

Asha_{KIT}



Simran Gulati BSc. Specialization, Cell Biology

Bryn Leonard-Fortune BSc. Computer Engineering Co-op

Christina Luo B. Com Strategic Management & Organization

**23 million girls drop out of school
annually upon the start of their period**

Literacy rates
For men: 78%
For women: 55%



Problem

Affordability

**70% of women in India
can't afford
menstrual pads**

Education

**Only 18% of menstruating
women know how to
properly use them**

Accessibility

**63% of schools in India
do not discuss feminine
hygiene**

5

3

1

1

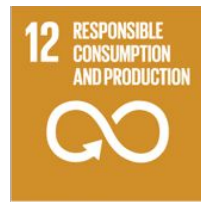
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Asha
Personal
Period Kit



Solution: Asha Period Kit



**Free to those
in need**

**Buy one, donate
one model**

Informative

**Focused on girls in
school with educational
resources**

**Inclusive of
all tools**

**Includes
underwear, soap,
and waterproof bag**

Current Market

Reusable

Luna Pads



Hannahpad



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Expensive

Whisper
Tampax



Saathi Pads
online



Affordable

Suvidha



One-time use

Business Model

Distribution

Buy one, donate one, neighbour-to-neighbour

Urban: Online

Rural or in need: Distributed in schools

Revenue stream

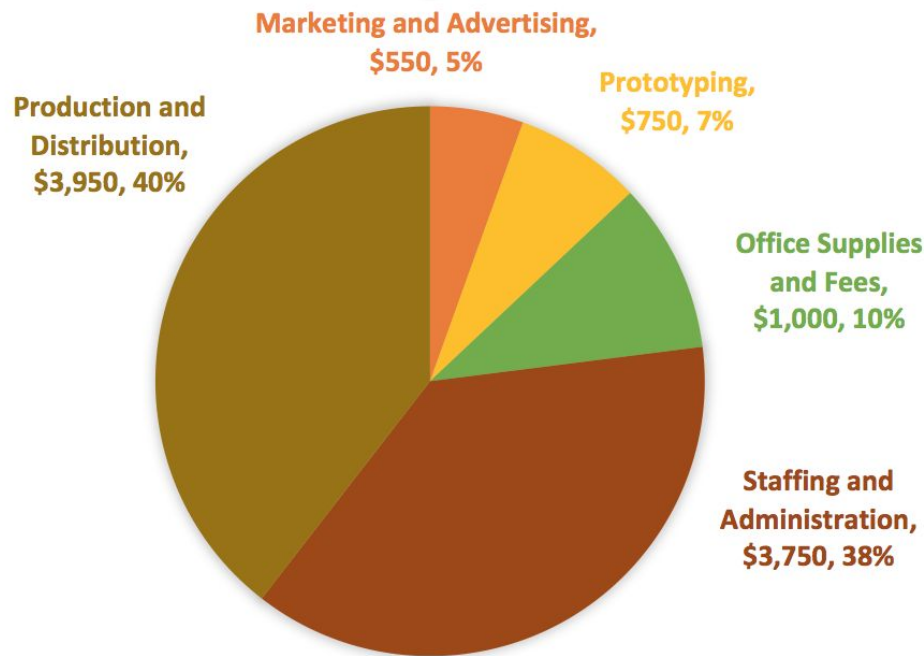
Cost: \$7/kit

Price: \$15/kit

Partners



Budget & Timeline



1

- + Build simple online storefront
- + Hire employees
- + Develop joint venture with partners and local suppliers

2

- + Prototype 75 kits
- + Advertise and build out website
- + Produce 100 kits and test

3

- + Produce next 200 kits
- + Grow online presence
- + Iterate on feedback

4

- + Expand to other states
- + Sell 100, donate 100
- + Continue to iterate

**“A period should end a sentence.
Not a girl’s education.”** - Period. End of Sentence, 2018



References

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