

Meet MEEERA



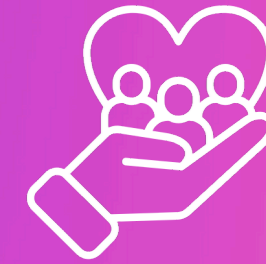
- 1 500 million**
Women and girls worldwide face their periods without basic hygiene facilities.
UNICEF
- 2 2 million**
Girls aged 14–21 have missed part or a full day of school because of their period.
UN, Women
- 3 500 billion**
Disposable menstrual products end up in landfills annually, taking up to 500 years to decompose.
PMC

Switch

The first ever Menstrual Cup designed to bridge access, comfort, and knowledge. Giving every girl, wherever she's from, the freedom and choice she deserves.



The Future of Period Care



SOCIAL IMPACT

Buy One, Give One

Every purchase provides one to a girl or woman who cannot afford one.



MASS AWARENESS & EDUCATION

Global campaigns to break menstrual stigma



COMFORT

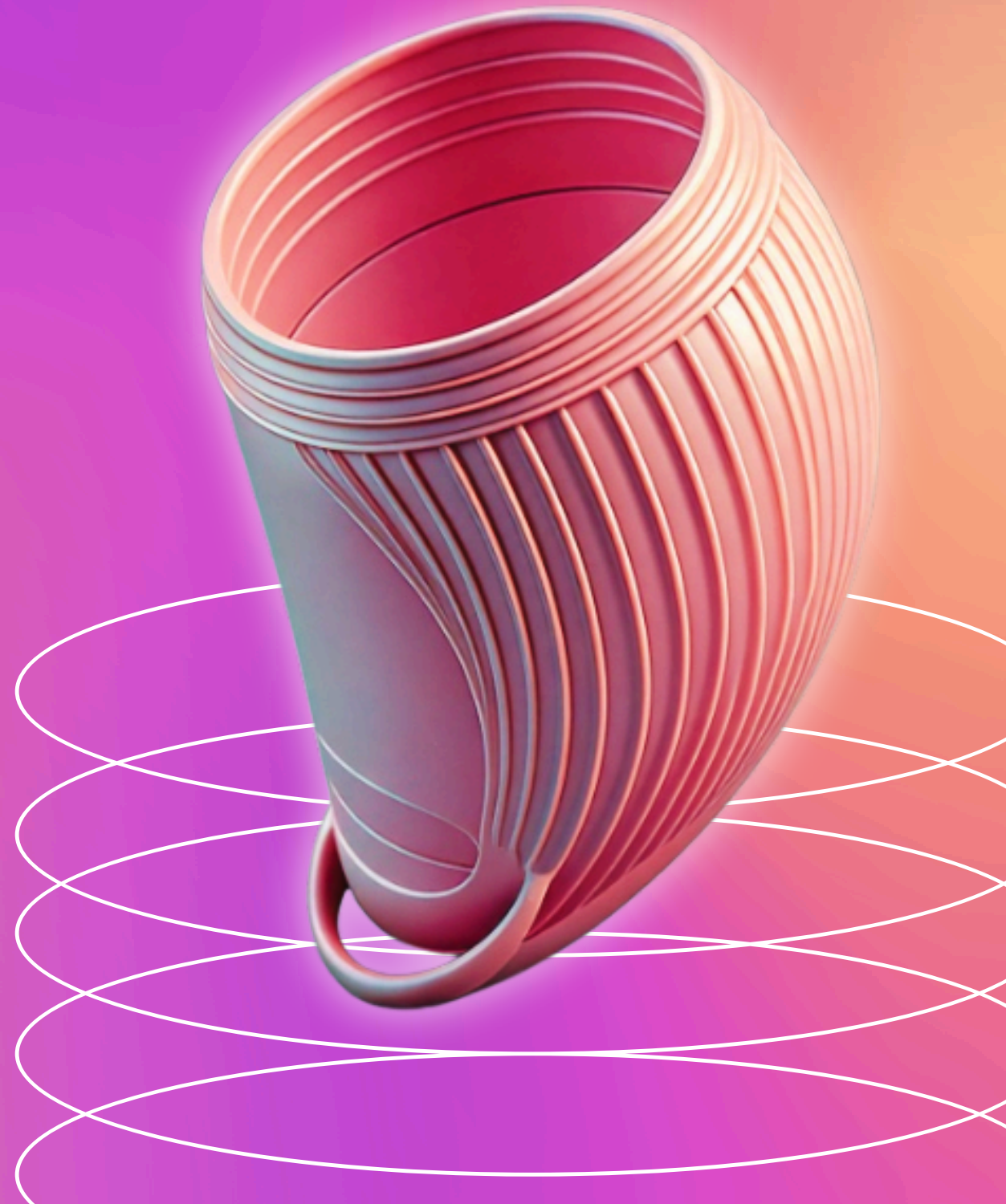
A soft, natural fit that feels gentle and easy, all day.

Switch's Value Proposition

Our social venture, Switch, **helps** girls and young women aged 15–28 in underserved communities **who want to** manage their periods safely and sustainably **by** distributing affordable menstrual cups through a Buy One Give One model, **paired** with education and training. *We reduce stigma and school absenteeism through local partnerships* **unlike** other brands that focus only on product sales without ensuring access, awareness, or support.



Business Model



PRODUCTION & PRICING

Made with trusted partners in South India

- £15 in India
- £35 in the UK



TARGET MARKET:

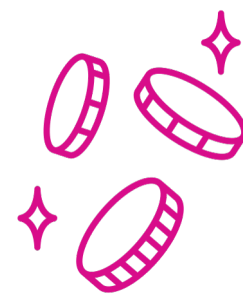
Age 15 – 28

Gen Z, Millennials, NGOs, and educational institutions.



LOCATION

India & UK



HOW WE MAKE MONEY

1. Online Sales
2. Retail Sales
3. Partnerships
4. Grants & Donations

POSITIONING MAP



Traction

- 82% of focus group participants said they would consider switching to Switch
- 68% of 1:1 interviewees preferred Switch over disposable options for sustainability and comfort
- 120+ clicks and 40+ signups captured via landing page & Instagram CTA
- Most-cited motivators: reusability, waste reduction & the social impact model

Early Recognition

- “ I didn't even know cups were reusable, no one ever explained it.”
– College student, Mumbai
- “ I'd try it, but only if someone showed me how.”
– Workshop participant, East London

**The Future
of Period
Care is a
\$50 Billion
Opportunity**

\$26 B

**TOTAL
ADDRESSABLE MARKET
PROJECTED TO REACH
\$50B BY 2033.**

\$1B

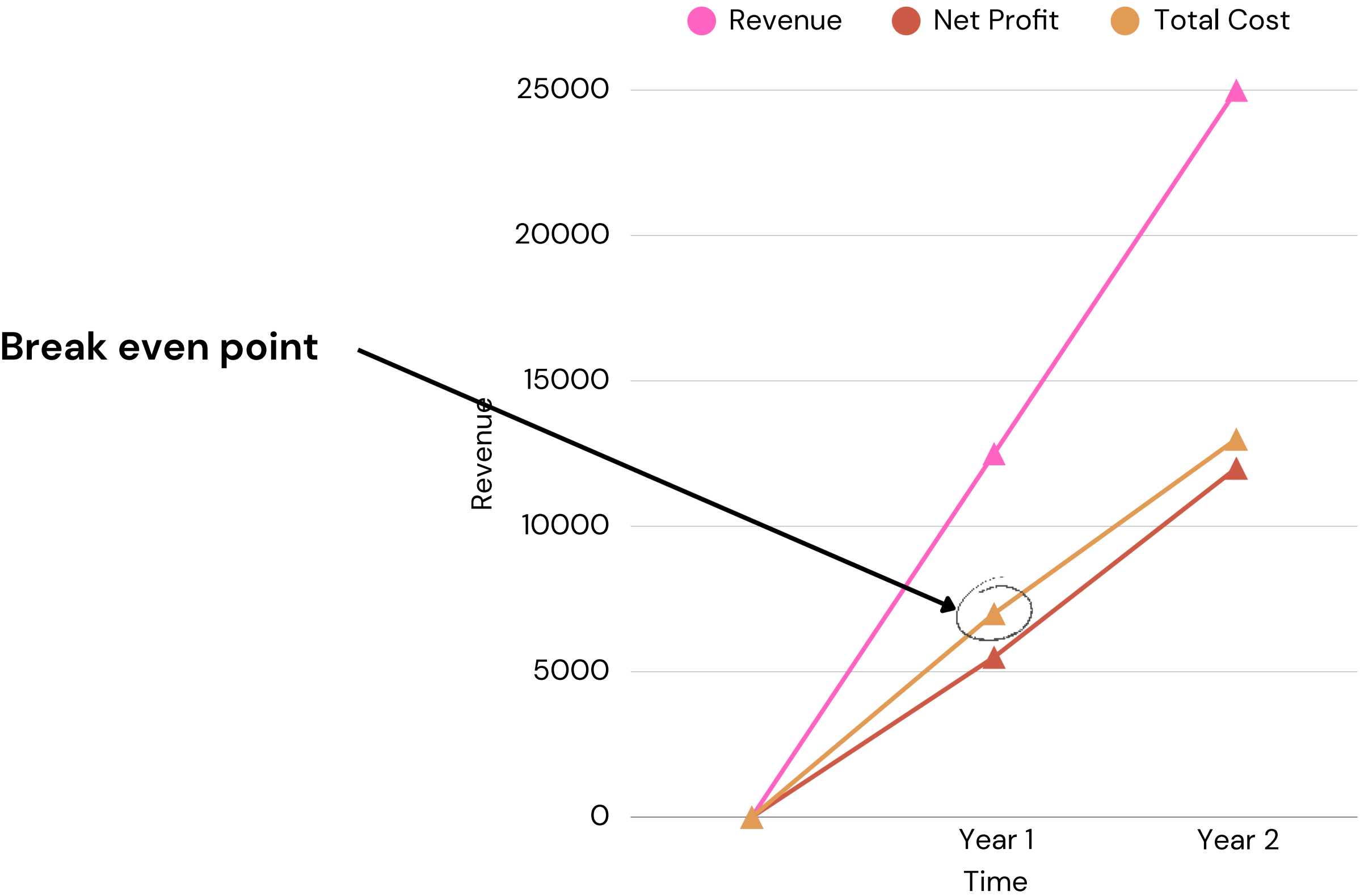
**SERVICEABLE
AVAILABLE MARKET IN
INDIA & UK**

\$6.6M

**SERVICEABLE OBTAINABLE
MARKET**

Profit Projections

S H A R O N R O D R I G U



Break-even in *Year 1*
Profitable from
Year 1 at 320 cups
EBITDA grows
to **£12,000** by
Year 2
Cumulative profit
over 2 years:
£17,500+

Meet the Team



WHY US?

- ✓ *Experienced the problem first-hand.*
- ✓ *Engaged 100+ women and 20+ experts to shape the solution.*
-  *Won Hult Prize @ London College of Fashion*
-  *Runner-up at Pitch It 2025 (UAL-wide business challenge)*
-  *Babson College X LCF Sustainability Hackathon*



**Rynelle
Rodrigues**

Finance & Strategy Lead
India

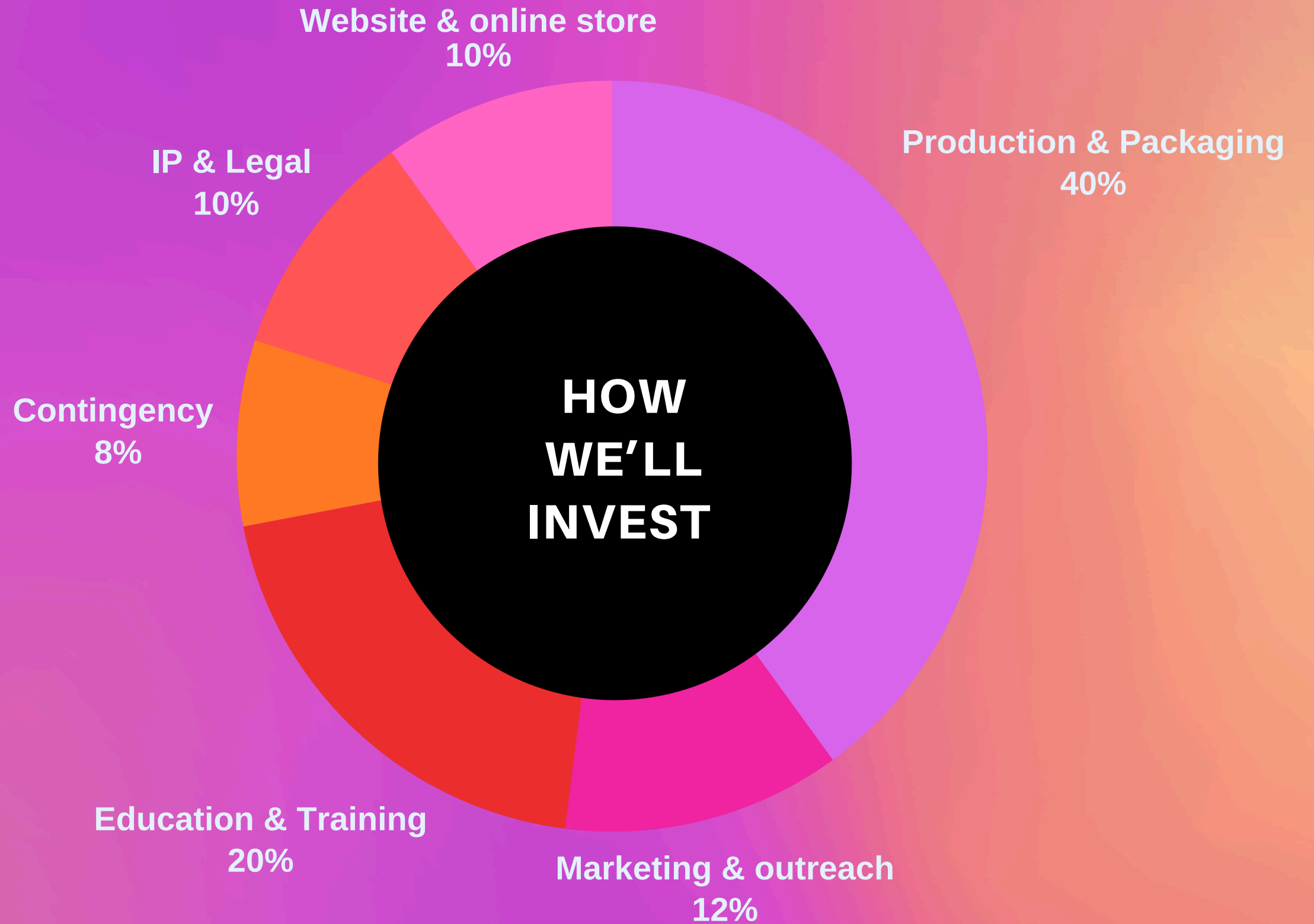


**Sharon
Rodrigues**

Founder & Vision Lead
LCF, London

FUTURE ROADMAP

- 2026
Launch
- 2027
*500+ girls reached
Cups + training delivered*
- 2028
*R&D for next-gen
sustainable cups*





Small switch. Big shift.

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