



**KASOOLI<sup>®</sup>**

• SUSTAINABLE PRODUCT

**Kasooli Sustainable Product:  
Developing Sustainable Health  
Solutions**

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# Executive Summary

## Brief Overview

Kasooli is dedicated to producing sustainable and affordable menstrual products crafted from corn fiber, an agricultural resource. Our biodegradable pads offer an eco-friendly alternative to conventional options, addressing both environmental concerns and menstrual health needs.

## Mission Statement

*Transform agricultural resources into eco-friendly hygiene solutions, fostering sustainability, reducing waste, and empowering communities worldwide.*

## Vision Statement

*Lead the transformation in menstrual health by making sustainable, biodegradable products accessible to all.*

## Leadership Team

This team was formed from a Colorado State University Venture Backed Senior Design Project

Name	Major	Role
Samantha Preuss	Mechanical and Biomedical Engineering	Project Manager
Shelby Ardehali	Chemical and Biological and Biomedical	Co-Chemical Lead

	Engineering	
Lauren Brainard	Chemical and Biological and Biomedical Engineering	Co-Chemical Lead
Kelli McGuire	Mechanical and Biomedical Engineering	Mechanical Lead - US Centered
Monte Kalsbeek	Mechanical Engineering	Mechanical Lead - Global Centered
Phillip Borchert	Business Administration: Innovation Management and International Business	Business Lead

## Advisors

Name	Title
Dr. Sam Bechara	WSCOE Associate Dean for Undergraduate Affairs, Mechanical Engineering Teaching
Dr. Seth Dillard	Mechanical Engineering Associate Teaching Professor
Wade Troxell	Venture Funded Senior Design Program Coordinator
Bert Vermeulen	Venture Funded Senior Design Program Coordinator
Kipp Krukowski	Clinical Professor, College of Business Business Lead Senior Thesis Advisor

# Company Description

## Nature of the Business

Kasooli is a for-profit business offering a low-cost, eco-friendly line of menstrual products made from corn stalk fibers, a sustainable agricultural resource. We aim to address the growing demand for affordable, biodegradable hygiene products. By innovating with low-cost, renewable materials, Kasooli provides a viable alternative to mainstream menstrual products while minimizing environmental impact.

## Problem Statement





Despite growing awareness of environmental sustainability, affordable, planet-friendly menstrual products still need to be improved, especially for consumers prioritizing both cost and environmental impact. Many available options lack biodegradability, contributing to significant waste and pollution. Additionally, consumers often face health concerns due to low-quality, chemical-laden materials in existing budget products. There is a need for an accessible, sustainable menstrual product that meets affordability, functional standards, and environmental standards.

# Market/Industry Analysis

## Market Size and Expected Growth



### DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES IN FEMININE HYGIENE PRODUCTS MARKET

 <p><b>DRIVERS</b></p>	<ul style="list-style-type: none"> <li>Increasing female population &amp; rapid urbanization</li> <li>Increasing awareness disposable income of females</li> <li>Advances in medical research and technology</li> </ul>
 <p><b>RESTRAINTS</b></p>	<ul style="list-style-type: none"> <li>Social stigma associated with menstruation and feminine hygiene products</li> <li>Health concerns and allergies associated with certain chemicals used in feminine hygiene products</li> </ul>
 <p><b>OPPORTUNITIES</b></p>	<ul style="list-style-type: none"> <li>Developing eco-friendly feminine hygiene products</li> <li>Innovative marketing and branding of feminine hygiene products</li> <li>Government initiatives to make feminine hygiene products more accessible and affordable</li> </ul>
 <p><b>CHALLENGES</b></p>	<ul style="list-style-type: none"> <li>Heightened concern over waste and pollution from disposable products</li> <li>supply chain, trade, and economic disruptions</li> <li>Intense market competition</li> </ul>

**FEMININE HYGIENE PRODUCTS MARKET, BY TYPE, 2023–2028 (USD MILLION)**

TYPE	2023	2024	2025	2026	2027	2028	CAGR (2023–2028)
<u>Sanitary Pads</u>	14,829.6	15,713.6	16,656.8	17,658.0	18,720.8	19,849.0	6.0%
<u>Panty Liners</u>	4,396.6	4,601.1	4,812.9	5,034.9	5,267.6	5,511.4	4.6%
<u>Tampons</u>	5,183.1	5,429.9	5,685.9	5,954.4	6,235.9	6,531.2	4.7%
<u>Menstrual Cups</u>	236.6	251.7	268.1	285.7	304.6	324.7	6.5%
Total	24,645.8	25,996.2	27,423.7	28,933.0	30,528.8	32,216.2	5.5%

Source: Secondary Research, Interviews with Experts, and MarketsandMarkets Analysis

Source: Secondary Research, Interviews with Experts, and MarketsandMarkets Analysis

The global sanitary pad market, a major segment of the feminine hygiene industry, is projected to grow from \$14.8 billion in 2023 to \$19.8 billion by 2028, at a CAGR of 6.0%. This segment represents approximately 60% of the total feminine hygiene market, highlighting the dominance of sanitary pads as the preferred menstrual product worldwide. Increasing female populations, rising awareness of menstrual health, and growing demand for sustainable alternatives to traditional plastic-based products drive this growth.

Kasooli is positioned to address this demand for sustainable and affordable sanitary pads. By focusing on the sanitary pad segment, the company targets a Total Addressable Market (TAM) of \$19.8 billion, which is 60% of the projected \$32.2 billion total feminine hygiene market by 2028. Within this TAM, the Serviceable Available Market (SAM) is estimated at \$2 billion (10% of TAM), comprising eco-conscious consumers actively seeking biodegradable alternatives. Kasooli’s Serviceable Obtainable Market (SOM) is a conservatively estimated minimum of 1–2% of the SAM, translating to \$20–40 million in sales volume. The rationale for Serviceable Obtainable Market (SOM) of 1-2% is reasonable as 50% of respondents expressed interest in our product, and with the right branding and product positioning, we can bridge the

gap between traditional and premium sustainable products, making it accessible to a broader audience.

## SWOT Industry Analysis

**Strengths:** The U.S. sanitary napkin market benefits from consistent demand and a growing shift toward sustainability. Traditional disposable pads can take centuries to decompose, leading eco-conscious individuals to seek greener alternatives. Brands are responding with innovations like enhanced absorbency, breathable materials, and odor control, improving both comfort and environmental responsibility.

**Weaknesses:** Despite the rising interest in sustainable products, eco-friendly sanitary napkin brands face pricing challenges in a market dominated by established players with strong distribution networks. These large companies thrive off customer loyalty and marketing resources, making it difficult for new entrants to gain visibility. Additionally, sourcing sustainable materials can increase production costs, impacting affordability.

**Opportunities:** The increasing demand for sustainable products presents significant growth prospects. Brands are introducing biodegradable and compostable options, such as bamboo-based pads. Innovations in comfort features like enhanced absorbency and odor control further attract users.

**Threats:** Sustainable brands face intense competition from established companies like Always and Kotex, which maintain market dominance through high-performance products and aggressive pricing strategies. Regulatory compliance adds complexity, as brands must adhere to health standards. Volatility in the cost of sustainable materials can threaten profitability.

**\*Note\*** Please reference Works Cited for Market Analysis in the appendix for sources.

## SWOT Analysis for Kasooli

### Strengths

**Innovative Use of Agricultural Resources:** Utilizing corn fibers and other agricultural waste materials aligns with sustainability goals and offers a unique selling proposition.

**Affordability:** Commitment to providing low-cost, biodegradable menstrual products makes eco-friendly options accessible to a broader market segment.

**Social Impact Initiatives:** Potential partnerships with NGOs to address period poverty enhance brand reputation and community engagement.

### Weaknesses

**Limited Brand Recognition:** As a new entrant, Kasooli may face challenges in building trust and awareness compared to established brands.

**Production Scalability:** Ensuring consistent quality and supply while scaling up production could present operational challenges.

### Opportunities

**Growing Demand for Sustainable Products:** Increasing consumer awareness and demand for eco-friendly menstrual products present a significant market opportunity.

**Product Line Diversification:** Opportunity to expand into related products, such as reusable menstrual cups or organic personal care items.

**Educational Campaigns:** Initiatives to educate consumers about sustainable menstruation can drive brand loyalty and product adoption.

## Threats

**Intense Competition:** Established brands with significant market share and marketing budgets may pose competitive challenges.

**Regulatory Hurdles:** Compliance with health and safety regulations across different regions can be complex and costly.

**Supply Chain Disruptions:** Dependence on excess corn stalk availability may be affected by seasonal variations and supply chain issues.

**Consumer Skepticism:** Overcoming skepticism regarding the efficacy and comfort of biodegradable products compared to traditional options.

# Organization and Management

## Business Structure

Kasooli will be structured as a Limited Liability Company (LLC) to provide flexibility in management, limit personal liability, and ease of setup operations. The LLC structure combines the liability protection of a corporation with the tax efficiencies and simplicity of a partnership. This structure allows for ease in bringing in new partners, such as additional investors or team members, and simplifies profit distribution without corporate formalities. Kasooli's management team will include a founder-led approach, with roles focused on product development, supply chain, sustainability, scalability, and marketing.

## Trademark Protection

Kasooli will file for a trademark to secure exclusive rights to its name and logo, ensuring brand distinctiveness and legal protection. This legal protection ensures that the Kasooli brand remains distinct in the marketplace and prevents unauthorized use by competitors.

## Product



## Product Description

Kasooli Biodegradable Pads are made with a core of highly absorbent corn fiber sourced from renewable agricultural resources with a leakproof adhesive layer with a soft, breathable top sheet for comfort.

## Unique Selling Proposition

**Biodegradable:** Offers an alternative to plastic-based hygiene products.

**Sustainable Sourcing:** Absorbent corn fiber material from a renewable agricultural resource.

**High Performance:** Comparable absorbency and comfort as traditional products.

**Community Impact:** Work directly with local farmers, and we contribute to sustainable agriculture practices.

**Affordable Innovation:** Competitive prices, Increasing access to affordable and sustainable solutions.

## Business Model Canvas

### Kasooli Business Model Canvas



### Key Partners

**Farmers and Suppliers:** Collaborate with corn farmers in the Midwest, particularly in the US Corn Belt in Iowa and Nebraska, to source abundant corn stalks. This partnership supports local agriculture and ensures a steady supply of raw materials.

**Retailers:** Partner with major retailers such as Walmart and Target to achieve broad market reach and accessibility. Additional high-end retailers like Whole foods, and Sprouts to cater to eco-conscious consumers.

**NGOs and Nonprofits:** Collaborate with organizations like Days for Girls International and PERIOD, which focus on menstrual health education and combating period poverty. Their global reach and established networks can amplify Kasooli's social impact initiatives.

**CSU Strata:** A key partner providing essential startup mentorship, financial assistance, and support with patent filing and legal guidance. Through their Lab2Life 2 year incubation program, they offer resources to help Kasooli succeed. In return, CSU Strata earns royalties on the patented technology, aligning their success with Kasooli's growth.

### **Key Activities**

**Sustainable Product Development:** Innovate and refine biodegradable menstrual products using corn fibers, ensuring they meet high standards of comfort and absorbency.

**Efficient Manufacturing and Scaling:** Establish manufacturing operations in the Midwest, leveraging proximity to raw material sources and benefiting from local tax incentives for sustainable businesses.

**Distribution and Marketing:** Strategically place products in selected retail outlets and develop a robust online presence to maximize accessibility and brand visibility.

**Education and Awareness:** Conduct campaigns to educate consumers about the environmental impact of traditional menstrual products and the benefits of sustainable alternatives, promoting informed purchasing decisions.

## **Key Resources**

**Raw Materials:** Corn stock from Midwest farmers, ensuring a reliable and cost-effective supply chain.

**Manufacturing Infrastructure:** Facilities equipped for large-scale production of biodegradable menstrual products, strategically located alongside highways to optimize logistics and reduce transportation costs.

**Human Capital:** Kasooli's operations will be supported by a skilled team of approximately 15 employees. The team will include two Materials Engineers focused on developing and testing biodegradable materials, as well as one Environmental Engineer dedicated to ensuring sustainable manufacturing practices and regulatory compliance. To optimize production processes, two Industrial Engineers will focus on manufacturing efficiencies. Marketing efforts will be driven by two Marketing Specialists managing brand outreach, digital campaigns, and customer engagement. Additionally, two Supply Chain Managers will oversee logistics, supplier relationships, and raw material procurement. The manufacturing process will also involve five Machine Operators running production equipment and operations.

## **Value Propositions**

**Affordability:** Offering high-quality, eco-friendly menstrual products at competitive prices, making sustainable options accessible to budget-conscious consumers.

**Sustainability:** Providing biodegradable pads made from corn fibers, significantly reducing environmental impact compared to traditional products. Current market options are often made with plastics that take centuries to decompose.

**Accessibility:** Ensuring wide availability through partnerships with major retailers and a strong online presence, making it convenient for consumers to purchase products.

**Social Impact:** Addressing period poverty by collaborating with NGOs such as Days for Girls International and PERIOD to distribute products and educate communities, particularly in developing countries.

### **Customer Relationships**

**Educational Engagement:** Organize campaigns on sustainable menstruation practices.

Promote awareness about current products made from plastics that take centuries to decompose, creating a strong sustainability narrative for Kasooli in advertisement campaigns and social media awareness. Sponsor and host events focused on sustainability to drive customer awareness and provide samples for consumers to test out.

**Social Advocacy:** Collaborate with NGOs like Days for Girls International and PERIOD to support initiatives aimed at reducing period poverty and enhancing brand reputation.

### **Channels**

**Retail:** Distribute products through major retailers such as Walmart, Target, and Whole Foods, leveraging their extensive networks to reach a broad consumer base.

E-Commerce: Sell directly to consumers via platforms like Amazon and the Kasooli website.

**Marketing Platforms:** Utilize social media channels (Instagram, TikTok, Facebook) for targeted advertising campaigns, collaborate with eco-conscious influencers on Social Media and engage in sponsored content marketing through sustainability-focused blogs and podcasts.

## **Customer Segment**

**Budget-Conscious Sustainability Seekers:** Young women seeking affordable menstrual products that align with sustainability, prioritizing cost but open to biodegradable options within their budget.

**Health-Conscious, Eco-Minded Professionals:** Educated women balancing health and eco-consciousness, willing to pay more for natural, non-toxic, and sustainable products that prioritize safety and the environment.

**Socially Driven Sustainability Advocates:** Women supporting brands that set the example of ethical consumption, valuing social responsibility and environmental impact alongside product performance.

## **Cost Structure**

**Material and Production Costs:** Focus on sourcing raw materials like corn fibers directly from agricultural suppliers, ensuring affordability and minimizing environmental impact. Establish relationships with local farmers and bulk suppliers to secure consistent quality and supply at competitive prices. Implement efficient manufacturing processes to optimize production costs while maintaining high product standards.

**Research and Development:** Invest in refining biodegradable materials and enhancing product features such as absorbency, comfort, and durability. Dedicate resources to prototyping, testing, and regulatory compliance to ensure the product meets safety and performance standards.

**Distribution and Logistics:** Forge partnerships with established logistics companies to reduce transportation costs. Strategically distribute products to major retailers, online platforms, and regional stores to maximize accessibility while minimizing overhead costs.

**Marketing:** Allocate funds to targeted marketing campaigns emphasizing the product's affordability, biodegradability, and social impact. Use digital platforms, including social media and influencer collaborations, to reach eco-conscious and budget-friendly audiences. Highlighting the benefits of sustainable production, health-conscious materials, and support for period poverty initiatives.

### **Revenue Streams**

**Retail Sales:** Kasooli pads will be sold in packages of 30, with a Manufacturer's Suggested Retail Price (MSRP) of \$9.99 per pack. This competitive pricing aligns with the needs of budget-conscious consumers while delivering a biodegradable and eco-friendly product.

**Wholesale Partnerships:** Wholesale pricing will be structured to incentivize bulk purchases by large retailers, with packages priced between \$6.00 and \$7.00 per unit based on order volume. This approach ensures attractive margins for retailers while expanding Kasooli's footprint in high-volume stores like Walmart, Walgreens and Target.

**Online Sales:** Through direct-to-consumer sales on platforms like Amazon and Kasooli's e-commerce site, products will be offered at \$9.99 per pack.

## Primary Research

### Analysis of [Survey Findings](#)

**Sustainability Importance and Product Awareness:** Sustainability emerged as a significant factor, with many respondents willing to pay more for environmentally-friendly products. One respondent emphasized, "Sustainability is my top concern along with no fragrances added,"

while another noted they were “willing to pay around \$5 more” for sustainable menstrual products. However, there’s also a clear need for transparency, with one respondent sharing, “I appreciate ‘proof’ that proves it isn’t just another marketing angle,” highlighting a preference for brands that avoid greenwashing.

**Frustrations with Current Products:** Comfort, toxicity, and durability were top issues. One respondent said, “They aren’t comfortable and can worsen the effects of my period,” pointing to both performance and discomfort issues with current options. Others were also cautious of chemicals: “The chemicals used are my biggest concern,” indicating a strong preference for non-toxic alternatives. Another pain point was the price. One respondent saying “Lack of quality. If it is priced lower, I can expect it to have harmful chemicals,” showing that price perception impacts trust in product safety.

**Social Impact Appeal:** Social responsibility holds weight for many consumers. One respondent emphasized, “Absolutely! But I would prefer they donate menstrual products to low-income, impoverished, and homeless people,” indicating that community-focused initiatives are valued. Another respondent said: “Yes, because menstrual products are expensive and it is important that communities with little to no income have access as well.”

**Buying Channels and Preferences:** Retail stores were the preferred purchase channel with for the overwhelming majority of respondents, with very few purchasing menstrual products online.

## Targeted Consumer Profiles Based on Customer Discovery Findings

### **Group 1.** Budget-Conscious Sustainability Seekers

**Demographics:** Women aged 18-30, with income below \$50,000, typically students or early-career professionals, often single or in small households.

**Psychographics:** These consumers prioritize affordability but are increasingly aware of sustainability. They are interested in plastic-free, biodegradable options as long as they remain within a budget.

**Supporting Quote:** “I’m willing to pay around \$5 more [for a sustainable product]. They aren’t comfortable and can worsen the effects of my period, plus they can be pretty expensive.” - Respondent, age 21, <\$25,000 income.

### **Group 2.** Health-Conscious, Eco-Minded Professionals

**Demographics:** Women aged 25-45, income between \$50,000 and \$100,000, well-educated, often married or with children.

**Psychographics:** These consumers are highly concerned with health and environmental impact, preferring products made with non-toxic, natural ingredients. They value sustainable brands and are willing to pay slightly more for products that align with these values.

**Supporting Quote:** “The chemicals used are a big concern for me. I look at ingredients and how they’re made. I’d be willing to pay more for sustainable, clean products.” - Respondent, age 45, >\$100,000 income.

### **Group 3.** Socially Driven Sustainability Advocates

**Demographics:** Women aged 30-50, with income over \$75,000, often educated, married or with families.

**Psychographics:** These consumers strongly value ethical consumption, supporting brands that demonstrate active involvement in social and environmental issues.

**Supporting Quote:** “Absolutely! I would prefer they donate menstrual products to low-income, impoverished, and homeless people/families.” - Respondent, age 50, \$50,000-\$75,000 income.

## Takeaways From Expert Interview With Audrey from Marisol Health

### Women's Health Clinic

Audrey from Marisol Health emphasized the need for affordable, sustainable menstrual products, as many women rely on traditional pads due to cost and accessibility, despite their harmful plastics and limited absorbency. There is growing interest in biodegradable options, with patients willing to pay more for eco-friendly products that align with their values. Cost remains a significant barrier, especially for low-income women, highlighting the importance of making sustainable products affordable. Common frustrations include leaking, poor absorbency, and adhesives that don't stick well, underscoring the need for effective solutions. Clinicians would recommend biodegradable options like Kasooli's if safety and effectiveness are assured, and educational campaigns could drive adoption by raising awareness about environmental benefits and proper disposal methods. As sustainability becomes a priority in women's health, Kasooli's product offers a timely and impactful solution.

## Takeaways From Expert Interview With Steve Foster from CSU Strata

The interview with Steve Foster, Licensing Director at CSU Strata, provided crucial insights into intellectual property (IP) management for the Kasooli project. Steve explained that the team could either retain independent ownership of the IP, bearing patent application costs themselves, or assign the IP to CSU Strata, which would file and manage the patent in

exchange for a royalty-sharing arrangement. He emphasized the importance of clearly documenting individual contributions to the invention, especially as the project evolves, to avoid disputes over inventorship. To maximize protection, he recommended drafting the patent broadly with comprehensive details about the invention's purpose, differentiators, and replicability. This guidance positions the team to protect their innovation effectively while exploring options for commercializing the technology.

## Patent Analysis

Based on the insights provided by Steve Foster, it is recommended that Kasooli partners with CSU Strata for intellectual property (IP) management. CSU Strata can cover the substantial up-front costs of filing a patent, which typically ranges from \$20,000 to \$25,000, alleviating the financial burden on the team to raise immediate funds. Additionally, their legal and patent expertise ensures the patent is drafted broadly and comprehensively. This helps maximize protection and commercial viability preventing companies from capitalizing on the same idea. Beyond patent support, partnering with CSU Strata Lab2Life incubation program, which provides valuable resources, would provide great value in mentorship and networking opportunities to aid in a successful product launch. While this approach involves sharing royalties and loss of partial ownership, the benefits of reduced financial risk, expert guidance, and a strong launch platform make it a strategic choice.

# Financial Management

## Financial Analysis

Please reference the appendix for details on the financial plan.

Category	Year 1	Year 2	Year 3
Total Units Sold	21,549	279,700	1,675,594
Total Sales	\$172,818	\$2,237,078	\$14,662,787
Total Expenses	\$806,277	\$1,906,788	\$5,696,299
Total Cash +/-	(\$633,459)	(\$303,170)	\$8,663,317

**Analysis:** In Year 1, the business experienced significant upfront expenses as it established infrastructure and launched initial production, resulting in an anticipated net loss. Moving into Year 2, a growing customer base and sales lead to a rise in revenue. By Year 3, profitability was reached by Month 27, driven by economies of scale, allowing the business to shift into positive cash flow. This model highlights the project's scalability for long-term success.

## Funding Analysis

To establish a strong foundation for Kasooli and ensure a successful market launch, an initial investment of \$1,000,000 is requested.

## Rationale

**Research and Development (\$300,000):** A significant portion will be dedicated to advancing biodegradable materials using corn fibers, enhancing absorbency and comfort, and ensuring compliance with safety regulations. Funds will also support prototyping, testing, and refining sustainable production methods to maintain product affordability while meeting consumer demands.

**Marketing and Branding (\$250,000):** Investments in digital campaigns, influencer collaborations, and educational initiatives will raise awareness about the environmental impact of traditional menstrual products. Kasooli will leverage platforms like Instagram, TikTok, and Facebook to engage users and highlight partnerships with NGOs such as Days for Girls International to emphasize the social impact of the brand. Kasooli's marketing campaign is designed to position the brand as a leader in sustainable, affordable menstrual products while creating a meaningful connection with eco-conscious and socially driven consumers. A significant focus will be on digital marketing, leveraging platforms like Instagram, TikTok, Facebook, and YouTube to generate awareness and drive online sales. These influencer campaigns will center on product demonstrations, testimonials, and the narrative of Kasooli's commitment to addressing period poverty. Additionally, educational campaigns will raise consumer awareness about the environmental damage caused by traditional menstrual products, using compelling statistics and video content to illustrate the advantages of choosing Kasooli.

**Capital Expenditures (\$200,000):** These funds will cover purchasing manufacturing equipment such as ovens, molds, and blenders.

**Operational Setup (\$150,000):** Allocated to secure a manufacturing facility, establish distribution logistics, and hire initial team members, including materials engineers, supply chain

managers, and marketing specialists. Proximity to the Corn Belt in states like Iowa and Nebraska will ensure a consistent and cost-effective supply chain.

**Working Capital (\$100,000):** Reserved to address day-to-day operational needs, manage cash flow, and provide a buffer for unforeseen expenses during the critical early months of operation.

## Appendix

### Competitor Research

Traditional and Environmentally Friendly Competitors:

#### **Traditional Competitors**

**Brand:** Always (Procter and Gamble):

**Products:** Conventional disposable pads and tampons.

**Price Point:** Approximately \$0.20 to \$0.35 per unit.

**Sustainability:** Limited focus; primarily synthetic materials.

[Link](#)

**Brand:** U by Kotex (Kimberly-Clark)

**Products:** Disposable pads, tampons, and pantyliners.

**Price Point:** Approximately \$0.20 to \$0.40 per unit.

**Sustainability:** Minimal emphasis on eco-friendly materials.

[Link](#)

**Brand:** Equate (Walmart's Private Label)

**Products:** Low-cost menstrual products.

**Price Point:** Approximately \$0.10 to \$0.25 per unit.

**Sustainability:** Focuses on affordability; limited sustainability initiatives.

[Link](#)

### **Environmentally-Friendly Competitors:**

**Brand:** Cora

**Products:** Organic, biodegradable pads, tampons, and menstrual cups.

**Price Point:** Pads are approximately \$0.50 per unit. (Amazon)

**Sustainability:** Strong commitment; uses organic cotton and naturally sourced materials.

[Link](#)

**Brand:** Viv

**Products:** Plant-based, biodegradable menstrual products.

**Price Point:** Pads are approximately \$0.71 per unit. (Amazon)

**Sustainability:** Emphasizes plastic-free, zero-waste solutions.

[Link](#)

### **Kasooli's Price Positioning:**

**Proposed Price Point:** \$0.30 to \$0.40 per unit

**Focus:** To bridge the gap between cost and sustainability, making eco-friendly menstrual care accessible to a diverse consumer base.

#### **Rationale**

**Affordability:** Positioning our products within this price range ensures they are competitively priced against traditional brands like Always and U by Kotex, which typically range from \$0.15

to \$0.40 per unit. This strategy aims to attract consumers who prioritize cost without compromising on quality.

**Sustainability:** By utilizing agricultural resources such as corn fibers, we reduce material costs and promote environmental responsibility. This approach allows us to offer eco-friendly products at a lower price point compared to premium sustainable brands like Cora and Viv, which are priced between \$0.50 and \$0.71 per unit.

**Market Accessibility:** Setting our price between \$0.30 and \$0.40 per unit makes our products accessible to a wider audience, including Budget-Conscious Sustainability Seekers who are interested in sustainable options but are deterred by higher prices.

**Competitive Advantage:** This pricing strategy differentiates Kasooli in the market by balancing affordability and sustainability, appealing to consumers seeking value without sacrificing environmental considerations.

# Kasooli Financial Plan

## Year 1

Revenue	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Year 1 Total
Unit Cost	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99
Unit Sold	50	200	500	1000	1200	1440	1728	2074	2488	2986	3583	4300	21549
Revenue	\$500	\$500	\$1,998	\$4,995	\$9,990	\$11,988	\$14,386	\$17,263	\$20,715	\$24,858	\$29,830	\$35,796	\$172,818
<b>Product Expenses</b>	<b>Month 1</b>	<b>Month 2</b>	<b>Month 3</b>	<b>Month 4</b>	<b>Month 5</b>	<b>Month 6</b>	<b>Month 7</b>	<b>Month 8</b>	<b>Month 9</b>	<b>Month 10</b>	<b>Month 11</b>	<b>Month 12</b>	<b>Year 1 Total</b>
Corn Stalk (transportation costs)	\$1,000	\$1,200	\$1,440	\$1,728	\$2,074	\$2,488	\$2,986	\$3,583	\$4,300	\$5,160	\$6,192	\$7,430	\$39,581
Chemical Costs (Sodium Phosphate)	\$200	\$240	\$288	\$346	\$415	\$498	\$597	\$717	\$860	\$1,032	\$1,238	\$1,486	\$7,916
Enzymes	\$150	\$180	\$216	\$259	\$311	\$373	\$448	\$537	\$645	\$774	\$929	\$1,115	\$5,937
Top Sheet	\$300	\$360	\$432	\$518	\$622	\$746	\$896	\$1,075	\$1,290	\$1,548	\$1,858	\$2,229	\$11,874
Adhesive	\$250	\$300	\$360	\$432	\$518	\$622	\$746	\$896	\$1,075	\$1,290	\$1,548	\$1,858	\$9,895
Packaging	\$300	\$360	\$432	\$518	\$622	\$746	\$896	\$1,075	\$1,290	\$1,548	\$1,858	\$2,229	\$11,874
Expense Total	\$2,200	\$2,640	\$3,168	\$3,802	\$4,562	\$5,474	\$6,569	\$7,883	\$9,460	\$11,352	\$13,622	\$16,346	\$87,077
<b>One Time Expense Description</b>	<b>Month 1</b>	<b>Month 2</b>	<b>Month 3</b>	<b>Month 4</b>	<b>Month 5</b>	<b>Month 6</b>	<b>Month 7</b>	<b>Month 8</b>	<b>Month 9</b>	<b>Month 10</b>	<b>Month 11</b>	<b>Month 12</b>	<b>Year 1 Total</b>
Industrial Machines, (Industrial Oven, Batch/Continuous Stir Reactor)	\$70,000												\$70,000
Misc. Sewing Tools & Equipment	\$5,000												\$5,000
Legal Fees - Incorporation	\$100												\$100
Build Website/ecommerce	\$500												\$500
Product Photography	\$1,000												\$1,000
Trade Show Booth						\$1,000							\$1,000
Domain Name Purchase	\$200												\$200
Product Design Molds	\$4,000												\$4,000
Technology Infrastructure Setup	\$5,000												\$5,000
Employee Recruitment and Training	\$6,000												\$6,000
Expense Total	\$91,800	\$0	\$0	\$0	\$0	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$92,800
<b>Other Expense Description</b>	<b>Month 1</b>	<b>Month 2</b>	<b>Month 3</b>	<b>Month 4</b>	<b>Month 5</b>	<b>Month 6</b>	<b>Month 7</b>	<b>Month 8</b>	<b>Month 9</b>	<b>Month 10</b>	<b>Month 11</b>	<b>Month 12</b>	<b>Year 1 Total</b>
Rent	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000
Labor (5 operators)	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$180,000
Utilities (Water, electric, trash, internet)	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$36,000
General liability insurance	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
R&D Costs	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
Ecommerce Fees	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Testing Facility Costs	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
Inventory Storage	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Marketing and Advertising	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000
Professional Services	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Miscellaneous Expenses	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
HR Expenses	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Administration Costs	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
Expense Total	\$52,200	\$52,200	\$52,200	\$52,200	\$52,200	\$52,200	\$52,200	\$52,200	\$52,200	\$52,200	\$52,200	\$52,200	\$626,400
Sum of Total Expenses -	\$146,200	\$54,840	\$55,368	\$56,002	\$56,762	\$58,674	\$58,769	\$60,083	\$61,660	\$63,552	\$65,822	\$68,546	\$806,277
Monthly Cash +/-	(\$145,701)	(\$54,341)	(\$53,370)	(\$51,007)	(\$46,772)	(\$46,686)	(\$44,384)	(\$42,820)	(\$40,944)	(\$38,693)	(\$35,992)	(\$32,750)	
Total Cash +/-	(\$145,701)	(\$200,041)	(\$253,411)	(\$304,418)	(\$351,190)	(\$397,876)	(\$442,259)	(\$485,080)	(\$526,024)	(\$564,717)	(\$600,709)	(\$633,459)	(\$633,459)

# Year 2

	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
<b>Revenue</b>	<b>Month 13</b>	<b>Month 14</b>	<b>Month 15</b>	<b>Month 16</b>	<b>Month 17</b>	<b>Month 18</b>	<b>Month 19</b>	<b>Month 20</b>	<b>Month 21</b>	<b>Month 22</b>	<b>Month 23</b>	<b>Month 24</b>	<b>Year 2 Total</b>	
Unit Cost	9.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	
Unit Sold	5160	6450	8062	10078	12597	15746	19683	24604	30755	38443	48054	60068	279700	
Revenue	\$42,955	\$51,546	\$64,433	\$80,541	\$100,676	\$125,845	\$157,307	\$196,633	\$245,791	\$307,239	\$384,049	\$480,061	\$2,237,078	
<b>Product Expenses</b>	<b>Month 13</b>	<b>Month 14</b>	<b>Month 15</b>	<b>Month 16</b>	<b>Month 17</b>	<b>Month 18</b>	<b>Month 19</b>	<b>Month 20</b>	<b>Month 21</b>	<b>Month 22</b>	<b>Month 23</b>	<b>Month 24</b>	<b>Year 2 Total</b>	
Corn Stalk	\$8,916	\$10,699	\$12,839	\$15,407	\$18,488	\$22,186	\$26,623	\$31,948	\$38,338	\$46,005	\$55,206	\$66,247	\$352,904	
Chemical Costs (Sodium Phosphate)	\$1,783	\$2,140	\$2,568	\$3,081	\$3,698	\$4,437	\$5,325	\$6,390	\$7,668	\$9,201	\$11,041	\$13,249	\$70,581	
Enzymes	\$1,337	\$1,605	\$1,926	\$2,311	\$2,773	\$3,328	\$3,993	\$4,792	\$5,751	\$6,901	\$8,281	\$9,937	\$52,936	
Top Sheet	\$2,675	\$3,210	\$3,852	\$4,622	\$5,547	\$6,656	\$7,987	\$9,584	\$11,501	\$13,802	\$16,562	\$19,874	\$105,871	
Adhesive	\$2,229	\$2,675	\$3,210	\$3,852	\$4,622	\$5,547	\$6,656	\$7,987	\$9,584	\$11,501	\$13,802	\$16,562	\$88,226	
Packaging	\$2,675	\$3,210	\$3,852	\$4,622	\$5,547	\$6,656	\$7,987	\$9,584	\$11,501	\$13,802	\$16,562	\$19,874	\$105,871	
<b>Expense Total</b>	<b>\$19,615</b>	<b>\$23,539</b>	<b>\$28,246</b>	<b>\$33,895</b>	<b>\$40,675</b>	<b>\$48,809</b>	<b>\$58,571</b>	<b>\$70,286</b>	<b>\$84,343</b>	<b>\$101,211</b>	<b>\$121,454</b>	<b>\$145,744</b>	<b>\$776,388</b>	
<b>One Time Expense Description</b>	<b>Month 13</b>	<b>Month 14</b>	<b>Month 15</b>	<b>Month 16</b>	<b>Month 17</b>	<b>Month 18</b>	<b>Month 19</b>	<b>Month 20</b>	<b>Month 21</b>	<b>Month 22</b>	<b>Month 23</b>	<b>Month 24</b>	<b>Year 2 Total</b>	
Facility Renovations and Improvements	\$15,000												\$15,000	
Additional Machinery	\$20,000												\$20,000	
Scaling Upgrades	\$50,000												\$50,000	
Employee Recruitment and Training	\$5,000												\$5,000	
													\$0	
													\$0	
													\$0	
													\$0	
													\$0	
													\$0	
<b>Expense Total</b>	<b>\$90,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$90,000</b>	
<b>Other Expense Description</b>	<b>Month 13</b>	<b>Month 14</b>	<b>Month 15</b>	<b>Month 16</b>	<b>Month 17</b>	<b>Month 18</b>	<b>Month 19</b>	<b>Month 20</b>	<b>Month 21</b>	<b>Month 22</b>	<b>Month 23</b>	<b>Month 24</b>	<b>Year 2 Total</b>	
Rent	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$144,000	
Labor (8 operators)	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$288,000	
Utilities (Water, electric, trash, internet)	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$42,000	
General liability insurance	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	
R&D Costs	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000	
Ecommerce Fees	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000	
Testing Facility Costs	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400	
Inventory Storage	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	
Marketing and Advertising	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$180,000	
Professional Services	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	
Miscellaneous Expenses	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000	
HR Expenses	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000	
Administration Costs	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000	
<b>Expense Total</b>	<b>\$86,700</b>	<b>\$86,700</b>	<b>\$86,700</b>	<b>\$86,700</b>	<b>\$86,700</b>	<b>\$86,700</b>	<b>\$86,700</b>	<b>\$86,700</b>	<b>\$86,700</b>	<b>\$86,700</b>	<b>\$86,700</b>	<b>\$86,700</b>	<b>\$1,040,400</b>	
<b>Sum of Total Expenses -</b>	<b>\$196,315</b>	<b>\$110,239</b>	<b>\$114,946</b>	<b>\$120,595</b>	<b>\$127,375</b>	<b>\$135,509</b>	<b>\$145,271</b>	<b>\$156,986</b>	<b>\$171,043</b>	<b>\$187,911</b>	<b>\$208,154</b>	<b>\$232,444</b>	<b>\$1,906,788</b>	
<b>Monthly Cash +/-</b>	<b>(\$153,360)</b>	<b>(\$58,692)</b>	<b>(\$50,513)</b>	<b>(\$40,055)</b>	<b>(\$26,698)</b>	<b>(\$9,664)</b>	<b>\$12,035</b>	<b>\$39,648</b>	<b>\$74,749</b>	<b>\$119,328</b>	<b>\$175,896</b>	<b>\$247,617</b>		
<b>Total Cash +/-</b>	<b>(\$786,819)</b>	<b>(\$845,512)</b>	<b>(\$896,025)</b>	<b>(\$936,080)</b>	<b>(\$962,778)</b>	<b>(\$972,442)</b>	<b>(\$960,407)</b>	<b>(\$920,760)</b>	<b>(\$846,011)</b>	<b>(\$726,683)</b>	<b>(\$550,787)</b>	<b>(\$303,170)</b>	<b>(\$303,170)</b>	

# Year 3

AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR
<b>Revenue</b>	<b>Month 25</b>	<b>Month 26</b>	<b>Month 27</b>	<b>Month 28</b>	<b>Month 29</b>	<b>Month 30</b>	<b>Month 31</b>	<b>Month 32</b>	<b>Month 33</b>	<b>Month 34</b>	<b>Month 35</b>	<b>Month 36</b>	<b>Year 3 Total</b>
Unit Cost	9.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	9.99	
Unit Sold	63071	66225	76158	87582	100719	115827	133202	153182	176159	202583	232970	267916	1675594
Revenue	\$600,077	\$630,081	\$661,585	\$760,822	\$874,946	\$1,006,188	\$1,157,116	\$1,330,683	\$1,530,286	\$1,759,828	\$2,023,803	\$2,327,373	\$14,662,787
<b>Product Expenses</b>	<b>Month 25</b>	<b>Month 26</b>	<b>Month 27</b>	<b>Month 28</b>	<b>Month 29</b>	<b>Month 30</b>	<b>Month 31</b>	<b>Month 32</b>	<b>Month 33</b>	<b>Month 34</b>	<b>Month 35</b>	<b>Month 36</b>	<b>Year 3 Total</b>
Corn Stalk	\$72,872	\$80,159	\$88,175	\$96,993	\$106,692	\$117,361	\$129,097	\$142,007	\$156,208	\$171,829	\$189,011	\$207,913	\$1,558,318
Chemical Costs	\$14,574	\$16,032	\$17,635	\$19,399	\$21,338	\$23,472	\$25,819	\$28,401	\$31,242	\$34,366	\$37,802	\$41,583	\$311,664
Enzymes	\$10,931	\$12,024	\$13,226	\$14,549	\$16,004	\$17,604	\$19,365	\$21,301	\$23,431	\$25,774	\$28,352	\$31,187	\$233,748
Top Sheet	\$21,862	\$24,048	\$26,453	\$29,098	\$32,008	\$35,208	\$38,729	\$42,602	\$46,862	\$51,549	\$56,703	\$62,374	\$467,495
Adhesive	\$18,218	\$20,040	\$22,044	\$24,248	\$26,673	\$29,340	\$32,274	\$35,502	\$39,052	\$42,957	\$47,253	\$51,978	\$389,579
Packaging	\$21,862	\$24,048	\$26,453	\$29,098	\$32,008	\$35,208	\$38,729	\$42,602	\$46,862	\$51,549	\$56,703	\$62,374	\$467,495
Expense Total	\$160,319	\$176,351	\$193,986	\$213,384	\$234,723	\$258,195	\$284,014	\$312,416	\$343,657	\$378,023	\$415,825	\$457,408	\$3,428,299
<b>One Time Expense Description</b>	<b>Month 25</b>	<b>Month 26</b>	<b>Month 27</b>	<b>Month 28</b>	<b>Month 29</b>	<b>Month 30</b>	<b>Month 31</b>	<b>Month 32</b>	<b>Month 33</b>	<b>Month 34</b>	<b>Month 35</b>	<b>Month 36</b>	<b>Year 3 Total</b>
Facility Renovations and Improvements	\$45,000												\$45,000
Additional Machinery	\$60,000												\$60,000
Scaling Upgrades	\$150,000												\$150,000
Employee Recruitment and Training	\$15,000												\$15,000
													\$0
													\$0
													\$0
													\$0
													\$0
													\$0
Expense Total	\$270,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$270,000
<b>Other Expense Description</b>	<b>Month 25</b>	<b>Month 26</b>	<b>Month 27</b>	<b>Month 28</b>	<b>Month 29</b>	<b>Month 30</b>	<b>Month 31</b>	<b>Month 32</b>	<b>Month 33</b>	<b>Month 34</b>	<b>Month 35</b>	<b>Month 36</b>	<b>Year 3 Total</b>
Rent	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$180,000
Labor (15 operators)	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$540,000
Utilities (Water, electric, trash, internet)	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
General liability insurance	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000
R&D Costs	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$240,000
Ecommerce Fees	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
Testing Facility Costs	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Inventory Storage	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000
Marketing and Advertising	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$300,000
Professional Services	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000
Miscellaneous Expenses	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000
HR Expenses	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
Administration Costs	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$360,000
Expense Total	\$166,500	\$166,500	\$166,500	\$166,500	\$166,500	\$166,500	\$166,500	\$166,500	\$166,500	\$166,500	\$166,500	\$166,500	\$1,998,000
Sum of Total Expenses -	\$596,819	\$342,851	\$360,486	\$379,884	\$401,223	\$424,695	\$450,514	\$478,916	\$510,157	\$544,523	\$582,325	\$623,908	\$5,696,299
Monthly Cash +/-	\$3,258	\$287,230	\$301,099	\$380,938	\$473,723	\$581,493	\$706,601	\$851,767	\$1,020,128	\$1,215,305	\$1,441,477	\$1,703,465	
Total Cash +/-	(\$299,912)	(\$12,682)	\$288,418	\$669,356	\$1,143,079	\$1,724,572	\$2,431,173	\$3,282,941	\$4,303,069	\$5,518,375	\$6,959,852	\$8,663,317	\$8,663,317

## Expert Interviews

Expert Interview with Audrey from Marisol Health Women's Health Clinic

Conducted 10/30/2024 in Person

Product Awareness and Usage:

Current Product Options:

- What types of menstrual products do you see most frequently used by the women who visit your clinic (e.g., pads, tampons, menstrual cups, reusable products)?

Primarily traditional pads due to accessibility and affordability. Some use silicone cups, and many people are annoyed with the current product availability.

Awareness of Eco-Friendly Options:

- Are the women you see generally aware of eco-friendly or sustainable menstrual products, and do they show interest in using them?

Some “flushable options” but plastic use is a big concern, but we then there’s trouble with absorbency and issues with bleeding through, making absorbency a key factor.

Some of our consumers are aware of this, but many are not aware of biodegradable options.

Primary Considerations:

- From a healthcare perspective, what are women’s primary factors when choosing a menstrual product (e.g., cost, comfort, environmental impact, ease of use, availability)?

Comfort, cost, and habit—many women use what their family members have historically purchased. Brand alignment with values is necessary, the price is often a

more pressing factor, which adds up due to the frequency of monthly product purchases.

#### Health Impacts:

- Do you advise patients about any health risks or concerns related to everyday menstrual products?

In terms of use, cheap brands are less absorbent and full of harmful plastics; however, these are bought for cost reasons. Absorbency matters, and serious issues are caused if not that people would be worth paying extra for.

Another major issue is disposal; some claim they can be flushed or are flushed, causing serious septic issues for businesses and homeowners - especially when non-biodegradable items clog the pipes.

True biodegradability would be great, especially in contact with water, but that's a product question if it can still be absorbent and biodegradable. But a true solution to disposal would be interesting to see.

#### Material Sensitivities:

- Have you encountered patients with allergies or sensitivities to materials in traditional pads or tampons? How important do you think hypoallergenic and natural materials are for women's menstrual health?

Clearly, plastic is not good for the environment or our bodies and no one knows exactly how we are being impacted.

For some women, there are sensitivities to chemicals or plastics found in conventional products, leading to irritation or discomfort.

Interest in Biodegradable Products:

- Do you believe there is an interest in biodegradable or compostable menstrual products among your patients? How significant is the environmental impact of menstrual products on your patients' choice and experience?

Yes, our patients have a strong interest in biodegradable products, particularly due to concerns about plastic pollution and what we are putting in our bodies. Many would even be willing to pay a little more—up to 25% extra—for a product they know will break down quickly and not harm the environment.

Cost Barriers:

- How big of an issue is cost for women accessing menstrual products, particularly those with lower incomes?

Cost is a significant barrier. Many women are limited to lower-cost products, even if they prefer a more eco-friendly or comfortable option. Making sustainable products more affordable could be a game-changer for these patients.

#### Distribution and Accessibility:

- Are there certain barriers to accessing menstrual products that you notice among your patients? Do you see value in a low-cost, eco-friendly product being more widely available?

Many women purchase menstrual products primarily from large retailers like Walmart and smaller wholesalers such as pharmacies and grocery stores.

If eco-friendly options aren't available in these common locations, they're often overlooked compared to the generic cheap brands. Ensuring availability in these stores or making them accessible at lower price points is crucial.

#### Feedback on Product Concept

##### Sustainable Product Interest:

- Given that our product aims to be affordable and sustainable, what features or qualities would make it attractive to the women you serve?

Biodegradable, effective, and comfortable

Common frustrations include issues with leaking, poor absorbency, and adhesives that don't stick well.

If these key areas are addressed in a sustainable product, it would be appealing.

Branding and Education Needs:

- Do you think an eco-friendly, low-cost menstrual product would require any additional education or awareness-building for women to adopt it? If so, what topics should be covered?

Yes/no education would definitely help. Many women understand but some don't understand the impact of plastics in menstrual products in terms of chemicals or the benefits of biodegradable options. Birth control is an example that both have positive benefits but often at negative costs that aren't fully considered.

Educational advertising or showing the negative of current options could be effective marketing for showcasing the environmental benefits of biodegradable products, which would increase adoption - including clear disposal instructions.

Clinician Recommendations:

- Would clinicians at your clinic feel comfortable recommending a sustainable menstrual product made from agricultural resources, assuming it met safety standards? What additional information would you want to ensure its effectiveness and safety?

Yes, but we only recommend it; it's up to the buyer/consumer to choose the product. Our many pieces of advice would be on absorbency and showcasing the safest options for women's bodies.

Trends in Women's Health:

- Are there any emerging trends or needs in women's health and hygiene that could impact the demand for new menstrual products in the coming years?

Yes, towards sustainability and more health-conscious decisions

- Other Considerations:

Mainly in the area of disposal, making sure you have clear guidance on disposal methods —especially if the product can break down quickly in various conditions— would be an additional benefit, but it is hard to quantify how much until issues arise.

Expert Interview with Steve Foster, Licensing Director at CSU Strata

Conducted at Office Hours with Steve Foster on 11/6/2024 with Project Manager

Samantha Preuss

After explaining Kasooli's status as a Venture-Backed Senior Engineering Project to Steve, he gave us a very clear rundown on the unique situation regarding Intellectual

Property (IP) at Colorado State University and options of turning this project into protected IP utilized in business built around the patented technology.

**Ownership:** Establishing a clear picture of who came up with what ideas, even if it is a 5 person design team. Whoever originally came up with the idea or process behind the desired patented technology owns the idea.

**Potential Options:** Steve explained the two potential pathways the project/Samantha could use to protect the IP. Both methods involve fully disclosing how this process is done and laying out steps to replicate it like a normal patent.

**Option 1:** The team/Samantha would own their own IP. They would go through the process of filling and paying for the patent which is about 20-25k on average - and additional for international patents. As the school is not paying them for research and funding for the project comes from a student, the students own the IP.

**Option 2:** The team would assign the IP over to CSU Strata. Strata would then file the patent for 20-25k and the team would be listed as inventors on the patent. If interested they could continue to grow the company with the permission of Strata or Strata can to license out the patent as they see fit. Thereafter the patent would be paid off as a royalty deal with the stakeholders sharing the profit between the 4 parties of the

inventor, CSU Strata, Department/College (College of Mechanical Engineering) and the inventors gaining around 20 cents on the dollar, and CSU and CSU Strata and Office of VP for research.

### **Considerations for Project Continuation and IP Management**

**Project Continuity:** If the Kasooli project extends into subsequent semesters with new team members, defining individual contributions to the invention is essential. Since specific contributions to patent claims determine inventorship, adding new contributors may complicate IP ownership.

**Public Disclosure:** Steve advised caution against public disclosures, such as presentations or publications, before filing a patent application. Such disclosures could compromise the novelty requirement critical for patentability.

**Patent Drafting Strategy:** Steve recommended drafting the patent application broadly to maximize protection. This entails providing a comprehensive description of the invention, outlining its purpose, and specifying its unique differentiators from existing technologies. Sufficient detail enables skilled individuals in the field to replicate the invention, meeting legal requirements.

### **Patent Creation - Assessing Novelty and Non-Obviousness:**

**Novelty:** The invention must be new, with no prior public disclosure. Steve stressed the importance of conducting thorough research to ensure no previous disclosures compromise the patent.

**Non-Obviousness:** The invention should not be obvious to someone skilled in the field. For example, while similar processes may use alternative materials like banana fibers, it's crucial to demonstrate how Kasooli's use of corn fibers offers unique and non-obvious improvements.

## Survey Data

Please see attached spreadsheet titled, "[Sustainable Menstrual Market Discovery \(Responses\)](#)" for more details about customer discovery.

Timestamp	What is your age?	What is your annual household income?	What is your highest level of education (or highest)?	What is your family status?	How important is sustainability to you when purchasing menstrual products?	What factors most influence your decision to buy menstrual products (e.g., price, comfort, environmental impact, brand trust)?	Are you aware of menstrual products made from sustainable materials (e.g., corn fibers or bamboo)?	Would you be willing to pay more for a biodegradable, plastic-free menstrual product compared to regular products?	How much more (if any) are you willing to pay for a biodegradable, plastic-free menstrual product compared to regular products?	What challenges or barriers do you currently experience in adopting sustainable menstrual products (e.g., price, availability, awareness)?	How do you evaluate whether a brand aligns with your personal values (e.g., transparency, sustainability, social impact)?	Would you be more likely to purchase menstrual products from a company that discloses a portion of their production's carbon footprint or uses sustainable materials in their products?	Would family-owned, biodegradable products influence your decision to buy if they were sold online with a subscription service?	Would you be interested in a subscription service for menstrual products (e.g., wet wipes, toilet paper, subscription service)?	Where do you typically purchase menstrual products (e.g., retail stores, online platforms, subscription service)?	
10/29/2024 16:00:26	21	Less than \$10,000	Bachelor's degree	Single	4	Comfort, Brand trust	Yes	Yes	I am willing to pay around \$3 more	They aren't comfortable and can worsen the effect	I evaluate based on transparency and sustain. Yes because menstrual products are expensive and	Regardless of the price, I would be intrigued to try. Maybe	Yes	Retail stores		
11/18/2024 10:42:04	26	More than \$100,000	Master's degree	Married	3	Price, Comfort	Yes	Maybe	Not much more, but if it works, I would buy!	Durability/comfort	Not much, but social impact is a nice perk (for me)	Yes, especially if they are durable and work	Yes	Retail stores		
11/18/2024 11:03:21	44	More than \$100,000	Master's degree	Married	4	Price, Comfort, Environmental impact, Brand trust	Yes	Yes	Depends on how much more	Both low cost products	Yes, always great to take care of others	Yes, but prefer organic over focus for things, HAIR	No	Retail stores		
11/18/2024 11:04:07	50	\$10,000 - \$10,000	High school diploma or equivalent	Divorced	5	Comfort, Environmental impact, Brand trust	No	Yes	I'm not sure I would depend on the product.	Environment, sustainability, and quality	Up research online and try to find the most sustainable but I would prefer they donate money	Consigny / sustainability trust.	Maybe	Retail stores, Other		
11/18/2024 11:05:54	18	Less than \$10,000	High school diploma or equivalent	Single	4	Price, Comfort, Environmental impact, Brand trust	Yes	Yes	Willing to pay more (shouldn't have to pay at all)	Sustainability, Quality	Google is my friend. TB too too	Yes	Yes	Retail stores		
11/18/2024 11:42:28	49	More than \$100,000	High school diploma or equivalent	Married	4	Other	Yes	Yes	I am willing to pay more for sustainable product	The chemicals used	I look at ingredients and how they are made	Not necessarily. That's the choice of the business	Maybe	Retail stores		
11/18/2024 17:57:47	14	\$10,000 - \$10,000	High school diploma or equivalent	Single	3	Price, Comfort	Yes	Yes	A little bit more	comfort	I Google it	yes because that makes me feel good about myself	yes	I would definitely buy them	Yes	Retail stores
11/18/2024 17:59:51	47	More than \$100,000	Master's degree	Married	4	Comfort, Environmental impact, Brand trust	Yes	Yes	Would be willing to pay at least \$5 more	Quality and sustainability	Locally sourced research	Yes	Yes	Yes	Retail stores	
11/18/2024 8:00:40	34	\$25,000 - \$50,000	High school diploma or equivalent	Single	5	Price, Comfort, Environmental impact	No	Yes	Not much, they're already quite a monthly expense	Comfort	Sustainability in my top concern along with no fw	Yes, regardless of income, we never need it	Yes	No	Retail stores	
11/18/2024 8:08:31	86	\$25,000 - \$50,000	High school diploma or equivalent	Single	5	Other	No	Maybe	Affordable, highly willing	The products I'm making these products, some	Sustainability in my top concern along with no fw	Yes, regardless of income, we never need it	Yes	No	Retail stores	
11/18/2024 8:09:31	49	More than \$100,000	Master's degree	Married	3	Comfort, Environmental impact, Other	No	Maybe	Slightly more	Made with harmful chemicals that aren't transparent	Mostly from packaging	Yes because I like companies that are socially res.	Yes, if they were comfortable and functional	Yes	Yes	Retail stores
11/18/2024 8:10:54	20	Less than \$10,000	Bachelor's degree	Single	2	Price, Brand trust	No	Maybe	None	environmentally, comfort, the way they	don't	No, this study wouldn't affect my decision because I never	Yes	Yes	Retail stores, Online platforms	
11/18/2024 8:12:26	40	More than \$100,000	Master's degree	Married	2	Other	No	Yes	If it is "clean" (without any toxins), I would be w	Health and safety - without h	Health and safety - humans	I don't buy based on the company - I buy based on	Yes - if they were safe.	Yes	Online platforms, Subscription	
11/18/2024 8:16:14	21	Less than \$10,000	High school diploma or equivalent	Single	3	Price, Comfort	Yes	Yes	no more	comfort	n/a	yes	yes	No	Retail stores	
11/18/2024 14:11:30	32	\$75,000 - \$100,000	Master's degree	Married	3	Price, Comfort	Yes	Yes	\$3 in per package	Call at the destruction of the environment for	I don't currently evaluate this	Possibly, I would consider if these donations are to	Yes	No	Retail stores	
11/18/2024 14:17:38	21	\$10,000 - \$10,000	Bachelor's degree	Single	4	Price, Comfort, Brand trust	No	Yes	A little more, depends on the product. If it was	Quality of quality. If it is good, I can support	Transparency, I would like that if it is honest and tr	Yes, but it also depends on the price of the prod	Absolutely	Yes	Retail stores, Online platforms	
11/11/2024 5:29:13	24	More than \$100,000	Bachelor's degree	Married	5	Comfort	No	Maybe	Very	Quality of the product. I use a menstrual cup beca	Transparency of the product materials	It is nice to hear when companies disclose a partic	None	Maybe	Online platforms	
11/12/2024 9:03:44	26	Less than \$10,000	Master's degree	Single	5	Environmental impact	No	Yes	It would depend on what it's made of. (C.A. I	How my disc opt	I study corporate sustainability so I usually look in	yes 100% I would answer no to the question below	no	No	Retail stores	
11/16/2024 8:55:40	77	More than \$100,000	Master's degree	Other	1	Comfort	No	No	N/A	N/A	N/A	N/A	N/A	No	Retail stores	
11/16/2024 11:03:19	60	More than \$100,000	Bachelor's degree	Married	1	Price, Comfort	No	Maybe	Depends on comfort	Sustainability	Reliability	No, but wouldn't mind either way	Maybe. And definitely if price is better and sustain	Yes	Retail stores	
11/17/2024 0:46:19	40	More than \$100,000	Bachelor's degree	Married	3	Other	No	Maybe	Not more, they're too expensive as it is, and I	Lack of effectiveness and packages fit	Reliability	If the product were equally effective and not more	Yes, so long as they worked on well	No	Retail stores	
11/18/2024 0:11:30	48	More than \$100,000	Bachelor's degree	Married	5	Comfort	Yes	Yes	Made a couple dollars more	Comfort	None	Yes	Yes	Yes	Retail stores	

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