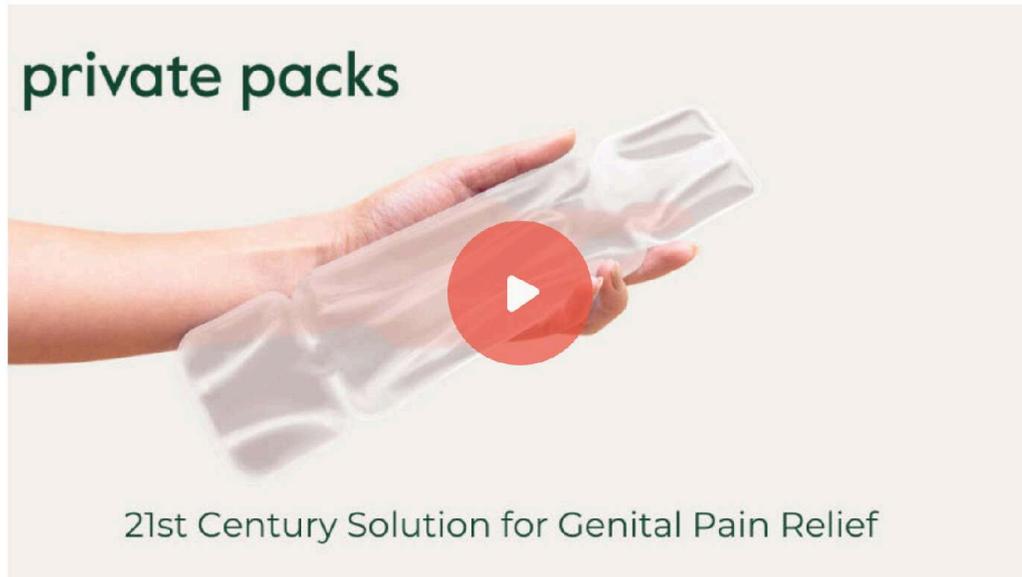


A modern line of holistic feminine pain relief solutions



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



<p>Executive Summary</p> <p>COMPANY Private Packs is a CPG female wellness company that creates a modern line of feminine pain relief solutions for the intimate body parts.</p> <p>MISSION STATEMENT Transform the healing process for women's most sensitive body parts.</p> <p>PRODUCT OFFERINGS - Ergonomic Hot & Cold Therapy Packs - Topical Ointments</p>	<p>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</p> <p>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.</p> <p>PRESS </p>	<p>RAISING \$250,000</p> <p>USE OF FUNDS <ul style="list-style-type: none"> • 40% Marketing • 10% E-Commerce • 35% Hiring • 5% G&A • 10% CVS Pilot </p> <p>TERM SHEET DETAILS Convertible Note <ul style="list-style-type: none"> • 8% interest • 20% discount • \$5M valuation cap </p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">CONFIDENTIAL PRIVATE PACKS</p>
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Problem

100%
of vulva owners experience pain in their privates.

<p>SEXTECH SEXUAL WELLNESS (21+)</p>	<p>FEMTECH GYNECOLOGICAL HEALTH PREGNANCY CARE PERI-MENOPAUSE (40+) ESTROGEN RELATED CANCERS</p>	<p>SILVERTECH MENOPAUSAL WOMEN (50+)</p>
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ALL CPG

Current Solutions

Women have to resort to antiquated tools that are demoralizing.



Outdated Hand-Me-Downs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



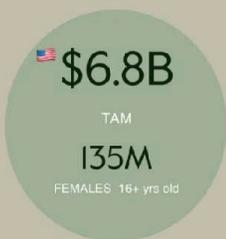
Meant to Be Eaten
Messy, unsterile and bulky



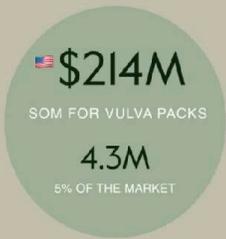
D.I.Y. Fixes
Frozen padsicles and frozen condoms

Market Opportunity

Women are often misdiagnosed and our health is under researched.



UK \$11.2B
CA \$572K



4.3M X \$49.99

Solution

Product I: Vulva Pad

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



Competition



private packs

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

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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 yrs 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

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Unit Economics



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

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

CDGs include: Materials Production, Fulfillment, Freight Shipment

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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
- XIClabs

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

private packs

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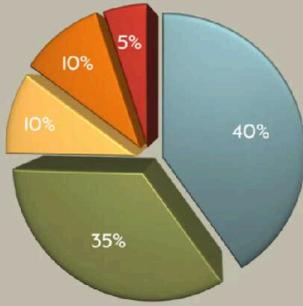
Investment Opportunity

\$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



- Marketing
- Personnel
- Retail Ready/CVS
- E-Commerce
- We Funder Fee

CEO & Founder

Suzanne Sinatra

- Wall Street Marketer turned Fem Tech Entrepreneur
- 2021 XRC Labs Elevate Fellow
- 2021 VCI 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



Jessica Shepherd MD MBA FACOG
OE/GYN

Operations



Keziah Robinson
Principal, Cassia Partners

Business



Robert Befidi
Div. Vice President, 3M

Legal



Lydia Cheuk
Deputy General Counsel, Away



Marketing



Sharon Lee Thony
Entrepreneur, recent exit to Fiverr; Formerly: P&G



Finance



Deb Bronston-Culp
Managing Partner
Samothrace Partners

Today: Foundation





THANK YOU



Made in New York City
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[@privatepacks](https://www.instagram.com/privatepacks)
<https://calendly.com/sinatra>

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