



Crimson Care

Breaking the Cycle of Period Poverty

Unmet Need

Crimson Care is promising reliable access to affordable period care beyond infrastructural, financial, and cultural barriers.

Value Proposition

Menstruating individuals in rural India love Crimson Care because it provides accessible and affordable menstrual care products that address better than traditional, costly alternatives.

Competitive Advantage

Compared to other companies in the local area (India) Crimson Care provides more customizable features in its subscription packages and provides affordable products of good quality. Our company strives to promote menstrual hygiene by raising menstrual awareness, removing the stigma, providing affordable products, and providing a reliable delivery service.

Solution

Crimson Care aims to reduce and eliminate period poverty in India by raising menstrual awareness and spreading this through our products, pamphlets, our website and more. Our company provides affordable and non-toxic menstrual care products such as pads, tampons, cups, and heat patches.

Marketing Strategy

Target Market: Menstruating individuals in rural India and other underserved, low-income areas

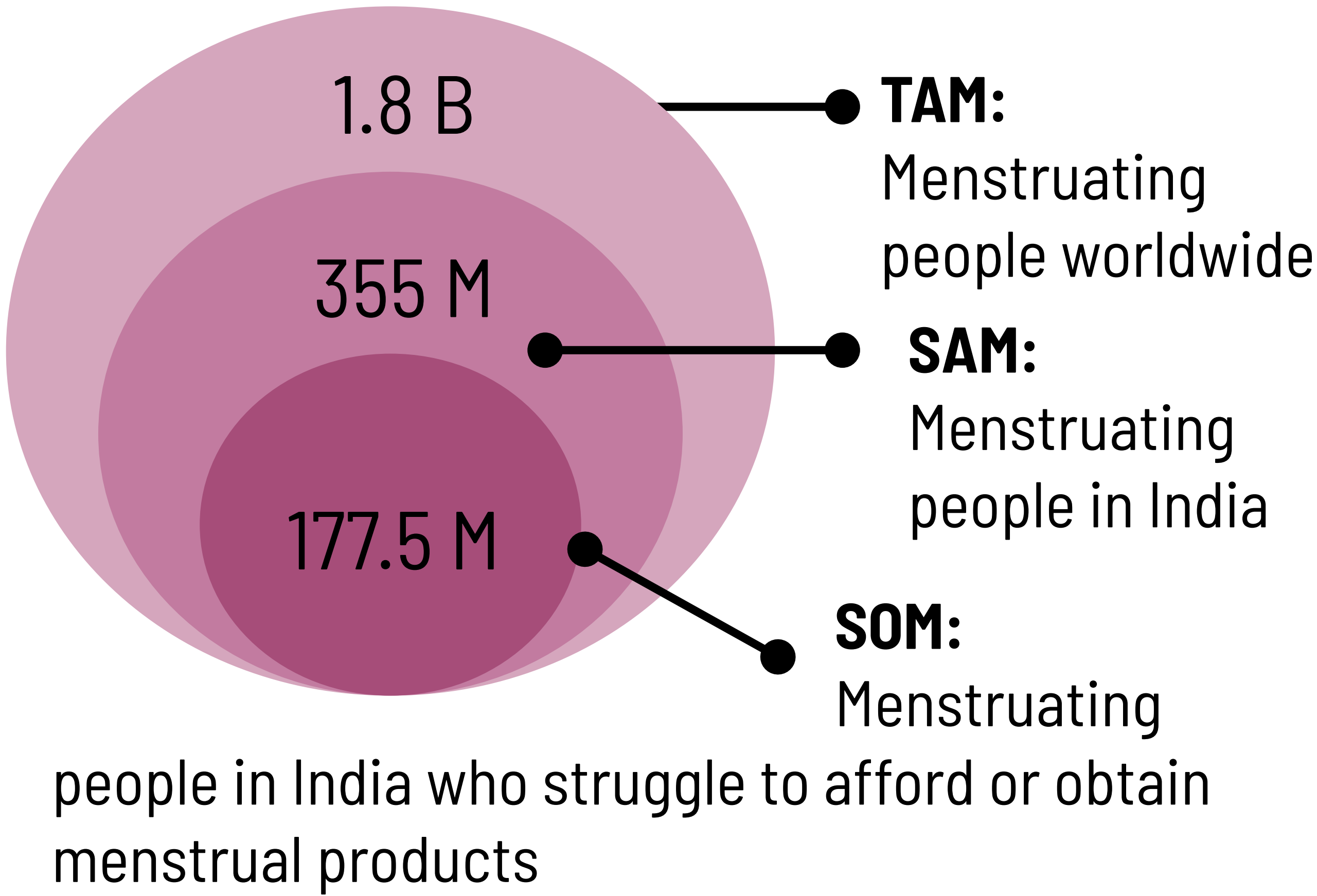
Product: Menstrual kits with non-toxic, eco-friendly products and educational resources

Price: \$8 per unit (10 count of tampons) is a price competitive with industry giants

Promotion: Partnerships with nonprofits, social media, blogging, community events, and referrals

Distribution Channel: Direct delivery models, local NGOs, educational campaigns

Our model is a two tiered subscription model. The standard plan allows for users to set a schedule for customized menstrual care boxes to be sent to their home. The premium plan adds onto this by providing customers with a magazine promoting menstrual awareness and various discounts on products.



Customer Discovery

Through early conversations with focus groups, we validated a strong demand for our subscription model. Respondents highlighted challenges such as the high cost of menstrual products, limited access in their areas, and a lack of safe, sustainable options in the market. Our service resonated with participants for its convenience and alignment with their preferences.

Legal Considerations

Crimson Care will operate as a Limited Liability Partnership (LLP) to streamline startup processes, minimize financial risks, and maintain competitive pricing. While outsourcing manufacturing involves granting 10% equity to partners, rigorous quality assurance protocols and supplier agreements with trusted manufacturers will be enforced to ensure that all products meet the high-quality standards.

Founding Team

Jia Dodeja (CEO): Strategic leader in business operations and partnerships.

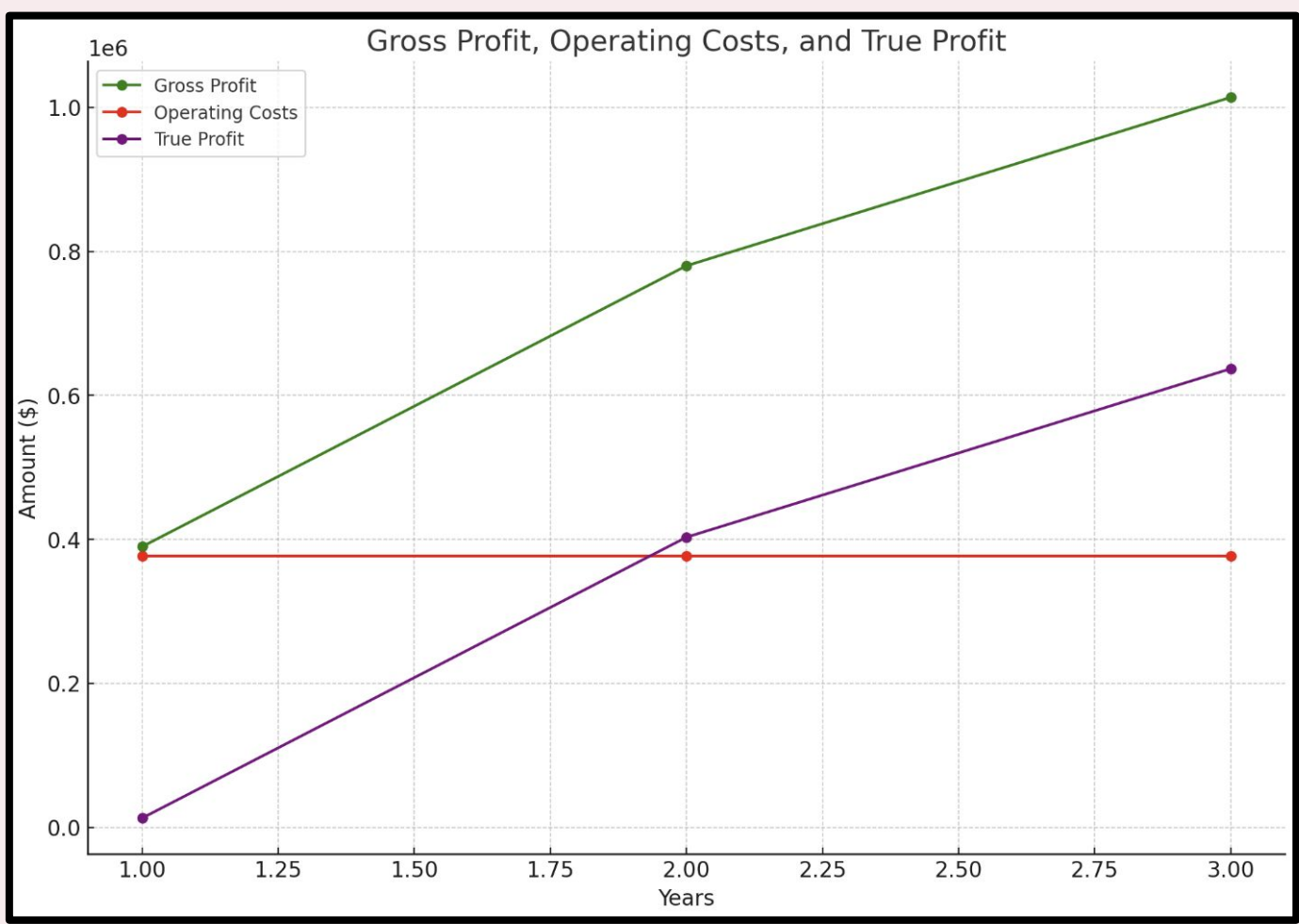
Myron Paes (Head of Sales): Expert in rural outreach and sales strategy.

Kinjal Gadgil (Head of Marketing): Experienced in grassroots campaigns and market penetration.

Financial Projections

- Projected \$480,000 in revenue for Year 1 (60,000 units sold)
- Gross Profit of \$390,000
- True Profit is only \$13,000, but increases exponentially yearly
 - True Profit increases 31x in Year 2

With individual units priced at \$8 and per-unit costs (COGS) of \$1.50, Crimson Care aims to break even by the beginning of Year 2



References

- Biswas, Sourav, et al. "Understanding Period Product Use among Young Women in Rural and Urban India from a Geospatial Perspective." *Scientific Reports*, vol. 14, no. 1, 29 Aug. 2024, <https://doi.org/10.1038/s41598-024-70383-w>.
- Rohatgi, Aishwarya, and Sambit Dash. "Period Poverty and Mental Health of Menstruators during COVID-19 Pandemic: Lessons and Implications for the Future." *Frontiers in Global Women's Health*, vol. 4, no. 1128169, 1 Mar. 2023, <https://doi.org/10.3389/fgwh.2023.1128169>.
- Singh, Aditya, et al. "Menstrual Hygiene Practices among Adolescent Women in Rural India: A Cross-Sectional Study." *BMC Public Health*, vol. 22, no. 1, 19 Nov. 2022, [bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-022-14622-7](https://doi.org/10.1186/s12889-022-14622-7), <https://doi.org/10.1186/s12889-022-14622-7>.