



PYNK

Executive Summary

Empowering | Collective | Wellbeing

■ Premise

PYNK is a supportive collective of women committed to achieving their well-being goals through scientific and natural bio-hacking practices, and sustained habit building.

■ Problem

In today's fast-paced world, women face unique challenges when it comes to managing their well-being. From juggling multiple roles to dealing with societal pressures, there is a pressing need for a comprehensive solution that addresses many nuanced aspects of women's well-being.

Through extensive research including over 150 survey responses, 15 extensive interviews and sensory cues exercises, and the generation of 1500 unique data points, we found the common denominators to be stress, anxiety, guilt, and low motivation on account of having to perform multiple roles.

■ People

We identified three key archetypes among our target audience: the Aspiring Achiever, the Mindful Mother-to-be, and the Enterprising Executive.

'The Aspiring Achiever' comprises ambitious women who strive for success in their careers, personal growth, and overall well-being.

'The Mindful Mother-to-be' represents aspiring and young mothers. They aim to prioritize their own well-being along with that of their unborn or newborn child.

'The Enterprising Executive' represents women with busy careers, experiencing high stress and demanding schedules. They seek work-life balance.

■ Product

PYNK has tailored its brand vision, offerings, and community support to address the diverse requirements of our users. Our platform offers an integrated insight into women's well-being, setting them up for a life of balance and success. The application focuses on simple and natural methods that include setting a rhythm to their well-being through simple steps, planning and tracking their well-being and sustained habits, guiding them to practice relaxation, self-care, and nourishment, offering a safe space for conversation and community, and an array of curated products for them and their community.

■ Profit

With a measurable goal of impacting the lives of 25,000 PYNK users as brand champions by December 2025, PYNK is dedicated to helping millions of women globally live balanced and joyful lives. Presently valued at USD 15 Billion, the global women's health market is slated to be worth USD 63 Billion by 2030 offering an exciting prospect for growth and profit. Our business horizon includes the launch of the platform by 2023, strategic partnerships and events to better the user experience and reinforce the community, and to release a line of wearable tech jewelry by 2025.

At PYNK, we are a team of purpose-driven women with valuable complementary skill sets. We are committed to empowering the collective well-being of women globally. Our product solves the deeper inhibitors preventing women from achieving true health, excellence, and balance.