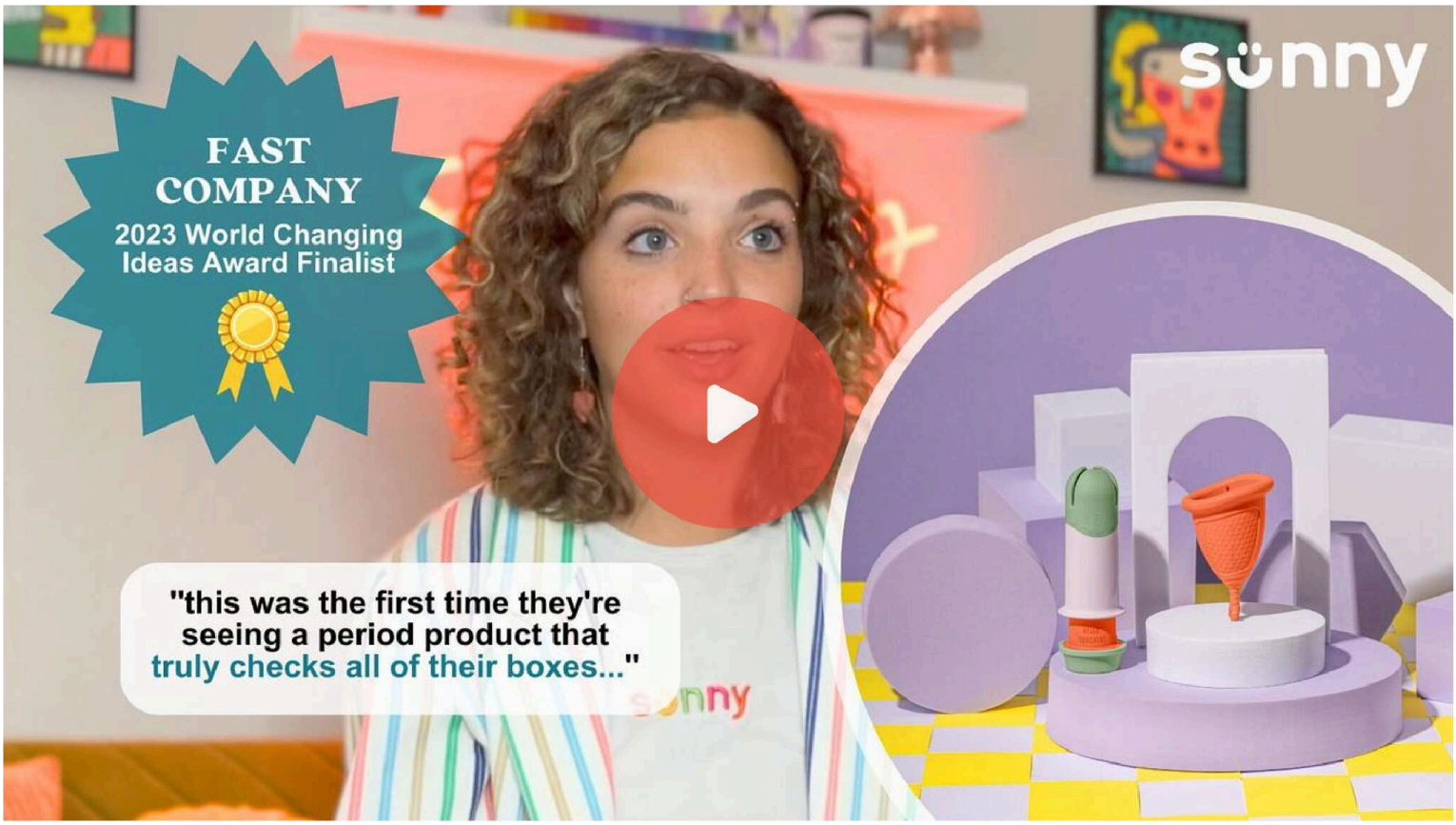

INVEST IN **SUNNY**

The viral 'ingenious' period cup and applicator that is a 'total game changer for period care'

sunnyperiod.com Boston, MA

Female Founder | Consumer Goods | B2C | Health & Fitness | Sustainability

Highlights

1. Customers rate Sunny over 4/5 stars, calling Sunny "life-changing" and "SO EASY and foolproof"

2. $850k in Pre-Order sales since April 2022

3. Finalist for Fast Company's World Changing Ideas Award 2023

4. One of the largest period cup brands on TikTok, 300M+ views, 800k engaged monthly social media users

5. $2.7M venture + Angel backing by Atento Capital, Sixty8 Capital, Debut Capital, and others

6. Over 22,000 periods served via pre-orders, 5,000+ fulfilled to date

7. Positioned to disrupt the $39Bn period care industry and 6.75% CAGR reusable period care segment

8. We're on a strategic path to surpass $3M in sales by 2025 (not guaranteed)

Our Team

Cindy Belardo CEO + Co-Founder

•Passionate trailblazer with several years of experience in female healthcare prior to Sunny •Won a grant to lead research in India on 200 menstruator's first time menstrual cup use •Presented a TedX Talk on her team's findings

Drew Jarvis CMO + Co-Founder

•Developed prime strategic marketing capabilities during her time in Brand Management at P&G •Curated a communications team and digital marketing tactics that grew the Sunny brand reach to over 300 million people in under a year

Lana Gailani Project Manager

•Key industry experience in CPG manufacturing, sales, marketing, and distribution •Led cross-functional teams to over $7.5M in sales enabling 2x company growth •Built out and maintains Sunny's supply chain and vendor management

Danielle Burden Quality Manager

•5+ years of experience in developing and implementing quality systems for menstrual care startups •Launched 2 new medical devices internationally and/or domestically •Building and advising on Sunny's Quality Systems and aiding in strategic planning

Cinestie Olson Communications Manager

•Expertise in PR, Communications, and Social Media Marketing since high school •Worked at YSS, which is one of the largest and oldest youth serving nonprofit organization •Leads high revenue generating campaigns and has produced multiple viral videos

Ben Ettinger Lead Product Engineer

•Director of Product at Glassboard LLC, leading Product Engineering firm in IN •8+ years of industry experience with multiple patents attached to his work •Helped create the Sunny Cup + Applicator from its inception

after years of collaborative research

Aisha Banks Customer Support Specialist

•7+ years of customer support experience in related sales industries, helping achieve over $1k sales transactions at a time at high end retailers •Merged her past experience and tact with Sunny's brand language to provide the best care to our customers

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Why Sunny?

Sunny Sold Out for the THIRD Year in a Row!

For the first time ever, Sunny is opening funding to the public! After years of extremely high demand and excitement around supporting Sunny, we've decide to extend funding to Angels, VCs, customers, and brand fans alike! Together, we will co-create the **very first FDA Cleared** Menstrual Cup Applicator and the next sustainable period care eco-system for every body. Join the menstrual movement today ☀️

Period cups are nothing new. They were first invented in the 1930s (😱), but despite the significant environmental, financial, and convenient benefits of the reusable menstrual collection device, they have been largely unheard of and unadopted until recent years. It wasn't until recently that we've seen a period care revolution in which menstruators are empowered by the products they choose and are no longer accepting the expensive, wasteful, and uncomfortable tampons and pads they've been stuck with since the beginning of time. With the readiness for better period care, comes innovation.

How has Sunny created a "total game changer" in period care? After spending 5 years on R&D filled with hundreds of prototypes, consumer surveys, beta tests, and focus groups, passionate Sunny co-founders meshed ALL the benefits of reusable period cups with the familiarity of a tampon. And how did the public react? Since launching pre-orders in 2022, Sunny has reached hundreds of millions of fans all saying "duh?! this is genius!" After listening to menstuators' pain points and addressing the #1 barrier to switching to a period cup (intimidation of insertion), the Sunny Cup + Applicator was a no-brainer.

The world is ready for better period care... but no one should give up convenience

Disposable period products cost each menstruator up to

$6,000 in their lifetime, create 200k Tons of waste each year, and often contain harmful chemicals and dyes. (**SWNS**, **Global Citizen**)

	Disposables (tampons/pads)	Competitor Cup Brands	Sunny Cup + Applicator
Easy insertion process	✓	✗	✓
Beginner friendly	✓	✗	✓
Convenient - wear up to 12 hours	✗	✓	✓
Reusable - Saves 19BN disposables from landfills	✗	✓	✓
Saves $6,000 in lifetime	✗	✓	✓
Does NOT contain chemicals/dyes	✗	✓	✓

In recent years, we've seen a spike in interest in reusable period care alternatives. The Menstrual Cup segment is growing faster than the tampon and pad industries combined at a 6.75% CAGR.

73% of people would be open to switching to a menstrual cup if it were more user-friendly

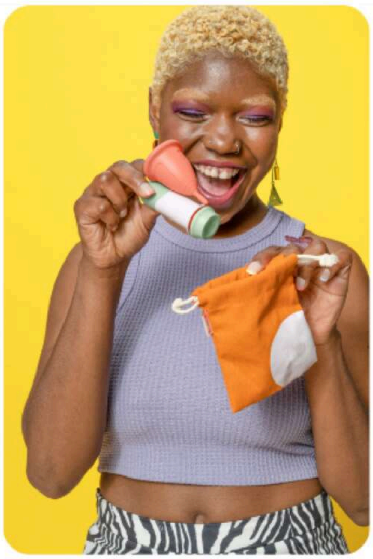
While menstrual cups are better for the environment, our bodies, and save money, they have an overall low adoption

rate due to their intimidating and unfamiliar nature. We found that the #1 barrier to switching to a period cup is the insertion process.

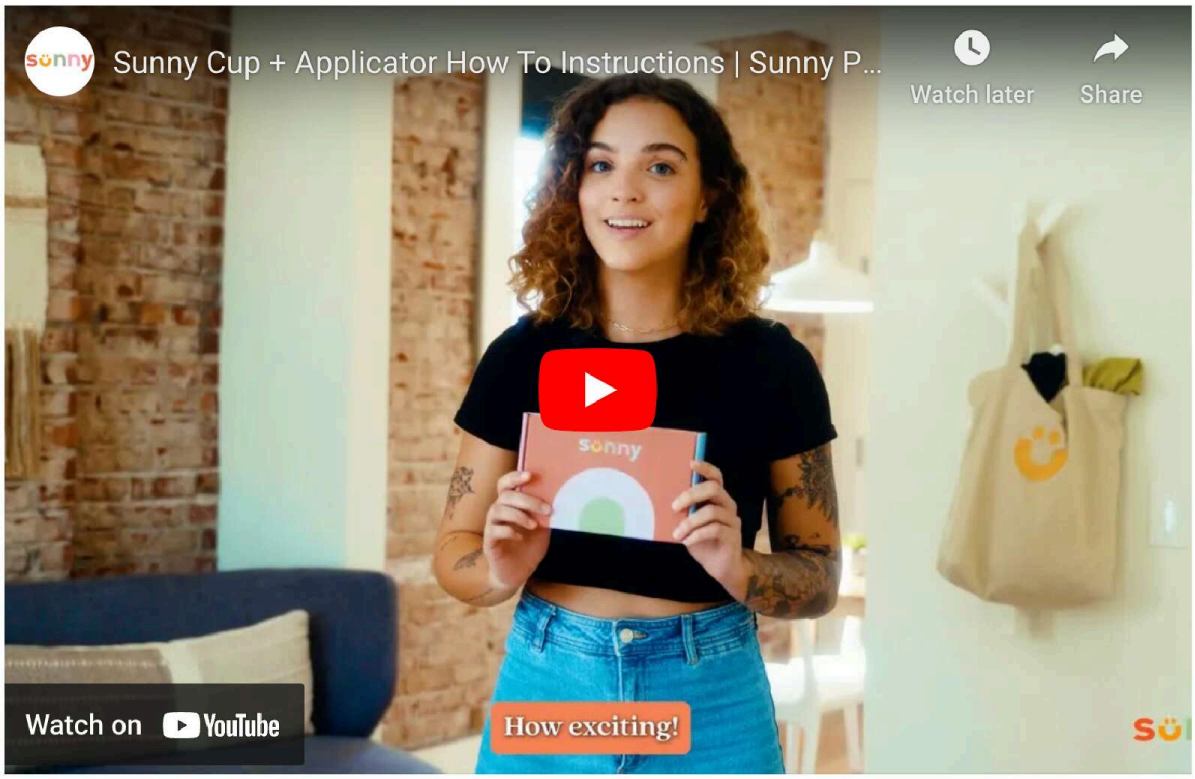
The answer: make a period cup that inserts like a tampon (duh)

The Sunny Cup + Applicator is the period cup that inserts like a tampon with a reusable applicator, eliminating #1 barrier (intimidation of insertion) for people to switch to menstrual cups.

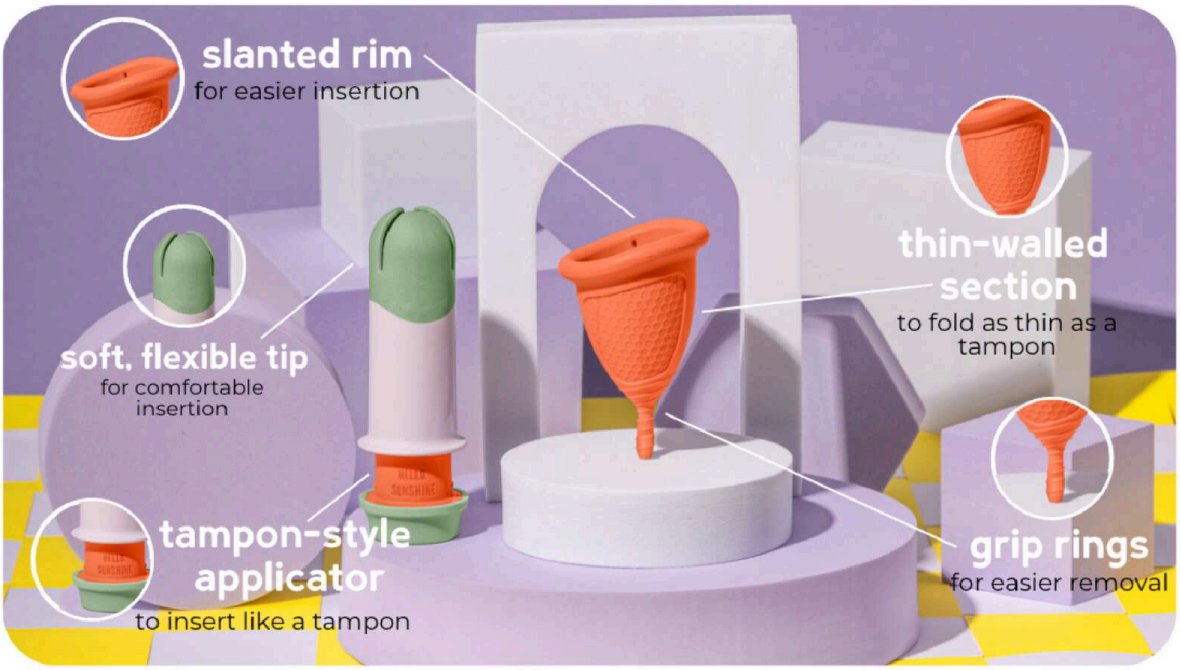
The Sunny Cup has all the environmental, health, and financial benefits of a menstrual cup with the familiarity of a tampon. It can be worn for up to 12 hours, holds 2-5x more liquid than a tampon, saves the user up to $6,000 in their lifetime, and saves 14,000 tampons/pads from landfills in the user's lifetime.

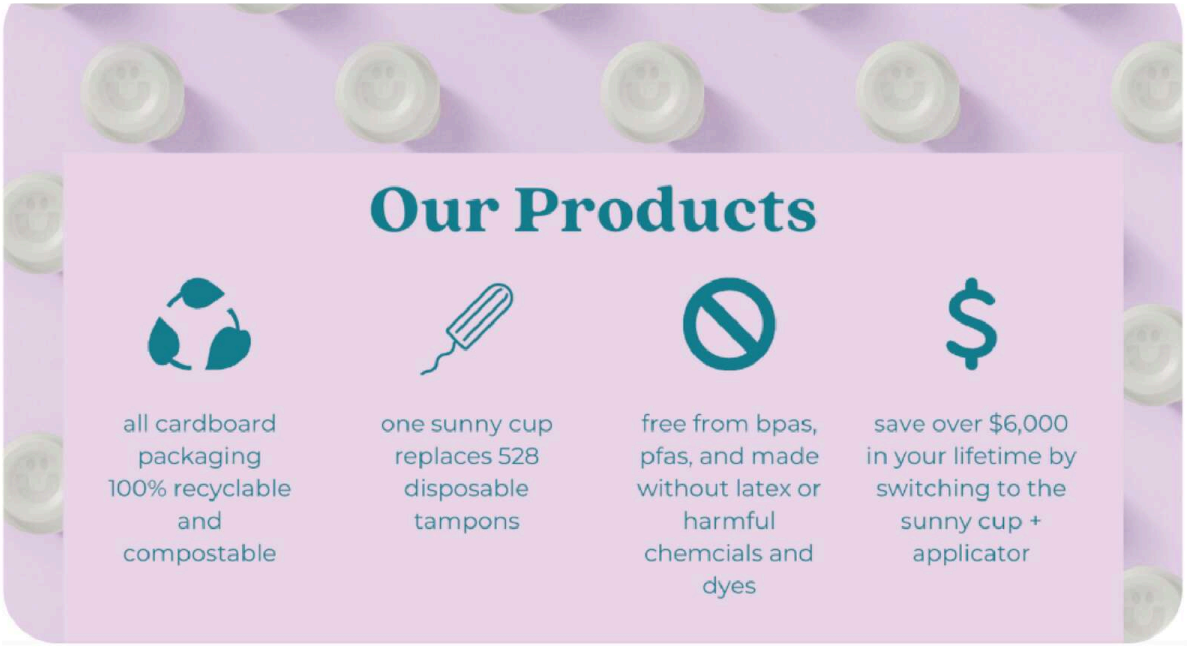


The Science of Sünny



Unlike other, bulkier cups, the Sunny Cup has the ability to fold as thin as a tampon, which allows it to fit into our reusable, tampon-style applicator. It's made of soft, flexible, medical grade silicone that cannot be felt when worn! The unique design of the Sunny Cup along with the pairing of the two devices are patent pending under design and utility patents.





Already a SUCCESS Story

Sunny opened up pre-orders DTC through our website and social media shop pages in the US after going viral on TikTok in April of 2022. We're currently focusing our strategic scaling on our $3.1Bn target segment here in the US (~63M potential customers), primarily Gen Z and Millennials interested in sustainable period care.

Want proof? Check out our Traction!

💰 Sales: With over 22,000 orders already and over $850k in pre-order sales, we continue to see sales roll in as we work toward fulfilling all pre-orders

📰 Press: 50+ media placements pre and post launch in top

tier publications, TV segments, and podcasts, reaching industry professionals and new customers

🔥 Virality: Created over 40 viral videos in 18 months, generating over 200 million views on social media and $300k+ in sales. Sunny is the second largest period care brand on TikTok

🤝 Sunny Community: We strategically harness and build upon the power of our community through our interactive website, weekly email and SMS outreach, strategic brand and influencer partners, and engaging social media content

📈 The Metrics: Sunny is working from a 3:1 LTV:CAC Ratio, 3.62% CTR on paid ads, and over 2M views on average per month

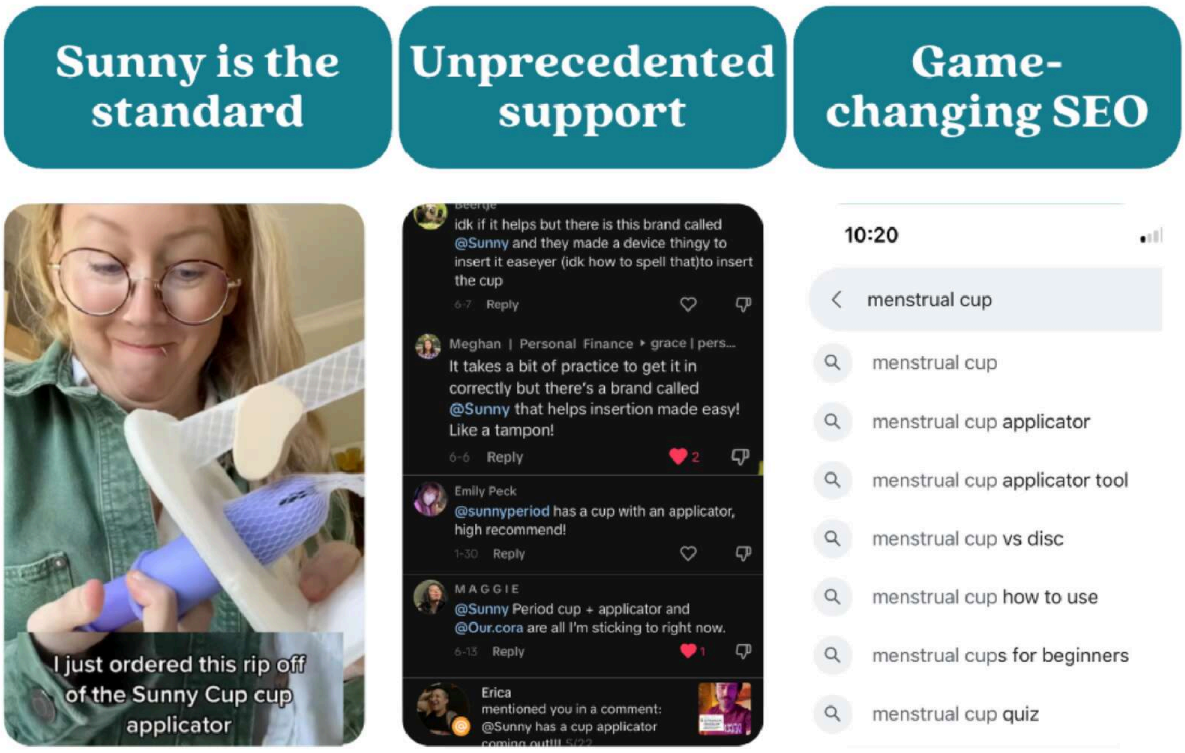
Customers LOVE Sunny

Since going viral and launching fulfillment, Sunny has gained an ample following and subsequent community across social media. We have taken the kick start that the first viral video provided and transformed it into a sustainable group of engaged followers, soundboards, and sales leads.

We have continued to go viral dozens of times, have gained the attention of major menstrual cup reviewers, calling AliExpress's horrible device a "rip off of the Sunny Cup Applicator", and have been championed by excited customers through word of mouth and online sharing.

Have you tried Googling "menstrual cup"? Well, ever since

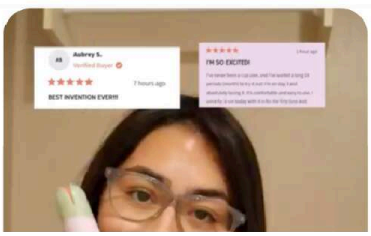
Have you tried Googling "menstrual cup"? Well, ever since our launch, we've CHANGED Google's search to include menstrual cup applicator as a top result (and Sunny pops right up when you click on it 😉)

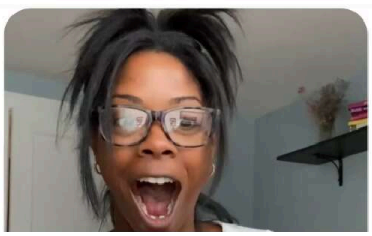


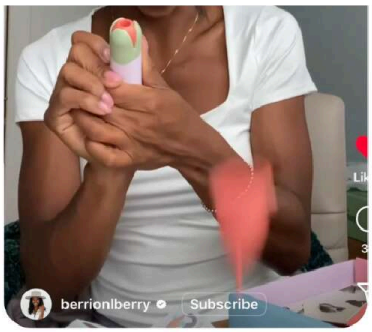
This isn't just theory....

86% of Customers LOVE Sunny and would recommend the Sunny Cup + Applicator

The Sunny team spent YEARS prototyping, testing, retesting, and ensuring product market fit to create the best possible product and a positive user experience. Well... all that hard work paid off because LOOK at what Sunny's customers are saying!







"It's the EASIEST AND QUICKEST I've EVER been able to insert my cup! It's also the most comfortable. It's seriously changed my outlook on my period..."

Shelby S., age 25-34

"I loved that inserting the cup was a lot quicker than when I wear my [other] cup. The material is softer and more gentle, the applicator helped immensely."

Marea, age 18-24

"I used it last week during my period and it's seriously amazing! The applicator is a game changer and allows the cup to pop into place so easily."

Laura, age 35-44

Our customers aren't the only ones talking! Check out our GLOBAL Press

"First-of-its-kind-cup" — The New York Times

"It's so ingenious that people are rushing to try them" — BuzzFeed

"The video went viral...with proof of interest in the product" — FORTUNE

"A total game changer for period care" — Upworthy

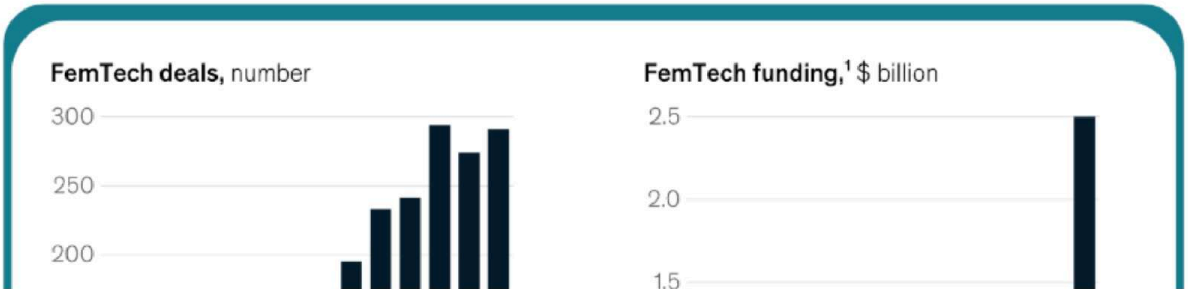
"The Gist is partnering with Sunny... to give period products to underprivileged communities" — USA TODAY

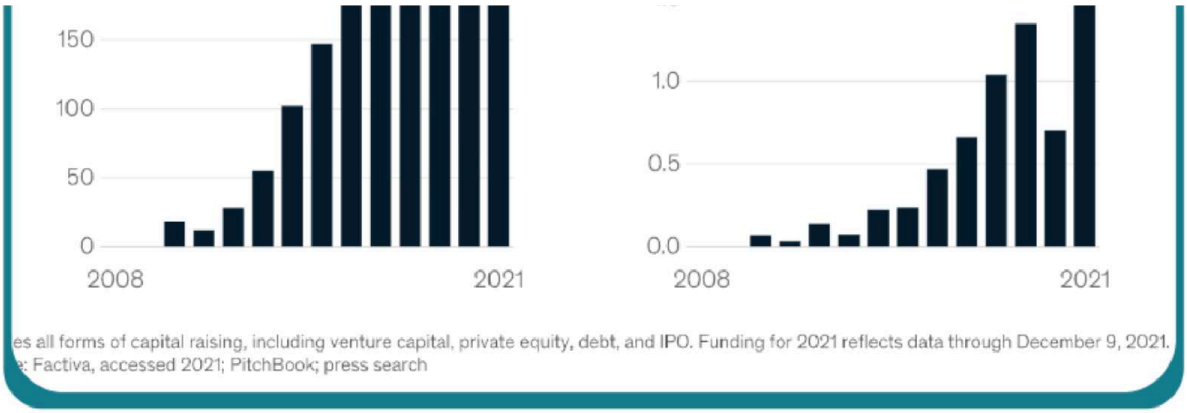
"An inclusive period care e-commerce company" — Femtech Insider

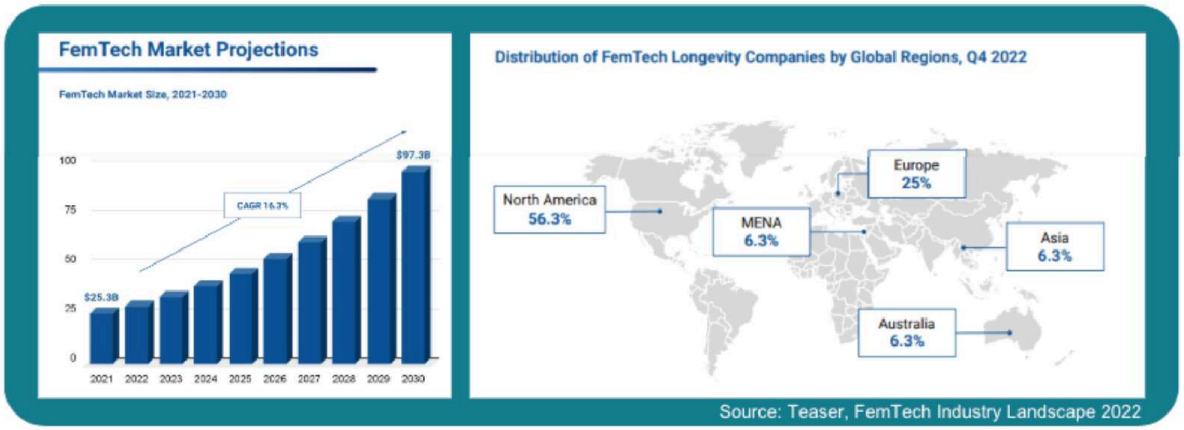
"There has not been much innovation in the period industry in the last eighty+ years. Not so, until now." — Startup Ladies

Disposable period products produce massive amounts of waste, cost billions each year, and an increasing number of people are looking to reusables in western countries

This accounts for the 6.4% CAGR of the already $39Bn global menstrual health market. Interestingly enough, our research shows that **the number of people interested in a menstrual cup in the US is the same as the number of people who own a truck in the US** (crazy, right?!)







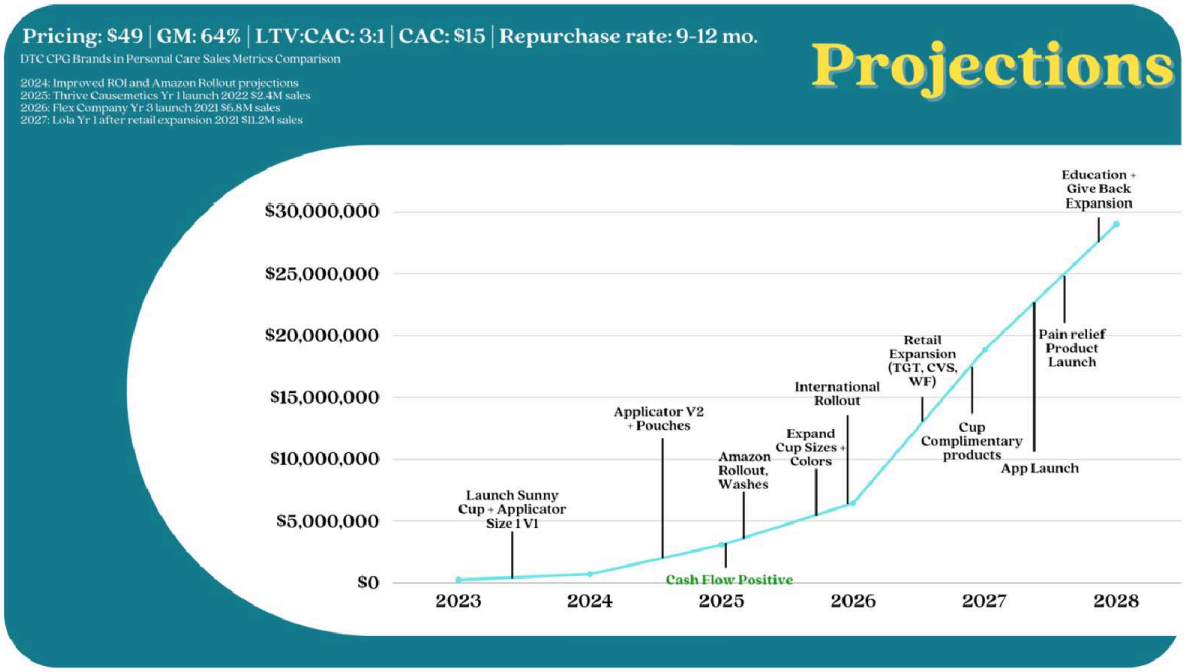
Funding to FemTech has grown more than 2x YoY since 2019 shows research by McKinsey & Company. A majority of funding has gone to early stage consumer product startups, indicating room for growth within this space. Market data indicates a significant an opportunity for innovation in reusable period care, specifically.

A 2022 report shows a 16.3% CAGR across all FemTech categories, with Menstrual Health being the second largest. A majority of this growth and sustainability is focused in the United States, a booming market for period care innovation.

New markets and product innovation will ACCELERATE Sunny's growth

Our loyal community members and customers are already demanding different Sunny Cup + Applicator accessories,

sizes, and expansion into international markets and retail! This unlocks incredible growth potential for Sunny to become a one stop shop for all things period and personal care.



To be cashflow positive by Q2 2025, we plan to fulfill all backorders (17k units) and make $400k in new sales (8k new orders by Q1 2025)

***Forward looking projections cannot be guaranteed

Period Care solutions brought to you by Our Team of EXPERTS

Cindy, our CEO and Co-Founder learned about the menstrual cup as an eco-friendly alternative to tampons. This started her journey in 2018 into period care, leading a team on a trip to India to research 200 menstruators' first time menstrual cup use experiences. There, she learned about and developed a passion for ending period poverty, period taboos and the need for honest education. Afterward she presented her findings in a TedX Talk (so cool, right?!) This kickstarted the beginning of her company.

Drew, our CMO and Co-Founder, first began innovating in period care after trying a menstrual cup in high school. She found that while not a perfectly innovative product, they had many benefits. This led her to entering into and winning a business idea pitch competition her senior year for her idea of a menstrual cup that inserts like a tampon. While learning about period care, she came across the term Period Poverty. Long story short, she

decided then to make it her mission to be more than a period product company, but to make an impact to all menstruators.

It was by chance that the two met, but they instantly knew they were two pieces to the same puzzle. Together they grew their company and passion for periods and self care as a whole, and they created the best earth-friendly products, inclusive education, and global impact initiatives.

Invest alongside our institutional investors

By investing in Sunny now, you benefit from the SAME terms as our professional, institutional investors and VCs in our previous pre-seed raise.

We're excited to give our longtime supporters, peers, and extended network an opportunity to invest at the ground level. Whether you're a first time or seasoned investor, here is your opportunity to invest in the most accessible way. Join Sunny in the long-awaited revolution of the period care industry!

Hear directly what our lead and early stage investors have to say

Michael is the Founder and General Partner of Atento Capital. After founding several multi-million dollar companies, he became an Angel in many successful early stage startups.

"We are investing in and betting on these two women being able to figure it out"

-Michael Basch, Atento Capital

Kelli is the founder of multiple firms that build and invest in diverse tech ecosystems. Sixty8 is focused on underrepresented founders with scalable businesses and a clear road to profitability.

"We invested in Sunny because they are truly revolutionizing the period product industry... We are proud to support Sunny and their innovative approach to this important issue"

-Kelli Jones, Sixty8 Capital

Cy has over two decades of experience in entrepreneurship and advisory. Primarily focused on high-growth startups in the midwest, he is industry agnostic with a wide array of experiences.

"While working with Cindy and Drew on their latest capital raise I have been so impressed with their dedication as startup founders. They are carving out a niche in the global period care market."

-Cy Megnin, Elevate Ventures

Jake is a Principal Investor at Inicio Ventures, aimed at amplifying and scaling underrepresented Latinx and BIPOC Founders. He is an MBA with a passion for impact.

"Sunny represents the types of startups that we get most excited about: an incredibly gifted, passionate, diverse team with a unique and compelling solution that addresses a big need."

-Jake Lefker, Inicio Ventures