



## *Crimson Care*

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# Table of Contents

1. Executive Summary.....	03
2. Company & Business Description.....	05
3. Product & Services Line.....	08
4. Market Analysis.....	11
5. Marketing Plan.....	13
6. Sales Plan.....	16
7. Legal .....	18
8. Financial Plan.....	19
9. Appendix.....	21

## Executive Summary

Crimson Care is a socially-driven company dedicated to providing affordable, non-toxic, eco-friendly menstrual products via a subscription-based model. Our mission is to address period poverty, the lack of accessibility to period products, and improve menstrual health of those in underserved regions by offering convenient access to high-quality menstrual care. Our products primarily include traditional period products such as sanitary pads, tampons, and menstrual cups along with heat patches to help alleviate menstrual pain, all designed with sustainability and comfort in mind, delivered straight to the door.

Our leadership team comprises Jia Dodeja (CEO), Myron Paes (Head of Sales), and Kinjal Gadgil (Head of Marketing). Together, we contribute expertise in business operations, product development and management, and marketing. Our team shares the vision to create a brand that stands for easy accessibility, sustainability, and transparency.

Our mission is to serve individuals in underserved countries, starting with India, by providing them with reliable access to affordable, eco-friendly, safe-to-use menstrual products. By addressing the issue of period poverty, we aim to empower everyone to join millions of others on a good menstrual health and self-care journey regardless of demographics or income. By expanding our reach year after year, we are determined to drive positive change in global communities eventually.

Crimson Care's competitive advantage lies in a subscription-based model that provides consistent delivery of essential products, making us much more reliable than retail stores and other similar service providers. We offer a unique combination of affordability and customization that resonates with customers in need of a service that delivers their choice of products whenever and wherever with ease of cancellation. While other service providers offer an alternative medium of accessing period products over purchasing from retail stores, our products are designed to meet the needs of individuals in rural India and other underserved areas where access to quality menstrual care is limited. Our strongest edge lies in transparency; our packaging comes with a list of materials used to manufacture period care products, so our customers can use them with the assurance that they are non-toxic and organic.

Crimson Care is projected to reach its break-even point at the start of Year 2 with monthly operating costs of \$25,550 and initial startup costs of \$180,000. To ensure the

business remains viable until reaching the break-even point, we are requesting \$500,000 in initial capital from investors. This sum will cover our operating expenses and startup costs, after which the business is expected to be self-sustaining through monthly profits.

# Company & Business Description

## Company Purpose

Crimson Care is a social enterprise that allows easy access to affordable, eco-friendly, and hypoallergenic menstrual products through a subscription service. The business aims to address period poverty by offering customizable products tailored to individual needs at a much lower cost than retail stores, facilitating delivery to underserved areas where access to these essentials is limited. In addition to these essentials, Crimson Care has also devised a solution for individuals struggling with premenstrual syndrome, easing pain through the care chair. Apart from the care chair, our product line primarily includes sanitary pads, tampons, menstrual cups & discs, all made from organic materials, heat patches, hygiene wipes, and absorbent underwear. Our educational resources empower individuals with menstrual hygiene resources and collaborations with charitable organizations advocate for menstrual health.

Our target market consists of individuals who struggle to access or afford menstrual products, particularly in underserved areas where access is limited to begin with. We focus on areas with high rates of period poverty, especially rural India where menstrual products are not readily available. Crimson Care is on the path to success because we are not only filling a gap in the market with affordable, high-quality menstrual products, but we also sell products that alleviate PMS symptoms and are green. Our subscription model promises convenience and reliability, connecting us to customers who value their menstrual health and the environment.

## Mission/Vision Statement

Crimson Care's mission is to provide accessible and affordable menstrual health products, empowering individuals through reliable access to menstrual care with educational resources and solutions tailored to a variety of needs. Our goal is to improve menstrual hygiene in underserved parts of the world, for example, India, while prioritizing comfort. We are dedicated to providing eco-friendly, hypoallergenic, and non-toxic products through a subscription service that is convenient regardless of socioeconomic status or geographical location. Our broader vision is to cultivate a community in which menstrual health is no longer a barrier to well-being and every person, regardless of their circumstances, has access to safe and effective menstrual solutions.

## Core Values

**Accessibility:** Making sure that every individual has access to high-quality menstrual products irrespective of location or income.

**Empathy:** Dedicating efforts to recognizing the needs and challenges of our customers and serving them with utmost care.

**Sustainability:** Offering eco-friendly products, both biodegradable and reusable, to promote environmental health as well.

**Transparency:** Ensuring products are made from non-toxic, safe materials. Crimson Care products come with a full disclosure of all materials used, allowing customers to make informed choices about their menstrual health.

**Empowerment:** Tackling premenstrual syndrome symptoms with specialized solutions that promote comfort and self-care.

**Collaboration:** Partnering with charitable organizations to enhance access to menstrual care products and support educational initiatives for menstrual hygiene.

## Team & Org Structure

Crimson Care is founded by individuals who unanimously share the core values and are committed to making its vision come to life. With diverse strengths and qualified backgrounds, Jia Dodeja, Myron Paes, and Kinjal Gadgil bring a wealth of experience in management, marketing, and product development.

**Jia Dodeja:** CEO, oversees all business operations and executes strategic direction. Jia holds a specialization in Innovation & Entrepreneurship along with a degree in Computer Science, making her contribution to the development of the website invaluable. Jia also has the vision needed to execute long-term business strategies that align with organization growth and Crimson Care's mission.

**Kinjal Gadgil:** Head of Marketing, responsible for customer acquisition strategies and communications. Kinjal holds considerable experience in social media marketing and driving successful marketing campaigns, making her insight as Head of Marketing very

valuable to the expansion of our customer base. In addition, her expertise in managing brand reputation ensures consistent and authentic relationships with customers.

Myron Paes: Head of Sales, focusing on retail expansion, partnerships, and customer engagement. Myron has extensive industry knowledge which helps Crimson Care in understanding its competitors and market dynamics within menstrual care or subscription models. He also holds familiarity with developing and executing sales planes that drive growth, scaling sales efforts.

# Products and Services Line

## Product Offering(s)

Sanitary Napkins or Pads: It is an item that's stuck on the inside of one's underwear (and secured using wings) in order to absorb menstrual blood. We offer five different sizes of sanitary napkins that are meant for different levels of blood flow. Globally, pads are the most used menstrual product because they are the one that is most commonly known and the one that is the most accepted.

Tampons: They are cylinder-shaped absorbent devices that are pushed inside the vagina with an applicator in order to hold menstrual blood. Similar to the pads, we offer five different sizes of tampons that are meant for different levels of blood flow.

Menstrual Cups: They are flexible, bell - shaped containers that are placed inside the vagina in order to hold menstrual blood. They are reusable and as a result, are environmentally friendly, and they can be worn for long amounts of time because they can hold more blood than other menstrual care devices.

Heat Patches: This device is designed to provide heat to muscles affected by menstrual cramps to allow them to relax. They are small, portable, and reusable, allowing them to be used at any time wherever one needs to.

## Service Offerings

Subscription service: Our subscription model has two different tiers, one being the standard model and the other being a premium model.

- Standard model: This model allows for customers to create a custom schedule to receive menstrual products of their choice. They are able to choose the type of menstrual product(s) they would like, how many of each of the selected products they would like, along with how frequently they would like this menstrual care bundle delivered to them. Inside this package is a miniature pamphlet providing information about menstrual care and awareness.
- Premium model: This model provides the benefits that come with the standard model along with a few exclusive features. A menstrual care awareness magazine including informative sections, interviews, common questions, and entertaining puzzles and riddles will be provided every month. Along with this,

the customer would receive a discount on other products sold by the company like the massage chair.

## Pricing Model

Considering that our customer base starts off with 5000 people purchasing products every month, in order to meet the target of a gross profit of \$390000, we could have to have each box that we sell have an average price of \$7.95, have the standard subscription model at a price of 12 dollars per year (3% of our customers) and have the premium subscription model at a price of 18 dollars per year (1.5% of our customers). We are trying to prevent marking up the prices for the products themselves because our goal is to have affordable products, however, the subscription prices could be increased little by little (50 cents increase for the next year). This plan would be based off of a freemium plan where the premium plan would be tiered. With an increasing customer base, we are likely to sell more products and along with them, subscription plans, which would lead to an increase in revenue.

# Market Analysis

## Target Market

The total addressable market consists of all individuals that menstruate across the globe, the size of this population being 1.8 billion people. When zooming in further, the serviceable addressable market would consist of menstruating individuals in India, where this startup will be set up, the size of this population being 355 million people. The serviceable obtainable market would be specified to the specific type of customer we are targeting (those who struggle to purchase menstrual products), the size of this population being 177.5 million people. Furthermore, interviews with potential customers conducted among our target audience revealed a strong demand for an affordable alternative to menstrual products traditionally sold, further validating the need for our subscription service.

## Buyer Personas

Our target market consists of menstruating individuals ranging from the ages of 16 through 30 in India. These individuals do not have the financial capability to purchase menstrual products or are in areas (such as rural areas or the mountains) that prevent them from being able to access stores where they can purchase such products. A younger age group has been chosen starting in one's late teens because this is an age range that has the ability to make or begin to make decisions for themselves, and it is also an age range when people are more willing to adapt to better solutions.

## Location Analysis

India is a country where there is a major lack of menstrual awareness, especially in rural areas, and this combined with stigmas, taboos, and poverty, has encouraged poor hygiene practices over the generations that have passed. In fact in rural India, only about 42 percent of women follow hygienic practices during their period. We hope our startup will change this picture, allowing for women to be educated about the realities of menstruation and providing them with affordable care options.

## Competitor Analysis

Competitor Name	Comparative Strength(s)	Comparative Weakness(es)	Counterpoint(s)
The Pink Box	<p>Our company aims to provide cheaper prices to those who cannot afford the product and thus are able to both provide a solution to a specific and common need, and an important social cause. We value education regarding menstrual care, and as a result we make sure to provide this through forms such as pamphlets, emails, magazines, and more to our customers. Our products are also non toxic and won't harm our customers.</p>	<p>This company places a focus on being natural and environmentally conscious, which is reflected in their eco-friendly products. This company has partnered up with a variety of different companies, and as a result a greater variety of products are provided such as natural menstrual pain remedies, headache relief oil, cloth pads, vitamins, and teas. Much like our company, this company also provides a subscription service for menstruation products.</p>	<p>While the other company also provides a period care package service, our company allows our customers to choose what products they would prefer to use as a part of their care package through mix and match. While the other company does provide a multitude of other products, the products, while shown to be naturally based, provide no evidence of actually working or being useful. The way that the website is set up along with the lack of information makes those products seem sketchy.</p>
Laiqa	<p>Our company also allows for an individual to customize what products they would like delivered to them depending on their preferences as well as what they are able to afford. This helps cater to our customers through the business in a more personalized manner.</p>	<p>This company places an importance on being eco friendly and as a result, the offered disposable menstrual care products are biodegradable. They provide free panty liners along with many of their care box deals. They also have a blog page where they speak about common problems relating to menstruation and questions people often have.</p>	<p>While Laiqa does provide free panty liners with a lot of their products, their products are not as affordable as our menstrual care products aim to be. Along with this, a few panty liners do not compensate for the lack of sizing options for their products which can lead their customers to feeling a lot of uncomfortability. While they do have a blog page, we aim to educate our customers about</p>

			menstruation through pamphlets, magazines, and more.
Pinq	<p>Our company has a greater variety of menstrual care products such as cups. We also offer more of a variety when it comes to sizes and allow for our customers to customize what they would like to purchase according to their preferences. Our company works to raise menstrual awareness and remove the stigma that surrounds it in society by easing our customers into the conversation if they are unfamiliar with it.</p>	<p>This company advertises their products to a younger group, like ours, using bold and bright designs with a retro theme. They offer more products such as different types of underwear, breast cups, body tape, sweat pads, and make up pouches.</p>	<p>This company targets their products towards a group of young women who likely are more progressive or liberal compared to those who are a part of the customer base that we are targeting. Chances are, if the person is reluctant to use menstrual care products or is unaware of what they are, they are not likely to know about body tape and breast cups. Along with a lack of knowledge about such products, they are also unlikely to use such products either.</p>

# Marketing Plan

## Positioning Strategy

Crimson Care identifies as a socially-conscious company that provides affordable, eco-friendly, non-toxic menstrual care products, targeting individuals who suffer from period poverty or lack of adequate access to menstrual hygiene products. Our unique value proposition depends on a subscription-based delivery model with personalized packages that cater to customer preferences and needs. As a result, buying a Crimson Care package is not only a convenient service but also an empowering statement to one's personal hygiene.

Potential buyers will be interested in Crimson Care because it addresses their biggest challenges which include affordability, convenience, and access to safe, non-toxic products. Crimson Care offers an innovative solution for people in rural and underserved areas with lack of access to quality menstrual products and even individuals who are green-minded and prefer an eco-friendly alternative over traditional period products. Our buyer persona values hygiene, sustainability, and convenience and we aim to meet these needs by providing affordable, customizable, and reliable product subscriptions that are delivered directly to their door.

Our website will serve as the hub for all customer interactions ranging from subscription management to customer support. The website will be optimized to provide easy navigation for new customers trying to learn more about our offerings and allow for quick sign-ups to the subscription. By integrating user-friendly features, including product selection tools and educational content about menstrual health, we strive to build trust and allow our customers to make informed choices.

## Acquisition Channels

### 1. Social Media Marketing

Crimson Care will use social media platforms like Instagram, Facebook, and Tiktok as a central medium for the marketing strategy. By directly engaging with the target audience, we plan to build brand awareness and trust. We will use organic and paid social media campaigns, collaborate with influencers, and

share user-generated content primarily. We intend on utilizing social media as a tool to educate the public on period poverty and our mission in tackling it.

## 2. Blogging

Crimson Care will invest resources in creating education content about menstrual health, period poverty, and establishing a blog that attracts organic traffic to our website. In addition, the blog and informative videos will position Crimson Care as a credible voice in the menstrual care space. Content will be shared on social media platforms and via email newsletters to engage customers and acquire new ones.

## 3. Search Engine Marketing

Crimson Care will use SEO to optimize the website for keywords related to menstrual care, period poverty, and eco-friendliness. Additionally, we will use paid search engine marketing (SEM) to increase visibility for high-intent keywords, particularly for customers seeking solutions to period poverty or searching for alternatives to traditional menstrual care.

## 4. Partnerships

Collaborating with influencers in menstrual health, wellness, and sustainability will expand our reach to potential customers. Partnerships with charities and nonprofits that focus on period poverty specifically will bolster our social mission to provide affordable and accessible period care and establish credibility in this regard.

## 5. Referral Marketing

Crimson Care will encourage satisfied customers to refer friends and family through a referral offer, giving them discounts and free products for every successful conversion. We truly prioritize word-of-mouth since it plays a crucial role in building a strong customer community.

## 6. Event Marketing

Crimson Care will be hosting and sponsoring community events related to menstrual health and sustainability to help us connect with the target customers directly. These events will serve as opportunities to raise awareness about period poverty and promote our cause.

## Tools and Technology

### 1. Customer Relationship Management (CRM)

A CRM platform, like Hubspot, will manage customer data, track leads, and streamline communication. It is essential for building key relationships with

customers, managing marketing campaigns, and offering personalized customer experiences.

## 2. Content Management System (CMS)

A CMS service, like Wix, will manage the website and blog content, allowing the marketing team to easily publish new blogs, product updates, and customer satisfaction stories. Wix also offers SEO optimization that allows us to edit meta titles, enhancing search engine visibility and also mobile optimization so, there is a mobile-friendly version of the website available.

## 3. Email Marketing & Automation Software

Email marketing platforms, like Mailchimp, will manage communication with customers, automating email campaigns and newsletters. Through automated campaigns, customers will receive welcome emails, product recommendations based on purchase history, and reminders for upcoming shipments. The platform will send targeted emails to segmented customers, allowing us to test which content drives the higher click-through rates.

## 4. Analytics and Reporting Tools

A tool, like Google Analytics, tracks website traffic, customer behavior, and the effectiveness of marketing campaigns. Key insights can be derived from metrics like product views, cart amendment, and purchase flows to identify where adjustments are needed.

## 5. Social Media Management Tools

Crimson Care will use a social media management platform like Hootsuite to schedule, monitor, and analyze social media content from various platforms like Instagram, Facebook, and Tiktok. Using this tool will help us maintain an active and engaging presence. The tool can offer us performance analytics by tracking engagement rates, follower growth, and post performance so we can optimize content strategies.

## 6. A/B Testing and Conversion Optimization Tools

Since our website is currently in development, we are in the process of running experiments on different versions of the landing pages to see which designs and layouts result in the highest conversions. Optimizely, one such tool, can track how potential customers interact with our website and identify areas of improvement.

## 7. Influencer Discovery and Management Tools

Crimson Care will also make use of platforms, like AspireIQ, to manage relationships with influencers and brand ambassadors to promote our brand. These platforms assist with finding influencers based on audience demographics, engagement rates, and content relevance and ensure a smooth collaboration by managing everything from outreach to payment.

# Sales Plan

## Sales Methodology

In order to perform customer outreach and tap into as large a sector of our target market as possible, we plan on marketing towards areas with low menstrual product accessibility and to those who cannot afford local menstrual products. While there may be period products on the market that wield a comparable selling price to our products, we aim to localize period product purchasing to "desert" areas in rural India in order to better tap into a largely untapped market (namely, the women of India who do not have access to "traditional" period products via shipping or local stores). Because period-poverty awareness is a mission which is largely aligned with our company mission statement, we plan on pursuing an outbound sales strategy in order to better educate our target audience on the mere existence of our company, let alone the lack of accessibility for menstrual products that exists throughout the world; this strategy works especially well for our product since it touches both the social outreach aspect of our business while simultaneously marketing our product.

## Sales Organization Structure

In terms of sales organization structure, I will act as head of sales for Crimson Care Inc, while Kinjal will serve as the head of marketing. As CEO, Jia will oversee both sales *and* marketing as whole departments, although neither department will necessarily be her specialization (as they are for Myron and Kinjal, respectively). Sales and marketing, for any business, have a natural overlap, and they wield a similar overlap within Crimson Care. Specifically, marketing will be in charge of identifying *how* to reach customers, whereas sales will focus on translating the efforts of marketing into tangible purchases. The marketing department will primarily perform customer outreach while the sales department simultaneously attempts to streamline these efforts into sales, but there may be some bleed-over between the two departments wherein a marketing representative completes sales work and vice versa.

## Sales Channels

The primary sales channel that we will focus our energy into is brick and mortar; while there are many menstrual-care related companies that have effective revenue streams via online wholesale services, our product aims to fill in the gaps left by said services, meaning that we must go nearly exclusively physical within the startup phase of the company. We will own a few proprietary stores when we first begin retailing efforts, but we must also distribute to other stores early on to ensure that our outreach efforts spread as far as possible.

## Tools and Technology

*[Describe the sales tools you will utilize – such as live chat, website and ecommerce sales integrations, your [CRM software](#), and call software – and how they will help you hit your goal.]*

Our business will take on a relatively low-tech approach to sales (due largely in part to the fact that our target demographic is located in rural India), but the sales technology that we do implement will focus heavily on customer service. We will have a simple website to inform potential consumers of our mission and business (and potentially fulfill online orders deep into the future of the company), and this website will implement both a live chat function and a CRM-equipped hotline. In this way, we hope to better educate our audience on the issues that plague rural India and answer any lingering questions regarding our company.

# Legal Considerations

## Legal Structure

In order to boot up our company and successfully establish ourselves in the menstrual-care oligopoly, we plan on legally structuring our company to be a Limited Liability Partnership. Since we intend to outsource manufacturing in order to maintain a competitive retail price and profit margin, we likely will have to give up a portion of equity in the company in order to incentivize outsourcing companies to partner with us (as detailed below within the financial plan, wherein our manufacturer acquires 10% equity in the company). Fortunately, LLPs limit our financial burdens, as financial responsibility for manufacturing falls largely on the investing party's shoulders as opposed to our company. While it is preferable that we keep all company equity amongst the founding parties, structuring Crimson Care as an LLP protects us from major early financial trouble and expedites the startup process tenfold. However, being an LLP will not affect the quality of products we are promising our customers. To ensure consistent quality, Crimson Care will secure supplier agreements with trusted manufacturers specializing in non-toxic, safe-to-use materials. Rigorous quality assurance protocols will be enforced, ensuring that every product meets safety and non-toxicity standards, fostering trust among customers by providing care that is not compromised on.

## Legal Considerations

In India, there are a surprisingly modest number of laws regarding manufacturing and distribution of menstrual products. Aside from laws from The Bureau of Indian Standards which mandate use instructions, absorbent side indicators, and disposal directions on menstrual product packaging, there are no regulations on the menstruation industry whatsoever. The lack of legal protection for menstruating consumers is genuinely concerning to see, and this disregard only fuels what we already know there is a need for in India: greater period-poverty awareness and better support infrastructure for the suffering.

In the US, there are no federal FDA regulations regarding ingredient disclosure for period products, but specific states (such as New York and California) mandate that ingredients in period products be labeled on the packaging itself. It is also worth noting that multiple states have banned the sale of menstrual products embedded with PFAs, including the likes of Colorado, Maine, Minnesota, Vermont, and Rhode Island. Our products will likely avoid having these toxins altogether regardless of the laws in place, but they are regulations to keep in mind after we scale globally. We will have to obtain state-specific permits to sell menstrual products

in alignment with the preexisting statutes, but the overall cost of these permits will not exceed \$10,000. Additionally, we will pay for liability insurance in the case of a workplace accident and to cover legal fees down the stretch (should a legal case ever arise).

## Financial Plan

### Startup Costs

Cost Item	Amount (\$)	Estimated Payment Due (Month(s) since Launch)
Contract Fees	5000	1-2
Market Research	10000	1-3
Permit/Legal Fees	15000	2-6
R&D	30000	3-5
Marketing Design/Material Costs	20000	3-5
Initial Inventory (Materials)	25000	5
Manufacturing (Cost to Outsource)	5000	5
Distribution	30000	5
Storage Warehouse	15000	5-6
Launch Promotion	20000	6-7
Miscellaneous Expenses (Personal supplies, etc.)	5000	1-6
Total	180000	

## Sales Forecasts

### *Ideal Sales Forecast*

Year 1: Annual Revenue: \$480,000 (Average of 5,000 units sold per month \* \$8 unit price)

Year 2: Annual Revenue: \$960,000 (Average of 10,000 units sold per month \* \$8 unit price)

Year 3 Annual Revenue: \$1,248,000 (Average of 13,000 units sold per month \* \$8 unit price)

## Break-Even Analysis

### *Costs:*

- Initial startup costs = \$180,000
- Initial monthly operational costs: \$25,550

### *Gains:*

- Selling price per unit: \$8
- Cost per unit: \$1.50
- Gain per unit: \$6.50 (Selling price - COGS)

### *Break-Even Point:*

- Monthly Revenue Required to Break Even: \$31,450
- Monthly Unit Sales Required: 3,931 units per month (Monthly Costs / Monthly Gains = \$25,500 / \$6.50)
- Total Units to Break Even on Startup Costs: 27,692 units (Startup Costs / Profit Margin = \$180,000 / \$6.50)

Accounting for accumulated monthly costs and total startup costs, we project to break-even around the beginning of our second fiscal year.

## Projected Profit/Loss

### *Year 1:*

- Cost of Goods Sold: \$90,000 (60,000 units \* \$1.50)
- Gross Profit: \$390,000 (\$480,000-\$90,000)
- True Profit: \$13,400 (\$390,000 - \$377,000 in operating costs)
- Our Profit: \$12,060 (True Profit \* 0.9 [Since we hold 90% equity])

*Year 2:*

- Cost of Goods Sold: \$180,000 (120,000 units \* \$1.50)
- Gross Profit: \$780,000 (\$960,000-\$180,000)
- True Profit: \$403,000 (\$780,000 - \$377000 in operating costs)
- Our Profit: \$362,700 (True Profit \* 0.9 [Since we hold 90% equity])

*Year 3:*

- Cost of Goods Sold: \$234,000 (156,000 units \* \$1.50)
- Gross Profit: \$1,010,000 (\$1,248,000-\$238,000)
- True Profit: \$633,000 (\$1,010,000 - \$377000 in operating costs)
- Our Profit: \$567,000 (True Profit \* 0.9 [Since we hold 90% equity])

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*Pessimistic Sales Forecast*

Year 1 Annual Revenue: \$288,000 (Average of 3,000 units sold per month \* \$8 unit price)

Year 2: Annual Revenue: \$480,000 (Average of 5,000 units sold per month \* \$8 unit price)

Year 3: Annual Revenue: \$960,000 (Average of 10,000 units sold per month \* \$8 unit price)

*Break-Even Analysis*

*Costs:*

- Initial startup costs = \$180,000
- Initial monthly operational costs: \$25,550

*Gains:*

- Selling price per unit: \$8
- Cost per unit: \$1.50
- Gain per unit: \$6.50 (Selling price - COGS)

*Break-Even Point:*

- Monthly Revenue Required to Break Even: \$31,450
- Monthly Unit Sales Required: 3,931 units per month (Monthly Costs / Monthly Gains = \$25,500 / \$6.50)
- Total Units to Break Even on Startup Costs: 27,692 units (Startup Costs / Profit Margin = \$180,000 / \$6.50)

Accounting for accumulated monthly costs and total startup costs, we project to break-even around month 6 of our third fiscal year.

## Projected Profit/Loss

### Year 1:

- Cost of Goods Sold: \$48,000 (36,000 units \* \$1.50)
- Gross Profit: \$240,000 (\$288,000-\$48,000)
- True Profit: -\$137,000 (\$240,000 - \$377000 in operating costs)
- Our Profit: -\$123,300 (True Profit \* 0.9 [Since we hold 90% equity])

### Year 2:

- Cost of Goods Sold: \$90,000 (60,000 units \* \$1.50)
- Gross Profit: \$390,000 (\$480,000-\$90,000)
- True Profit: \$13,400 (\$390,000 - \$377000 in operating costs)
- Our Profit: \$12,060 (True Profit \* 0.9 [Since we hold 90% equity])

### Year 3:

- Cost of Goods Sold: \$180,000 (120,000 units \* \$1.50)
- Gross Profit: \$780,000 (\$960,000-\$180,000)
- True Profit: \$403,000 (\$780,000 - \$377000 in operating costs)
- Our Profit: \$362,700 (True Profit \* 0.9 [Since we hold 90% equity])

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## Funding Requirements

We have contributed significant sweat equity in the form of developing the website using our technical skills in both frontend and backend programming, and building connections for potential partnerships. However, considering the facts that our startup costs near \$200,000 and that we hit our break-even point around the start of year 2 (before which monthly operating costs remain stable at \$25,550), we require at least \$500,000 in initial capital to viably blossom our business into a profitable endeavor; this capital will be just enough to cover our expenses up until our break-even point, by which point our company will be self-sustaining via monthly profits.

# Financial Charts (Labeled)

