SIMP LIFY YOUR PERIOD.

LEAK FREE PROTECTION FOR 12 HOURS. OVAWOMAN.COM
It’s 2015...
Why do tampons still leak?
17,000 disposables over a lifetime
There is a better option
Menstrual cups are the modern solution
There’s growing evidence that women want this product
Current market strategies aren’t working.
Less than 10% of US women use cups
We support women in finding the best period care
We strategically place well designed displays in safe learning environments.
We target active women between the ages of 18-35
Year 1: $40K
Year 2: $154K
Year 3: $257K
Year 6: $780K

%50 Gross Margin
$1920 yearly sales/Display
128 Displays by Yr. 3
1 cup = 3,000 tampons
Our displays and partner sites differentiate us from competitors.
1. Displays will drive sales

2. We can grow our number of host partners

3. We have identified the right location types

We will test 3 assumptions during our summer pilot
$12K revolutionizes period care
Team
Elise Maxwell- MBA, Project Manager Extraordinaire
Martin Meyer- Architect, Design Master

Collaborators
Linea Maxwell- Military Veteran
Chase Maxwell- Graphic Designer

Advisors
Nurses, OBGYN, Target Buyer, Reusable Menstrual Product Experts