

ecodisc.

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The problem

- **Environmental Issues:** Single-use menstrual products create significant waste; reusable options often lack convenience and cleanliness.
- **Usability Challenges:** Many products compromise on comfort or require frequent changes.
- **Our Core Values:**
 - Autonomy: Gives women control over their menstrual care.
 - Comfort: Ensure leak-free, comfortable protection.
 - Convenience: Up to 12 hours of protection.
 - Environmentalism: Biodegradable materials reduce ecological impact.



Our Solution

- **Innovative Design:** Single-use, *biodegradable* menstrual disc.
- **User Experience:** Leak-free, comfortable wear for up to 12 hours.
- **Environmental Impact:** Reduces waste with eco-friendly materials.
- **Market Shift:** Aims to change menstrual product choices towards sustainability.



Mission Statement & Impact

- **Mission:** To provide a menstrual product that marries comfort with environmental responsibility, challenging the need to compromise one for the other.
- **Impact:** Envision changing the menstrual product market towards greater sustainability, significantly reducing waste, and promoting eco-conscious consumer choices.



Questions

- When are we unsure if this product will succeed, how will we decide the amount to invest in the research and production of a product?
- How would we decide when to further expand the factory after obtaining a certain level of profit?
- Should we create a team for research and development, or collaborate with institutions like schools? What are the differences between the two options?
- There will inevitably be doubts about the product, leading many people to hesitate to use it. How can we use promotional methods to encourage everyone to give it a try?

