

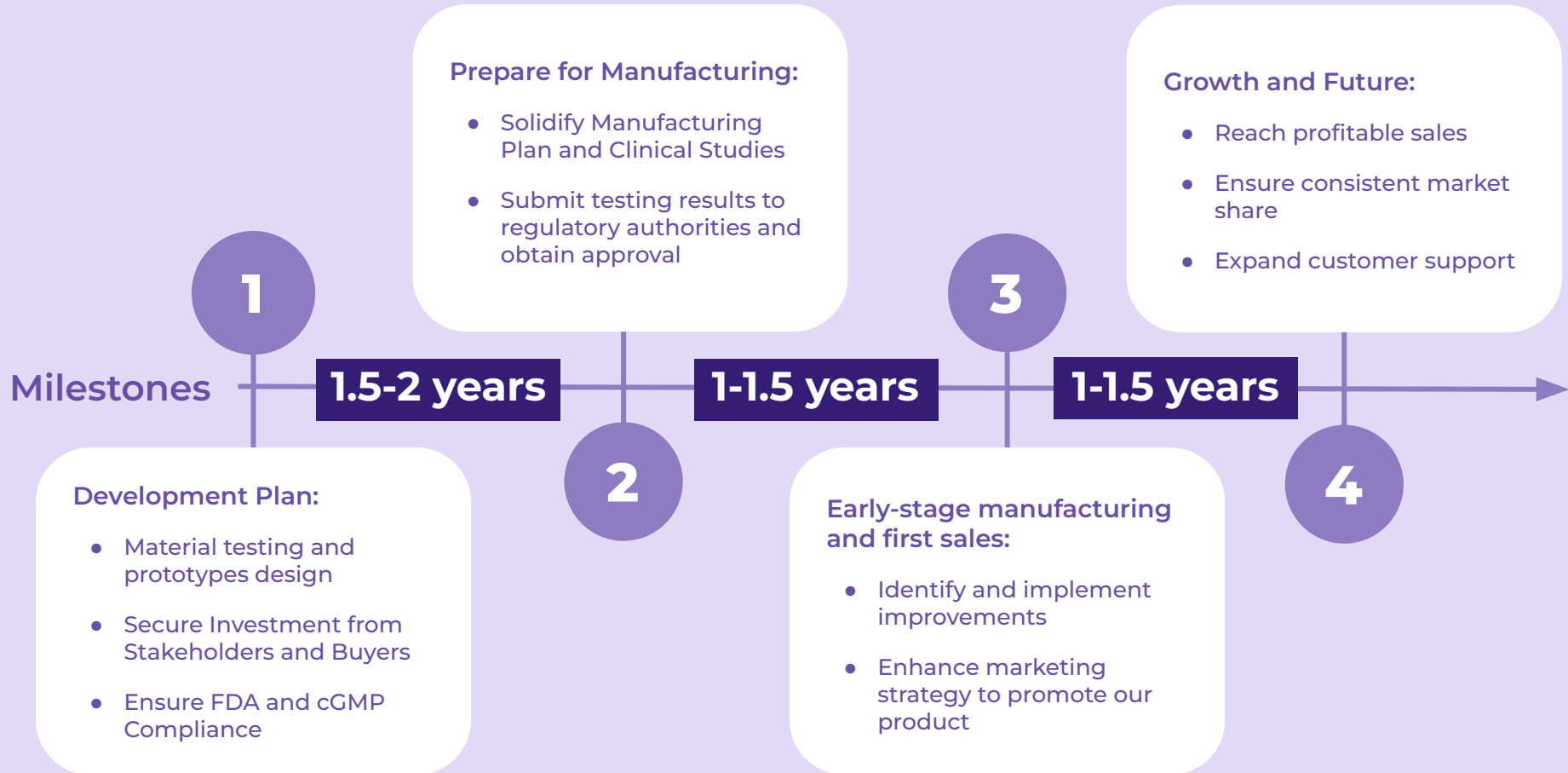
Short Business Plan & VC Request for Funding



ecodisc.

CEO: Estelle Neathery
CTO: Jodi Elish
CMO: Hannah Arey
CFO: Yuki Kuo
COO: Vicky Yeh

Technology plans



Technology plans

Material: **Polylactide (PLA)**, a biodegradable and biocompatible polymer, is derived from renewable, organic sources such as corn starch or sugar cane

Critical Experiment: **Animal testing** to ensure biocompatibility of our product, **material testing** to ensure biodegradability

R&D Process: We will do the technical work by building our own team rather than contracting with others

- IP protection
- Control and Flexibility

Market Potential

Total Addressable Market (TAM):

- Globally: 1.8 billion people with menstrual cycles.
- Average cost of a menstrual disc: \$20
- Value: 1.8 billion people * \$20= 36 billion USD.

Serviceable Addressable Market (SAM):

- Period poverty and a stigma towards the use of nontraditional menstrual products may reduce our targeted region
- People who get used to using traditional menstrual products might limit the market of sustainable menstrual products

Serviceable Obtainable Market (SOM):

- People concern about sustainability
- Competition with other companies selling menstrual product

Financial Plan

Revenues:

- In the first 3 years of development, we do not project any sales.
- After the third year, when we begin commercialization, we anticipate earning **\$3.5 million** and experiencing growth each subsequent year.

Total expenses:

- Including salaries, payroll, supplies, repairs, advertising, travel, accounting, legal, rent, utilities, insurance, taxes, interest, and depreciation, **totaling \$3,500,000 annually.**

Financial Plan (Expenses)

Hiring (main costs):

	CEO	CTO	COO	CMO	CFO	Product Designer	Product Engineer	Social Media Manager	Outreach Manager
Salaries (annual)	134K	122K	122K	122K	122K	100K	100K	75K	75K
FT / PT	Full-time	Full-time	Full-time	Full-time	Full-time	Full-time	Full-time	Part-time	Part-time

Facilities (main costs):

- A **mixed-use facility** in Seattle to accommodate office spaces, production facility, and warehousing
- In Seattle, a 10,000 square foot facility could range between \$30,000 to \$50,000 per month. Our annual facilities cost will be estimated as **\$360,000 to \$600,000**.

Financial Plan

Go-to-Market Strategy:

- We will prioritize **online sales** to establish direct connections with **eco-conscious consumers**, complemented by expansion into **100 aligned physical retail locations** for effective audience reach.

Timing:

- Initial investment of approximately **\$13 million** over 4 to 5 years.
- **Year 1-2:** Focus on **development phase** with estimated **\$7 million** investment over 18 to 24 months.
- **Year 3-5:** Additional investment of **\$6 million** for **commercialization and scale-up phase** over 24 to 36 months.

Budgets Requirements

Venture Capital (VC):

- We'll request **\$13 million** from VCs, lasting **5 years**, for our initial R&D and commercialization.

Pre Money:

- The estimated pre money of our company would be **\$14 million**.

Alternate funding sources:

- Angel investors
- Crowdfunding Platforms
- Innovation Grants: Small-Business Grants for Women
- Accelerators: Startup Accelerators for Eco-friendly Companies

First-year Expenses

Expenses													
Salary expenses	67,000	67,000	67,000	67,000	67,000	67,000	69,100	69,100	69,100	69,100	69,100	69,100	816,600
Payroll expenses	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	156,000
Outside services	500	500	500	500	500	500	500	500	500	500	500	500	500
Supplies (office and operating)	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Repairs and maintenance	1,000	1,000	5,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	16,000
Advertising	5,000	2,000	2,000	2,000	2,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	20,000
Car, delivery and travel	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	50,000	5,000	105,000
Accounting and legal	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Rent & Related Costs	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	600,000
Telephone	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Utilities	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Insurance	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000
Taxes (real estate, etc.)	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	720,000
Interest	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	96,000
Depreciation	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	480,000
Sub-total Expenses	260,500	257,500	261,500	257,500	257,500	256,500	258,600	258,600	258,600	258,600	303,600	258,600	3,142,100
Reserve for Contingencies	26050	25750	26150	25750	25750	25650	25860	25860	25860	25860	30360	25860	314,760
Total Expenses	286,550	283,250	287,650	283,250	283,250	282,150	284,460	284,460	284,460	284,460	333,960	284,460	3,456,860
Net Profit Before Taxes	-286,550	-283,250	-287,650	-283,250	-283,250	-282,150	-284,460	-284,460	-284,460	-284,460	-333,960	-284,460	-3,456,860
Federal Income Taxes													
State Income Taxes													
Local Income Taxes													
Net Operating Income	-286,550	-283,250	-287,650	-283,250	-283,250	-282,150	-284,460	-284,460	-284,460	-284,460	-333,960	-284,460	-3,456,860

Budget Requirement References

Salary estimates are based on the average salaries of startup CEOs:

<https://kruzeconsulting.com/blog/startup-ceo-salary-report/>

Our pre-money valuation is calculated based on the following assumptions:

Investment Size of upcoming first round VC = \$3.5 million

% Investor Equity Ownership = 20%

Pre-Money Valuation = (\$3.5 million ÷ 20%) – \$3.5 million = \$14 million

<https://www.wallstreetprep.com/knowledge/pre-post-money-valuation/>

Budget Requirement References

Small-Business Grants for Women

- Amber Grant
- Papaya Grant
- EmpowHER Grants

<https://www.nerdwallet.com/article/small-business/small-business-grants-for-women>

Startup Accelerators for Eco-friendly Companies

- Better Ventures
- Fledge

<https://www.entrepreneur.com/starting-a-business/how-to-get-funding-for-your-eco-business/376815>

Business Plan Executive Summary

Ecodisc. is revolutionizing menstrual care **with our high-quality, single-use, biodegradable menstrual disc**. We prioritize the **autonomy and convenience** of womxn, ensuring leak-free comfort **without hurting our planet**.

We are challenging the norms of the menstrual product market and society at large which dictate that sustainability and menstrual comfort are mutually exclusive.

Market Value: 1.8B individuals menstruate, and the market is worth over 37B USD.

IP Protection: Will obtain patent for biodegradable material and device design.

Sales: Aiming for a 25% reduction in production costs, allowing us to maintain healthy profit margins of approximately 40-50%. Begin with digital sales.

Projection: Projected positive cash flow in 3-4 years, relying heavily on marketing to garner sales.

Business Plan Executive Summary Cont.

Current Technology Status: Proof-of concept, prototyping, and material testing stage.

Adoption with Current Use Patterns: Lean on pre existing routines and purchases of menstruators while also focusing on user education to assist in transition from traditional methods.

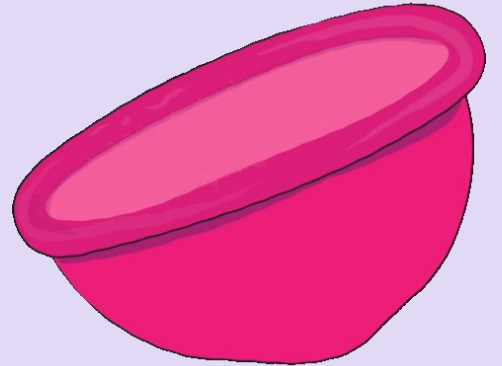
Technical Development Plan: Meet with potential buyers, perform material testing, fabricate and test prototypes.

Regulatory Compliance: Apply for FDA Registration (menstrual cups and discs are class II medical devices)

Manufacturing and Distribution Plan: We will do the technical work (manufacturing and distribution) by building our own team rather than contracting with others

Cash flow requirements: Initial investment of \$13 million over 4 to 5 years.

Questions?



Market and Financial Strategy

Cost-Effectiveness Strategy:

- Leveraging innovative, sustainable materials.
- Competitive price point with 25% production cost reduction.

Go-to-Market Strategy:

- Online sales channels for direct consumer relationships.
- Expansion into 100+ physical retail spaces.

Financial Projections:

- Positive cash flow anticipated within 4-6 years.
- Strategic pricing and marketing efforts target over 1 million digital impressions.

February 14

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Short Business Plan & VC Request for Funding (CFO/COO lead)

- . Simulation Team Presentation to be led by COO and CFO
- Technology plans to demonstrate proof of concept
- Discuss Market potential
- Provide a Financial Plan (dollars, activities, & timing), including:
Revenues, Expenses, Facilities, Hiring, Facilities
- Budget requirements (how much do you request from VCs?) and "Pre-Money" company valuation
- . Provide Reference Source Data for Slides (i.e. don't just make it up)
- . Provide a Business Plan Executive Summary
- . 15 min presentation per Team (team may provide up to 15 slides to VCs and share 7 slide maximum during the presentation)

Technology plans

Our technology is in the proof-of-concept stage. Our **next steps** include:



Potential **user**
interviews to guide
product development



Material testing of
various biodegradable
materials



Design and test
physical prototypes