

INVEST IN femPAQ

We take the oops out of unexpected periods by providing accessible period care

LEAD INVESTOR



Jenny Tolan

I am so incredibly impressed by April Roy and the entire concept around her business. femPAQ is much needed in this world and has proven phenomenal traction. As a woman in the workplace, I only wish femPAQ had existed when I was going into the office. I hope to benefit from it in locations nationwide soon as it rolls out. The product is thoughtful, well-developed, and off to the races. What a great business model to invest in. am so grateful I get to support femPAQ at this pivotal time.

Invested \$10,000 this round & \$22,250 previously

fempa.com

Delaware City DE



Highlights

- 1 🚀 \$125k raised to-date, in addition to \$20k bootstrapped 🦊
 - 2 2 FT employees, 1 PT
 - 3 📋 3 pilot customer in education and hospitality industry starting fall 2021
 - 4 2022 ended with interest from 9 retailers and 3 distributor
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Our Founder



April Roy CEO + Founder

Creating equitable spaces for womxn through social impact & sustainability. Our mission is to improve womxn's health thru products, policy, education and community.

640 million womxn around the globe experience unexpected periods multiple times annually but the true problem is the lack of access to convenient comprehensible period care in public spaces they exist. Causing unwanted anxiety & stress. Creating menstrual equity & ending period stigma allows menstruators to Live, Work & Play without Fear, Period.

Accessible period care at your fingertips



Revolutionizing Menstrual Management

April Roy

april@fempa.com

Team

The experience, track record and vision to succeed.

April Roy

Founder & Chief Executive Officer

B.A. in Fine Arts
12yrs Product Development



Derek Johnston

Acting Chief Technical Officer

AA/BA
15yrs Branding/
Web Development



Lisa Feddersen

Head of Sales

Former P&G Exec.
25+yrs Sales Experience



Caressa Foreman

Operations Consultant

Global Supply Chain Exec.
20+yrs Operations Experience

Rashauna Norment

Advisor



Patent/Trademark Attorney



Jeannette Balleza Collins

Advisor



Entrepreneurial Development
Founder/Fund Manager



Biorn Simmons

Advisor



Exited Startup



Kemba Hall

Technical Advisor



Product Manager



Lightship Foundation

Advisor



LIGHTSHIP

Mentor, educate & fund
remarkable founders



Fundraising
Go-to-market market
Pilot customers

Innovate Arkansas

Advisor



Arkansas World Trade
CEO

Denise Thomas

Advisor



The Problem

When unexpected periods happen, womxn lack accessible on-the-go menstrual hygiene care when they are in public spaces like work, school, travels, and outdoors.



Unexpected

640M womxn around the globe experience unexpected periods multiple times annually



Lack of Access

Menstrual products are often inaccessible, negatively impacting health and hygiene.



Stigma & Taboo

Menstruation is still considered a taboo topic, creating shame around a natural process.



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Typical Period Products

Direct & indirect competitors current solution to period care.



Coin operated dispenser

Period Panty

Large Packaged Products



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Empowering Womxn Experiences

Revolutionizing the way we tackle menstrual emergencies!

Comprehensive Care

Includes a range of options to

Convenience & Discretion

Compact portable kits easily

High Quality & Sustainable

providing the highest quality

ensure customers are prepared for any scenario

accessible in any space women exist

products while minimizing our environmental impact



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Period Emergency Kit

7-in-1 FDA Approved.

Panty + Pad + Tampon + Liner + Wipe + Ibuprofen + Chocolate



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How It Works

Direct Solution



Industry Integration



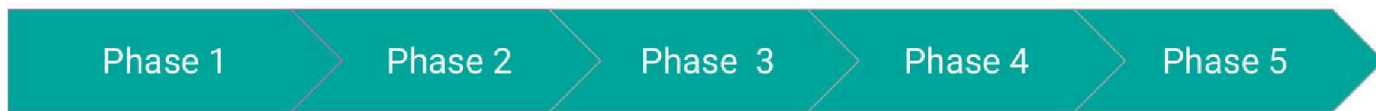
System Change

- Inclusion
- Accessible
- Boost Morale
- Increase Productivity
- Reduce Anxiety
- Convenience
- Confidence



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Go-To-Market



Education & Athletics	Travel & Hospitality	Outdoor	Government	Retail
<ul style="list-style-type: none"> School Districts College Universities Women's Sports 	<ul style="list-style-type: none"> Airlines Airports Cruise lines Amtrak Hotels Resorts 	<ul style="list-style-type: none"> State Parks Federal Parks Amusement Parks Concert Venue Sports Arenas 	<ul style="list-style-type: none"> Military Police & Fire Detention Centers Fema Redcross 	<ul style="list-style-type: none"> Walgreens CVS Travel Centers Vending Convenience

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Pilot Customers

From school districts to travel & hospitality. Our product is needed in every industry



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Traction


We continue to make great progress.

Commitments

	\$2.9M
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Active Discussions

<i>Wegmans</i>	
\$600K	\$2.2M

ARR		ARR	ARR
 \$6.3M ARR		 \$1.3M ARR	 \$12M ARR
 \$260K ARR	 \$100K ARR	FAIRE \$1M ARR	 \$15M ARR

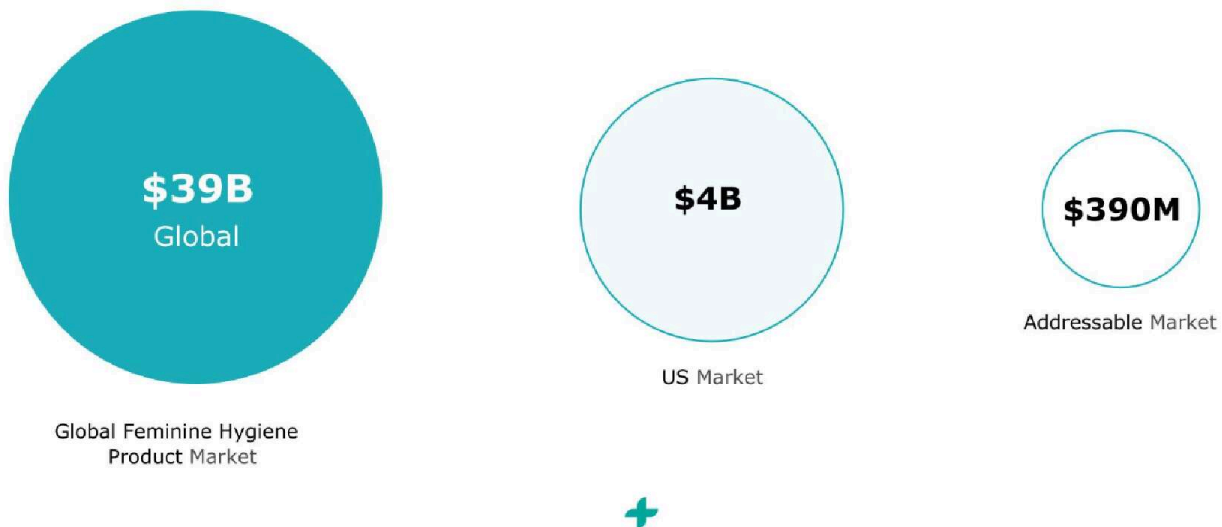


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forward looking projections cannot be guaranteedARR is based on projected annual revenue

A Global Opportunity

Powering the world's experiences has unlimited potential.



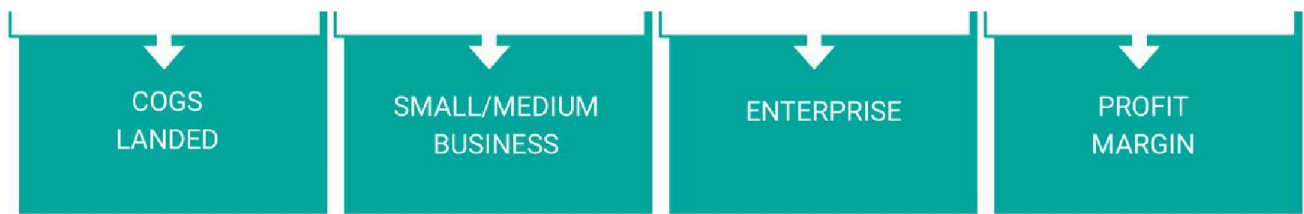
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Business Model



\$1.60 unit COST	6.25 unit WHOLESALE	\$5.50 unit WHOLESALE	70% MARGINS
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* Sold in a master pack of 48 units, Price based on volume

Business Model

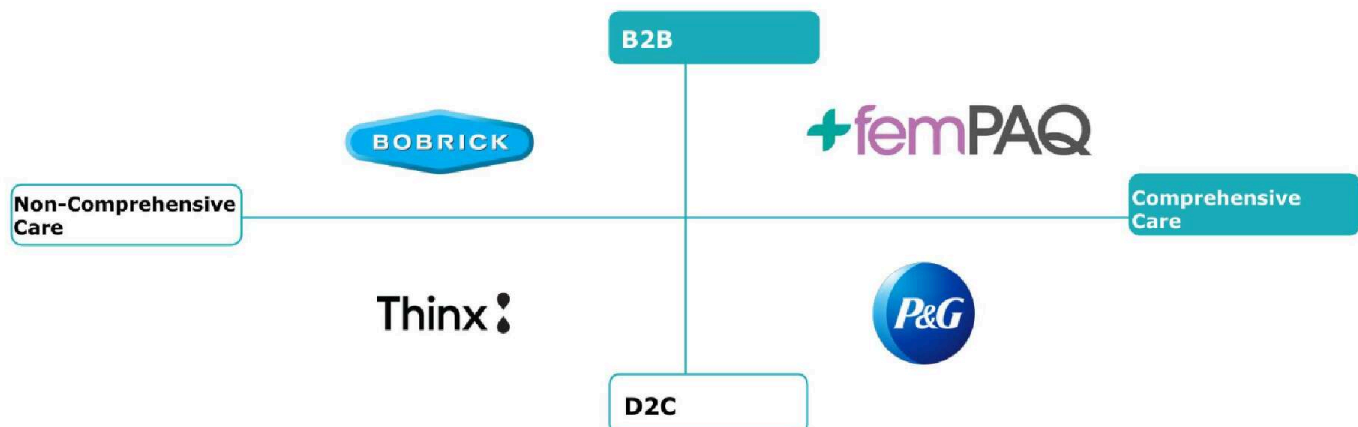
Our business model is structured business to business, vending and subscription.



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Industry Landscape

Most companies place the burden on the customer/employee when it comes to menstrual hygiene care. As a B2B platform, we focus on providing sustainable convenience to women's health.





Marketing Strategy

Industries are leveraging everyday people as influencers in promoting their brand. We see it as a way to educate and build community.



Travel & Retail

Powering Travel & Retail Industry

Sports & Outdoor

Powering the Sports & Outdoor Industry

Education & Government

Powering the Government & Education Industry



Testimonials

"It is the perfect size to fit in a bag and it has all the products that you would ever need in case you had a period emergency."

-Influencer

"I now officially feel prepared for the next anatomical emergency"

-Business Owner

"My period has caught me off guard on multiple trips so femPAQ has become a travel essential"

-Program Manager

"I am loving my femPAQ. It fits in my purse with ease and I feel secure knowing I have it."

-Teacher



"What blew me away most were the items inside the packaging. It had everything you need to address a surprise period. I was not expecting that much product rolled into a compact tube"

-Influencer

"My daughter keeps hers in her cheerleading bag"

-Dad, Travel Industry

"femPAQ saved me on flight to Turkey from Australia."

-Business Traveler



Featured:

AXIOS

amp



soirée

ARKANSAS TIMES



Arkansas Business

Democrat and Gazette

Exit Strategy

There are several ideal acquirers to Name.



Preferred Strategy

Partial exit for investor payout while continuing to build billion dollar FemTech company through R&D and community



Could expand into the experience business overnight



History of acquiring industry- leading personal care



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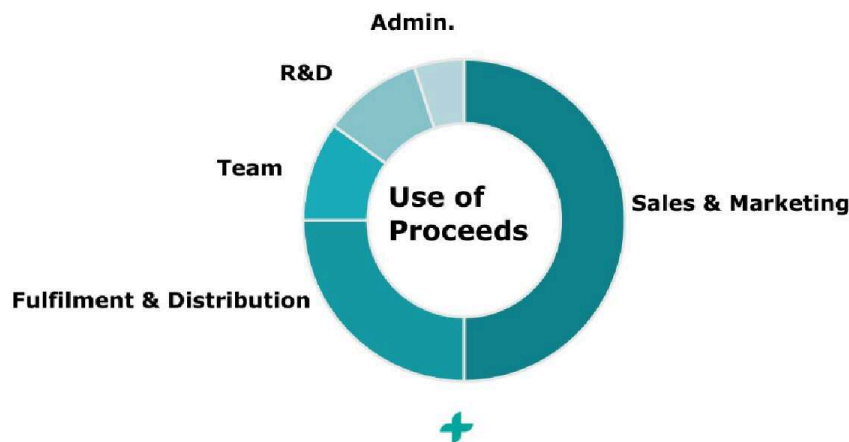


Ask



We are raising \$124K of our \$3M via the Community Round

To grow team, launch new partners, scale the business and reach profitability.



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forward looking projections cannot be guaranteed



5yr Revenue Projections



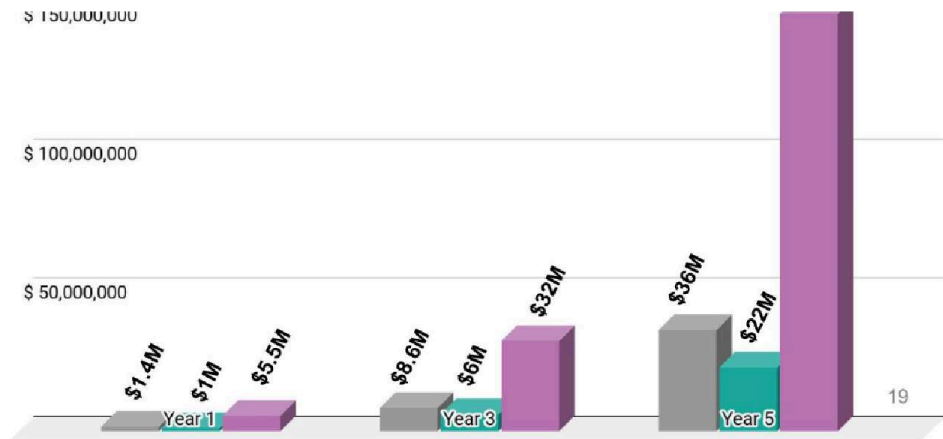
■ cost per unit ■ mfg. cost per unit ■ revenue

- Increasing customer acquisition by adding

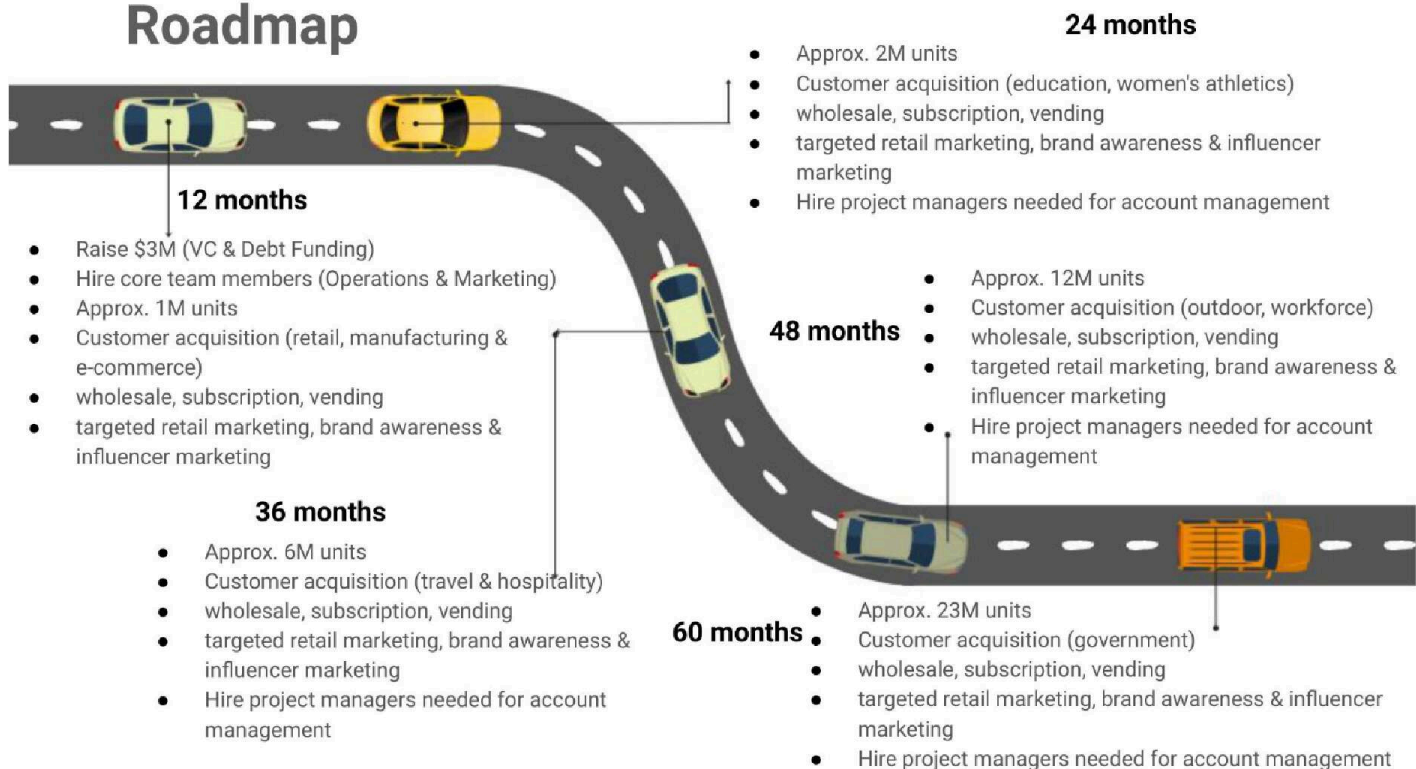
\$150M

target markets every 6 months.

- Increasing wholesale, subscription and vending revenue an average of 50% to 75% annually



Roadmap



forward looking projections cannot be guaranteed

Thank You



At femPAQ, we believe that every woman deserves to have access to reliable period management products. With your help, we can make that a reality. Please consider supporting our campaign and helping us to empower women everywhere. Thank you for your support!



www.fempa.com

For Patent Info & Financials

Send inquiries via website