



TALKING ABOUT THE THINGS OTHERS WON'T.

Vulvani is your online education platform about menstruation, female health & sexuality



Date: 01/2021
www.vulvani.com
hello@vulvani.com



Strictly confidential

FOR AS LONG AS WE CAN REMEMBER

60%

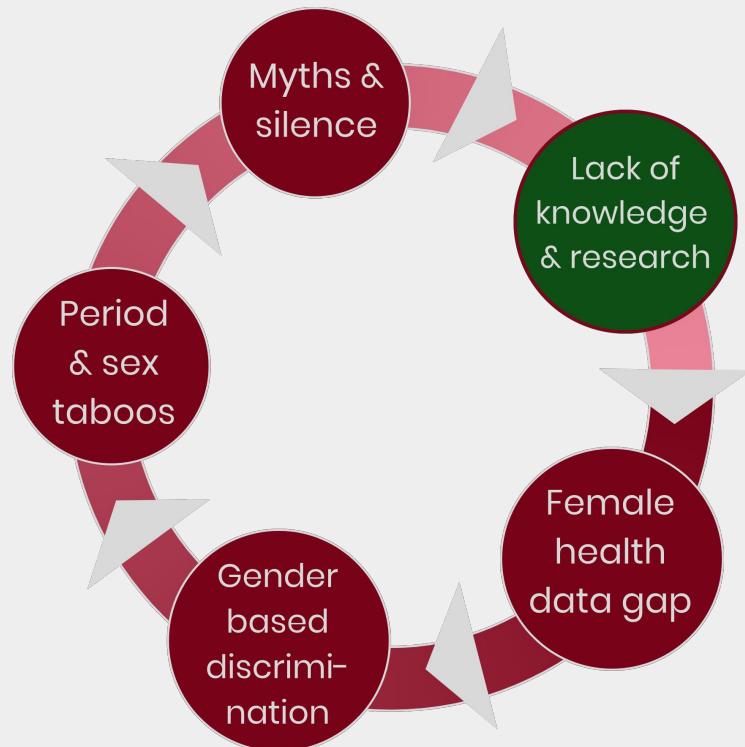
of girls say they have a negative attitude towards their menstruation.

Source:
[Umfrage zu Menstruation unter Jugendlichen](#)

10 years

it takes on average until endometriosis is diagnosed.

Source:
[Endometriose Vereinigung](#)



Solution

Breaking taboos incidentally
by designing educational yet
entertaining content.

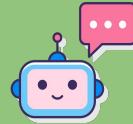


EDUTAINMENT-APP & ONLINE COURSES

80% of respondents are interested in taking online courses about female health, sexuality & menstruation²



- Courses, games, videos
- Smart chatbot and forum
- Audiobooks and eBooks
- Validate knowledge through quizzes



"

On the Internet I find courses for programming, design or yoga,
but none about my own body.

"

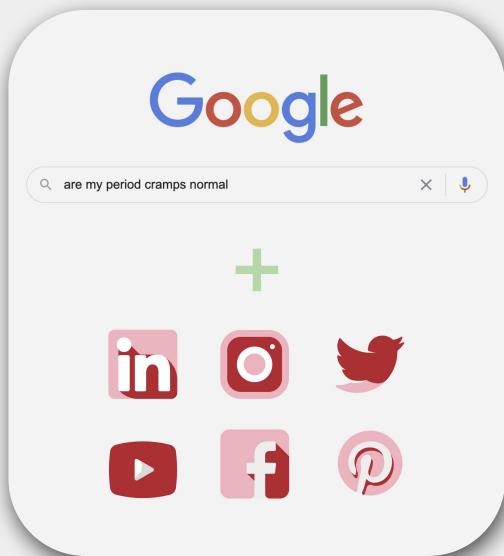
Vulvani Academy to become the global online education platform about periods, female health & sexuality.

¹ Edutainment = Education + Entertainment

² Based on our surveys

STEP 1: EXPLORE

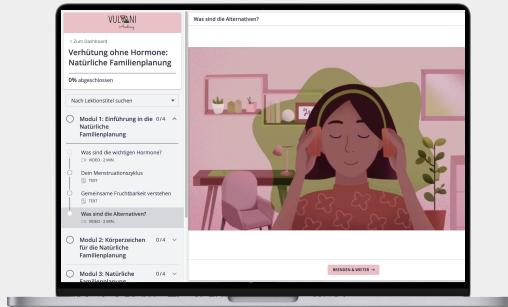
Curiosity and relevance through free content



VULVANI
PERIODICO: Blog with many helpful articles and expert interviews
WORLD'S first free, realistic stock photo gallery for menstruation
USEFUL freebies and product tests

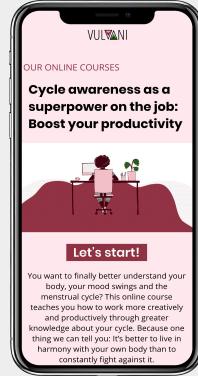
STEP 2: VULVANI ACADEMY

Until now, the exchange about the female body was predominantly analog, cramped or embarrassing



Academy
Online-Courses, Quizzes
& Games, Chatbot &
Forum, eBooks,
Certificates

Payment for
in-depth content



approx. 6 weeks à 2h/week

✓ interactive & varied
workbooks & tasks

Target audience

GEN YZ.

COMPANIES.

CHILDREN.

2021

There are **22M⁴** Millennials in Germany with **16%⁵** of them being academics

1. Lifelong Learning

- Cycle awareness
- Natural family planning
- Free bleeding
- Zero waste menstruation
- Period poverty
- ...

Overlapping
course content /
target groups

2022

50M² employees working in EU in big corporates with **16%³** female manager quota

2. Diversity & Inclusion

- How to use the menstrual cycle as a superpower to boost productivity
- Menopause for Manager
- The future of menstruation at work
- ...



2024

32.000 schools in 2020 in Germany¹ - Sex Ed in 4th & 9th grade

3. General Education

- Sexual education
- Menstrual education
- Anatomy
- Period products and their environmental impact
- Contraception
- ...

Sources:

¹ [Statista](#)

² [Statista](#), [Destatis](#)

³ [Bürgel](#)

⁴ [Deloitte](#)

⁵ [Statista](#)

DIVERSE INCOME STREAMS

100% Vulvani Phase 1

The course creation and conception is done by us.

B2C: 29€/course¹
B2B: 99€/year/
employee

Co-Created-Content Phase 2

Courses are created together with other creators and/or companies through e.g. **product placement, sponsoring, financing, cooperations.**

Online-Course-Marketplace Phase 3

- **Opening of the platform** for other creators (commission-based)
- Course variety increases and the offer becomes more attractive for customers
- Extensive quality management
- Establishment of an additional, external **council of experts**

Affiliate-Shop

Affiliate marketing as an online store.
Products & Services we recommend.

Merchandise

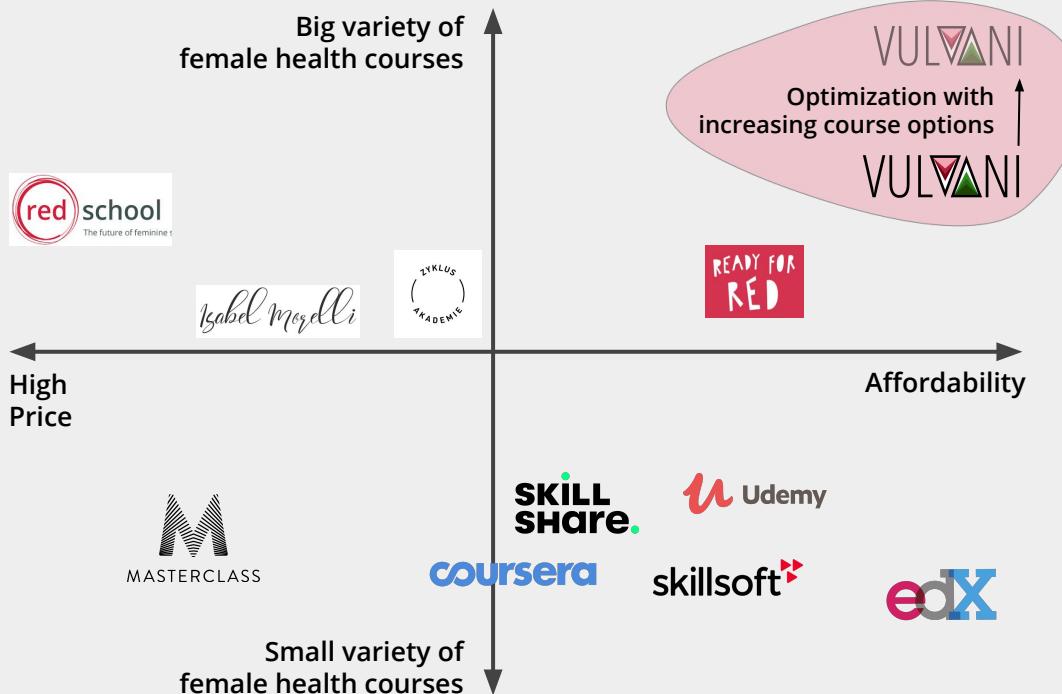
Sale of lovingly designed merchandise such as textiles, cups, branded products.



¹ Result on price willingness from our surveys

FAST FOLLOWER APPROACH

 Gamified. Versatile. Multi-Channel. Scalable. Affordable. Multilingual.



Vulvani USPs

Big variety of female health related topics 

Every state of knowledge: From **basic** courses to **advanced** knowledge 

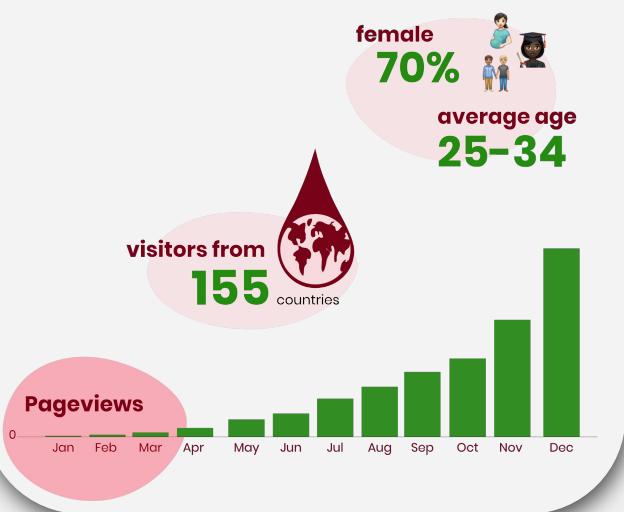
Affordable price = Low entry barriers (competitors @ 300€ - 1000€ per course) 

Learning at **own (s)pace** (no 1:1 necessary) 

Multi-lingual availability 

GREAT ORGANIC REACH

YEAR 2020 IN REVIEW FOR VULVANI.COM



15.000

monthly website views at
200,000 Google impressions
through **70 SEO-optimized
articles & interviews**
(English & German)

4.000

Network business
followers
of experts,
contacts &



3 Letter of Intent from
market leaders

BARMER

MOIA TMG

VULVANI

Vulvani is a registered
trademark

Team

DIVERSITY: 100%



Britta Wiebe, Co-Founderin

Product Development | Marketing | Lecturer



Jamin Mahmood, Co-Founder

Technology | Finance | E-Commerce



Vulvani-Team

to be hired

- Period & marketing expert
- Degrees in media & politics
- Research associate

- Community-Management
- Content-Creation & Research
- Video-Editing
- UX-Design
- Sales

Thank you

LET IT FLOW

OUR MISSION

Normalization through entertaining
education to empower people & create
inclusive societies



GET IN TOUCH



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