Craig Kenesky, WSGR; Michelle Hartz, Golden Seeds, Serge Loncar, CareSpeak Communications/OptimizeRx BUPeriod contracts two engineers in data privacy and industrial design. Pro-Bono Consulting includes experts in Regulatory; Data Scientist; Public Health Policy; Business and Finance. Additional consulting collaborators are pending grant funding; Molecular Biologist; Bio-Chemist/Material Science and a Chemical Engineer

Funding Needs

The company has been bootstrapped thus far. We got our first our Angel that gives 1k a month to keep us operating. We are seeking \$250k for the following:

- Sensor and application completion
- Encrypted database completion
- FDA and final patent submissions
- Clinical trials (we received the IRB to begin scanning and testing but need to gather and incentivize volunteers)

We are also seeking \$300k in government grants by December 2020 to finish beta products, research and clinical trials and marketing efforts.

- 100k - initial manufacturing
- 100k – marketing and branding
- 100k – initial sales channels

In addition, other resources such as wet lab space would be needed and we are seeking to have discussions with facilities such as Jlabs.

Potential Partners - The UNWomen and the Period Movement are entities that have global connections as well as a heavy ear to the ground on all things women’s and menstrual health. In addition, we are in early discussions with Collab NYC to regarding marketing and communications. We are connected to Collab NYC via our former incubator, Futueworks in NYC .