

'thatday

period underwear

a life-changing experience in the 21st century



TEAM

LĪGA RĪGA

creative director, graphic
designer, marketing and
social media manager



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author of the idea,
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PROBLEM



**The average woman uses
roughly 11000 pads and
tampons in her lifetime.***

*for one product it will require 500 years to recycle!



Period lasts from 3-7 days,
from age 13 to 51

6.25

=

2280

years from women life

days of bleeding

SOLUTION

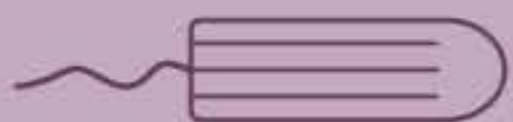
period proof panties

an innovative solution for most special days of a month





less irritating than



more comfortable than



less messy than





**reduce
ecological footprint**

save wallet

**diminish complications
and allergies**

**with
'thatday**

nature - friendly

sustainable

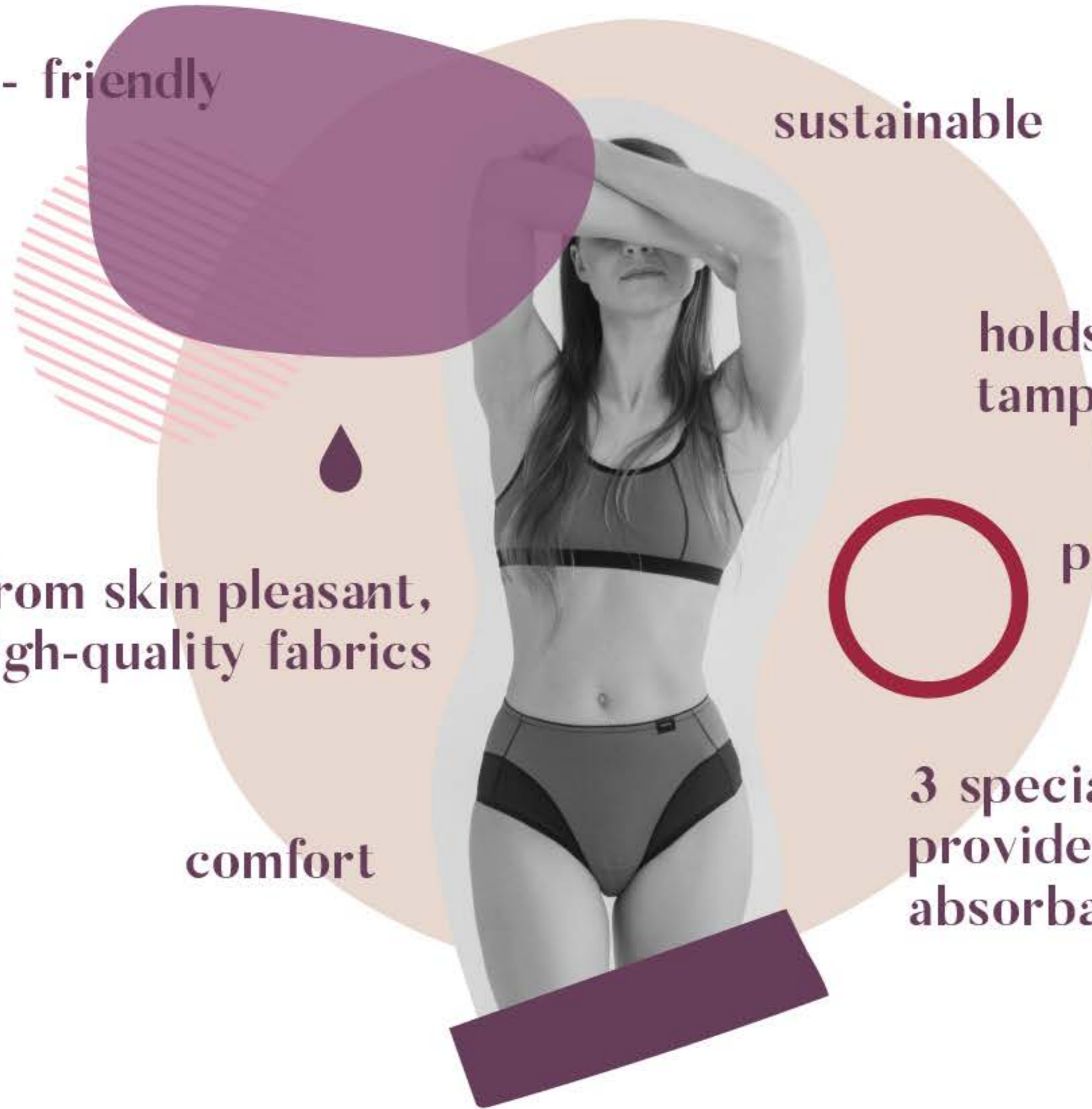
holds 4 regular
tampons' worth

prevents leaks

made from skin pleasant,
high-quality fabrics

3 special layers
provides a proven
absorbance

comfort



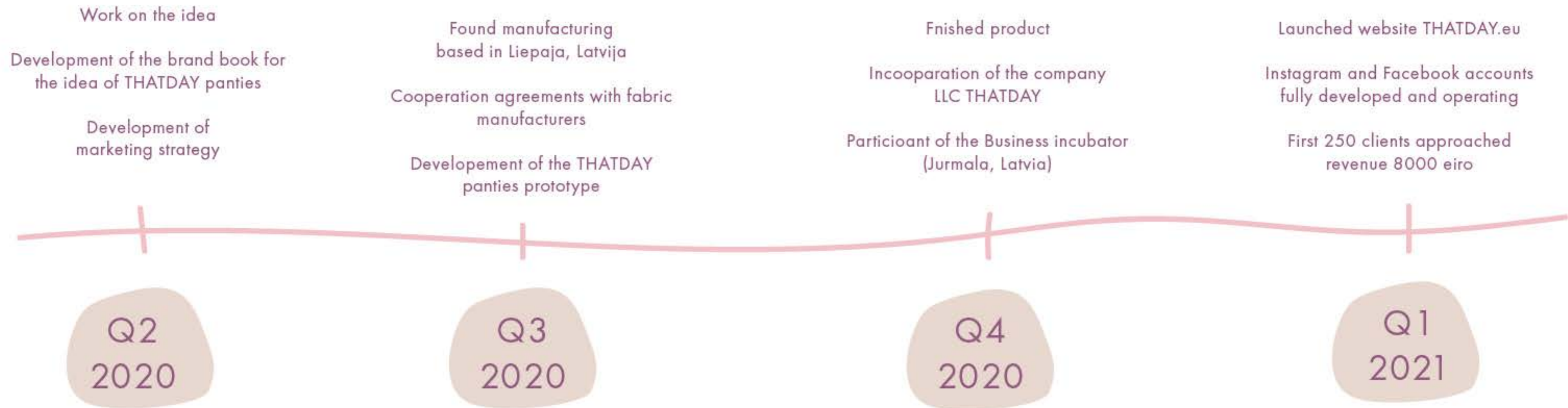
POTENTIAL MARKET



GIRLS / WOMENS
WITH PERIODS
FROM **13** YEARS



MILESTONES



OBJECTIVES AND PLANS

- 
- supply quality goods
 - built a great reputation
 - increase brand awareness
 - develop social media
 - discover new markets to target

- 
- become profitable
 - invest in marketing
 - improve customer satisfaction
 - cut-down on operational costs
 - add new products

BUSINESS GOALS

- to become the largest company in its field in EUROPE -





‘thatday ^{period underwear}

THATDAY.EU