



Silifarm Technologies Pvt. Ltd.



Approved
By:



Incubated at:



Recognized
By:

#startupindia



India's 1st Revolutionary Product for Menstrual Pain

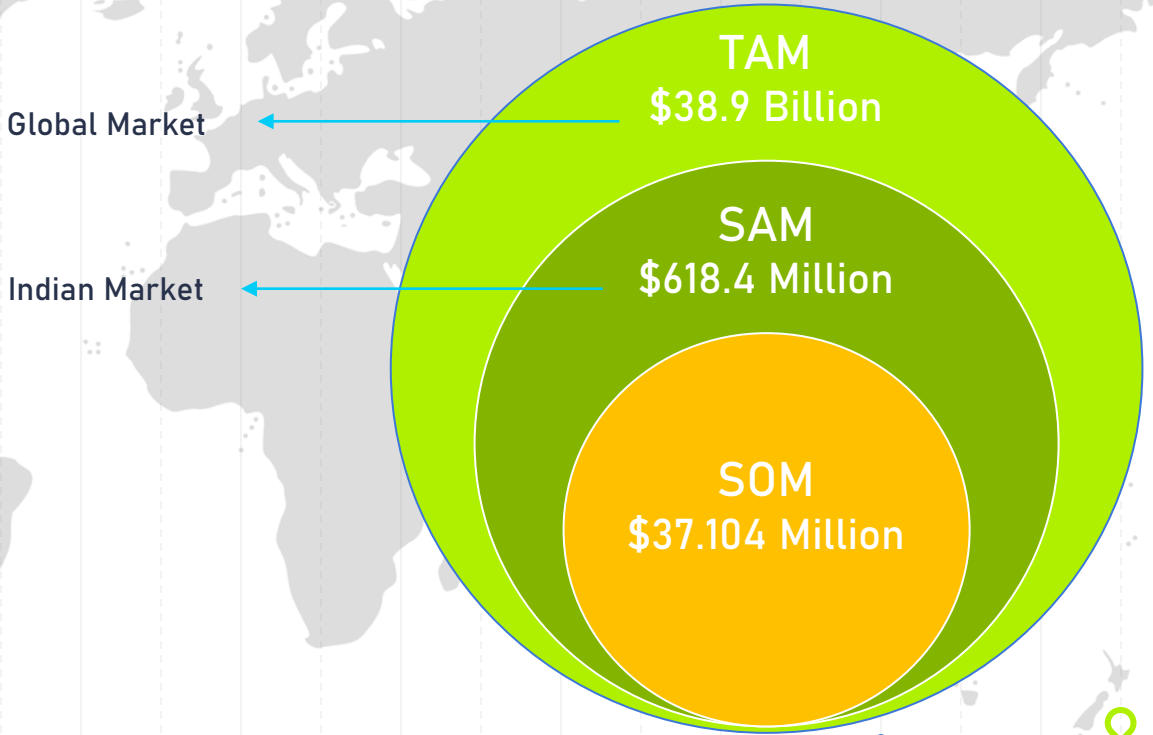
“Matri” – The OFF Switch of Menstrual Pain

TARGET MARKET

Ideal Customer Niche

Demography: Rural, Urban
Age: 13 – 45 Year
Gender: Female
Job: School, College Students, Working Woman
Geography: PAN India

menstrualhygineday.org
swachindia.ndtv.com
womens-health-concern.org



PROBLEM STATEMENT

8 DOL

Of excruciating pain intensity during period cramps

84%

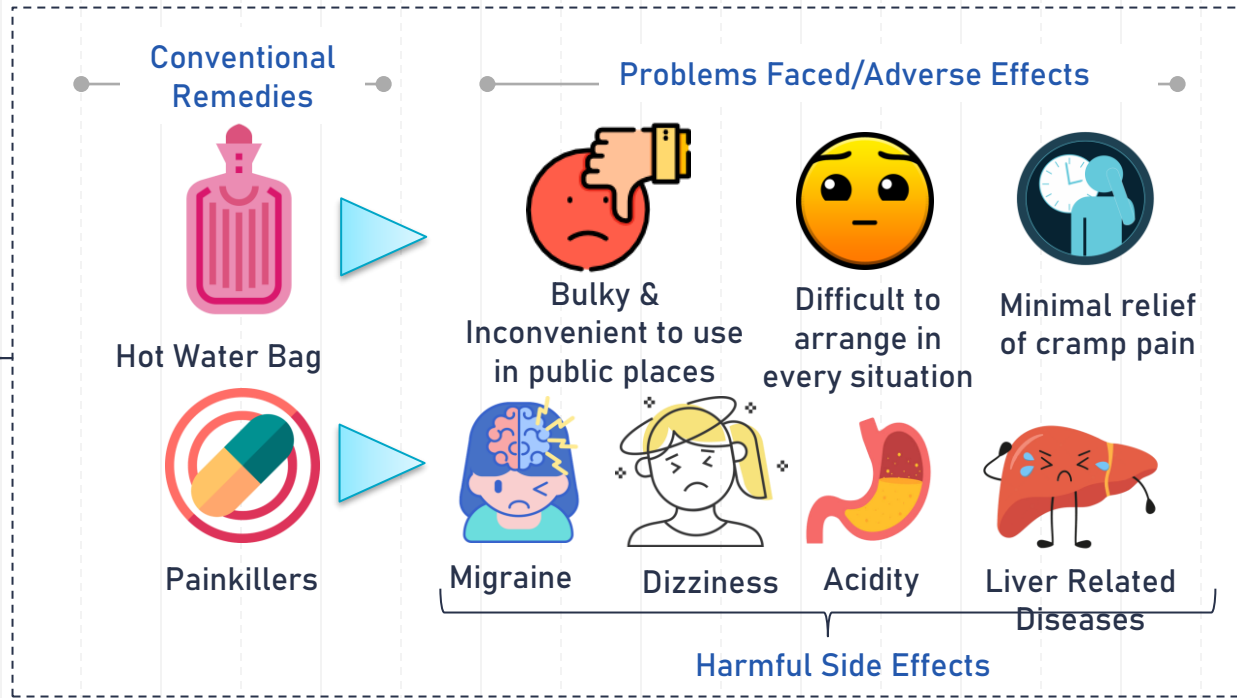
Indian women reported menstrual pain

68%

Women face severe symptoms disrupting their lifestyle

23%

Women reported that the pain persists for 3-4 days



SOLUTION: MATRI

What is it?



Tiny, Portable Wearable, Rechargeable Device



Self-adhesive Gel Pads Attached To The Lower Abdomen



Power Switch To Control Soothing Pulses



Electrode gel pads can be used up to 20-25 times

The Matri Advantage



Zero Side-effect



Providing Relief Within 15 Minutes Of Usage

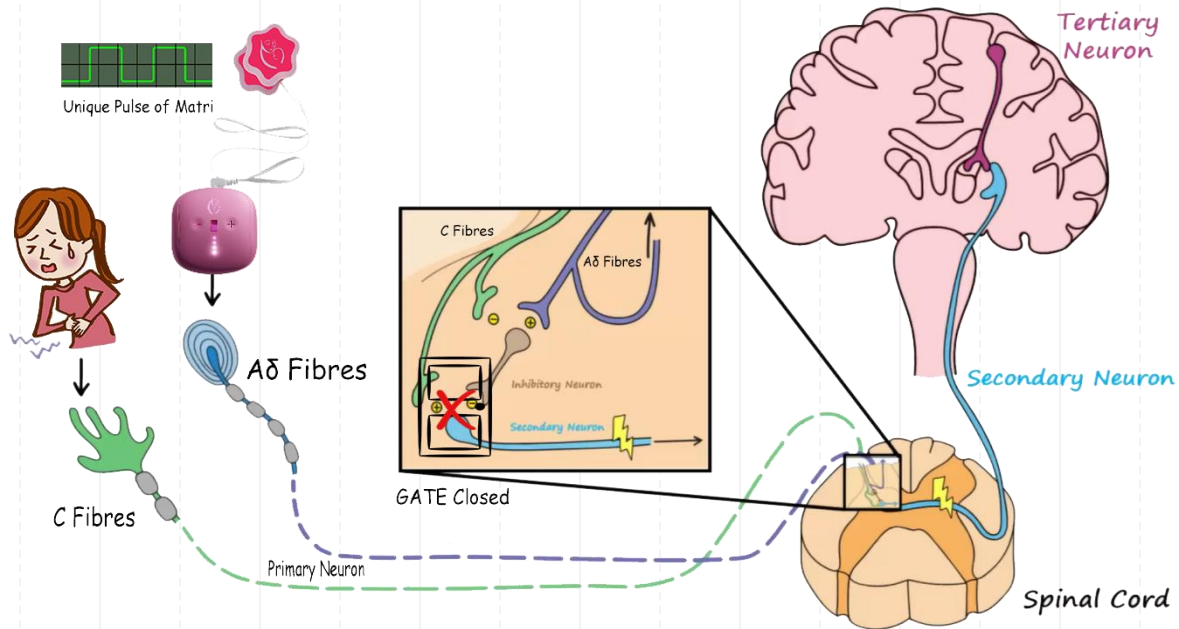


Trendy And Easy-to-use



Pocket friendly along with 1 year of warranty

HOW IT WORKS?



Micro Pulses Keep The CNS Occupied, To Block Menstrual Pain Signals

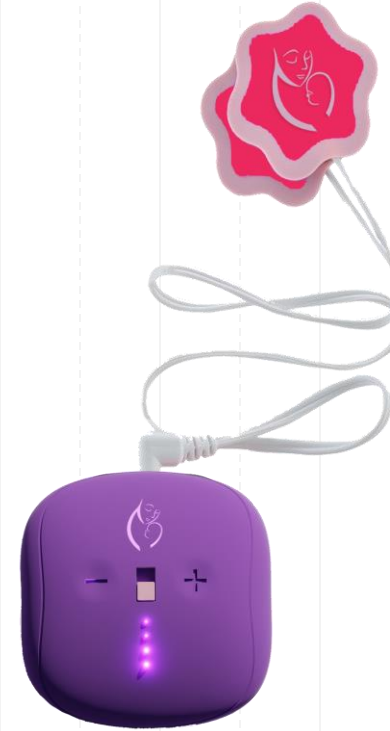
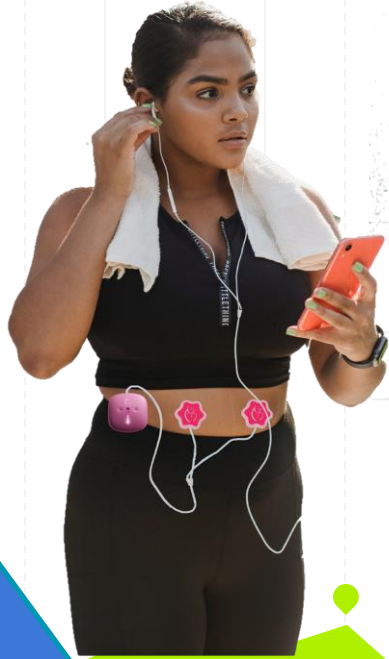


Leveraging Gate Control Theory



Soothing Pulses With A Specific Frequency Designed For Menstrual Pain

HOW TO USE?



Attach the Self-adhesive gel pads to the lower abdomen.



Just Turn on the Power Switch set the Intensity accordingly and get relief within 10-15 min.

TEAM



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B.Tech in Electrical Engineering, MBA



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B.Tech in Applied Electronics & Instrumentation

Mentor & Advisors →



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Senior Scientist
from USIC C.U
Technical Mentor

COMPETITORS



Matri



Livia



Tanyx



Nua Heat Patch



Pee Safe Roll on

✓ Time Taken

10-15 Min

15 Min

20 Min

20 Min

20 Min

✓ Affordability



✓ Rechargeable



✓ Usability in Public



✓ Efficient



GO TO MARKET STRATEGIES

Digital Ads

Running campaigns on
Facebook, Google, YouTube, etc.

Billboards & Posters

In densely populated areas &
at Doctor clinic

Awareness Camp

Running Menstrual awareness
Camps in schools, colleges,
institutions



Influential Marketing

Promotion through TV
celebrities, Social media
influencers

Corporate & NGO Tie-up

To serve older generation and
capture Rural market.

Sales Channels

[Getmatri.com](https://getmatri.com), Amazon.in,
Flipkart.com, Nykaa.com, TATA 1mg,
Myntra .com etc.

REVENUE MODEL



Direct Revenue

Selling our product
“Matri”
to maximum
potential customers



Recurring Revenue

Selling the Gel Pad
whom will buy our
product

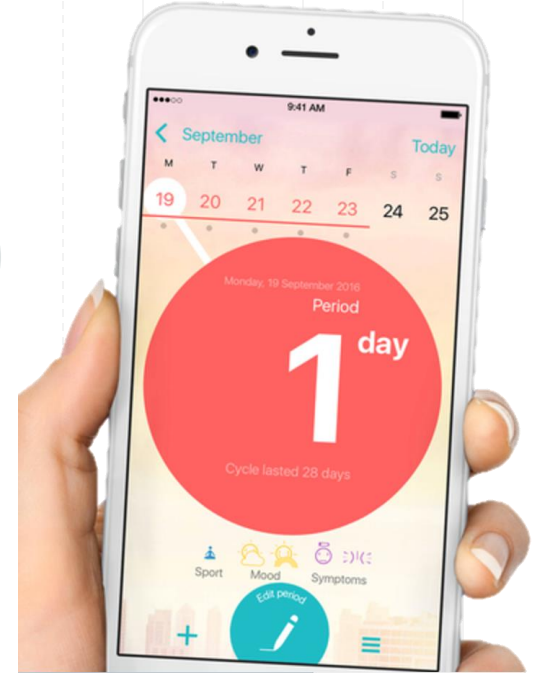
PRODUCT ROADMAP



*MATRI 1.0
(2022)*



- ✓ Period Tracking App for Mobile
- ✓ Bluetooth-connected Smart Wearable Device
- ✓ Can operate through App
- ✓ Push Food Coupons, Shopping Vouchers through the App

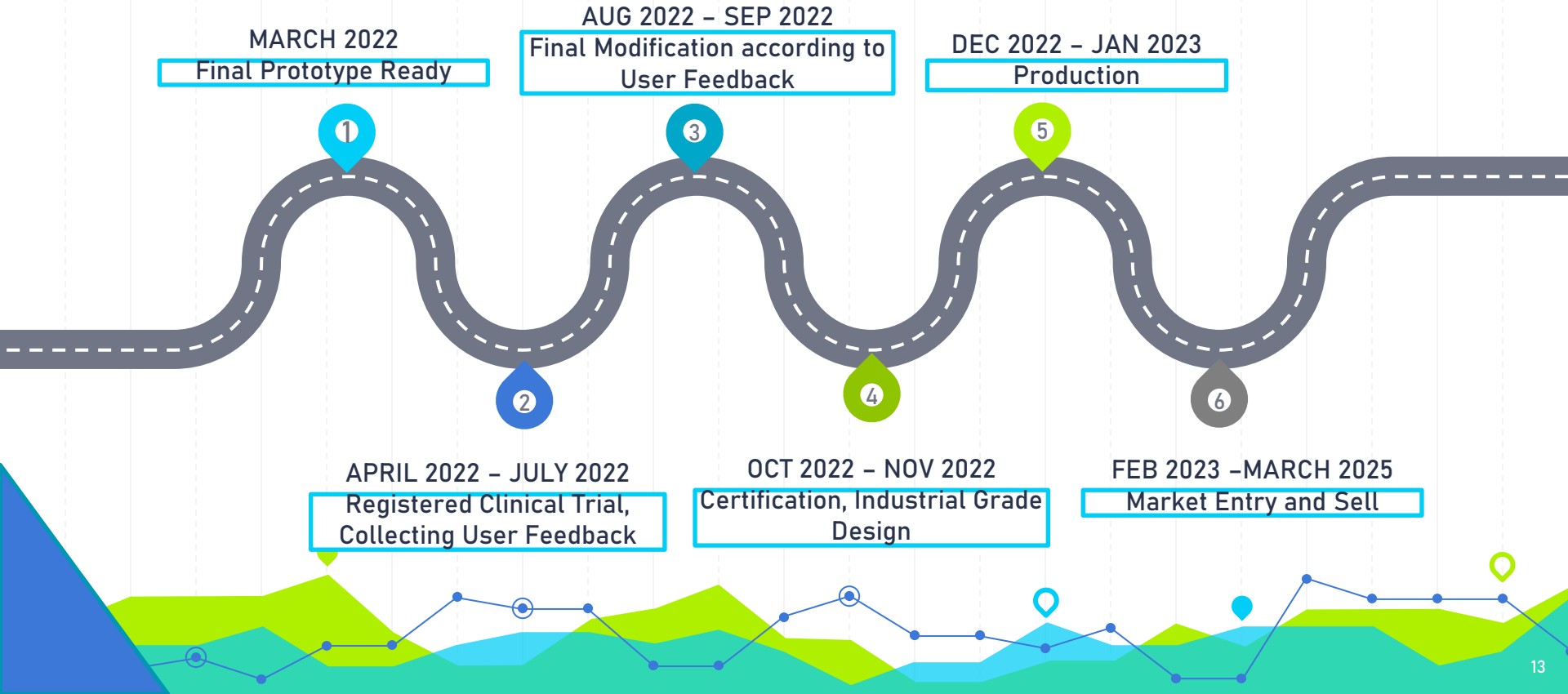


*MATRI 2.0
(2024)*

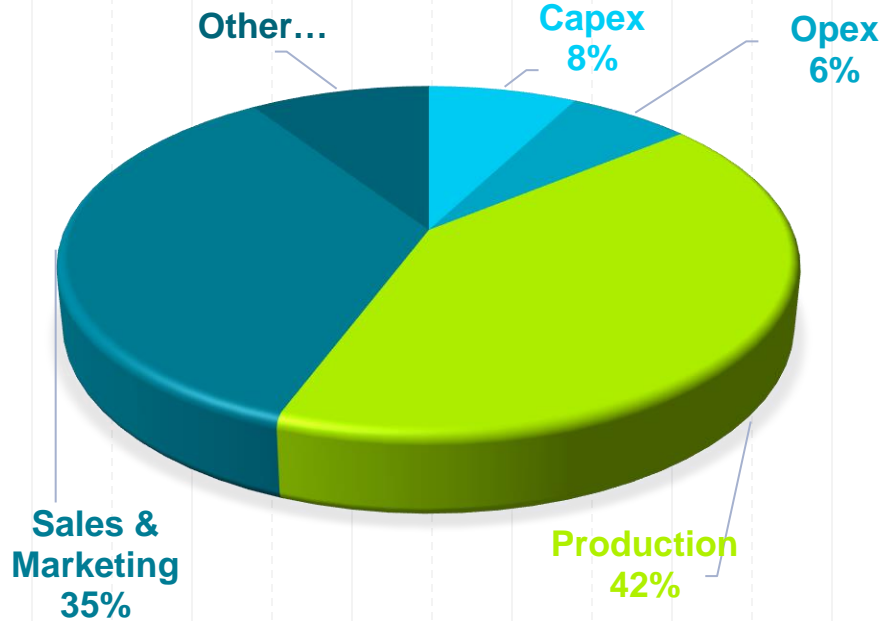
FINAL PROTOTYPE



ROADMAP



We are Looking for Seed Round of 1.5 Cr. for 12 months Runway



Particulars	Required Fund
Initial Setup	8%
Production Cost (20K pcs)	41%
Sales & Marketing	35%
Manpower	7%
Others	9%
Total	100%

Previous Investment:
10 Lac from IC-IIT Patna

THANKS

