

lunelle.

the future of menstrual health.

lunelle /lu'nɛl/ (noun)
embodies the rhythm, strength, and intuition of
womanhood in harmony with nature



www.lunelle.com

our team



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Pennsylvania



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Washington D.C.



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California



intro

the problem

Women who worry about leaking through their pads

91%



Women who adjust their lifestyles because they fear leaking

68%



Women who accidentally wear pads longer than recommended

67%



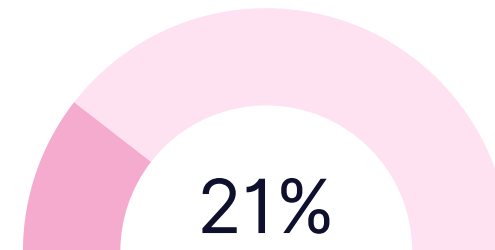
the problem

Women who accidentally wear pads longer than recommended

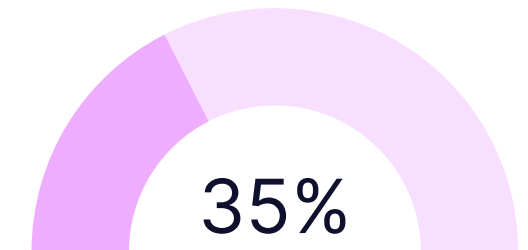
67%



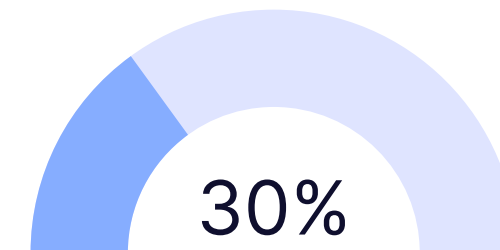
Women with PCOS (all ages)



Women with Endometriosis



Women with Menorrhagia



Related Risk

- Urinary tract infections
- Yeast infections
- Menstrual pain
- Skin irritation
- Bacterial and fungal growth

our product

regular pack of 24
\$16.99



large pack of 24
\$18.99



silver lunelle band
charger included
\$35

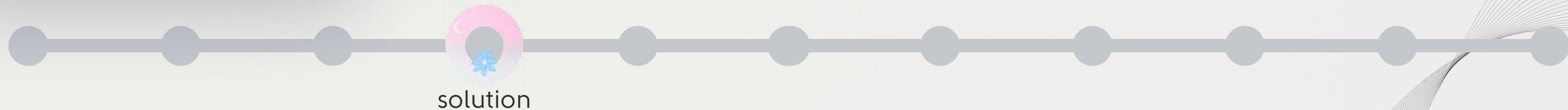
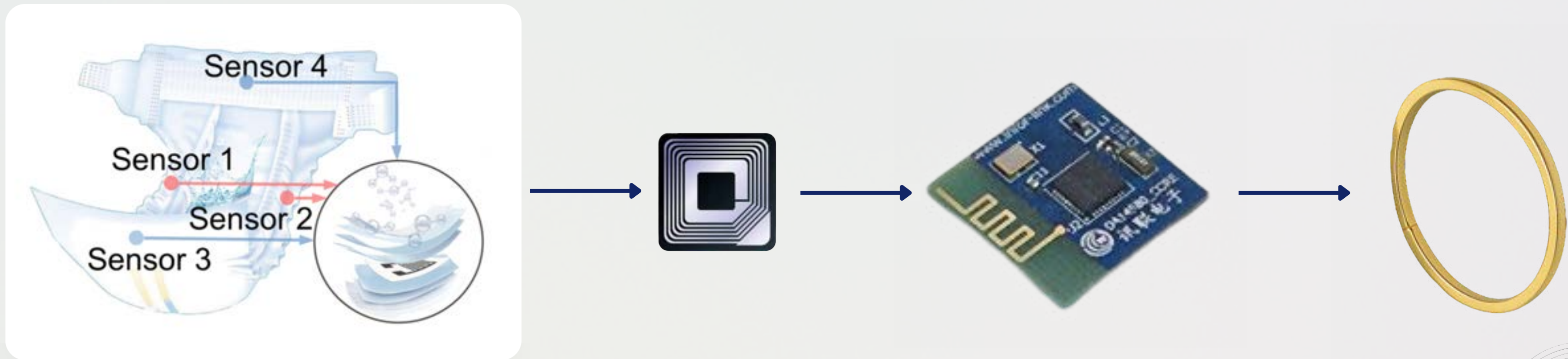


gold lunelle band
charger included
\$35



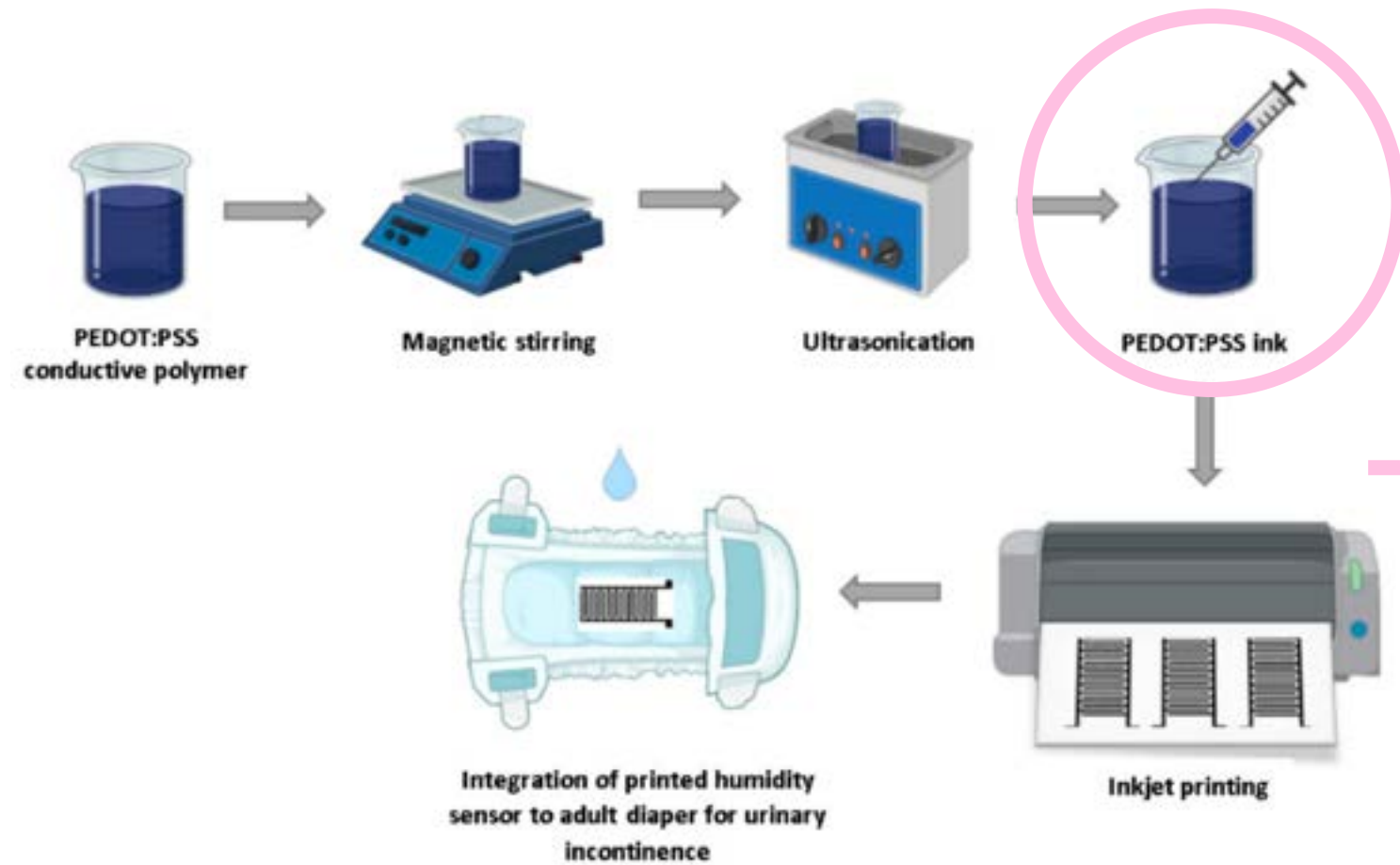
our journey

- **inspired by existing smart diaper technology**
 - uses RFID technology
- **--> bluetooth chips**
 - relatively large range
 - needs batteries

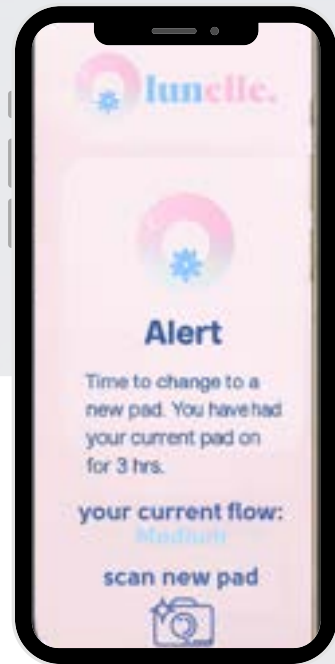
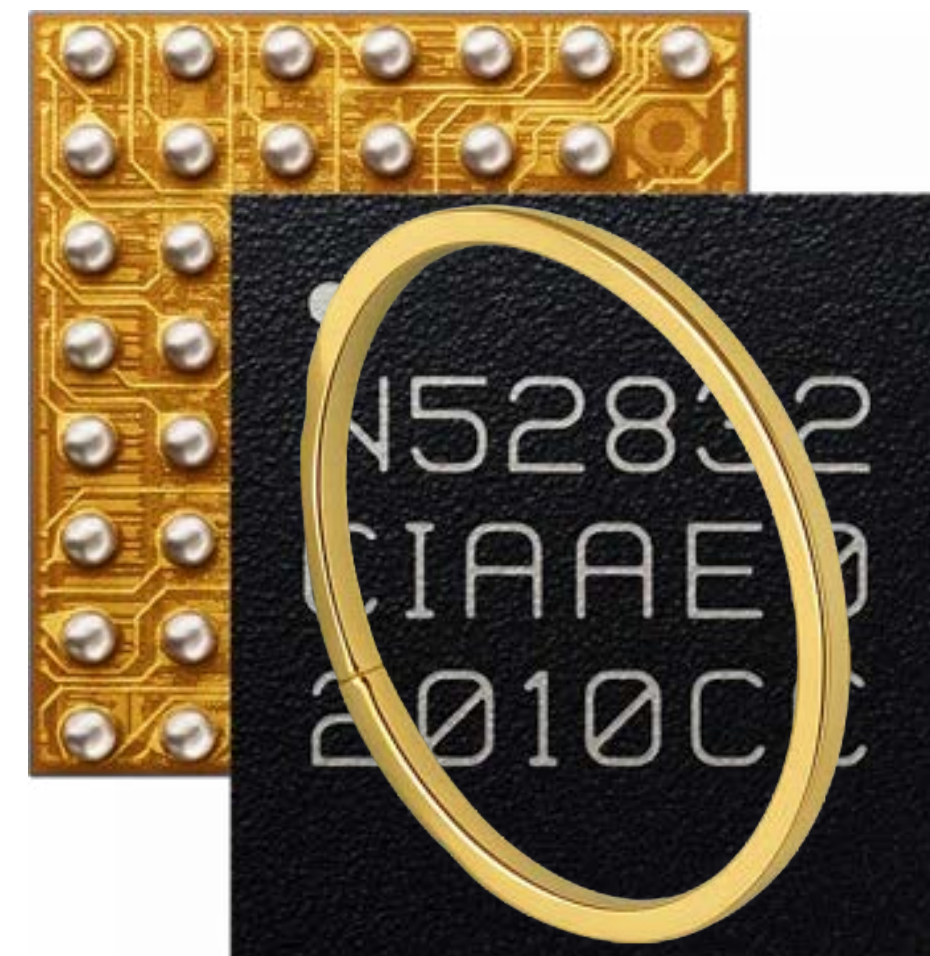


how it works

RFID tag printed with conductive ink



RFID sensor + bluetooth chip



our value

lunelle.

innovation

convenience

backed by science



care

user-friendly



value

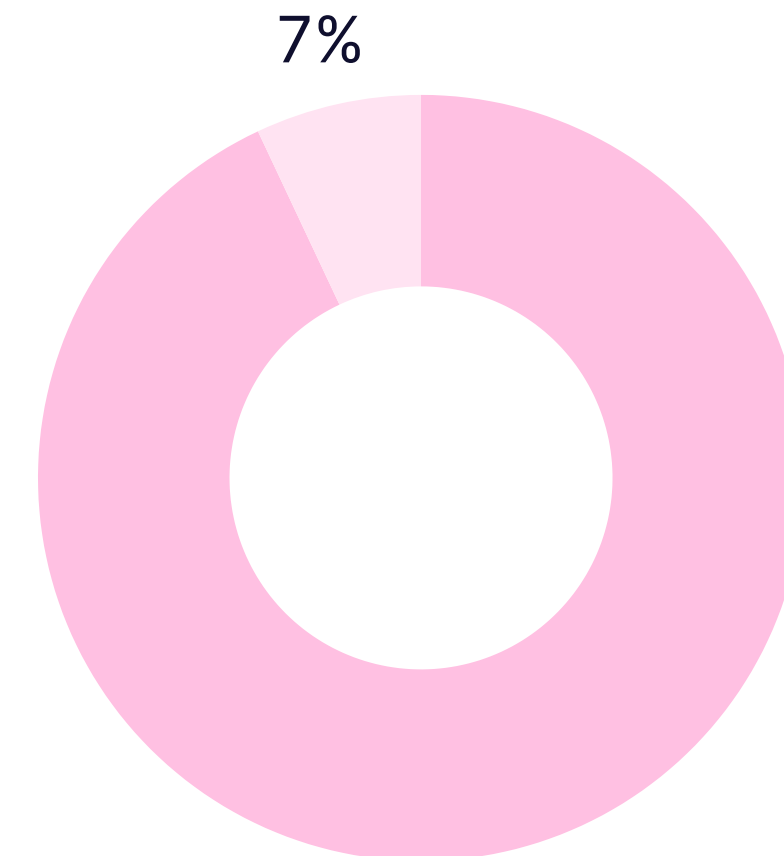
the market

Global Feminine Hygiene Market Revenue (USD)



Would you use smart pads?

yes no



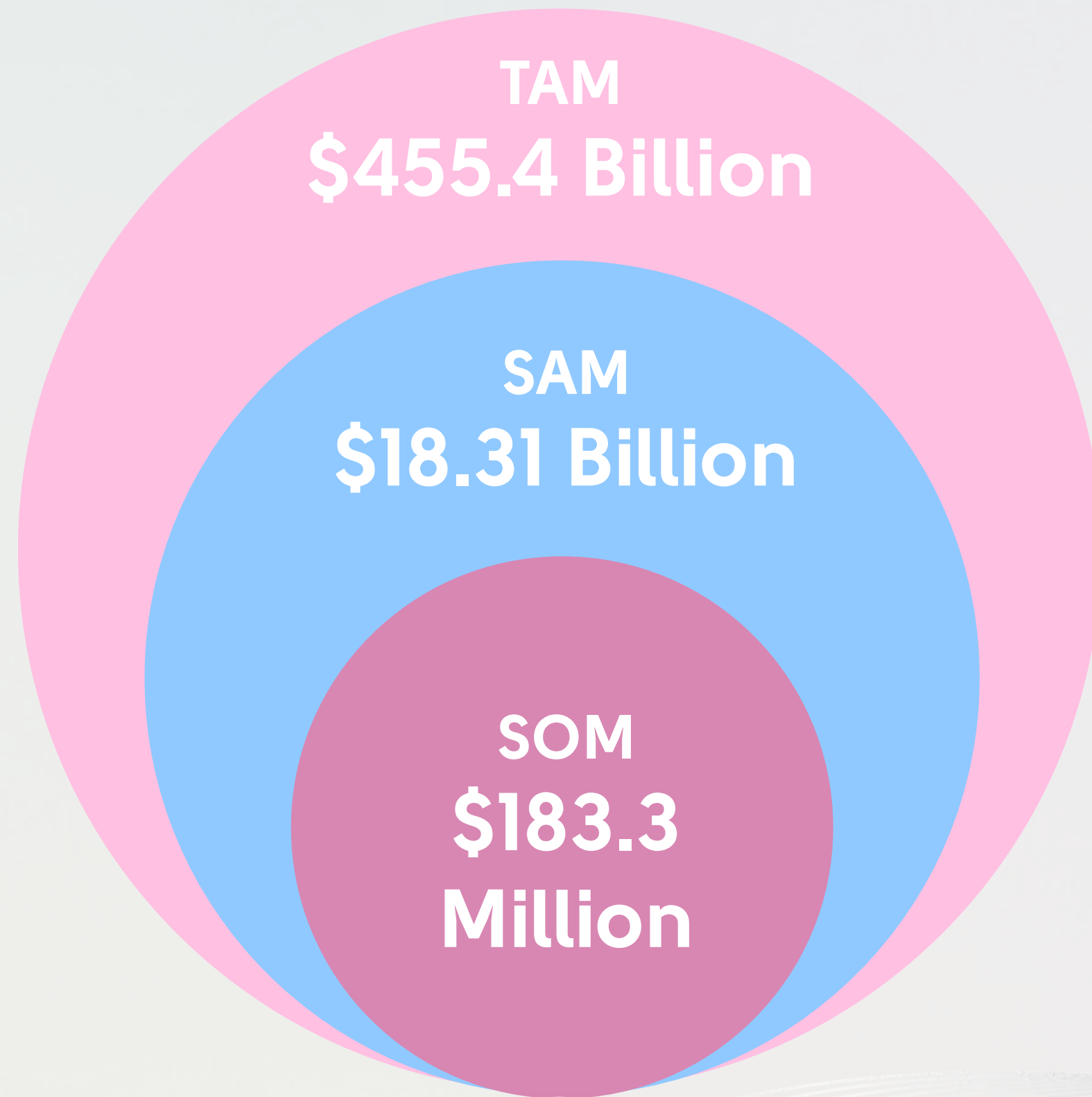
93%

7%

n=43

market

market opportunity



target audience



competitive analysis

Direct Competitors:

my.Flow
(bluetooth tampon w/ string that
connects to large sensor)



Indirect Competitors:



100% organic + clean pads



"leak-proof" pads



tampon industry



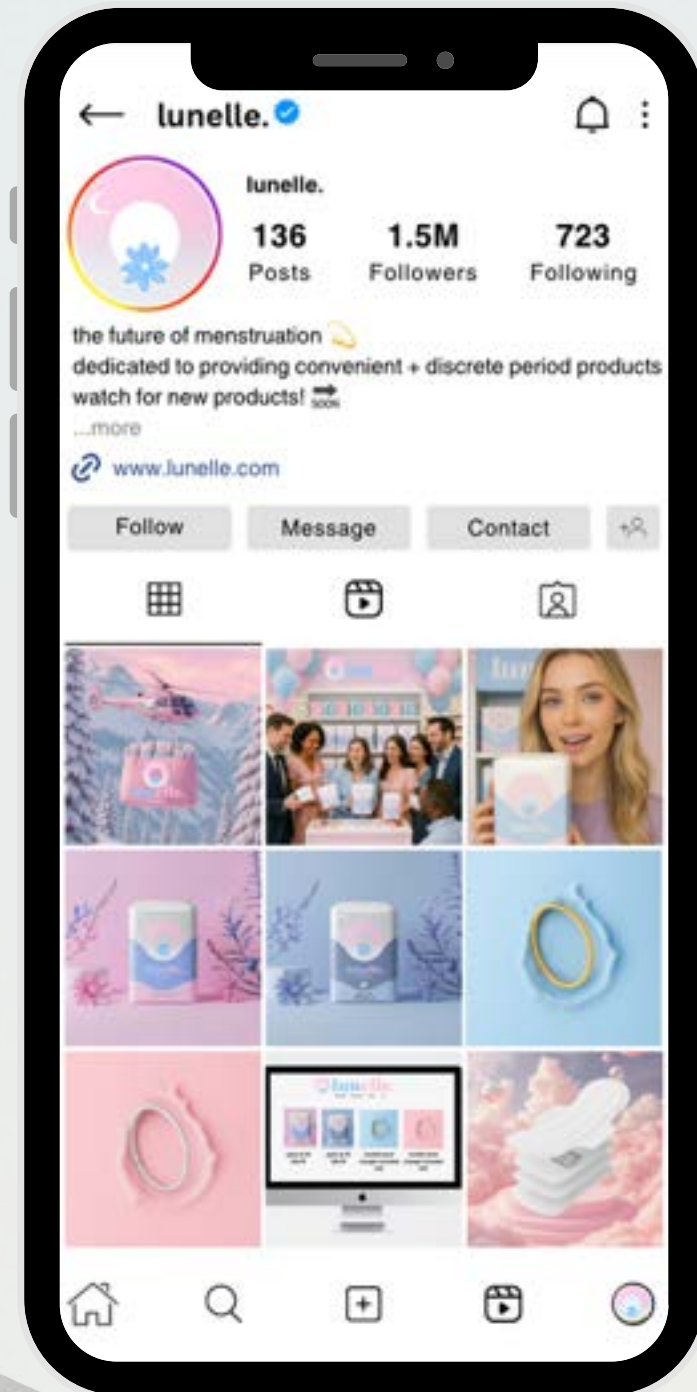
manual period tracking apps



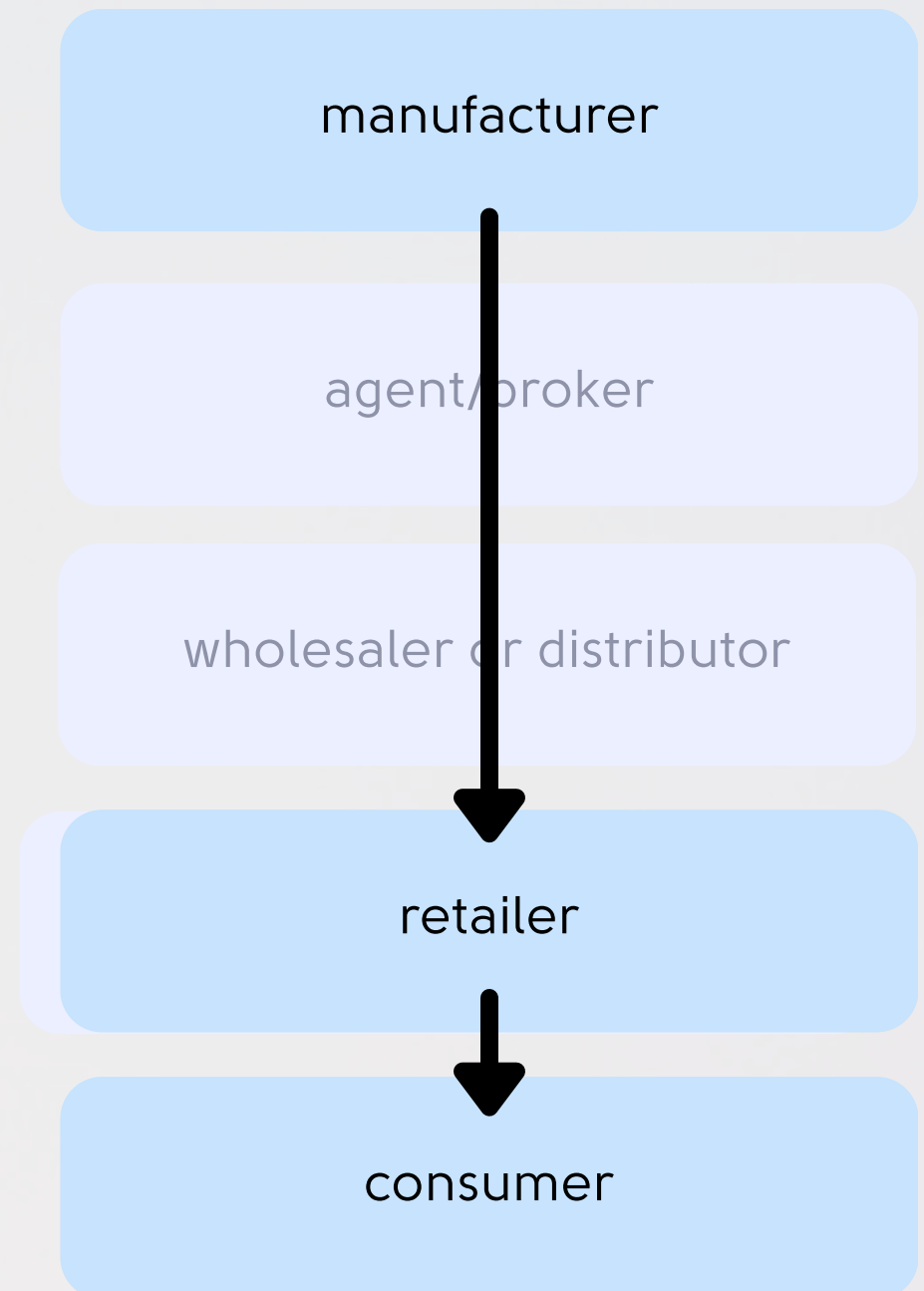
competition

go-to-market plan

marketing channels:



distribution channel:



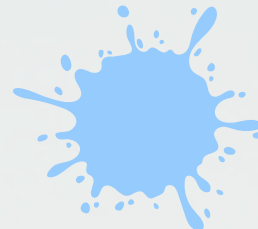
launch

cost per unit

cost of pad per unit- \$0.186



organic cotton
(\$4/kg)
\$0.016



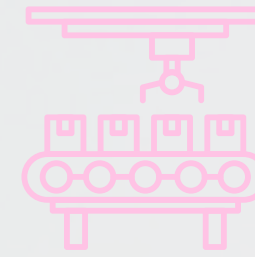
PEDOT:PSS
conductive ink
\$0.08



printing (R2R)
\$0.02



biodegradable
wrapper
\$0.015



automated
assembly
\$0.01



outer
packaging
\$0.01

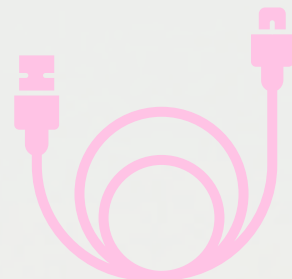


fulfillment +
shipping
\$0.03

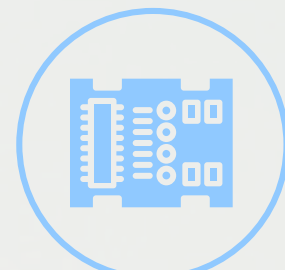
cost of lunelle band per unit \$18.50



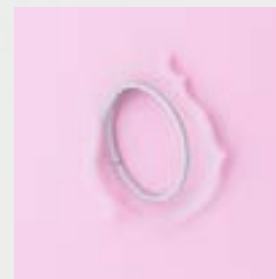
3.7V 100mAh
LiPo battery
\$4.00



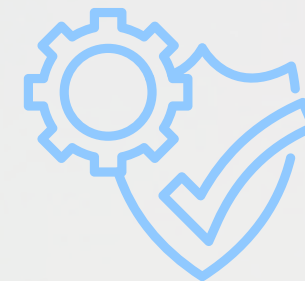
charging unit
(USB-c + cable)
\$1.50



PCB +
connectors
\$2.50



plastic housing
+ strap
\$3.00



assembly &
quality testing
\$2.00



packaging
(box+inserts)
\$0.75



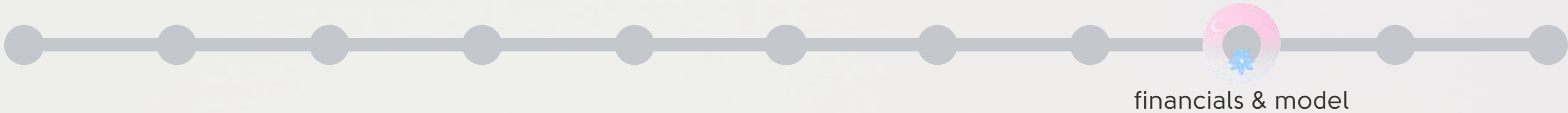
fulfillment +
shipping
\$1.25



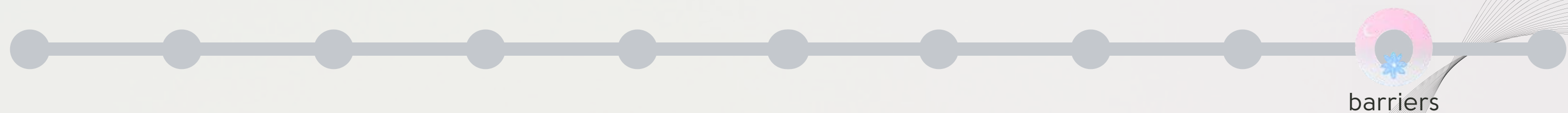
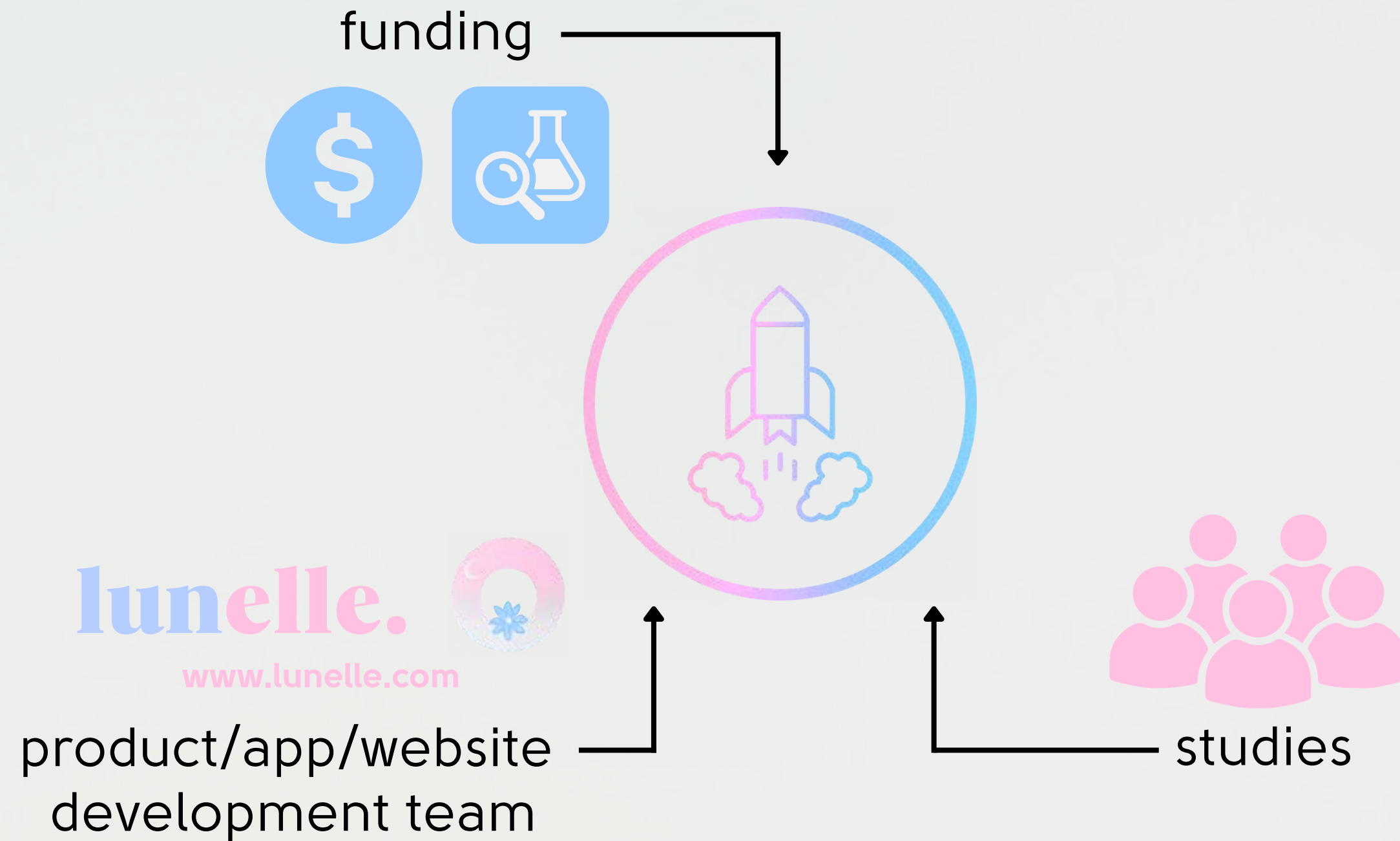
financials & model

cost structure

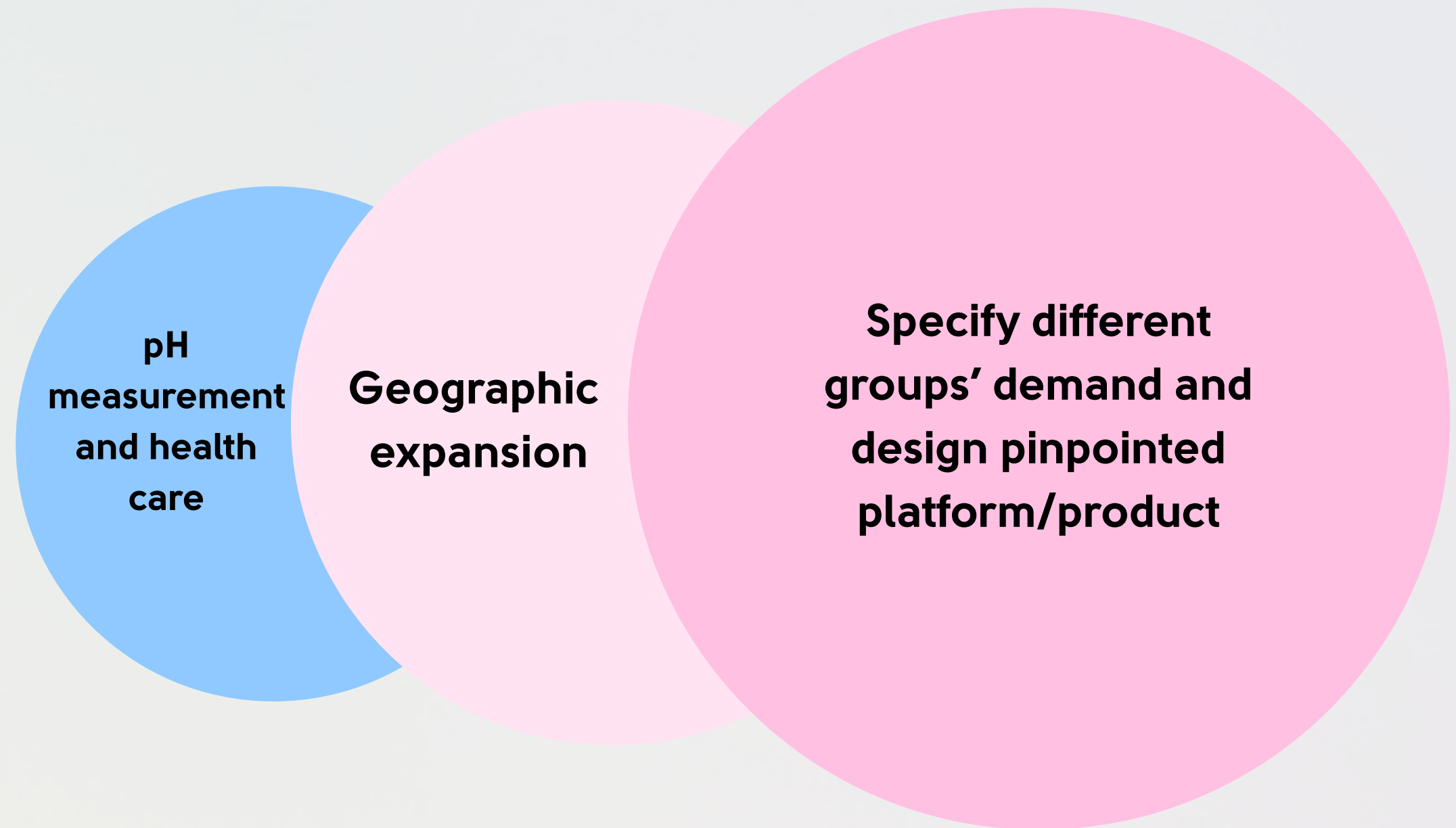
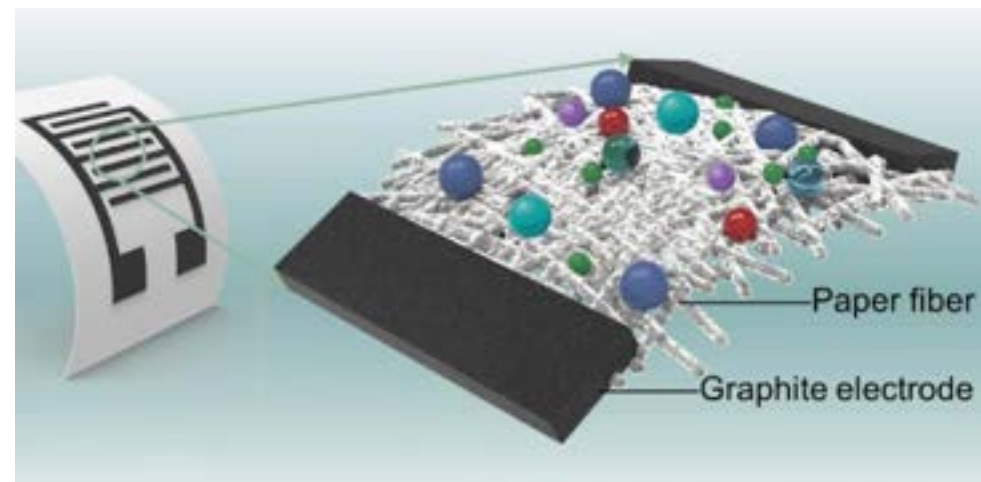
			Rael
pricing:	\$35 (one time purchase)	regular - \$16.99 large - \$18.99	regular - \$13.99
cost to produce:	\$18.50	regular - \$4.464 (\$0.186*24) large - \$5.04 (\$0.21*24)	regular - \$3.12 (\$0.13*24)
profit margin:	47.1%	regular - 73.16% large - 73.46%	regular - 77.7%



barriers to entry



scaling



Thank You

the future looks bright with lunelle.

lunelle.

