

## Business Plan



Binti Health Tech Ltd

Tech Startup - Health Tech

# Idea

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We are developing an innovative femtech solution that combines menstrual health monitoring with real-time diagnostics. Our product integrates a discreet, flexible biosensor into a menstrual pad, capable of detecting specific biomarkers—such as pH, hemoglobin, and hormone levels—from menstrual fluid. The data is transmitted via Bluetooth Low Energy (BLE) to a companion mobile app, allowing users to track their cycle, identify anomalies, and receive early alerts for potential health issues like infections, hormone imbalances, or iron deficiencies.

This technology empowers users with greater insight into their reproductive health and supports underserved populations by addressing menstrual taboo and lack of access to health services. The initiative may operate under the social impact charity name **Binti International** or via a spin-off entity for commercialization, enabling both funding opportunities and future acquisition flexibility.

## Why? (Problem)

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Despite advancements in digital health, menstrual health remains underserved, under-researched, and under-discussed—especially in low-income communities and among young women globally. Key challenges include:

- **Lack of real-time, accessible menstrual health data:** Most women rely on manual tracking apps that don't capture biological markers, leaving potential health conditions like endometriosis, infections, PCOS, or anemia undiagnosed.
- **Stigma and limited access:** In many cultures, menstruation is taboo, and there's a lack of education and access to affordable, informative menstrual products.
- **Inequity in preventive healthcare:** Millions of women miss out on early detection of reproductive health issues due to poor access to diagnostics, especially in developing regions.
- **Fragmented solutions:** Existing solutions either focus on period tracking, fertility, or diagnostics—but none offer a non-invasive, real-time way to monitor biological changes directly from a sanitary product.

## What? (Solution)

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We are developing **Binti MyPad**—a smart, disposable (or reusable-in-part) menstrual pad embedded with a flexible biosensor that detects key biomarkers (e.g., pH, hemoglobin, estrogen, progesterone). This pad connects via **Bluetooth Low Energy (BLE)** to our **mobile app**, which:

- Collects and visualizes biological data from the pad in real-time.
- Flags abnormalities and provides proactive health alerts.
- Offers educational content and links to support services.
- Supports anonymized health data aggregation for wider research and impact.

This solution bridges the gap between personal health awareness and medical-grade diagnostics, empowering women to take control of their health—privately, safely, and affordably. It's designed to scale in both high-tech markets and global regions where healthcare is less accessible, with potential partnerships spanning public health agencies, NGOs, and femtech investors.

# Products & Services

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## Value Proposition

Binti MyPad revolutionizes menstrual health by integrating real-time diagnostics into a product women already use—sanitary pads. Our smart menstrual pad, paired with a mobile app, allows women to monitor key health indicators non-invasively, privately, and affordably. We turn menstrual blood into a powerful tool for self-care, health tracking, and early detection of reproductive health issues.

We empower users with better control over their menstrual health, reduce diagnostic delays, and address global inequality in women's healthcare access—all while challenging stigma and encouraging dignity in menstruation.

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## Unique Selling Points (USPs)

- **Embedded Biosensor Technology:** Our pads contain a thin, flexible biosensor that detects specific biomarkers from menstrual fluid such as pH levels, hemoglobin, and hormonal imbalances.
  - **Bluetooth-Connected App:** Real-time data syncs with our secure mobile app, giving users personalized insights, health alerts, and educational support.
  - **Non-Invasive and Discreet:** No need for clinical visits or invasive testing—the entire process happens while using a familiar hygiene product.
  - **First of its Kind:** Unlike traditional period trackers, we offer **biological, data-driven health monitoring**, not just calendar-based predictions.
  - **Global Scalability:** Can be distributed in both high-income and low-resource regions, supporting public health and remote diagnostics.
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## Product and Service Portfolio

### 1. Smart Menstrual Pad

- Flexible pad with integrated, miniaturized biosensor.
- Disposable or hybrid (reusable electronics module).
- Capable of detecting pH, hemoglobin, hormonal fluctuations (future versions).
- Comfortable, skin-safe, and discreet.

### 2. Mobile App – “Binti MyPad”

- Displays data from pad in real time.
- Tracks menstrual cycles, alerts on abnormalities, and offers health tips.
- Privacy-focused with end-to-end encryption.
- Future integrations: GP referrals, anonymous data donation for research.

### 3. Healthcare Analytics Dashboard (Planned)

- Aggregated, anonymized data insights for healthcare professionals or NGOs.
- Helps identify menstrual health trends, risk mapping, and policy design.

### 4. Subscription & Marketplace Model (Planned)

- Monthly pad refills and exclusive health content.
- Integrations with other Binti educational services or charity outreach

			
Smart Tracking Pad	Eco-Friendly Smart Pad	Predictive Cycle Assistant	Community Wellness Features
A menstrual pad equipped with sensors to monitor and analyze fluid levels, providing real-time data to a connected app for users to track their menstrual health.	Sustainable menstrual pads that not only read data but also promote eco-consciousness by using biodegradable materials, with an app that tracks both health and environmental impact.	A menstrual pad with predictive analytics capabilities that can anticipate changes in the user's cycle based on collected data, syncing this information with the app for timely recommendations.	A menstrual pad linked to an app that connects users to a supportive community, sharing insights and experiences based on collective data while maintaining privacy.
Key Differentiators	Key Differentiators	Key Differentiators	Key Differentiators
<b>Real-time monitoring, user-friendly app interface, data analytics for personalized insights.</b>	<b>Sustainability focus, dual-tracking for health and environmental metrics, reduced carbon footprint.</b>	<b>Predictive analytics, proactive health recommendations, personalized cycle insights.</b>	<b>Community engagement, secure sharing of data insights, focus on mental and emotional well-being.</b>

# Partners

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Binti Health Tech Ltd recognizes the importance of strategic partnerships in fostering innovation and market entry for our groundbreaking menstrual pad technology. By integrating health monitoring capabilities with a user-friendly app, our solution has the potential to revolutionize feminine health management.

## Marketing Strategy

Our approach emphasizes collaboration with organizations that align with our mission, including:

- **Healthcare Professionals:** Partnering with gynecologists and healthcare providers to endorse the menstrual pad, ensuring it is well-received and trusted by women.
- **Health and Wellness Influencers:** Collaborating with influencers to raise awareness and build credibility through authentic testimonials.
- **Educational Institutions:** Working with schools and universities to promote awareness about menstruation and our innovative solution.

## Brand and Positioning

Binti Health Tech Ltd positions itself as a pioneering health-tech company focused on women's health. Our branding will emphasize empowerment, technology integration, and health education, positioning the menstrual pad as not just a product, but a tool for enhanced health management.

## Online and Social Media Presence

To cultivate our brand presence, we will be active on social media platforms where our audience congregates, using tailored content to engage users. Partnerships with various platforms will help establish a strong brand identity online.

## Digital Marketing

We plan to leverage digital channels, including targeted online advertisements and content marketing, to drive awareness and consideration for our product. Collaborations with e-commerce platforms will facilitate easy access for customers.

## Advertising/PR Strategy

Our advertising strategy involves strategic partnerships with online health publications and tech blogs to feature our menstrual pad. Additionally, public relations efforts will include press releases and media outreach to garner interest in our innovative technology.

## Customer Engagement

Engagement initiatives will focus on community building through online forums and support groups where women can share experiences. We will also implement a feedback loop through our app to continuously improve our product based on user input.

Through these strategic partnerships and initiatives, Binti Health Tech Ltd aims to not only launch a product but also create a movement toward better health management for women everywhere.

			
<p><b>Health Tech Innovators</b></p> <p>Partner with companies specializing in health technology to leverage their expertise in product development, regulatory compliance, and clinical testing. This partnership can enhance the reliability and accuracy of the menstrual pad's data collection capabilities.</p>	<p><b>Mobile App Development Firms</b></p> <p>Collaborate with a mobile app development firm to create an intuitive and user-friendly application that syncs with the smart menstrual pad. This partnership will ensure seamless integration of the data collected and enhance user engagement through meaningful insights.</p>	<p><b>Healthcare Professionals and Gynecologists</b></p> <p>Establish partnerships with healthcare professionals and gynecologists who can provide insights on menstrual health and recommend the product to their patients. Their involvement can also help in validating the effectiveness of the product and gaining consumer trust.</p>	<p><b>Sustainable Materials Suppliers</b></p> <p>Connect with suppliers focused on sustainable and eco-friendly materials to ensure that the menstrual pad is not only technically advanced but also environmentally responsible. This partnership can attract eco-conscious consumers and align with current market trends towards sustainability.</p>

# Sales

Binti Health Tech Ltd aims to establish a robust sales and distribution strategy to effectively deliver our innovative menstrual pad solution to customers across the United Kingdom. Key components of our sales and distribution plan include:

- **Sales Channels:** We plan to adopt a multi-channel sales approach. Our primary channels will include online sales through our dedicated e-commerce website and mobile application, allowing customers to conveniently purchase products directly. Additionally, we will explore partnerships with select retail health and wellness stores to ensure product accessibility for customers who prefer in-store shopping.
- **Direct-to-Consumer (DTC):** Emphasizing a direct-to-consumer model will empower us to establish a closer relationship with our customers, gather valuable insights, and adapt our offerings in response to their feedback. This model ensures personalized service and strengthens brand loyalty.
- **Subscription Model:** To enhance convenience, we will consider implementing a subscription service, enabling customers to receive our products automatically at regular intervals. This model not only reinforces customer engagement but also helps in generating predictable revenue streams.
- **Distribution Strategy:** Our distribution approach will focus on efficient logistics to ensure timely product delivery. We plan to partner with established logistics providers to streamline the shipping process, ensuring that products are delivered quickly and reliably. Our logistics infrastructure will allow us to scale efficiently as demand increases.
- **Data-Driven Insights:** By leveraging the data generated from our menstrual pads, we can refine our sales strategies continuously. Understanding usage patterns and customer preferences will allow us to optimize inventory management and tailor our offerings.

Our sales and distribution strategy is designed to not only facilitate initial product engagements but also nurture long-term relationships with our customers, ultimately leading to sustainable growth for Binti Health Tech Ltd.

E-commerce Platform	Partnerships with Healthcare Providers	Retail Distribution	Social Media Marketing
 Create a dedicated e-commerce website for Binti Health Tech to sell the menstrual pads directly to consumers. This platform can include subscription services for regular deliveries, ensuring convenience for users. Additionally, collaborations with existing online retailers can expand market reach.	 Establish partnerships with gynecologists, clinics, and hospitals to provide the menstrual pads as part of women's health programs. This will not only promote the product but also ensure credibility and trust among users.	 Get the menstrual pads into pharmacies, supermarkets, and health stores that cater to women's health products. Setting up eye-catching displays and promotional campaigns in-store can effectively drive awareness and sales.	 Utilize platforms like Instagram and TikTok to reach a younger, tech-savvy audience. Create engaging content around health education and product benefits, encouraging sharing and community building around menstrual health.

# Marketing

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## Marketing Strategy

To effectively reach our audience, Binti Health Tech Ltd aims to utilize a multi-channel marketing strategy. This includes leveraging both online and offline channels to maximize visibility and enhance customer engagement.

## Brand and Positioning

Binti Health Tech Ltd's brand will be positioned as a tech-savvy and innovative leader in menstrual health solutions. By focusing on cutting-edge technology integrated with personal care, we will appeal to a demographic that values both convenience and health analytics.

## Online and Social Media Presence

Establishing a strong online presence will be fundamental to our marketing efforts. We will create engaging content through social media platforms such as Instagram, Twitter, and Facebook, showcasing our product's unique features. Additionally, partnerships with influencers in the health and wellness space will help to broaden our reach.

## Digital Marketing

Our digital marketing strategy will incorporate search engine optimization (SEO), pay-per-click (PPC) advertising, and targeted email campaigns. By optimizing our website for relevant keywords and utilizing ads, we aim to attract traffic and convert visitors into users.

## Advertising/PR Strategy

Advertising efforts will focus on both online and print media. We intend to collaborate with health-focused publications and blogs to run feature articles and advertisements. Press releases announcing product launches and technological advancements will also be used to generate media interest and create buzz.

## Customer Engagement

Customer engagement will be facilitated through interactive features on our mobile app, including notifications for menstrual health tips and exclusive offers. In-app surveys will encourage real-time feedback, allowing us to continuously improve user experience and product offerings.

			
Influencer Partnerships	Educational Content Campaign	Health Tech Expo Participation	App Launch Promotions
<p>Collaborate with health and wellness influencers to promote your smart menstrual pad through their social channels, leveraging their audience to create awareness and build credibility.</p>	<p>Create informative blog posts and videos about menstrual health and the benefits of smart technology in personal care, driving traffic to your website and app.</p>	<p>Attend health technology trade shows and expos to showcase your product, network with industry professionals, and generate buzz among potential customers.</p>	<p>Offer exclusive discounts or a free trial for users who download your app within the first month of launch, encouraging early adoption and user feedback.</p>

# Market

Binti Health Tech Ltd is poised to enter a rapidly evolving health tech market, specifically focusing on menstrual health solutions. With a growing emphasis on women's health and technological advancements, the potential for innovation in this space is substantial. The global market for menstrual health products is witnessing significant growth, driven by increasing awareness and acceptance of menstrual health discussions.

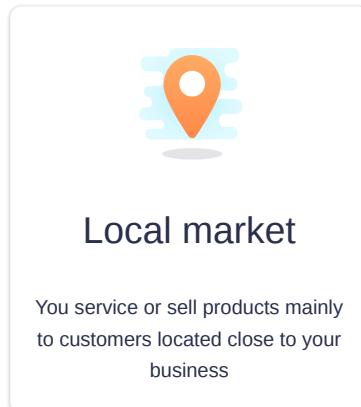
As society becomes more open about menstruation, the demand for smart health products that provide real-time data is on the rise. The integration of technology into everyday health products is becoming an essential trend, bringing convenience and new insights into personal health management. Binti Health Tech Ltd aims to capitalize on this trend by introducing a menstrual pad that reads data and connects to an app, offering users deeper insights into their health.

Industry trends indicate a growing acceptance of women-centric health technologies, emphasizing a shift towards personalized health solutions. The digital health sector is projected to expand rapidly, with increasing investment in innovative tech solutions for women's health issues, further validating the business idea's relevance and timing in the current market landscape.

Moreover, the UK's push for innovation in health technology aligns with Binti Health Tech Ltd's mission. With robust government and private sector investments in health tech startups, there exists a supportive environment for launching new, impactful solutions. Additionally, the trend toward sustainability offers potential marketing advantages, as biodegradable menstrual products may attract environmentally-conscious consumers.

In conclusion, the market outlook for Binti Health Tech Ltd is promising, supported by favorable industry trends and a growing demand for smart menstrual health solutions. With the right strategy and innovation, the business stands to significantly impact the health tech landscape, catering to a vital aspect of women's health.

## Market Coverage



# Customers

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Binti Health Tech Ltd aims to revolutionize menstrual health management with our innovative menstrual pad that connects to an app to read critical health data. Our target audience includes various segments that can benefit from this technology:

- **Women of Reproductive Age:** This primary demographic includes women aged 12 to 50 who experience menstruation and are increasingly seeking tools to monitor their health and wellness. They are tech-savvy and open to using innovative solutions to enhance their menstrual experience.
- **Health-Conscious Individuals:** Women who prioritize their health and track personal wellness metrics, such as menstrual cycles, hormonal changes, and other reproductive health indicators. These users will appreciate gaining insights into their menstrual patterns via our app.
- **Healthcare Providers:** Medical professionals who can utilize data collected from our pads to better understand their patients' health over time. Our product could provide doctors with innovative tools to recommend personalized care and make informed health decisions.
- **Parents and Guardians:** Parents of young girls who are beginning their menstrual journeys may seek products that provide comfort and safety, while also allowing for health monitoring as their daughters transition into womanhood.
- **Environmental Advocates:** Individuals concerned with sustainable health products. Our pads focus on sustainability and greener alternatives in menstrual health management, attracting those who advocate for eco-friendly solutions.

This diverse audience highlights the broad market potential and underscores not only the need for innovation in menstrual health but also the opportunity for Binti Health Tech Ltd to contribute positively to women's health and wellness experiences.

		
Health-Conscious Women	Young Tech-Savvy Users	Parents of Teenage Girls
Women who prioritize health and wellness and are interested in tracking their menstrual health data for better insight into their bodies and overall well-being.	Young women aged 18-30 who are comfortable with technology and are eager to adopt innovative health products that integrate with their smartphones.	Parents looking for safe and educational solutions to help their daughters understand and manage their menstrual health effectively.
Pain points	Pain points	Pain points
<p>Limited awareness of menstrual health tracking tools</p> <p>Concern over hygiene and safety of menstrual products</p> <p>Difficulty accessing reliable health data and resources</p>	<p>Skepticism towards new technology in personal products</p> <p>Desire for stylish and discreet health monitoring tools</p> <p>Need for accurate and real-time data insights</p>	<p>Lack of comprehensive education about menstrual health</p> <p>Concerns about the safety of existing menstrual products</p> <p>Need for tools to facilitate conversations about puberty and menstruation</p>
Market Size 5/5	Market Size 4/5	Market Size 4/5
Pay for value 4/5	Pay for value 5/5	Pay for value 3/5
Accessibility 3/5	Accessibility 4/5	Accessibility 5/5
Priority <b>High</b>	Priority <b>High</b>	Priority <b>High</b>

# Market Potential

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The landscape for health-tech innovations, particularly in menstrual health management, is rapidly evolving. As societal attitudes towards women's health become more progressive and technology advances, the demand for more personalized and data-driven health solutions is paramount. The UK's health technology sector is witnessing significant growth, demonstrating a favorable environment for Binti Health Tech Ltd's groundbreaking concept of a smart menstrual pad integrated with an app for real-time data tracking.

The rise in awareness surrounding menstrual health, coupled with an increase in health-related mobile applications, indicates a growing market. Consumers are now looking for products that not only meet their needs but also contribute positively to their well-being and health management. According to recent industry reports, the global feminine hygiene market is projected to reach significant growth figures in the next five years, showcasing the potential for innovation in this space.

Furthermore, developments in IoT and smart textiles provide a foundation for Binti Health Tech Ltd's product. The integration of sensitive technologies into everyday hygiene products represents a convergence of health and technology that appeals to a new generation of health-conscious consumers. The necessity for privacy and data security will be fundamental aspects that Binti Health Tech Ltd must navigate as it develops its offering, ensuring users feel safe while using the resulting app and devices.

In terms of regulatory compliance, Binti Health Tech Ltd will need to consider the pertinent health and safety standards that govern medical devices in the UK. Engaging with necessary regulatory bodies early in the development phase will be crucial for ensuring a smooth pathway to bringing the product to market.

Alongside these positive indicators, potential challenges include market saturation from existing disposable products and skepticism towards new health technologies. Binti Health Tech Ltd aims to approach this by emphasizing unique benefits, ease of use, and a commitment to sustainability, which are increasingly important to today's consumers. As the company continues to develop, a thorough understanding of the evolving health-tech landscape will guide strategic decisions and innovations.

In summary, the current business environment is marked by rapid growth in health technologies, an expansive market eager for innovation, and the potential for societal change in attitudes towards menstrual health, providing a robust foundation for Binti Health Tech Ltd's vision.

# SWOT Analysis

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Binti Health Tech Ltd operates within the expanding intersection of technology and health products, specifically targeting the menstrual health segment. The growing awareness of women's health issues and the rapid adoption of technology in everyday life create a compelling environment for innovation in this space. By leveraging data analytics and mobile applications, our proposed product—a smart menstrual pad—aims to provide real-time insights and enhance users' menstrual health management experiences.

The health tech industry in the United Kingdom is witnessing significant growth, driven by increasing consumer demand for personalized health solutions and advancements in wearable technology. Key trends include the rise of health-conscious consumers, digital health integration, and an emphasis on convenience and accessibility. With an estimated valuation of the global feminine hygiene products market set to reach several billion in the coming years, Binti Health Tech Ltd is strategically positioned to tap into this burgeoning market.

Government initiatives aimed at improving women's health education and access to healthcare services further enhance the favorable business environment. Additionally, continuous innovation in materials and technology fosters a competitive landscape that encourages new product development. As we conceptualize our smart menstrual pad solution, we remain committed to aligning with industry best practices and ensuring rigorous health and safety standards, which are paramount in gaining consumer trust and regulatory approval.

In summary, the business environment surrounding Binti Health Tech Ltd is characterized by a dynamic mix of technological advancements, consumer demand for health insights, and supportive regulatory frameworks. This combination not only reinforces the viability of our business idea but also highlights the potential for significant market impact and financial growth.

## Strengths

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**INNOVATIVE PRODUCT DESIGN:** Our tech-driven menstrual pad will incorporate advanced sensors, providing real-time data and insights through a user-friendly app, enhancing menstrual health tracking and promoting informed decision-making among users.

## Weaknesses

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**Lack of brand recognition:** As a new startup in the health tech space, Binti Health Tech Ltd may struggle to establish credibility and visibility in a competitive market, making it difficult to attract early adopters and build a loyal customer base.

## Opportunities

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**EXPANDING HEALTH DATA AWARENESS:** Increasing awareness and interest in health data tracking among consumers presents an opportunity for our tech to engage users who prioritize health insights, potentially leading to a wider user base and increased customer loyalty.

## Threats

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**Increased competition:** The health tech industry is rapidly growing, attracting numerous startups and established companies which may introduce similar products, leading to intensified competition and

potentially diminishing market share for Binti Health Tech Ltd.

# Competitors

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In the realm of health technology, Binti Health Tech Ltd is functioning within a burgeoning competitive landscape that is characterized by the emergence of innovative startups and established players in the menstrual health sector. As we conceptualize our product—a menstrual pad integrated with data-reading capabilities designed to sync with an app—it's essential to analyze the surrounding competition and our unique positioning within the market.

## Current Competition:

- **Established Brands:** Major brands such as Procter & Gamble and Kimberly-Clark have a strong foothold in the menstrual products market, offering a wide array of products that are both trusted and widely recognized.
- **Innovative Startups:** A number of startups are venturing into tech-enabled menstrual products, such as Hello Period and Flex, which are focused on sustainability and personalization. These companies possess agile decision-making structures and are adept at harnessing technology to cater to user needs.

## Market Trends:

- **Technological Integration:** As health technology evolves, there is a noticeable trend towards smarter, connected products. Consumers are beginning to expect data-driven insights to help them manage their health better.
- **Sustainability Focus:** Increasingly, consumers are gravitating towards environmentally friendly products, which influences their purchasing decisions. Companies that can combine technology with sustainable practices may find a competitive edge.

## Unique Value Proposition:

Binti Health Tech aims to carve out a distinct niche within this landscape by combining cutting-edge technology with user-centric design. Our menstrual pad, which reads data related to the user's menstrual cycle and fertility, will empower users with personalized insights through our app. This approach not only supports individual health management but also encourages a greater understanding of menstrual health overall.

## Strategic Considerations:

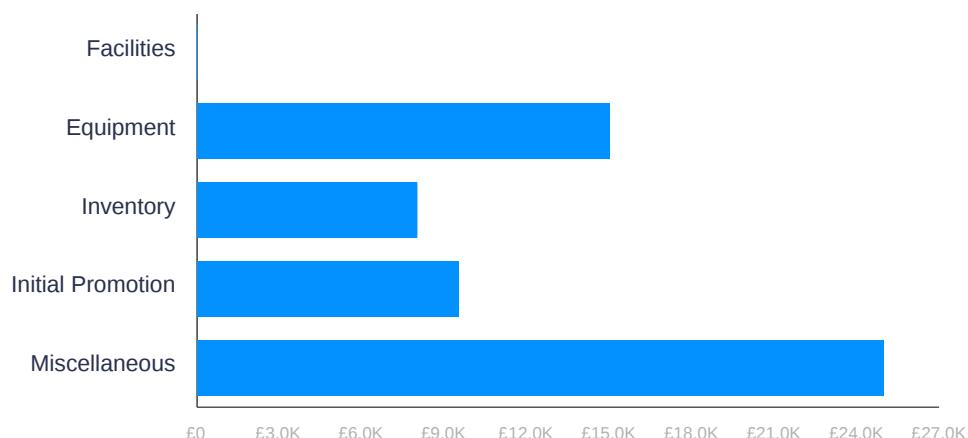
- Continuously monitor advancements in technology and consumer preferences to adapt our offerings.
- Develop comprehensive marketing strategies that highlight our innovative features while building brand trust and loyalty.
- Engage actively with customers through feedback mechanisms and community involvement to drive product evolution and enhance user experience.

As Binti Health Tech Ltd prepares to enter this competitive arena, we understand the importance of strategic positioning and innovation to differentiate ourselves and to effectively meet the needs of our target market.

		
Thinx	Always Discreet	Flo Health
Thinx offers absorbent underwear designed for menstrual flow, creating a sustainable alternative to traditional menstrual products. Their products integrate technology to promote comfort and usability.	Always Discreet provides a range of incontinence pads that offer comfort and discretion for users, and their focus on feminine hygiene aligns them with your product's target market.	Flo Health is a popular period tracker app that allows users to log their menstrual cycle, symptoms, and wellness. Their comprehensive approach to menstrual health and analytics presents indirect competition.
Price <b>Good</b>	Price <b>Good</b>	Price <b>Poor</b>
Quality <b>Excellent</b>	Quality <b>Good</b>	Quality <b>Excellent</b>
Customer service <b>Excellent</b>	Customer service <b>Good</b>	Customer service <b>Good</b>
Reputation <b>Excellent</b>	Reputation <b>Good</b>	Reputation <b>Excellent</b>
Location <b>Good</b>	Location <b>Good</b>	Location <b>Excellent</b>
Threat Level <b>High</b>	Threat Level <b>Medium</b>	Threat Level <b>Medium</b>

# Startup Costs

## Distribution of Startup Costs



**£57,500**

Total Startup Costs

Top 3 Costs:

1 £20,000

Research and Development (R&D)

2 £15,000

App Development

3 £8,000

Initial Inventory of Raw Materials

## Startup costs over time



**£57,500**

Total Startup Costs

Y1

£57,500

End of Jul '26

## Startup Costs

Y1

Equipment	£ 15,000
App Development	£ 15,000
Inventory	£ 8,000
Initial Inventory of Raw Materials	£ 8,000
Initial Promotion	£ 9,500
Market Research	£ 3,000
Branding and Logo Design	£ 2,500
Website Development	£ 4,000
Miscellaneous	£ 25,000
Research and Development (R&D)	£ 20,000
Legal Fees for Patents	£ 5,000
<b>Totals</b>	<b>£ 57,500</b>



# Payroll Expenses

## Distribution of Payroll Expenses



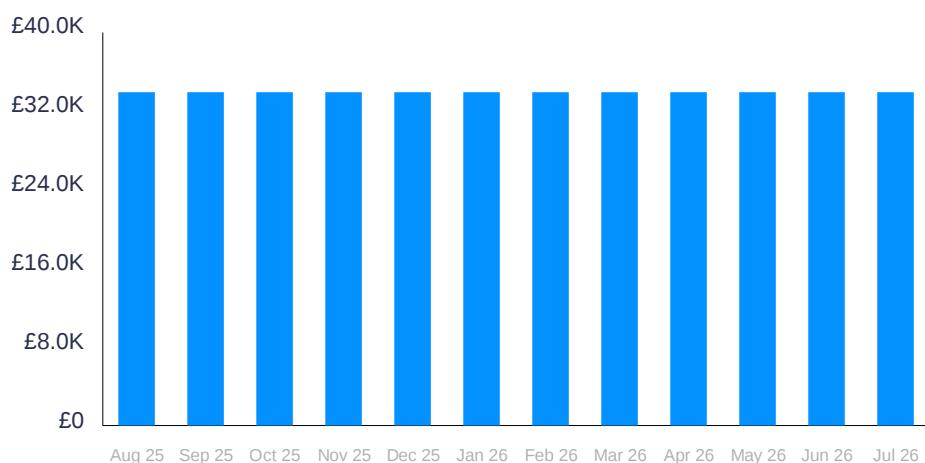
**£26,000**

Total Monthly (Average)

Top 3 (Average):

- 1 **£6,500**  
Product Manager
- 2 **£6,000**  
Data Scientist
- 3 **£5,000**  
Software Engineer

## Payroll expenses over time



**£405,600**

Total Payroll Expenses

- Y1 **£405,600**  
End of Jul '26

## Payroll Expenses

Y1

Salaries and wages	£ 312,000
Software Engineer	£ 60,000
Data Scientist	£ 72,000
UI/UX Designer	£ 54,000
Marketing Specialist	£ 48,000
Product Manager	£ 78,000
Staff related expenses	£ 93,600
Software Engineer	£ 18,000
Data Scientist	£ 21,600
UI/UX Designer	£ 16,200
Marketing Specialist	£ 14,400
Product Manager	£ 23,400
<b>Totals</b>	<b>£ 405,600</b>

## Ownership

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Binti Health Tech Ltd is a pioneering technology company based in the United Kingdom, focused on transforming women's health through innovative solutions. Our mission is to revolutionize menstrual care by developing a unique smart menstrual pad that integrates seamlessly with a dedicated mobile app. This combination allows users to monitor their menstrual health in real time, empowering them with valuable insights and promoting better health management.

The concept is born out of a need for enhanced menstruation tracking. Traditional menstrual products lack the ability to provide data-driven insights, which can inform users about their health. Our smart menstrual pad not only provides comfort and protection but also collects crucial data that gets sent directly to the app, allowing users to track patterns, symptoms, and overall health improvements over time.

At Binti Health Tech Ltd, we recognize the vital role that technology plays in healthcare and are committed to developing smart solutions that resonate with women's health needs. The integration of technology in our product caters directly to a growing trend among consumers who seek personalized health solutions that are both easy to use and provide actionable insights.

Our team is passionate about combining technology with health and wellness, and we are dedicated to developing a product that aligns with contemporary health and wellness trends. The ethos of Binti Health Tech Ltd is to empower women by providing them with tools to take control of their menstrual health, ultimately improving their quality of life through informed choices.

# Revenue Streams

## Revenue distribution



**£69,413**

Total Monthly (Average)

Top 3 (Average):

1 £30,000

Smart Pad Unit Sales

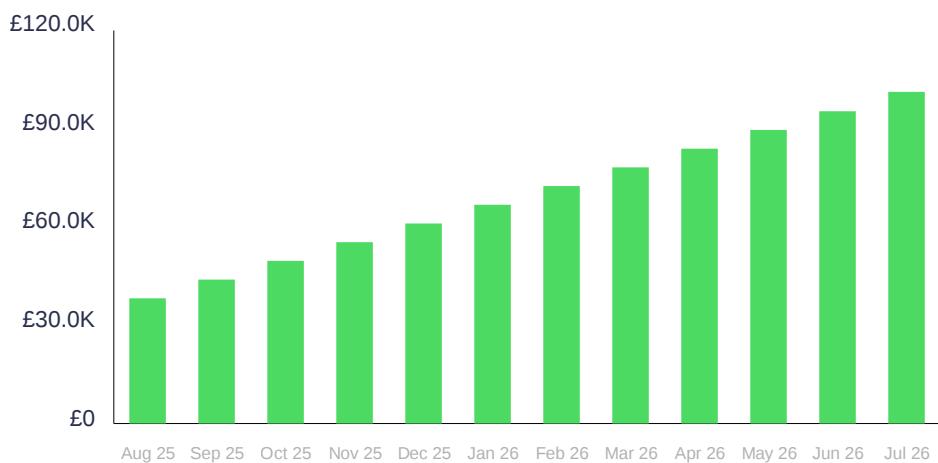
2 £24,900

App Data Insights Subscription

3 £12,513

Premium Features in App

## Revenue over time



**£832,950**

Total Revenue Streams

Y1 £832,950

End of Jul '26

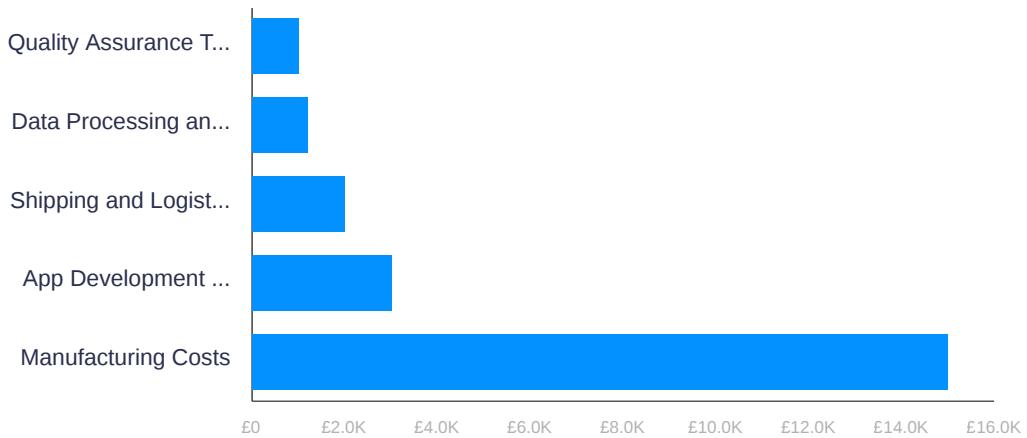
## Revenue Streams

Y1

Corporate Wellness Programs	£ 24,000
Affiliate Marketing for Health Products	
Premium Features in App	£ 150,150
App Data Insights Subscription	£ 298,800
Smart Pad Unit Sales	£ 360,000
<b>Totals</b>	<b>£ 832,950</b>

# Direct Costs

## Distribution of direct costs



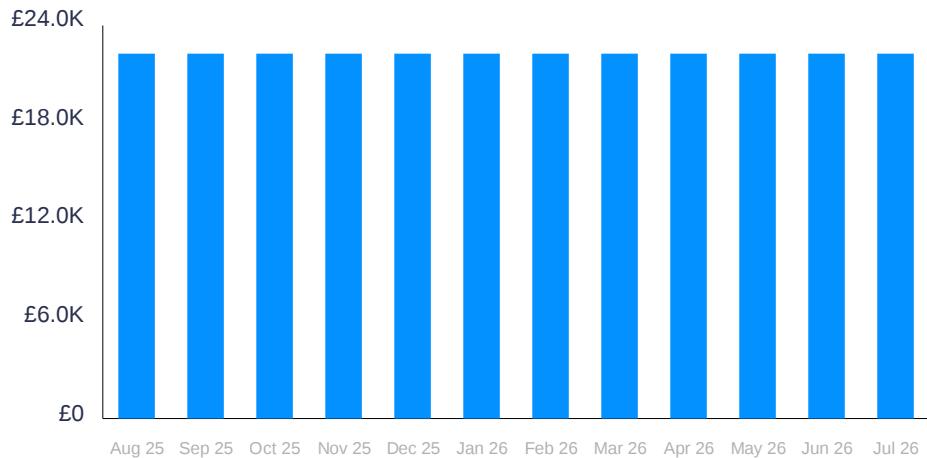
**£22,200**

Total Monthly (Average)

Top 3 (Average):

- 1 **£15,000**  
Manufacturing Costs
- 2 **£3,000**  
App Development and Maintenance
- 3 **£2,000**  
Shipping and Logistics

## Direct costs over time



**£266,400**

Total Direct Costs

Y1  
**£266,400**  
End of Jul '26

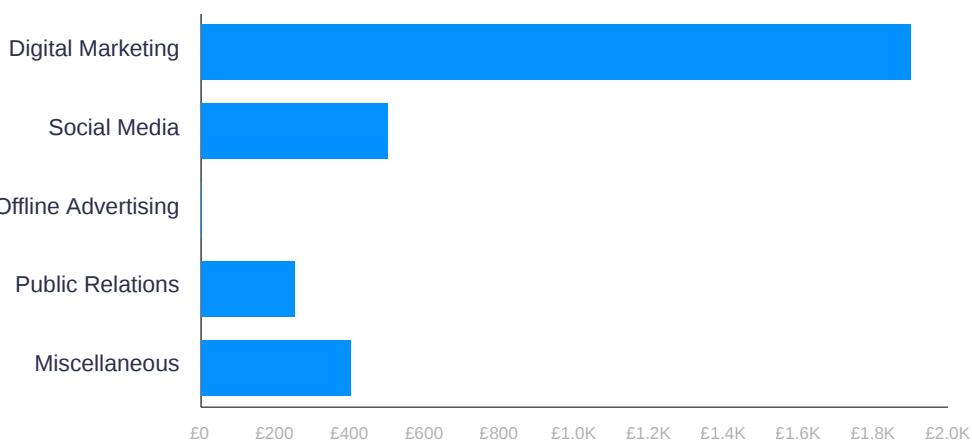
## Direct Costs

Y1

Quality Assurance Testing	£ 12,000
Data Processing and Storage	£ 14,400
Shipping and Logistics	£ 24,000
App Development and Maintenance	£ 36,000
Manufacturing Costs	£ 180,000
<b>Totals</b>	<b>£ 266,400</b>

# Marketing Costs

## Distribution of marketing budget



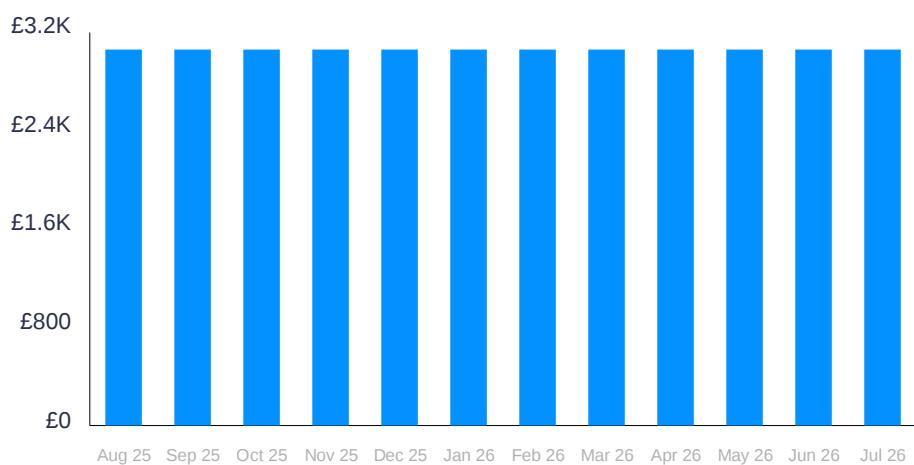
**£3,050**

Total Monthly (Average)

Top 3 (Average):

- 1 **£800**  
Influencer Marketing
- 2 **£600**  
Search Engine Advertising
- 3 **£500**  
Social Media Advertising

## Marketing budget over time



**£36,600**

Total Marketing Budget

Y1 **£36,600**  
End of Jul '26

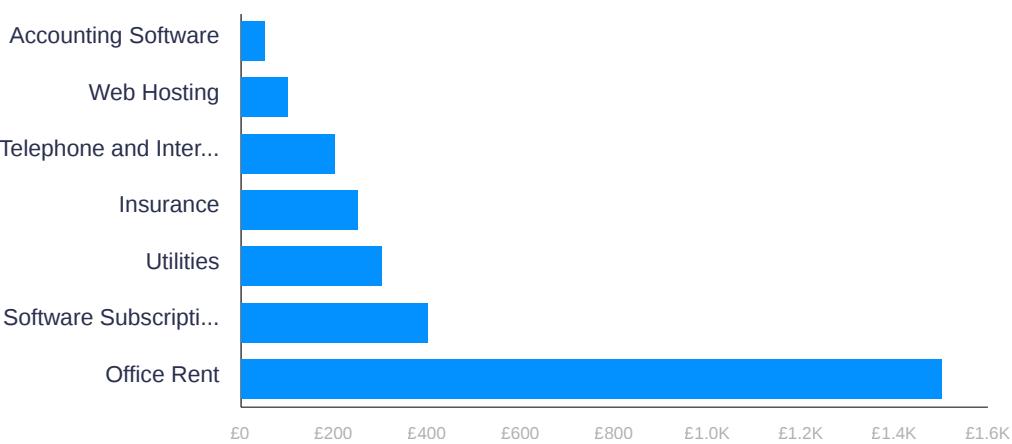
## Marketing Budget

Y1

Digital Marketing	£ 22,800
Search Engine Advertising	£ 7,200
Influencer Marketing	£ 9,600
Email Marketing Campaigns	£ 2,400
SEO Services	£ 3,600
Social Media Advertising	£ 6,000
Community Engagement Events	£ 3,000
Content Creation	£ 4,800
<b>Totals</b>	<b>£ 36,600</b>

# Overhead Expenses

## Distribution of other overheads



**£2,800**

Total Monthly (Average)

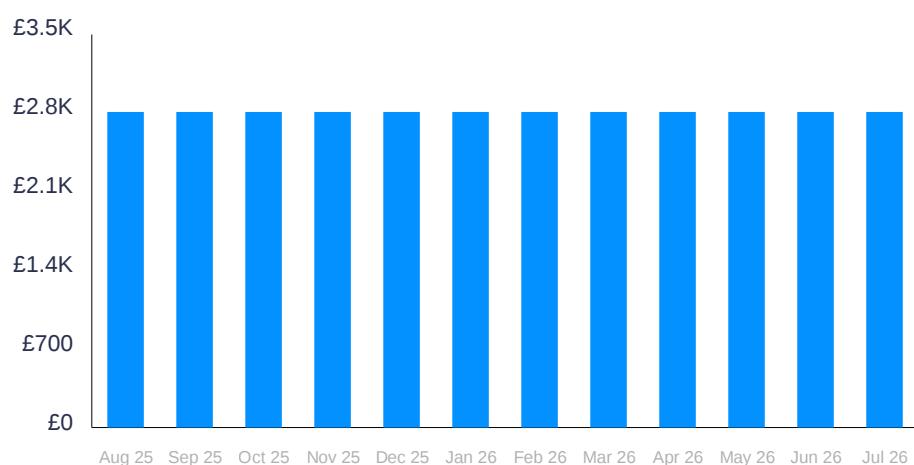
Top 3 (Average):

1 **£1,500**  
Office Rent

2 **£400**  
Software Subscriptions

3 **£300**  
Utilities

## Other overheads over time



**£33,600**

Total Other Overheads

Y1 **£33,600**  
End of Jul '26

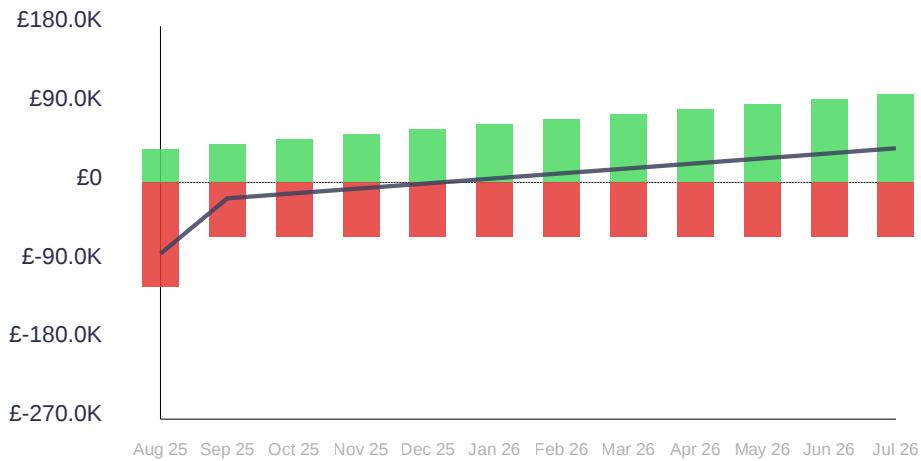
## Other Overheads

Y1

Office Rent	£ 18,000
Utilities	£ 3,600
Telephone and Internet	£ 2,400
Software Subscriptions	£ 4,800
Web Hosting	£ 1,200
Insurance	£ 3,000
Accounting Software	£ 600
<b>Totals</b>	<b>£ 33,600</b>

# Profit and Cash Flow

## Profit and Loss Projection

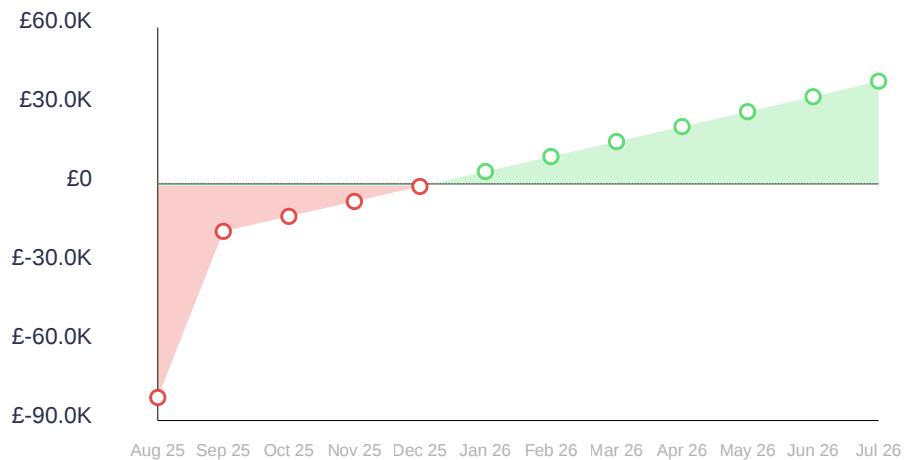


Net Cash Flow

IN	£832,950
EX	£799,700
NP	£33,250

Total Income  
Total Expenses  
Net Profit

## Cash Flow Projection



Y1  
£33,250  
End of Jul '26

## Profit & Loss

Y1

Total Revenue	£ 832,950
Direct Costs	£ 274,400
Gross Profit	£ 558,550
Operating Expenses	£ 525,300
Operating Income	£ 33,250
Total Interest Expense	
Accrued Income Taxes	
Total Expenses	£ 799,700
Net Profit	£ 33,250

Cash Flow	Y1
Cash Flow - Operations	£ 33,250
Cash Flow - Financing	
Cash at the Beginning of Period	
Net Change in Cash	£ 33,250
Cash at the End of Period	£ 33,250