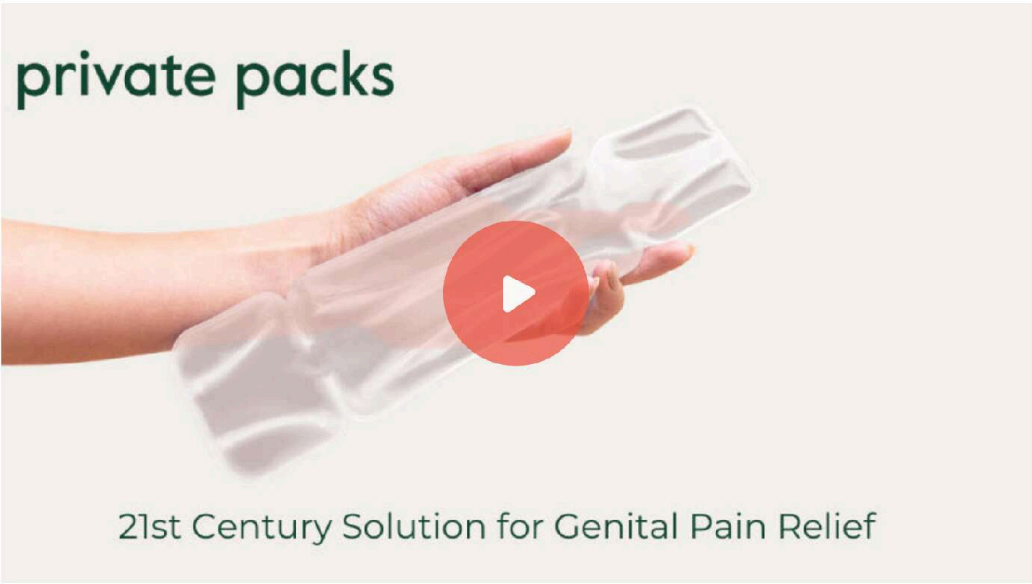


# A modern line of holistic feminine pain relief solutions



[privatepacks.com](http://privatepacks.com) New York NY

Retail Main Street Hardware Minority Owned Health and Fitness

OVERVIEW **UPDATES** WHAT PEOPLE SAY 4 ASK QUESTION

## Highlights

- 1 🏆 Won "Most VC-Backable Startup" by the Venture Capital Investment Competition
- 2 🏢 Inaugural XRC Elevate Fellow
- 3 🏪 CVS 10 store pilot participant
- 4 🧑 Black Female Founder
- 5 📄 Design Patent Granted

## Our Founder

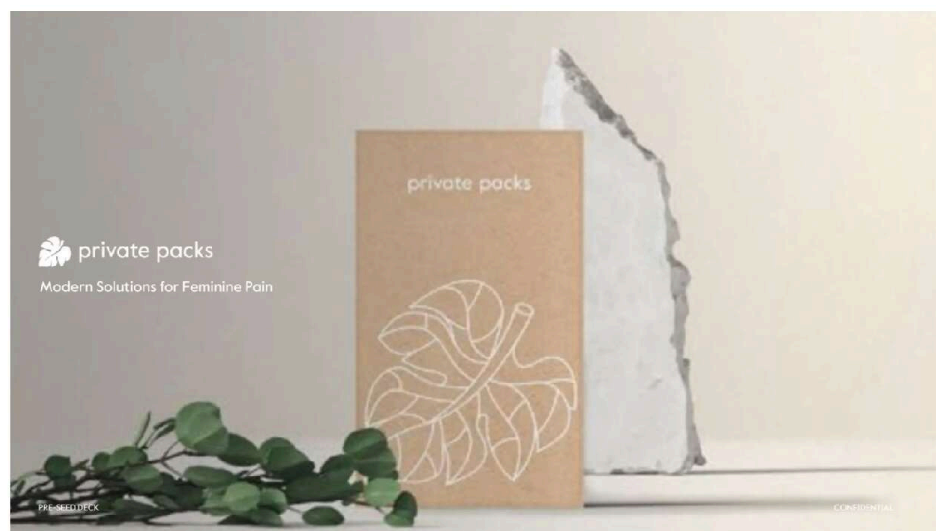


**Suzanne (Sinatra) Roberts** CEO

Ex-Wall Street Marketing Executive turned Entrepreneur. Former Member of the Royal Canadian Armed Forces. Marksman. Fun fact: My first job in America was as an EA working for Dee Snider (Yes, the 80's rock band Twisted Sister lead singer).

On more than one occasion I have had down there pain and I was tired of having to resort to frozen peas to heal my privates. There are therapy packs for every other muscle and joint on the body, why not the V??? I decided to do something about it.

## Our Story



### Executive Summary

#### COMPANY

Private Packs is a CPG female wellness company that creates a modern line of feminine pain relief solutions for the intimate body parts.

#### MISSION STATEMENT

Transform the healing process for women's most sensitive body parts.

#### PRODUCT OFFERINGS

- Ergonomic Hot & Cold Therapy Packs
- Topical Ointments



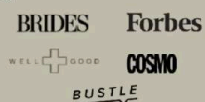
#### MARKET

Private Packs is a challenger brand taking on an unmet need in the women's health space - pain relief solutions, a \$6.8B market opportunity for women

#### TEAM

Suzanne Sinatra, an experienced Wall Street Marketer, is our CEO. Our advisors have over 40 years of medical and CPG experience from brands such as AWAY,

#### PRESS



#### RAISING

\$250,000

#### USE OF FUNDS

- 40% Marketing
- 10% E-Commerce
- 35% Hiring
- 5% G&A
- 10% CVS Pilot

#### TERM SHEET DETAILS

- Convertible Note
- 8% interest
- 20% discount
- \$5M valuation cap

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02

### Problem

**100%**  
of vulva owners experience pain in their privates.

#### SEXTECH

SEXUAL WELLNESS (21+)

#### FEMTECH

GYNECOLOGICAL HEALTH  
PREGNANCY CARE  
PERI-MENOPAUSE (40+)  
ESTROGEN-RELATED CANCERS

#### SILVERTECH

MENOPAUSAL WOMEN (50+)

ALL  
C&S

## Current Solutions

Women have to resort to antiquated tools that are demoralizing.



**Outdated Hand-Me-Downs**  
You can't bring these to the office



**Meant to Be Eaten**  
Messy, unsterile and bulky



**D.I.Y. Fixes**  
Frozen padicles and frozen condoms

## Market Opportunity

Women are often misdiagnosed and our health is under researched.

**\$6.8B**  
TAM  
**135M**  
FEMALES 16+ yrs old

**\$11.2B**  
**\$572K**

**\$4.3B**  
SAM  
**86M**  
CHRONIC PAIN & TRAUMAS  
Co incident with 2-3 other traumas

**\$214M**  
SOM FOR VULVA PACKS  
**4.3M**  
5% OF THE MARKET

4.3M X \$49.99

## Solution

### Product I: Vulva Pad

GRANTED DESIGN PATENT  
HOT & COLD  
FSA/HSA REIMBURSABLE  
NON TOXIC MATERIALS  
ECO-FRIENDLY



## Competition



		Medline	Pariday	Vagikool	Nyssa	Femcorp	GentlePak
Multi-Temperature	✓	—	—	—	✓	—	—
Patented Design	✓	—	—	—	—	✓	—
Performance Material	✓	—	—	—	—	—	—
Inclusive Brand	✓	—	—	—	—	—	—
Sustainable	✓	—	✓	—	✓	✓	✓
Approachable	✓	—	—	—	✓	—	—
Price	\$49	\$36	\$34	\$40	\$12	\$42	\$49

### Customers

When my pelvic floor muscles are clenched it results in a burning sensation on my vulva. For years, many doctors and PF PT's didn't know what was wrong me. Everything exacerbated the pain."

—Donna, 31 ys old. No children

My daughter has been experiencing horrific chronic pain from endometriosis and vulvodynia. She's crying every night from the pain. She can't sit for any length of time and is a college student which affects her work.

—Sue, 54 yrs old, Mom, 1 adult child

Thank you for making Private Packs! My GF is suffering from chronic urethritis which triggers when she gets cold and I don't want to see her in pain anymore.

—Marcus, boyfriend, no children

### Unit Economics

Also sold as a one pack (\$34) and three packs (\$69).

	DTC	Wholesale
Retail Price	\$49	\$300 <sub>/case</sub>
COG	\$3.29	\$39.48
Profit Margin	93%	86%

### Traction & GTM

**TO DATE**

Successful Crowdfunding & E-Commerce launch

Granted design patent

Rewards & pre orders

**PHASE I** 2-12 Months

CVS pilot

Begin marketing efforts

Launch waitlisted SKUs

Start wholesale & clinician program

Key Hire: Marketing

XCLabs

**PHASE II** 12 - 24 Months

Expand retail footprint

Launch additional SKUs

Key Hire: Sales

**PHASE III** 25+ Months

Amazon Store

Launch topical products

Pursue Medicare coverage

Key Hire: Ops

### Investment Opportunity

**\$250,000**

- 8% interest
- 20% discount
- \$5M Valuation
- Target Runway: 18-24 Months

### 2021 Milestones

- 16 Week Pilot in 10 CVS Stores
- Kickoff marketing campaign to grow presence
- Execute nationwide retail pharmacy chains
- Launch additional SKUs
- Team buildout
- Build Clinicians, Therapists and Pharmacists portal

Category	Percentage
Marketing	40%
Personnel	35%
Retail Ready/ CVS	10%
E-Commerce	10%
We Funder Fee	5%

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### CEO & Founder

## Suzanne Sinatra

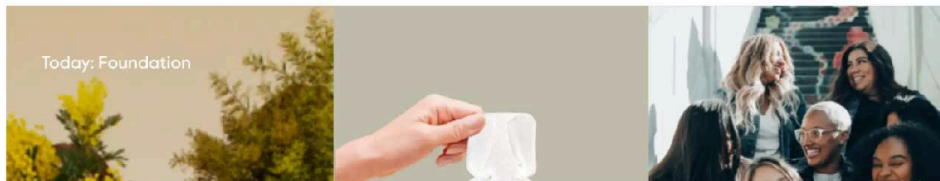
- Wall Street Marketer turned Fem Tech Entrepreneur
- 2021 XRC Labs Elevate Fellow
- 2021 VCIC Most VC-Backable Startup: New England Regionals
- Speaker: SexTech & Scrappy Entrepreneurship
- Cancer Survivor and Patient Advocate
- Veteran, Royal Canadian Armed Forces

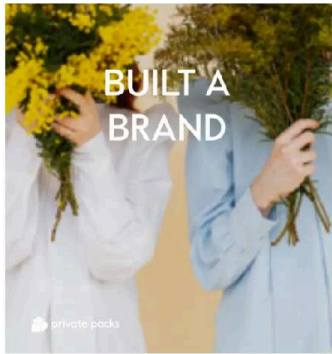
"I got fed up hacking together a solution and conflicting health information for my privates, and my doctors were no help. So I did something about it."

### Advisors

Clinician	Operations	Business
<p>Jessica Shepherd MD MBA FACOG OB/GYN</p>	<p>Keziah Robinson Principal, Cassia Partners</p>	<p>Robert Belfi Div. Vice President, 3M</p>
Legal	Marketing	Finance
<p>Lydia Cheuk Deputy General Counsel, Away</p>	<p>Sharon Lee Thony Entrepreneur, recent exit to Fiverr. Formerly: P&amp;G</p>	<p>Deb Bronston-Culp Managing Partner Samotheos Partners</p>

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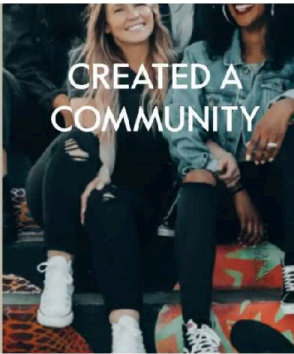




BUILT A  
BRAND



MADE FIRST  
PRODUCT



CREATED A  
COMMUNITY

THANK YOU



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<https://calendly.com/sinatra>

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