



The Smart Menstrual Solution

Periods are a big problem. They are a problem for menstruators who have to deal with the mortifying consequences of unreliable products and they are a problem for the planet. Menstrual products should be addressing these issues, but instead they perpetuate them. 75% of women suffer reliability issues on a regular basis, and over 100 billion disposable products thrown into landfill across the world each year. Each month users must make an impossible choice – choose a convenient disposable product or a sustainable reusable solution – all whilst knowing that reliability remains elusive. Despite users spending more on menstrual management each year than they do on their smartphone handset, half the population for half their lives, remain under-served. We want to change this.

We are developing the first smart menstrual solution that begins by addressing the reliability, convenience, and sustainability issues with existing products. Our unique, reusable menstrual cup is a custom fit product with a dynamic seal to ensure a guaranteed leak free period. The innovative design folds into a reusable applicator for a familiar and comfortable insertion process – just like a tampon. We have included a portable cleaner to rinse and sterilise the cup and applicator in a 90 second cycle. All of this will cost women just £60 a year, saving the average user over 60% of their current annual spend, and reducing their environmental waste burden by over 80%.

But we think that period products should be more than a hygiene solution. Using our sensor system, there's an opportunity to turn the menstrual cycle from a hygiene problem into the cornerstone for health management. Our product will start by measuring flow rate to provide automatic period tracking – giving user the optimum removal time for the product, and assimilating the data to offer unique, individual health insights. New product generations and app features will monitor mental and physical health markers to put women's health back into women's hands.

The UK menstrual product market, made up of 15 million women and worth £1.5 billion, is ready to be disrupted. We're turning a consumer staple into a premium health-tech experience, with a 10% market share and our UK valuation exceeding £300 million in 7 years' time. The global menstrual market of £39 billion will be our next target.

To realise this vision, we have built a team from companies like Dyson and Elvie to deliver the product development. We've built our mechanical prototypes, filed our patents and start initial user testing in Spring 2022. We have been chosen for Google's 2021 European Women's Health Accelerator as one of the leading start-ups in the sector.

We're about to close our round for £600k raised through EIS to build our integrated prototypes, demonstrate product performance and build a waitlist of customers before raising a further £2 million in Summer 2022 to develop, manufacture and launch the product across the UK.