



Modern Solutions for Feminine Pain



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

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+)

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Outdated Hand-Me-Downs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

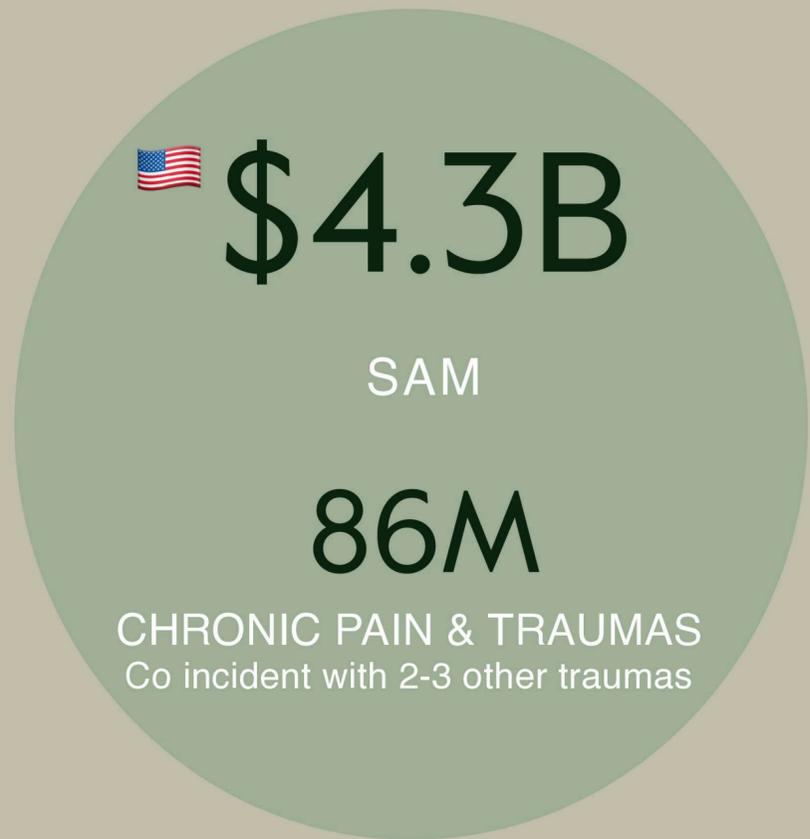
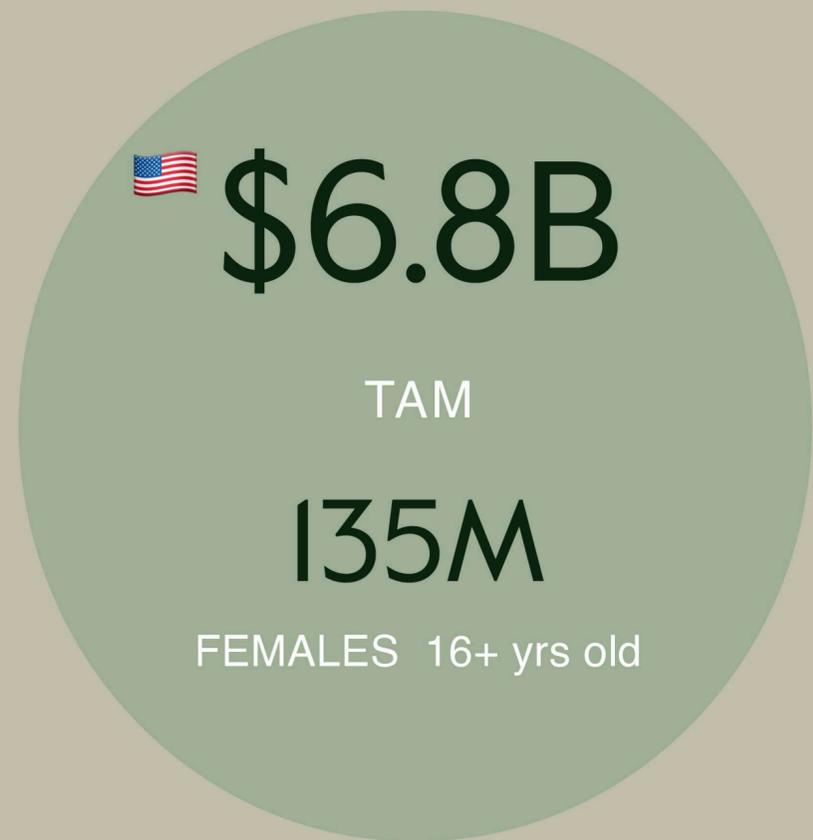


D.I.Y. Fixes

Frozen padsicles and frozen condoms

Market Opportunity

Women are often misdiagnosed and our health is under researched.



+ \$11.2B
 \$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

VagiKool

Nyssa

Femicorp

GentlePak

Multi-Temperature



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Patented Design



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Performance Material



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Inclusive Brand



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Sustainable



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Approachable



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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 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

Unit Economics



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

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

Traction & GTM

TO DATE

Successful Crowdfunding & E-Commerce launch
Granted design patent
Rewards & pre orders

Recognized: 

PHASE I 2-12 Months

 pilot
Begin marketing efforts
Launch waitlisted SKUs
Start wholesale & clinician program
Key Hire: Marketing


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

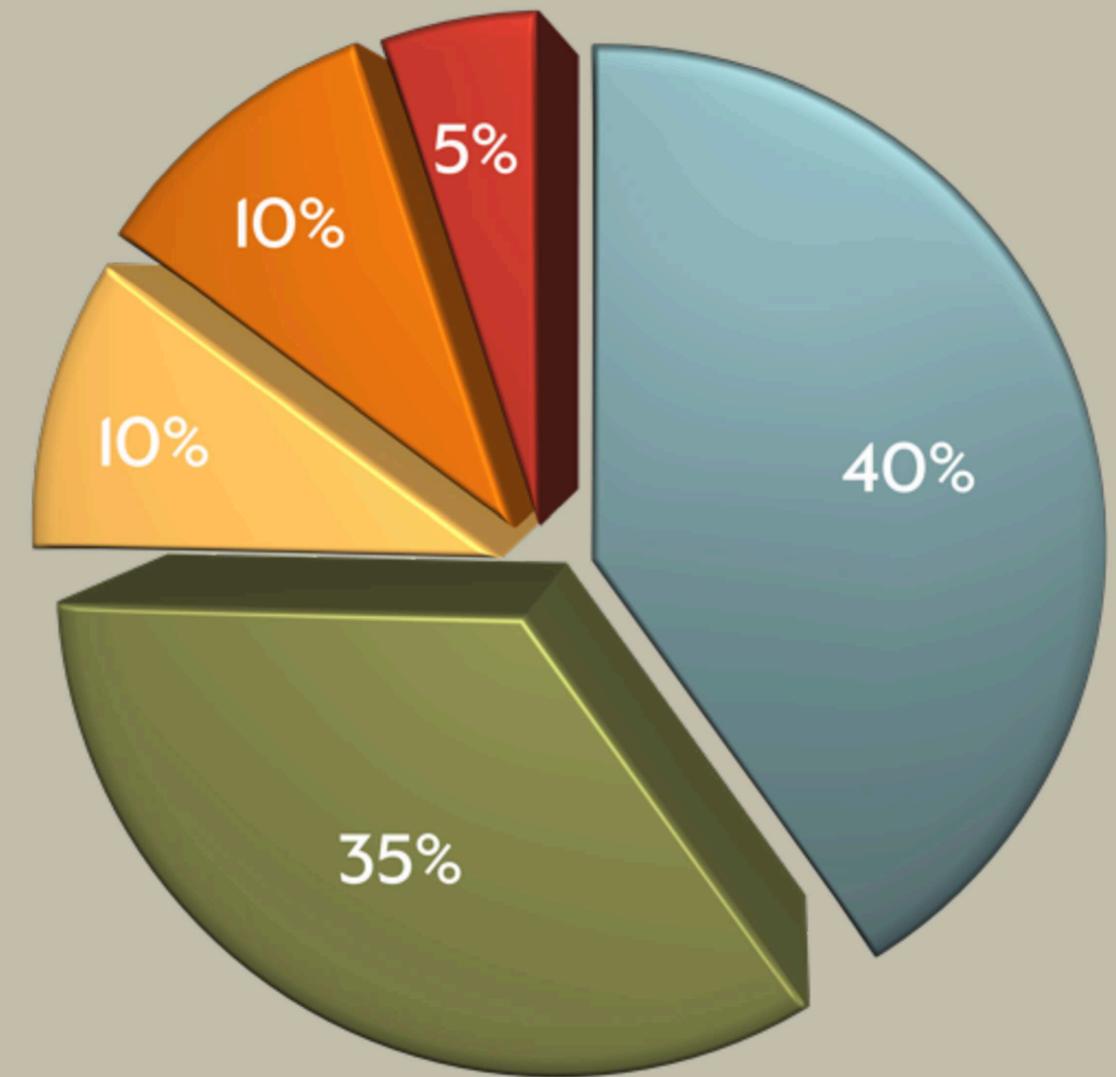
Investment Opportunity

\$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



- 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 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.”



Project Entrepreneur

RENT THE RUNWAY FOLIOCEATION | UBS



**STARTUP
SCHOOL**
by Y Combinator



Advisors

Clinician



Jessica Shepherd MD MBA FACOG
OB/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

**BUILT A
BRAND**

**MADE FIRST
PRODUCT**

**CREATED A
COMMUNITY**

THANK YOU



Made in New York City

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