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## InnovateHER 2017 Competition Winner

(i) Company Name: **Femly**

Winner: **Arion Long**

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(ii) Host Organize: **Women's Business Center of New York State  
200 Genesee Street  
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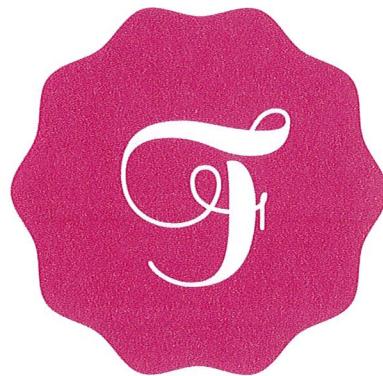
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Joinder Number: **17-6050-38**

(iii) **The Femly Box delivers natural feminine care, cramp relief, snacks to curb cravings and more directly to your on a monthly basis.**

**Business Plan**



**T H E      F E M L Y      B O X**

OWNER  
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## II.

## I. Executive Summary

### Bio

Founded in 2015 by Arion Long, The Femly Box ® is a natural feminine care subscription company that specializes in providing healthier alternatives to harmful ordinary products. Femly is an innovative solution for women in its home location in Maryland, and throughout the country. Femly Subscriptions combine the convenience of delivery directly to your door, on a monthly basis, with the joy of having everything needed for your menstrual cycle in the form of a “monthly gift”. We’ve created our service to address the needs of millions of women who seek a better way to tackle the nuances of their period, and being founded by a woman also has quite a few perks.

In addition to providing a fresh approach to the chaos of the menstrual cycle, subscribers to The Femly Box receive a diverse range of 100% cotton feminine products that aren’t readily available or accessible in stores, snacks to curb monthly cravings, body care and lifestyle items. Femly’s monthly package is something that women look forward to since many women suffer from irregular periods and premenstrual-related symptoms. The Femly Box makes a great gift and offers unique “Welcome to Motherhood” & “My First Period” boxes for new mothers, and girls approaching womanhood. The Femly Box is gaining great traction and ships hundreds of monthly boxes to subscribers who pay \$9.99-\$29.99 monthly and are projected to grow a consumer base into the thousands. For every Femly Box that is purchased, The Femly Box donates a feminine care package to a woman in need. We hope to extend our social impact to include partner organizations in Ghana, and national non-profits that serve women experience homelessness, domestic violence and other adversities. Furthermore, we believe in inclusion and even offer gender-neutral packages for members of the LGBTQ community who need access to period products, on a monthly basis.

We love supporting women's wellness and are self-proclaimed "Period Experts". All women deserve to have access to healthier products, and it's our mission to ultimately extend our



services nationally.

## II. General Company Description

The Femly Box is a natural feminine care subscription company that delivers boxes directly to the consumers door.

**Mission Statement:** Our mission is to utilize our natural feminine care subscription service to make healthier feminine care accessible to all women.

**Company Goals and Objectives:** Our goal is to build a national following and extend our reach to all U.S territories, maintain a healthy, successful company that is a leader in the subscription & feminine care industry and that has a loyal customer following.

**Objectives:** to gain traction, a loyal customer base and grow revenue to \$20,000,000+ annually

**Business Philosophy:** Our philosophy is aligned with the ultimate goal of supporting women's wellness. We look forward to building our brand and ultimately providing an array of products that support our goal and allow us to increase our consumer base, while also giving back and maintaining steady increases in revenue.

### Target Demographic

Women/girls of menstrual age, parents of girls who are transitioning into menstruation, expecting & new mothers

### Industry

According to a new report published by Allied Market Research titled, "World Feminine Hygiene Products Market-Opportunities and Forecasts, 2015-2022," the global feminine hygiene products market is expected to garner revenue of \$42.7 billion, growing at a CAGR of 6.1% during 2016-2022

### According to Global Industry Analysts:

- Growth is driven by product innovations and rising health & hygiene awareness among women
- Transition from cost-focused hygiene products towards convenient products
- Quality and performance as two leading criteria

### Strengths & Core Competencies

Pricing, convenience, product diversity, customization, subscription options

### **III. Products and Services**

#### **1. The Femly Box**

The Femly Box is a monthly box containing organic pads, tampons, snacks, body, care and lifestyle items. This product is unlike any other product on the feminine care market because it is convenient, with delivery directly to consumer door, is customizable and contains organic feminine products, snacks, and other items to support women wellness, all at very affordable price points.

#### **2.“Welcome to Motherhood” Box**

The Welcome to Motherhood box is a one-time gift box containing products for expecting / new mothers; organic breast pads, body care, and lifestyle items. This box is unique because it is the only product on the market that features organic maternity products, as well as organic feminine care. It also appeals to the targeted demographic that is interested in health-conscious maternity products.

#### **3. “My First Period” Box**

The My First Period box is a unique one-time gift box that caters to the needs of young girls just entering the age of menstruation. This product is a game changer because it address the demand for reproductive knowledge by offering age-appropriate information/tips, and contains products like organic feminine care, snacks that are healthy, panties in case of accidental leakage, and body care products.

#### **4. Additional products**

Additional products will be offered as revenue increases, and marketing capabilities expand. Our hope is to eventually offer subscription services for new mothers, and young girls, and women who are seeking a subscription that offers beauty, body care and lifestyle items for women beyond menstrual age.

#### **IV. Competitive Advantages**

- Health conscious/organic products
- Unique product variety
- Pricing
- Convenience of door-to-door delivery
- Over 90% of Target Demographic are loyal to products included

#### **Pricing**

Standard Femly Box: \$19.99 + shipping & handling

Deluxe Femly Box: \$29.99 + shipping & handling

Welcome to Motherhood Gift Box: \$69.99 + shipping & handling

My First Period Gift Box: \$59.99 + shipping & handling

#### **Barriers**

- High capital costs
- Manufacturing Vs. Wholesale reselling
- High marketing costs
- Consumer acceptance and brand recognition
- Unique technology and patents
- Shipping costs

## V. Marketing Plan

### Market research

Organics is the fastest growing segment of the global personal care industry. Rising concerns for health safety, increasing go green consciousness and growing consumer awareness towards hazards of synthetic chemicals has fueled the demand for organic personal care products. Many health diseases are associated with the use of synthetic personal care products due to the presence of chemicals such as phthalates, petroleum based chemicals, parabens and aluminum salts among others. Thus, consumers prefer organic personal care products which are non toxic and also environment friendly. So, increasing health awareness among consumers would continue.

In 2013, North America was the largest market for organic feminine products. The market was witnessing growth partly due to increased awareness about the organic principle and mainly due to entry of new multinationals which are making organic products more easily accessible and visible for the consumer. According to the research report, the global organic personal care products market was valued at **US \$15,693.7 mn by 2020** as compared to **US \$8,360.5 mn** and in **2013**, growing at a **CAGR of 9.3% from 2014 to 2020**. The noteworthy growth of the global organic personal care products market is largely be due to the increasing awareness about these products, growing distribution channels, and a huge array of products.

Source: <https://www.linkedin.com/pulse/organic-personal-care-products-market-trends-2014-2020-collins>

### Market driver

Increased awareness among consumers

Rising demands of healthier feminine care alternatives

### Market trends

Growing environmental concerns

Harmful ingredients found in conventional products

## VI. Economic Potential

Organic Feminine Care drives a \$15 Billion+ Industry that is expected to grow considerably by 2019.

### Vendor expansion

Competition in the United States feminine hygiene wash market is slowly increasing because many existing vendors are expanding their business in developing countries. Increased awareness in these countries has created a strong demand for feminine hygiene washes in retail shops and specialties stores. The enhanced visibility that e-commerce provides also means that manufacturers have more platforms to promote their product.

### Increasing Brand Loyalty

Consumer brand loyalty is a major factor behind the dominance of certain brands in the organic feminine hygiene market. Established market players have a wide customer base, making it difficult for private-label and new entrants to capture shelf-space for their products. The stability and sense of comfort that a brand offers makes it difficult for customers to switch brands they are satisfied with.

In developing countries, product distribution is still limited in retail stores, thus, e-commerce becomes a convenient and easy option in such cases. Consumers are more accustomed to private-label brands, resulting in strong competition to branded product manufacturers. A rise in the number of private-label brands can influence the market both in a positive and negative manner during the forecast period.

### Overcoming Barriers

The Femly Box will overcome barriers by positioning/marketing our brand so that it is differentiated among other products by its health benefits, convenience and product diversity. Furthermore, The Femly Box will grow to include additional subscription models and manufacture organic feminine products, thus removing the high price points of wholesale/reselling.

## VII. Customer Demographics

Our target customer demographic and end-users are mothers of girls of menstrual age, women interested in health & fitness, mothers who are interested in organic foods, professionals who work in healthcare, care managers who care for women with reproductive issues, women with endometriosis and women who have experience hormonal imbalances, ovarian cysts, and infertility

### **Customer Groups**

- 25-55
- Female
- Anywhere in the United States
- Lower Middle, Middle to Upper Class
- Associates degree or higher
- Of menstrual age, or the parent of someone of menstrual age

### **Business Customers:**

- Healthy & Wellness
- Anywhere in the United States
- Small to National Retailer
- Price preference of \$20.00 to \$50.00

## VIII. Competition

		Lola	Le Parcel	Hello Flo	Amazon	Stores
Natural	✓	✓			✓	
Product Line	✓		✓	✓	✓	✓
Customizable	✓		✓			
Convenience	✓	✓	✓	✓	✓	
Low Cost	✓	✓	✓			✓

All of the aforementioned companies provide feminine care, but differ from The Femly Box in the following ways.

**Lola** is an organic tampon company that offers low-cost subscription that are delivered to your door on a monthly basis. They currently do not offer any other products besides tampons.

**Le Parcel** is a feminine care company that offers subscription based tampons, pads, and liners to your door but they use conventional harmful products and don't include any other products besides chocolate.

**Hello Flo** is a feminine care company that specializes in providing period kits, new mother kits, but they also use ordinary products, and are at a much higher price point than the Femly Box.

**Amazon** provides organic feminine care without the subscription model, and at a much higher price point for the same variety of products.

**Local stores** are convenient but don't sell organic products and don't offer a subscription model.

## **IX. Customer Perception**

In customers minds, The Femly Box will stand out because each box is conveniently delivered to their door, at a reasonable price point compared with that of ordinary products, and inclusive of a diverse product range in addition to various body care, snacks and lifestyle items. Many customers have expressed interests for the health benefit of using organic products as well as the convenience, affordability, convenience and overall exclusivity of the organic feminine care service. This is a huge strength for The Femly Box and has already helped in solidifying early stage traction.

### **Marketing & Promotion**

The Femly Box will market and expand service reach by utilizing:

- Social Media
- High Visibility Partnerships with local/national non-profits
- Paid Advertisements
- Trade Show Placements
- Affiliate Incentives
- Word-of-Mouth (friends, beauty & personal care networks)
- National Blogs & Press Editorials
- Customer Referrals & Targeting
- Direct Mail
- Retail

### **Promotional Budget**

Our promotional budget will be assessed once funding is received and strategies are identified to grow revenue.



## X. Financial Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$224,910	\$674,730	\$2,024,190	\$6,072,570	\$18,217,710
Cost of Goods Sold	108,000	324,000	972,000	2,916,000	8,748,000
Gross Income	\$116,910	\$350,730	\$1,052,190	\$3,156,570	\$9,469,710
Packing & Shipping	45,000	135,000	405,000	1,215,000	3,645,000
SG&A	150,000	200,000	300,000	400,000	500,000
Net Income	(\$78,090)	\$15,730	\$347,190	\$1,541,570	\$5,324,710
Subscribers (year end)	1,500	4,500	13,500	40,500	121,500
Product Mix	50/50	50/50	50/50	50/50	50/50

- Projections exclude sales from Welcome to Motherhood & My First Period boxes
- Sales Assume a 50% distribution of sales from the Standard Femly Box, and the Deluxe Femly Box
- Warehouse fulfillment costs are \$4.00 per box and shipping prices are added to consumer purchases at a flat rate of \$5.99 at the time of checkout.

### Product Procurement

Feminine products are purchased from Naturalena Brands, LLC D.B.A as Veeda Organic Feminine Care. Additional inclusions are purchased at wholesale prices. **Operational Plan**  
We intend to utilize and establish fulfillment warehouse to fulfill our orders, and ship The Femly Box to subscribers during the week of their choosing. In addition to packing our boxes, our contracted fulfillment center also customizes our boxes according to consumer designations. This allows added time for marketing, increasing subscribers bases and focusing on the organization model in order to scale. Our fulfillment strategy would allow us to focus on the heavy lifting of the business, and eventually hire personnel for administrative duties, and other logistics.

Customer service will be handled through the use of a dedicated support email, and users can cancel their subscriptions at any time by logging into their portal and managing their subscription. We hope to purchase some inventory in bulk as we begin to forecast the needs of our growing subscriber base.

## **XI. Funding Allocation**

Funds raised by The Femly Box will go towards marketing & expansion, revenue increases, affiliate partnerships, paid advertisements, additional design and inventory procurement as well as future administrative build-out.



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## STATE OF SUPPORT

The Women's Business Center of New York State chose The Femly Box, a product and service developed by Arion Long, owner of Femly because her product and service met all three criteria of the InnovateHER 2017 Challenge.

**(1) has a measurable impact on the lives of women and families (30%):**

The Femly Box has a measurable impact on the lives of women and families because Femly donates a feminine care package to a woman in need for every package that's purchased through their subscription service. Femly believes that all women deserve access to healthy feminine care products and even offers a gender-neutral option for members of the LGBTQ community. Their goal is to educate their demographic about the dangers of toxins in feminine care and provide a stress-free solution that they can depend on.

**(2) has the potential for commercialization (40%):**

The Femly Box has the potential for commercialization because their service has proof of concept and has already shipped 500 monthly packages ranging from \$9.99 to \$29.99 monthly at a 50% operating margin. In addition, they offer "My First Period" packages for young girls and "Welcome to Motherhood" packages for new and expecting moms. They believe that their newest proprietary period product will be an inexpensive reusable option for women and will most importantly help women in need who face homelessness, and poverty.

**(3) fills a need in the marketplace (30%):**

Their product fills a need in the marketplace because they are the only natural feminine care subscription service that caters to the needs of women and families throughout their menstrual cycle. Their monthly packages include products that make your "monthly gift" an actual gift.



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The Femly Box has best satisfied the InnovateHER 2017 Challenge criteria and the Femly Box has presented the greatest potential for success. The Women's Business Center of New York State is proud to have The Femly Box as our local competition winner.

Respectfully submitted,

A handwritten signature in blue ink that reads "Donna L. Rebisz".

Donna L. Rebisz, Women's Business Center of NYS Director