

# Sping...



# EXECUTIVE SUMMARY

Did you know Five hundred million menstruators around the world struggle to manage their menses each month?-Lisa Schechtman Senior Strategic Engagement Advisor in USAID's Center on Water Security, Sanitation and Hygiene.

Spring is a pioneering company committed to revolutionizing menstrual health management (MHM) with low-cost, modern, cutting-edge high-quality, and affordable sanitary pads for adolescent girls in rural areas. Recognizing the profound impact of sociocultural norms on sexual and reproductive health, school attendance, and psychosocial well-being, Rosi is dedicated to breaking barriers.





# Project / Vision



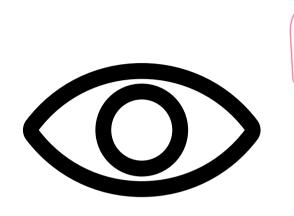
#### Our Mision.

Innovate and provide accessible menstrual health solutions, educate communities, and empower women economically, fostering a world where every girl thrives with dignity and confidence.



#### Our Goal.

Empower girls with innovative menstrual solutions, fostering well-being and economic empowerment through employment of the local women.



#### Our Vision.

To be a global leader in menstrual health solutions, fostering a world where menstruation health solutions are accessible and affordable.

# The Challenge.

- 9
- 50% of sub-Saharan African girls lack menstrual hygiene products, risking health and education (UNESCO, 2020).
- In Embu County, Kenya, with 64,486 teenage girls (2019 Census), poverty (31.8%-40.4%) hinders access to sanitary pads (Kenya National Bureau of Statistics, 2019).
- Limited choices force women to spend Sh140-Sh280 on a packet of eight pads or tampons (Interviews, 2020).
- Women with heavy flows face double costs, needing at least two packets monthly.

# The Oppurtunity



To make a world where every girl, regardless of her location or economic status, has easy access to affordable and hygienic sanitary towels.

- Manufacturing and supplying cost-effective sanitary towels, with a special focus on girls in rural areas.
- Partnering with governments and NGOs, we donate yearly supplies to those in highpoverty regions.
- Empower young minds but also relieve families from the financial strain of purchasing sanitary towels.
- Enables girls to attend school regularly and focus on their education

# Key Features.

- Cutting-edge and low-cost menstrual health products, including high-quality sanitary pads.
- Focused on breaking sociocultural barriers for adolescent girls.
- Providing confidence, knowledge, and dignified access to menstrual health.
- Comprehensive programs dispelling myths and reducing stigma.
- Committed to affordability and widespread access.
- Prioritizing areas with limited access to menstrual health solutions
- Partnerships with governments and NGOs for sustainable solutions.
- Generating employment opportunities for women, fostering economic independence













#### **FEMININE HYGIENE MODEL**

- Target low-income females
- Build the capacity of women along the supply chain
- Conduct community awareness
- Manage sales and installations

#### **SANITARY PRODUCTS**

- Offer cheaper alternatives to existing brands and substitute
- Customize products by size and packaging
- Sell both disposable and reusable

#### **DECENTRALIZED**

- Focus on local production operated by women
- Involve schoolgirls sometimes with in-school production







#### **FEMALE CUSTOMERS**

- Sell in bulk, such as to hospitals, or sell to individual customers
- Give easy access to products
- Help reduce missed days of
- Schooling and employment

#### **COMMUNITY DISTRIBUTION**

- Use a trusted network of door-to-door sales agents and in-school distributors.
- Generate income for female sales agents and entrepreneurs
- Social Media Platform





## Case Study

In the 2017/2018 financial year, the program was tasked with the procurement and distribution of sanitary towels to 3.7 million girls across Kenya. The allocated budget was Kshs. 470 million. Approximately Kshs. 420 million was spent. This catered for 14,813,810 packets distributed to 3.7 million girls. This initiative aimed to address the issue of girls missing out on education due to reproductive health issues.

#### **Outcomes:**

- 3.7 million girls supported with sanitary towels.
- Absenteeism was reduced by 40% in supported schools.
- Academic performance improvement by 30% among beneficiaries.
- Access to reproductive health products increased by 100%.



A pioneering company revolutionizing menstrual health management by manufacturing affordable, cutting-edge, modern, and high-quality sanitary pads.

To Prioritize the empowerment of adolescent girls and fostering economic independence through strategic partnerships with governments and NGOs.

And to also generate employment opportunities for women, fostering economic independence and community well-being.





# Breathable • Safe • Comfortable Normal

# for anyone girl, every where



Low-Cost Menstrual Products



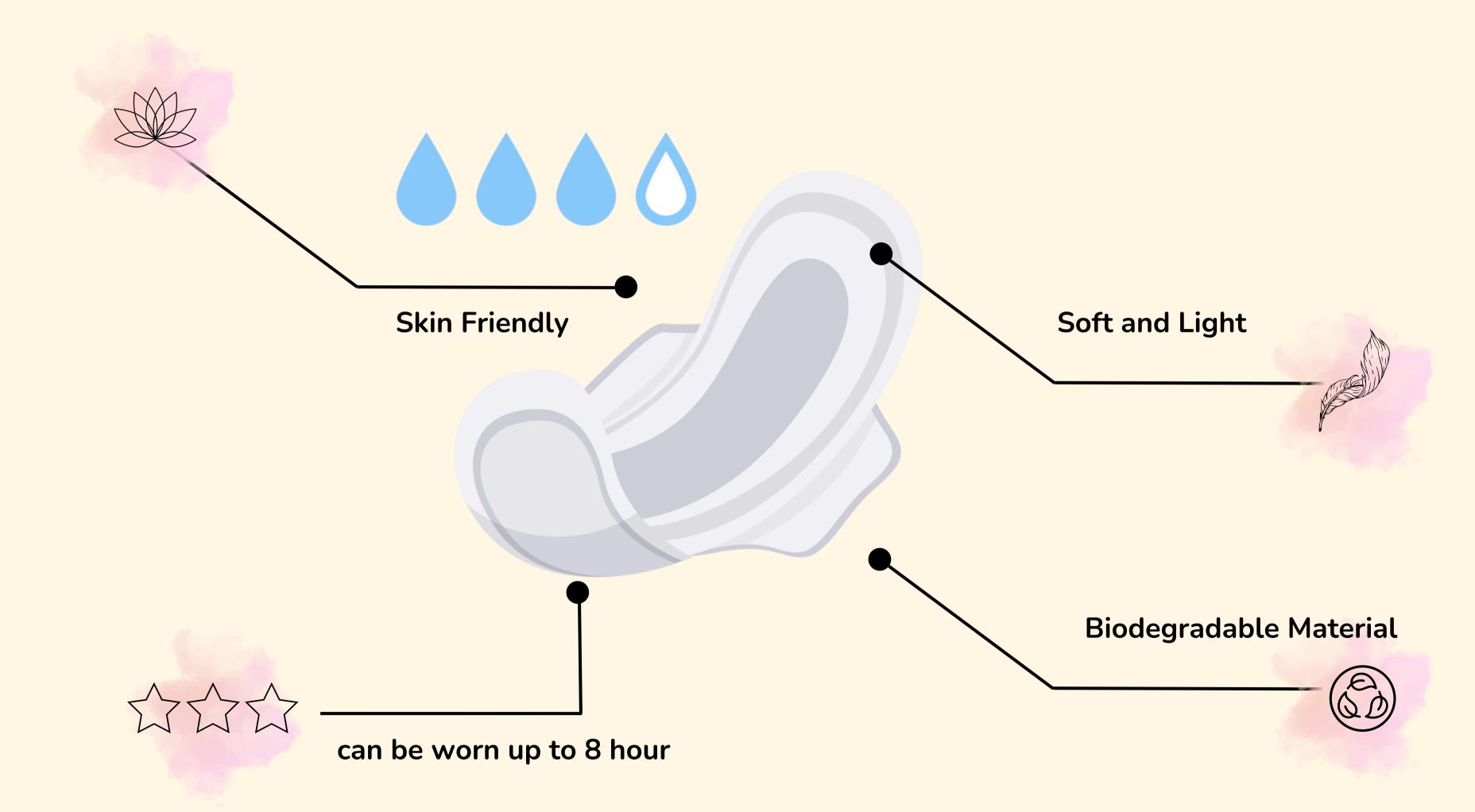
Waste-reducing,
Cost-effective
Feminine Hygiene
Solutions.



Holistic Menstrual Health Education

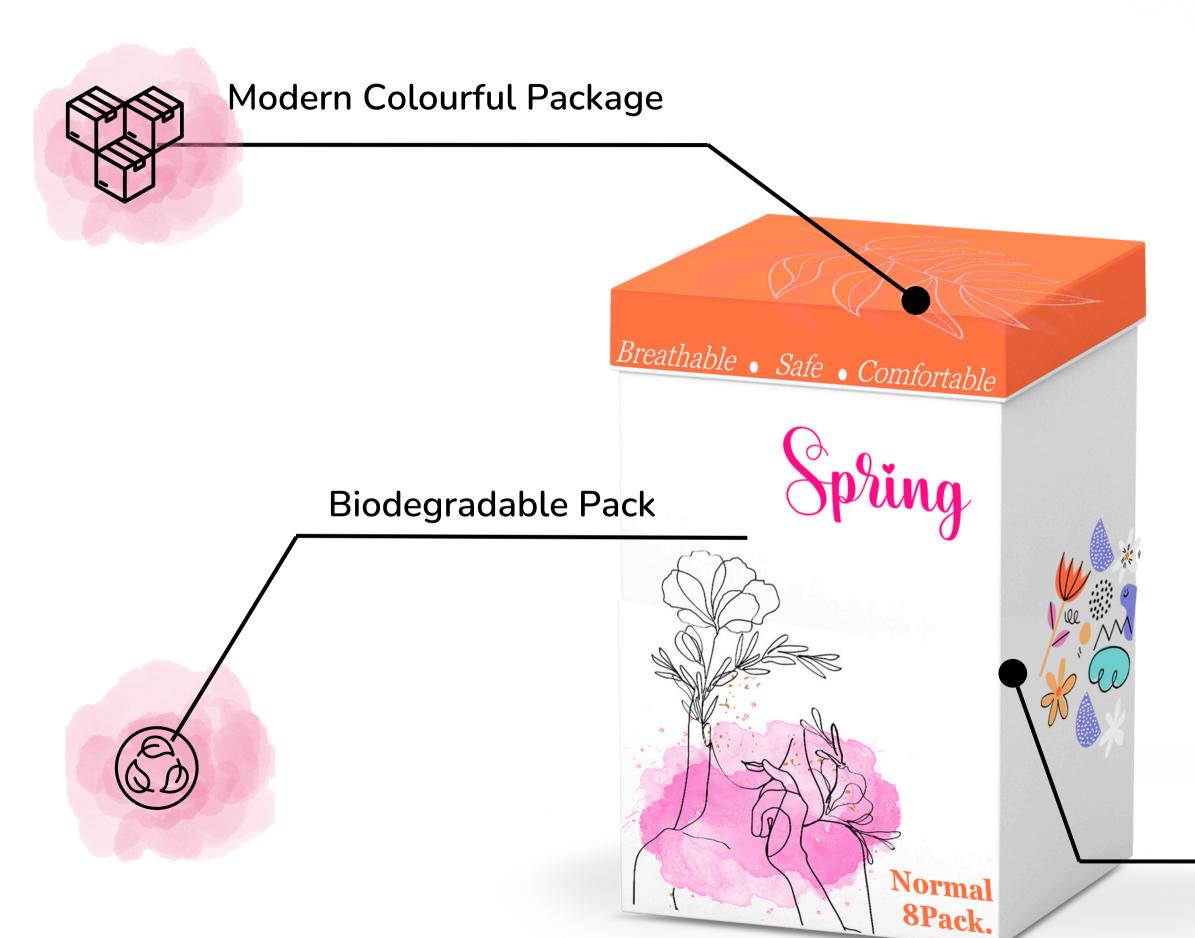


Comfort and confidence with superior-fitting products.









Strong and non-bulky

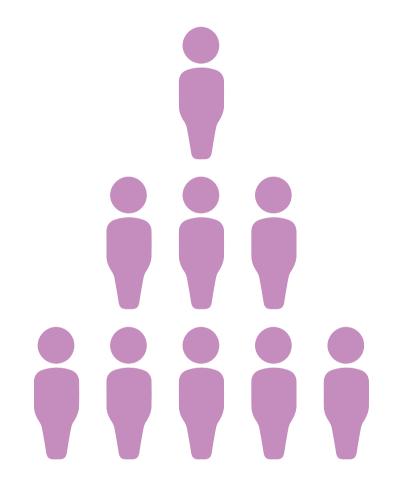


# Performance Criteria

Brand	1 Not Important	2	3	4	5 Very Important
Absorption	0.2	0.8	4.2	9.2	85.6
Sense of dryness	0.6	1.0	4.8	12.2	81.4
Leakage prevention	0.4	0.8	3.6	5.4	89.4
Thickness	36.4	26.4	28.0	5.2	4.0
Having wings	0.8	3.4	13.0	22.0	60.8
Long time usability	9.2	8.8	35.8	22.2	24.0
Odour prevention	0.6	0.4	5.4	12.0	81.6
Being Long	3.8	6.4	32.4	25.0	32.4
Breathable	0.6	1.0	8.2	18.8	71.4
Soft surface/no skin irritation	0.6	0.8	3.6	5.4	89.8

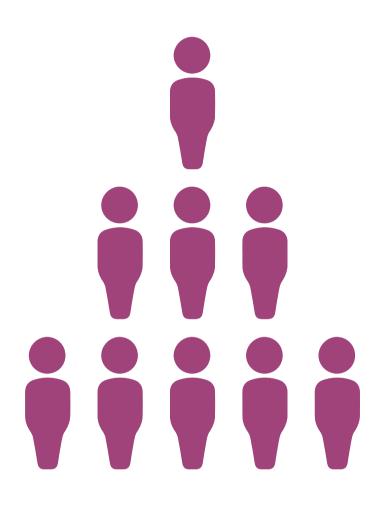


### Market Size



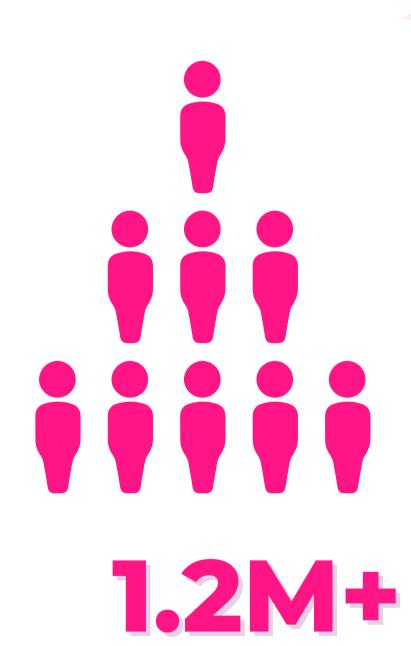
22%

women in rural areas are considered empowered.



65%

women and girls can't afford monthly Menstrual Product



primary school girls-do not attend school at all-UNICEF

## TAM

#### Variables:

Total Female Population in Kenya (FP): 28 million

Percentage of the population that is of menstruating age (MA): 25%

Percentage of the menstruating population that is of low income and lacks access to affordable sanitary products (LI): 65%

The average amount spent per year on sanitary products per person (AS): Kshs 2,308.

#### **TAM Calculation:**

TAM = FP \* MA \* LI \* AS TAM = 28,000,000 \* 0.25 \* 0.65 \* 15 TAM = Kshs. 10,503,675,000.00





Brand	7 Pack Piece	8 Pack Piece	10 Pack Piece	12 Pack Piece	14 Pack Piece
Kotex	Ksh.129 (Ksh.18.4 / pc)	Ksh. 129 (Ksh.16 / pc)			Ksh.250 (Ksh.17.6 / pc)
Always	Ksh.130 (Ksh.18.6 / pc)	Ksh.129 (Ksh.16 / pc)			Ksh. 240 (Ksh.17 / pc)
Flora		Ksh.59 (Ksh.7 / pc)			
Rosy			Ksh.80 (Ksh.8 / pc)		



# Competitors Analysis

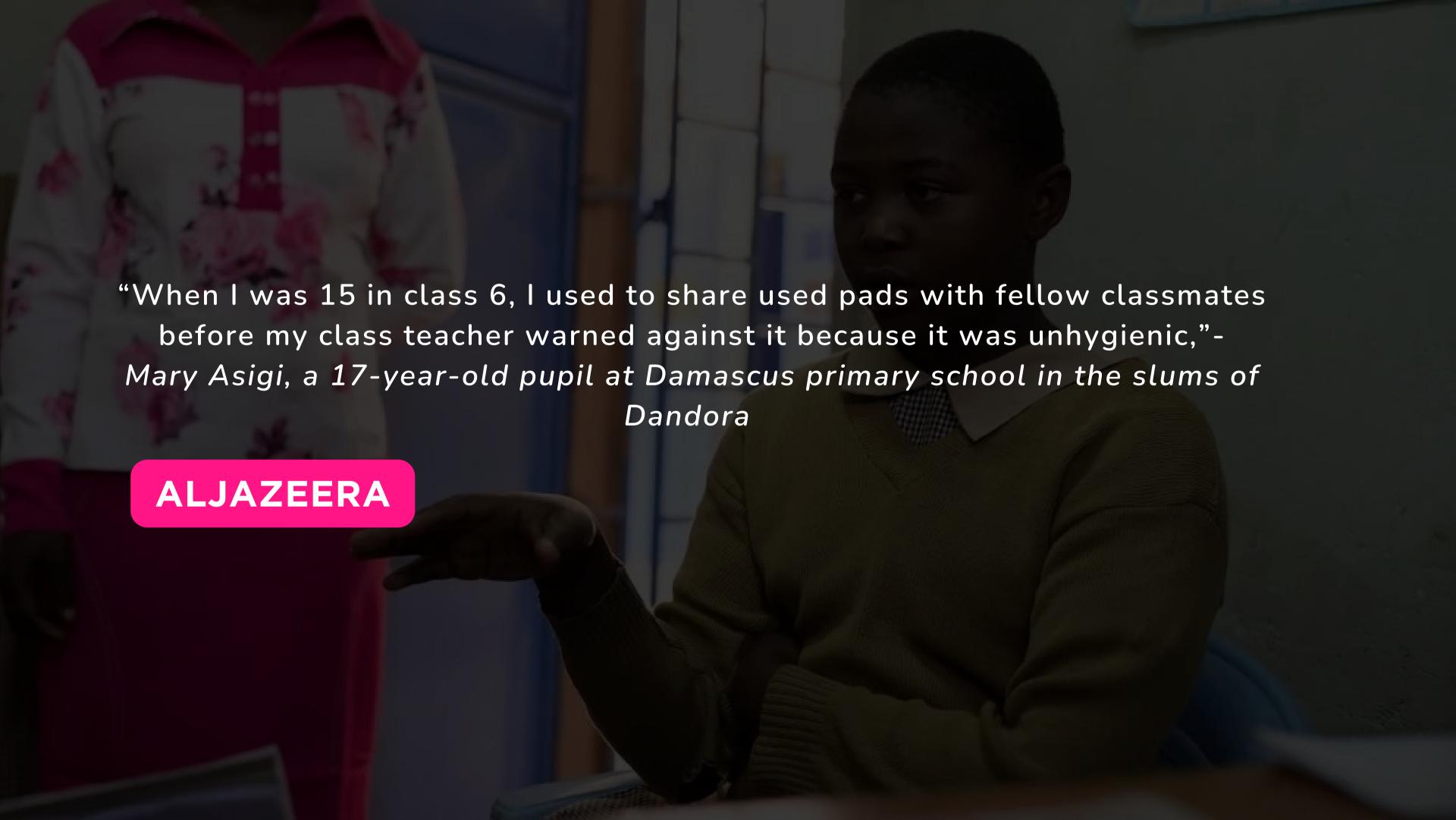
Cloth pad	Summary	4 Pack Piece	6 Pack Piece
Mwezi Pads	Made on sewing machines, by Kenyan Women. They use fabrics that re locally avaialable	Kshs. 367.10	
KMET Pads	Produces by Teenage Mothers in Nambale, Busia They are made of Terrycloth with soil resistance plastic liner		Kshs. 662.02
Afri-Pads	Washable cloth pads produced in Uganda Offer complete protection for a minimum of 12months.	Kshs. 2304	

# Competitors Analysis

Disposable Pads	Summary	10 Pack Piece
Maka Pads	Made from recycled office paper, rainwater, and papyrus in Uganda.	Kshs.
	They are biodegradable and do not fil up pit latrines as fast as other brands, especially in schools.	76.80

# Competitors Analysis

Cup	Extra Small	Small	Large
Cuppie	Kshs.	Kshs.	Kshs.
	823	823	823





# SECRET

# Sauce



#### Advantage 1:

Kenya has some of the most far-reaching MH product tax cut policies in the world. It removed VAT on sanitary pads and tampons as early as 2004, import tax on final products in 2011, and VAT and excise tax on imported raw materials for the production of MH products in 2016.

#### Advantage 2:

Focus on providing easy-to-use, low-cost, and local production sanitary pad making machines

• The semi-automatic machines can produce approximately 1,600 pads per day (480,000 per year) at a cost of Ksh 6.9 (around 0.045 Usd) per pad.

# Machine Analysis

Brand	Machine Cost	Speed	Cost Production	Operation Mode	Machine Capacity
<u>Jayaashree</u> <u>Industries</u>	Kshs. 600,000	1500 Per Day	Kshs. 7 Per Pad	Semi-Auto	3.5 m x 3.5 meters
Swachh 5.1	<u>Kshs.</u> <u>300</u> ,000	100 pads/minute		Automatic	9.8 x 1.5 x 2 meters
Preci-Tech Industries	<u>Kshs.</u> 1,300,000	70 pads/minute		Automatic	1.5x 5 x 1.5 meters
Stemind Engineering Consultants	<u>Kshs.</u> 3,700,000	60-90 pads/minute		Semi-Auto	

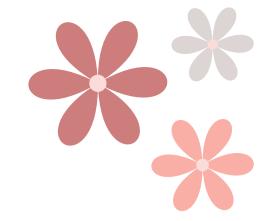
# Estimated Cost Per Napkin

Particulars	Estimated Prices	
Raw materials (Wood pulp, sap sheet, gum, packing, tape etc.)	Kshs. 3.00	
Labour	Kshs. 1.00	5 Labour Workers
Electricity	Kshs. 1.00	
Packing	Kshs. 2.00	
Wastage of materials & maintenance charge	Kshs. 1.00	During transportation, storage and uses.
Transportation cost	Kshs. 1.00	Transporting to sellers and buyers
Total Cost	Kshs. 9.00	One Pack of 8*9= Kshs. 72.00 30% = 21.6)+72= <b>Ksh. 102.00</b>

# Menstrual Cup

Brand	Cost	Minimum Order	Size	Material	Retail Cost
Earth Enterprise	Kshs. 105	50 Pieces	Medium	Silicon	Kshs. 200
Kesari Rubber Company	Kshs. 37	1000 Pieces/Box	Medium	Silicon	Kshs. 150
Khyati Expo India	Kshs. 83.29	200 Pieces	Medium	Silicon	Kshs. 200

N/b Packaging to follow the brand guidelines



# 01. low-cost sanitary pad machines

- In this machine, wood fiber (raw material) is defibrated, core formed, and sealed with soft touch sensitive heat control, giving the final shape of the napkins.
- The machine requires single-phase electricity for a 1HP drive,
- Can be accommodated in a space of 3.5 meters X 3.5 meters
- Will produce 1500 pads per day and has a production capacity of two pads per minute
- The semi-automatic machines can produce approximately 1,600 pads per day (480,000 per year) at a cost of Ksh 6.9 (around 0.045 USD) per pad.
- Can be produced with completely biodegradable materials and have a low impact on the environment.

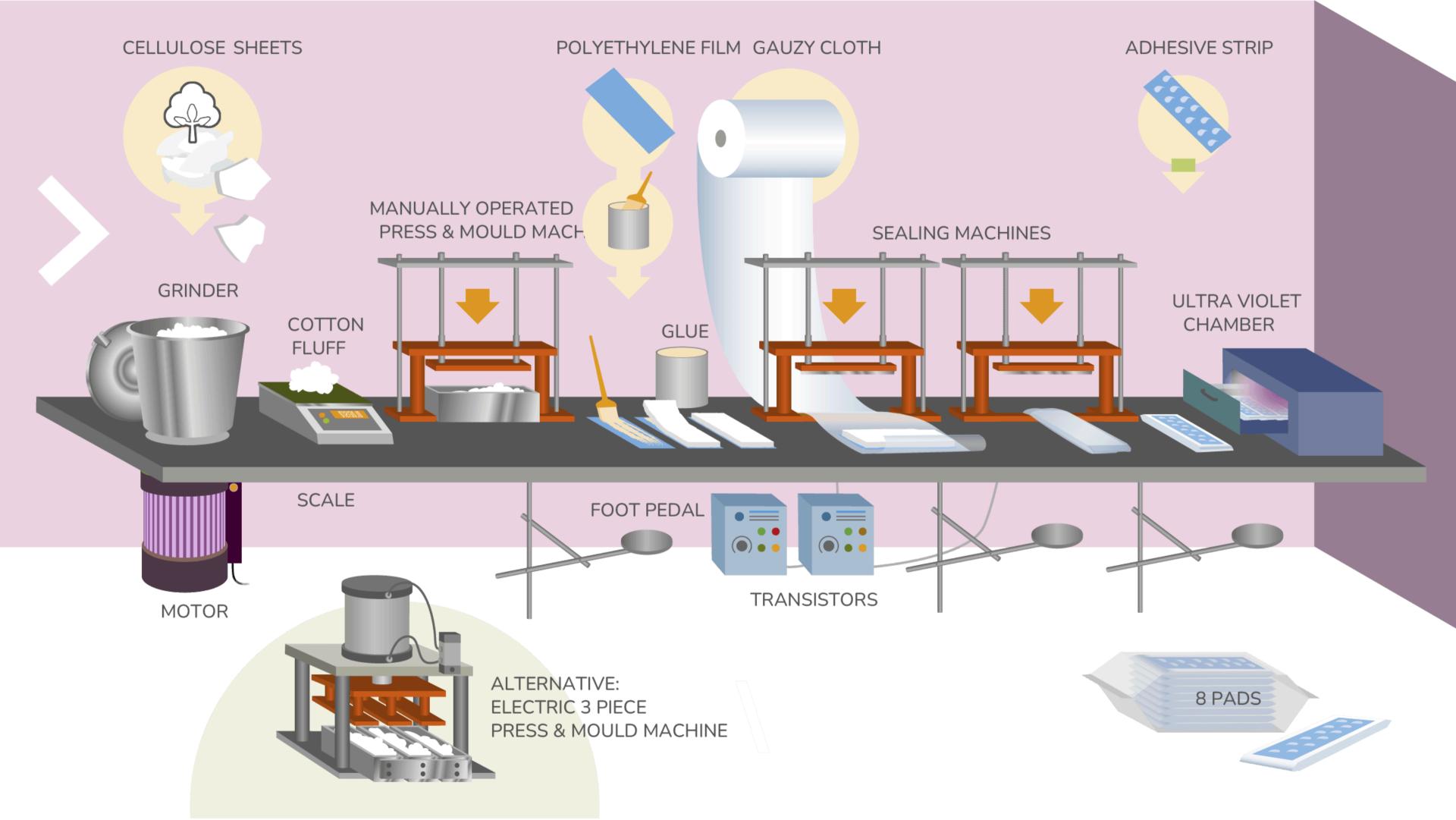
### Limitations

Mr. Muruganantham sells them to entrepreneurs and women's cooperatives who support their community by starting local production and making sanitary pads available in rural areas.

The machine can be ordered through Jayaashree Industries relatively spontaneously.

However, the machine cannot be bought by everyone. All inquiries are checked by the producer regarding motivation and potential.

The sale of the machine is not purely financially oriented but aims to sell the machine to people who will successfully use them for a long time and include marginalized groups. The producers also provide some spare parts upon delivering the machine, as they know which parts wear down quickly. New raw material can be ordered via mail or telephone and is delivered.



#### THE 7 PRODUCTION STEPS OF THE LOW-COST SANITARY PAD MACHINE



Break the compacted cellulose



Put them in a the grinder.



Close properly.



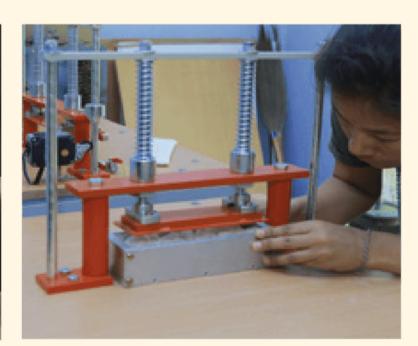
Grind until a white fluffy cotton-like substance is produced.



Weigh the cotton fluff: 12 gr. per sanitary pad



Place one portion of cotton fluff in the mould.



Place the mould in the press machine.



Use the foot pedal to press.



The rectangular basis of the sanitary pad is shaped. Take it out of the mould.



Brush 1 polyethylene film with glue (adhesive for best quality stickers).



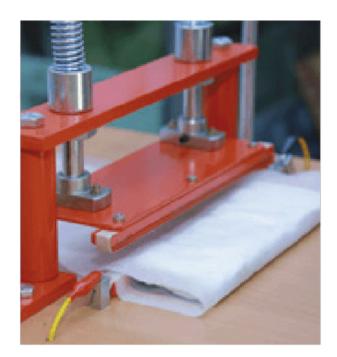
Glue the polyethylene film and the basis of the sanitary pad together.



Wrap the components in gauze.



Wrap around one time.



Cut the edges with the sealing machine.
Use the foot pedal.



Shorten and seal the short edges also with the hot band of the sealer.



Glue the adhesive strips to the sanitary pad.



Place your sanitary pads in an ultraviolet chamber.



Pack them afterwards into colourful packets of eight.

#### Infrastructure



Will Require around 1000-4000 square feet in the area.



The production area typically needs less than 500 square feet, but sanitary pad raw materials are bulky so need clean, dry, and large storage spaces.



For pneumatically run machines, an air compressor, and air dryer will be required.



Voltage stabilizers and generators/invertors are good to have in areas where electricity is irregular.



#### Retail distribution

Through medical shops and general stores, online sales, and modern retail. KPIs to include the number of shops, price per cost, and the number of sanitary towels distributed.

#### School Partnerships:

Leveraging relationships with local schools to reach out to the girls in need; KPIs to include the number of schools partnered with and the number of sanitary towels distributed.

- Partnerships with NGOs, Government, Self Help Groups, Health workers, and Hospitals
- Donor Engagement Initiatives:

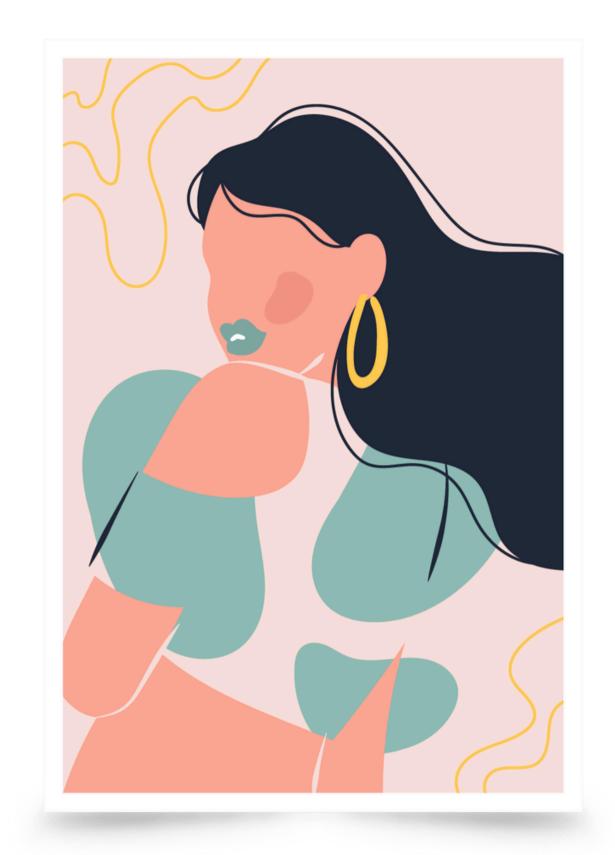
Raising awareness and funds through compelling storytelling and fundraising events; KPIs focus on the number of donors engaged, funds raised, and retention rates.

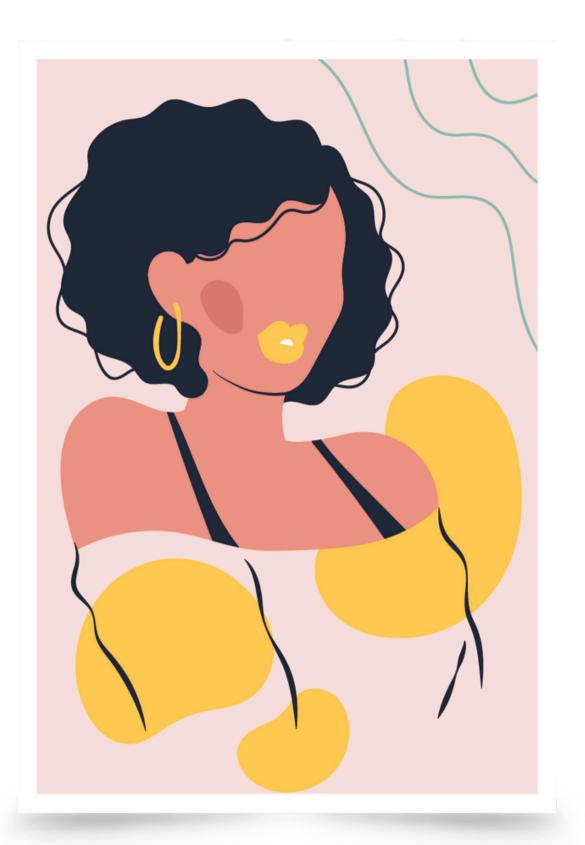
#### Social Media

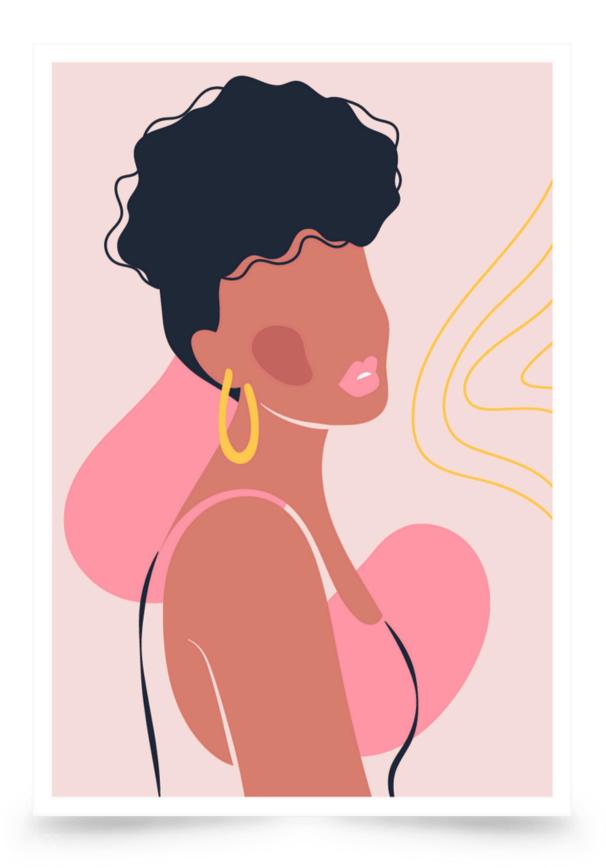
Advocacy: Utilizing platforms like Facebook, Twitter, and Instagram to amplify our message, engage supporters, and call for donations; KPIs revolve around follower growth, engagement rates, and donation conversions.

# Financials Projections

Activity	2024	2025	2026	2027	2028
Revenue	Ksh 867,000 8,500 Sold	Ksh 1,530,000 15,000 Sold	Ksh 2,550,000 25,000 Sold	Ksh 3,570,000 35,000 Sold	Ksh 4,590,000 45,000 Sold
COGS					
Gross Profit					
SG&A					
Net Income	Ksh 790,500	Ksh 1,395,000	Ksh2,325,000	Ksh3,255,000	Ksh 4,185,000
Profit Margin					







Join me in empowering every girl, every where!