



**MMETHARI**  
Making the change we seek

# BUSINESS PROFILE

## 2022|23

**Who  
we are...**



You're probably thinking, "Umm, guys that's really cool... but what IS a Mme Thari Cup?"

Let's start from the beginning. Our co-founder, Kefilwe Ndubo, has always been passionate about living freely and authentically. She's spent her life learning about reducing waste and caring for our earth and our own bodies. Eventually, Kefilwe saw a need for women to have access to a product that makes periods more manageable and reduces literally billions of pula of tampon and pad waste.

Millions of girls around the world are forced to stay home from school and work during their period, sometimes even using dirt and leaves in place of sanitary products. Hundreds of thousands of women in the Botswana, many of whom are homeless, can't afford these basic products and are stuck choosing between food and tampons.

That's why Kefilwe joined forces with her business-minded and genius Mother in law Anastacia Ndubo. Together, they created the Mme Thari Cup, a menstrual cup designed to provide period freedom!

## Our Mission

"Empower people, give back to others, and live in freedom? I'M IN!"

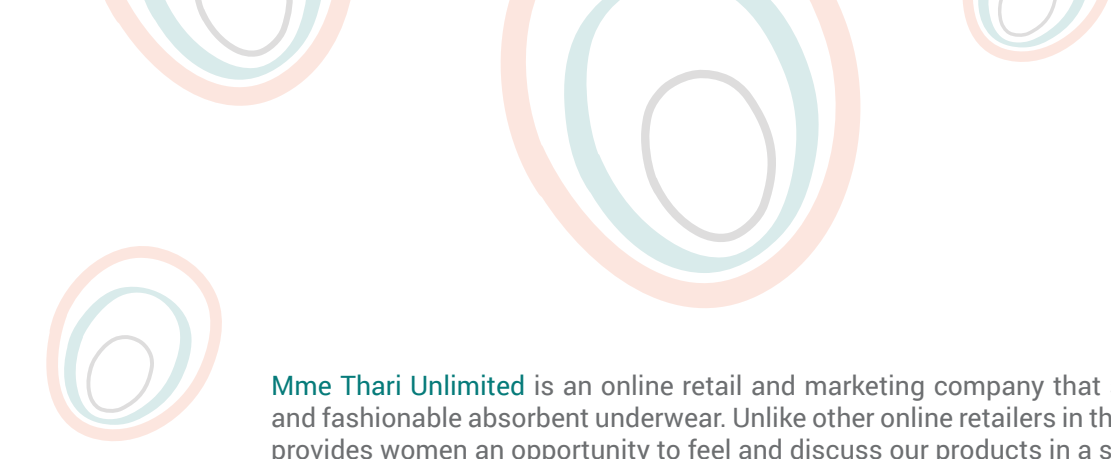
Raise your hand if you can get on board with that mission! Here at Mme Thari Cup, we don't just talk about our mission. We live it.

**We empower** others to succeed by encouraging every girl to try new things, crush her boundaries, and step out in confidence! **We give** back to our communities by giving a cup to a woman in need for EVERY Mme Thari Cup that is purchased.

**We live** free by talking about our periods, dreaming big, and using those Mme Thari Cups to swim, work, run, and compete just like we do every other day of the year! If that's a mission you can get on board with, then we invite you to join our #MmeThariFamily. Because we won't rest until we get a Mme Thari Cup in the hand of EVERY woman on the planet.

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*"Get ready, because we're starting off BIG. Our goal is to get a Mme Thari Cup in the hands of every woman on the planet. \*mad cheers and clapping\*"*



**Mme Thari Unlimited** is an online retail and marketing company that sells menstrual cups and fashionable absorbent underwear. Unlike other online retailers in this market, **Mme Thari** provides women an opportunity to feel and discuss our products in a safe space. We create interactive displays and distribute them to women's health-focused organizations (clinics, yoga studios, and athletic gyms) across Botswana. Reusable menstrual products not only increase the mobility of women during menstruation, but also prevent approximately 350 disposable feminine hygiene products from entering the waste stream each year.

## Why We Matter

Menstruation is a biological process that almost every woman undergoes each month for approximately 40 years. In the United States, the majority of women use disposable tampons. When tampons were first commercially available in the 1930s, women were joyous. Tampons allowed women more freedom during their periods. However, for all of the benefits of tampons, there are many drawbacks:

- *Tampons leak.*
- *Tampons have to be changed frequently.*
- *Tampons can cause vaginal dryness and micro tears.*
- *Synthetic fibers in tampons can provide a breeding ground for harmful bacteria.*
- *Tampons are disposable and generate a lot of waste.*
- *Tampons are expensive.*

For the past 80 years, there has been minimal innovation in feminine hygiene. Large corporations such as Procter and Gamble and Kimberly Clark control 90% of this \$3.1 billion industry. Historically, feminine hygiene marketing perpetuated the idea that periods were embarrassing and should be kept discrete. This may explain the lack of discourse and demand for innovation in this industry. But there is an alternative to disposable tampons. Reusable menstrual cups have existed since the 1800s and are currently gaining exposure in the United States. Unlike tampons, menstrual cups can be worn for up to 12 hours; users also experience far fewer leaks with menstrual cups because they catch rather than absorb fluid. Additionally, menstrual cups do not cause vaginal dryness, micro tears, or Toxic Shock Syndrome. All of the major drawbacks of tampons are alleviated by menstrual cups. Beyond the practical value, there are many environmental benefits to using reusable products. In a lifetime, women will generate over 1,000 lbs. of waste from tampons and pads.

## Physically active women

From the casual treadmill walker to the triathlete, these women want to work up a sweat without worrying about leaks. The last thing a woman wants to think about when she's on the uphill ascent of a long cycle is changing a tampon. We will communicate with these women through our placement of displays in locker rooms at athletic clubs and yoga studios. College students no longer have the luxury of mooching off their mother's tampon stash. College is also notorious for being a time to experiment. **Mme Thari Woman** will connect with college students through restroom displays in academic buildings and dorm rooms. These displays will frame the menstrual cup as a modern advancement and will also highlight the cost savings.









## We Love Our Customers

Mme Thari's target customers are active women between the ages of 18 and 35 in the Botswana. Mme Thari seeks to attract three initial customer segments: professional women, physically active women, and college students. These segments need menstrual products that are leak-free and long lasting. There are approximately 15 million women in this market segment. Ova will attract customers through our displays in locations such as women health clinics, college restrooms, and athletic clubs.

### Professional women

Running from meeting to meeting, and the last thing they want to worry about is bleeding through their power suits. There are approximately 10 million women in this segment<sup>12</sup> and over 90% of these women use disposable menstrual products. Our main vehicle for connecting with these women is through our partnerships with women's health clinics and our bathroom displays in large corporate complexes.





Size Small  
1 cup included



**MMETHARI**  
Soft Menstrual Cup

Soft silicone  
MAKING THE CHANGE WE SEE  
Patented in the USA





## Get to know us

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