

MEN'S CARE
SIMPLIFIED TO
A SINGLE BOX



START-UP BUSINESS PLAN

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I. OVERVIEW

HiGene is a guided subscription box system that makes personal care practical for struggling young men (the “Genes”) amidst an industry stacked against them.



Logan Jack Jett

The Problem

Men’s personal care is **overwhelming**, with little help, leading to a lack of consistent routines and, worse, **no results**.



Gene

The Market

Beachhead:
College freshmen

Expansion:
High school males
Men ages 25-44

The Solution

We offer **curated** hygiene boxes with trusted brands and simple **guided** routines, combined with **habit reinforcement**.

Business Model



The Ask: \$800,000 for 12.5% equity

Start-up costs

\$46,975

Year-one human resources

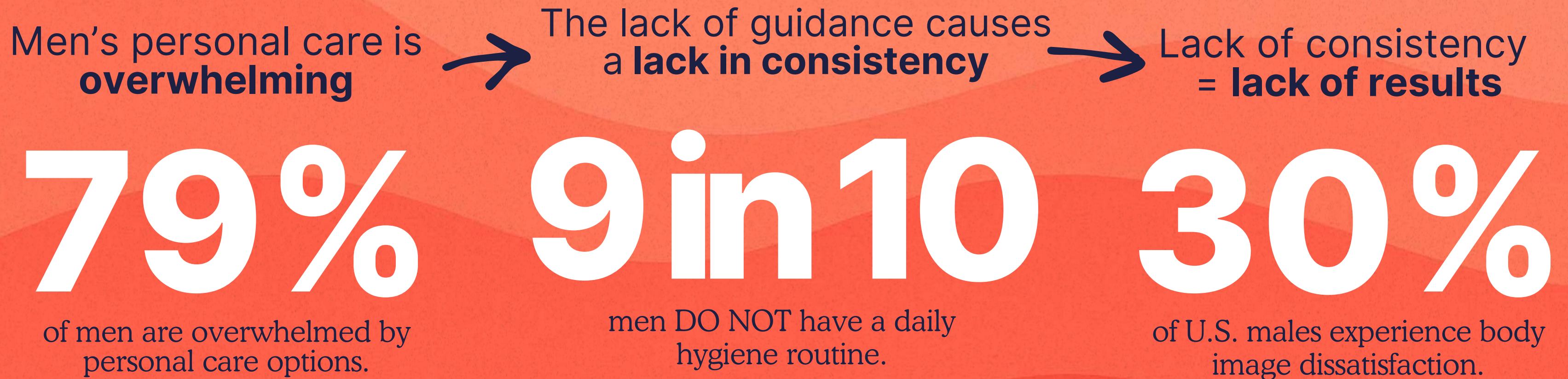
\$237,800

Year-one direct operating costs

\$499,760

II. PROBLEM

THE MEN'S PERSONAL CARE INDUSTRY IS DESIGNED FOR THOSE WHO ALREADY UNDERSTAND IT... MOST DON'T



Optimale study on male hygiene habits

Statista study on men's skincare routines

National Library of Medicine study on male body disturbance

III. CUSTOMER SEGMENTS

MEET GENE, OUR TARGET MARKET:



HIGENE'S BEACHHEAD MARKET: MALE COLLEGE FRESHMEN

- Building routines and living independently for the first time
- Highly open to forming new habits
- Concentrated in campuses

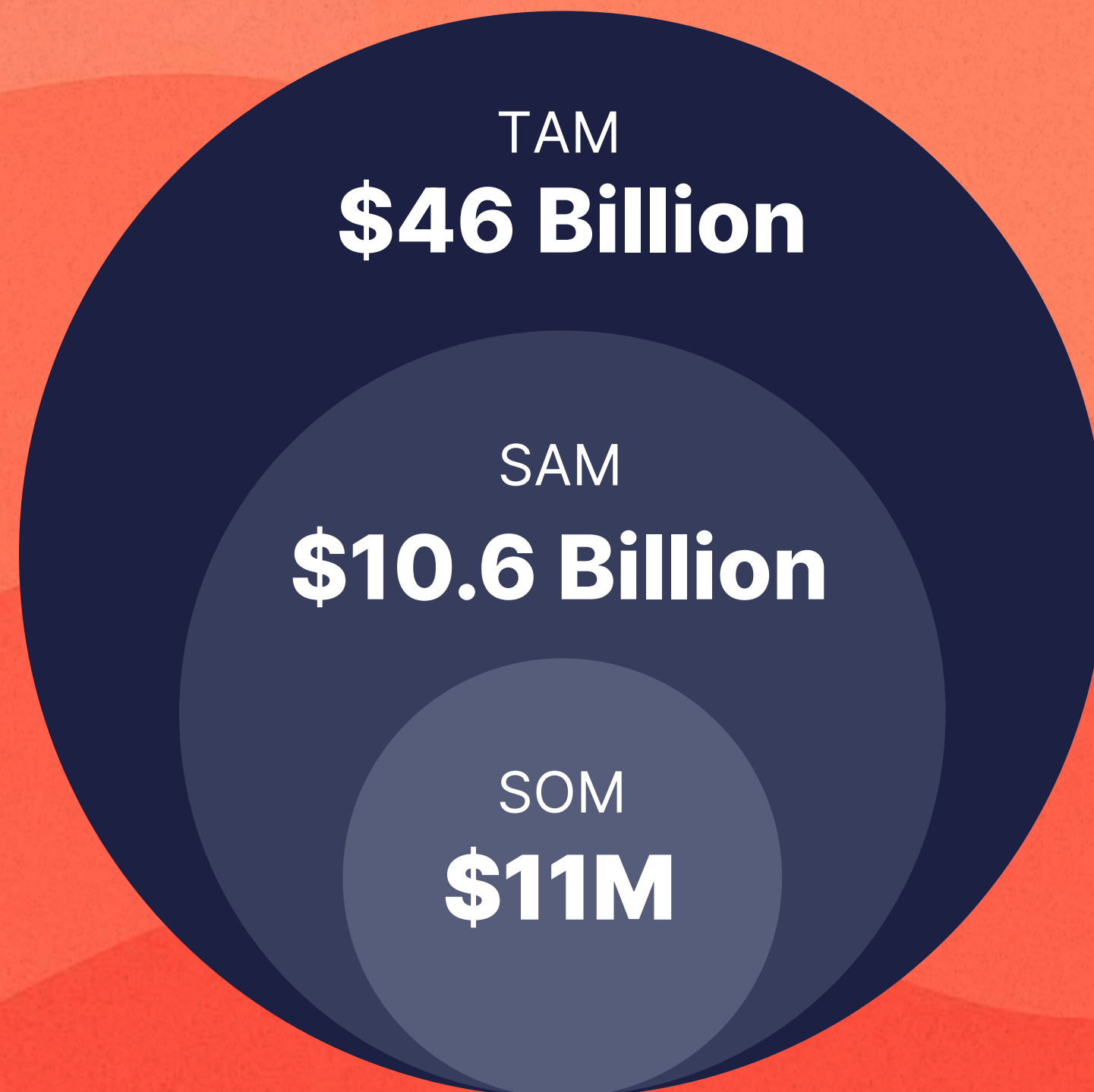
*In our survey of
77 young adult males,
only **5%** considered
their personal care
routine to be complete*

EXPANSION PATH (POST-TRACTION)

All college men → Men ages 14-17* → Broader males ages 25-44

**Buyers include parents for 14-17*

MARKET SIZE



TOTAL ADDRESSABLE MARKET (TAM)

U.S. men's grooming market
(Grandview Research)

SERVICEABLE AVAILABLE MARKET (SAM)

Grooming market of men ages 15 - 44*
(Statista)

SERVICEABLE OBTAINABLE MARKET (SOM)

Market share goal of 0.1% by
the end of 2028

**Calculated with data that suggests men spend
\$384/year on personal care*

IV. UNIQUE VALUE PROPOSITION

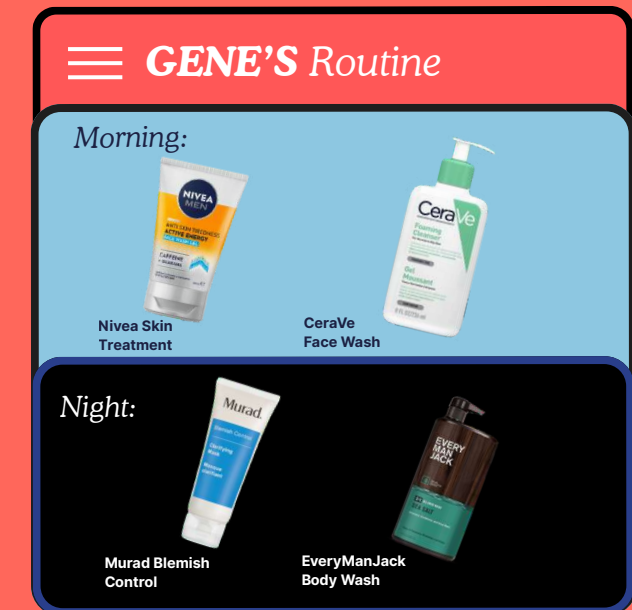
HiGene is the only system making hygiene effortless for young men by turning personal care into a guided habit with automatic delivery.



NO SHOPPING



NO RESEARCH



NO INCONSISTENCY

V. SOLUTIONS

CURATED BOXES



Shipping **what you need**
right to **your door**

GUIDED ROUTINES



Know **how and when** to
use the products

SOLUTIONS

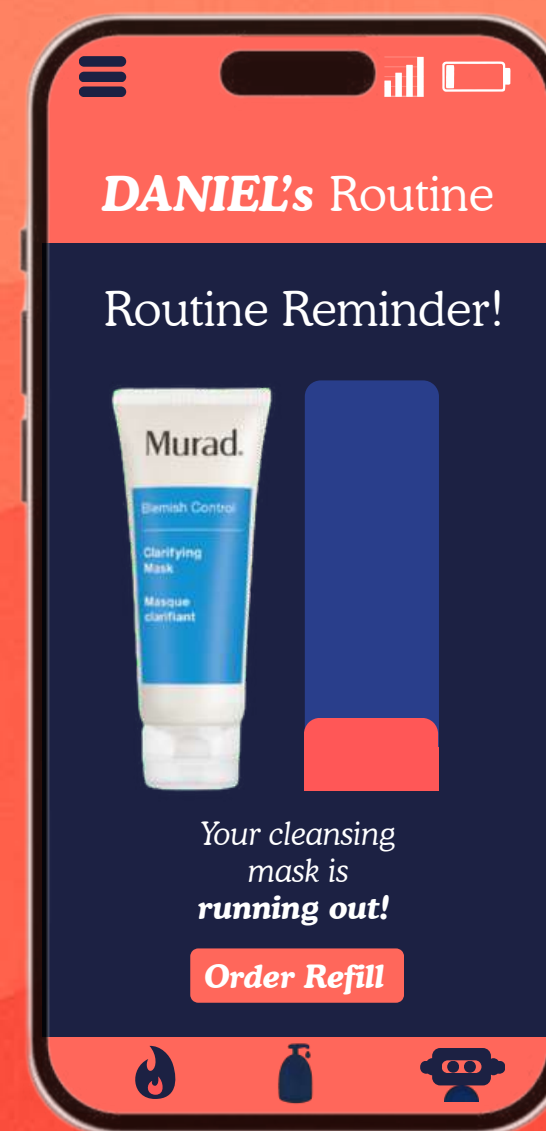
HABIT REINFORCEMENT

Follow
adaptive
routines

Stay on
track with
streaks



Experience
automatic
refills



VI. CHANNELS

ADVERTISING: HIGENE WILL TARGET LIFE TRANSITIONS

PRIMARY

University & high school partnerships (welcome kits)

SECONDARY

Guerilla marketing & partnering with small trusted creators

SCALABLE

Referrals tied to streaks & search and intent capture

DISTRIBUTION

GetHiGene.com

HiGene app

B2C (Wholesale Retail)



Third Party Logistics (3PL)

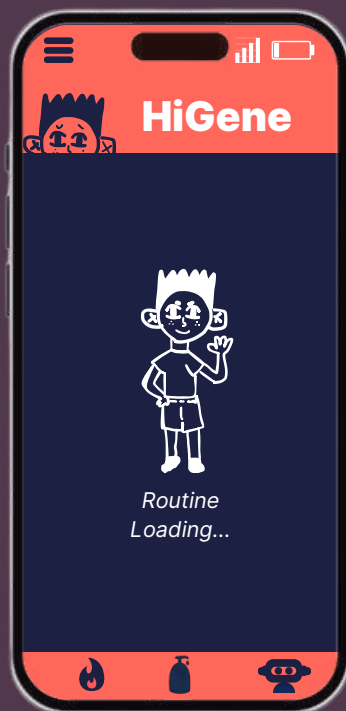


VII. REVENUE STREAMS



App Subscription

\$5* / month



Includes routine creation, streak system, & AI guidance

Box Sales

HiGene Box:
\$40 Avg.



3-5 items; 40% base profit margin

Consumer Insight

\$2,000* quarterly reports



Bought by partnering brands

*starting rate for year 1

LIFETIME VALUE

$LTV = \text{Average Annual Spend} \times \text{Average Customer Lifetime (Years)}$

$LTV = \$220 \text{ Annual Spend} \times 40\% \text{ Churn Rate}^* (2.5 \text{ Years}) = \mathbf{\$550}$

REVENUE BREAKDOWN



YEAR	2026-2027	2027-2028	2028-2029
HiGene Subscription	\$162,000	\$468,000	\$864,000
HiGene Box Sales	\$432,000	\$1,404,000	\$2,400,000
Customer Behavior Data	\$12,000	\$90,000	\$216,000
TOTAL ANNUAL REVENUE	\$606,000	\$1,962,000	\$3,480,000

*Based on industry data for subscription-based eCommerce brands

VIII. COST STRUCTURE

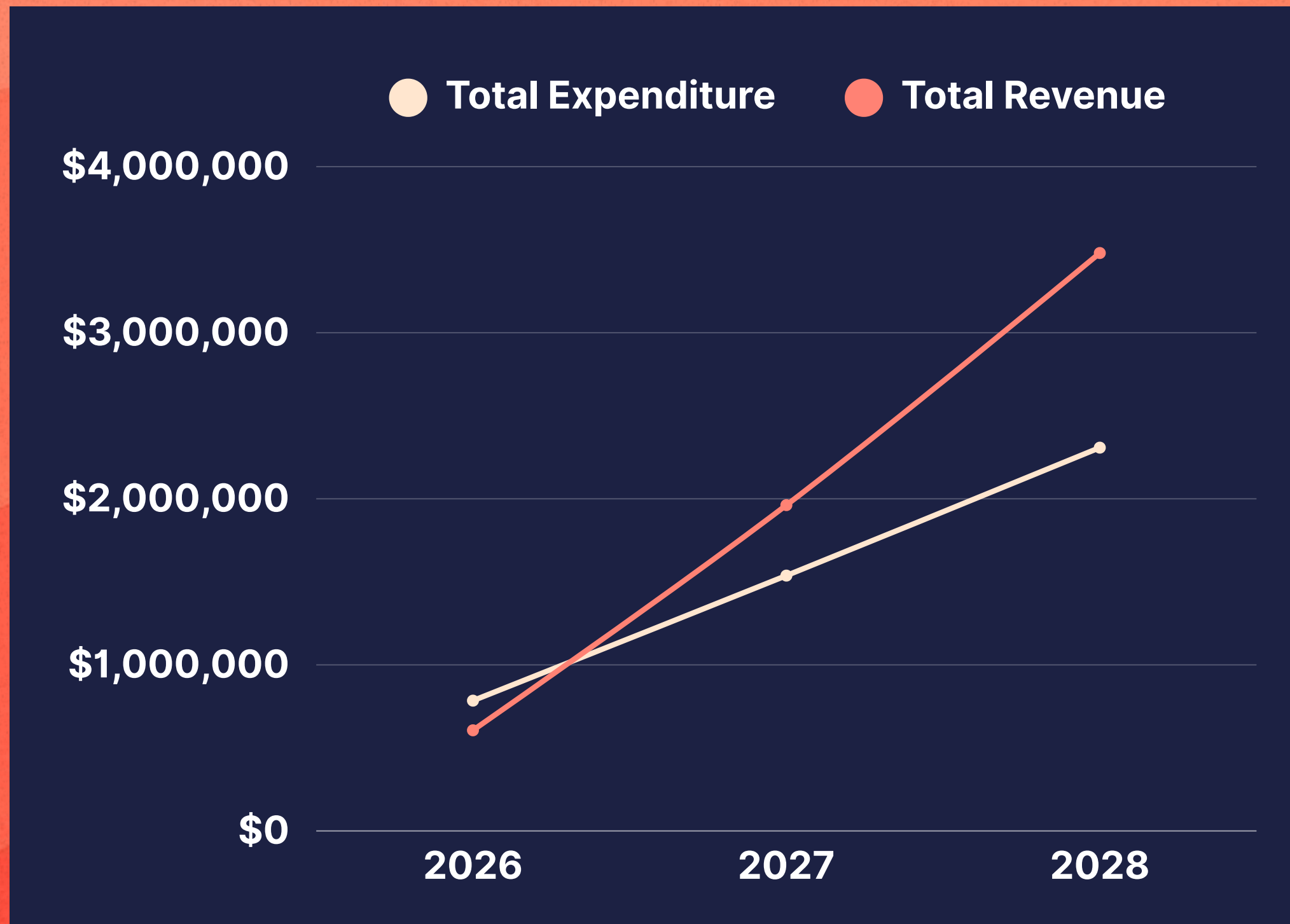
YEAR	2026-2027	2027-2028	2028-2029
Startup Costs	\$46,975	\$-	\$-
Human Resource Costs	\$237,800	\$191,400	\$210,540
Direct Operating Costs	\$499,760	\$1,346,177	\$2,097,533
TOTAL ANNUAL COSTS	\$784,535	\$1,537,577	\$2,308,073

CUSTOMER ACQUISITION COST

YEAR	MARKETING SPEND	NEW CUSTOMERS	CAC	TREND
2026-2027	\$67,500	2,700	\$25.00	Trust Channels
2027-2028	\$175,000	5,100	\$34.31	Scalable Channels
2028-2029	\$180,000	5,400	\$33.33	Building Efficiency



BUSINESS SUSTAINABILITY



KEY TAKEAWAYS

Profit Growth

\$1 million in profit by 2028

Profitability

Breakeven 10th month of operations, all while maintaining positive cashflow

Sustainable Scaling

Revenue grows ~2x faster than costs

IX. KEY METRICS

METRICS THAT DRIVE THE BUSINESS

**MINIMUM
THRESHOLD**

ROUTINE COMPLETION FREQUENCY
IS THE HABIT FORMING?

**$\geq 70\%$ WEEKLY
COMPLETION**

90-DAY RETENTION RATE
DID THE HABIT STICK?

**$\geq 60\%$
AT 90 DAYS**

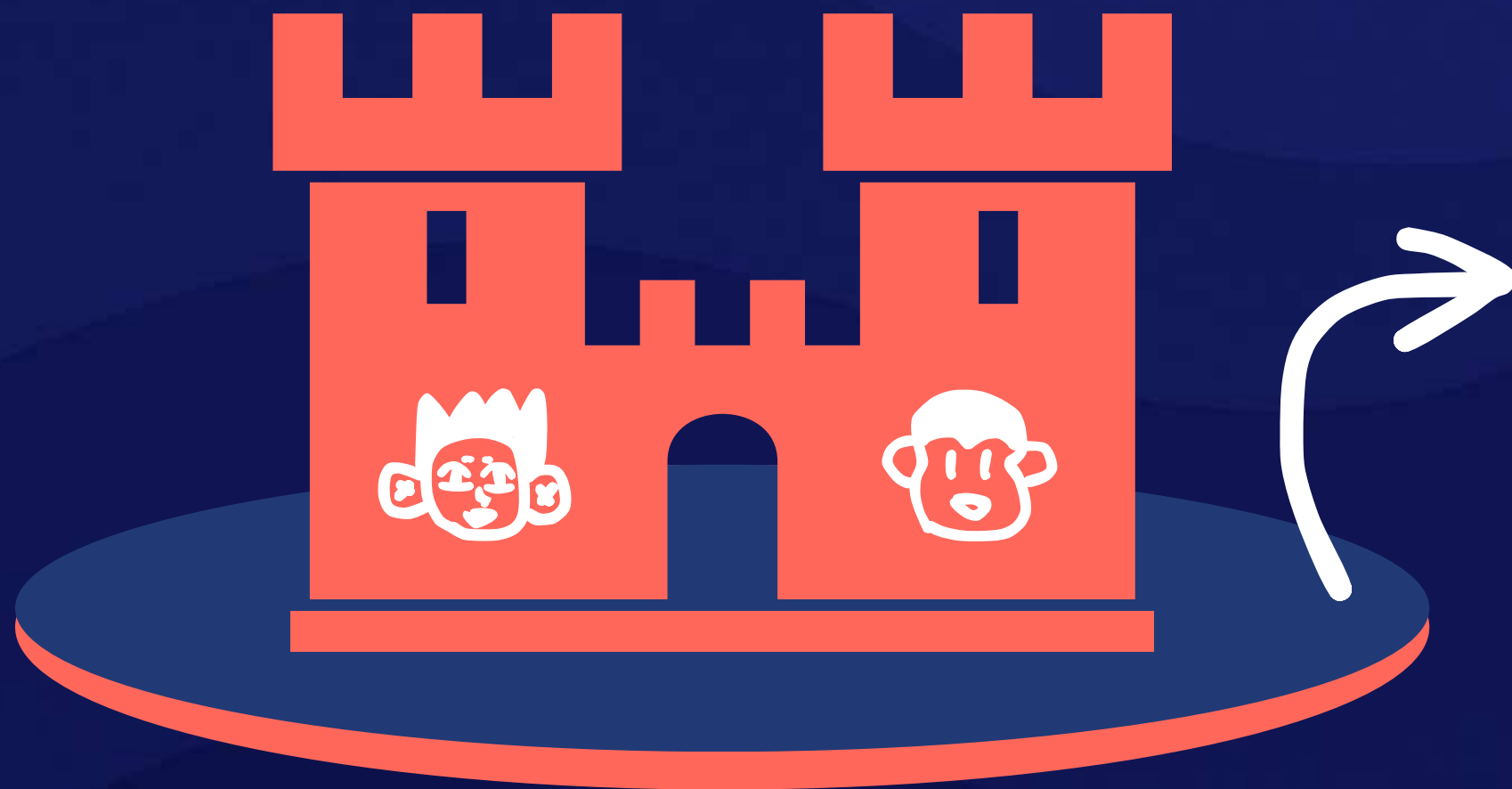
LTV:CAC RATIO
IS GROWTH SUSTAINABLE?

**$\geq 3:1$
AT SCALE**

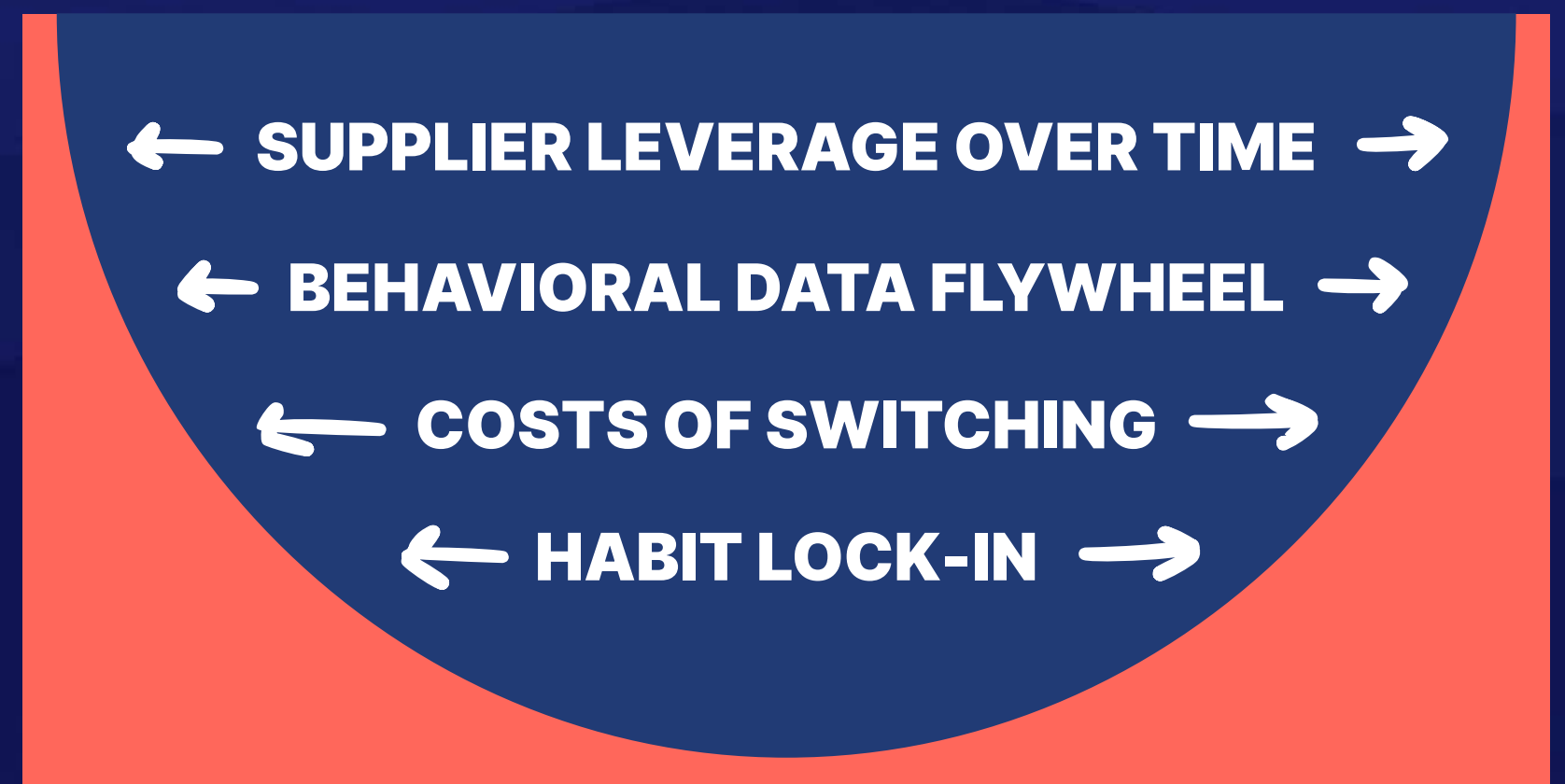
X. COMPETITIVE ADVANTAGE

BUILDING A COMPETITIVE MOAT

HIGENE'S CASTLE



OUR MOAT



XI. CONCLUSION

WE ARE REQUESTING...



only **\$800,000 for 12.5%** *equity*

START-UP
COSTS
\$46,975

YEAR 1 HUMAN
RESOURCES
\$237,800

YEAR 1 DIRECT
OPERATING COSTS
\$499,760

YEAR 2 REVENUE * REVENUE MULTIPLE = VALUATION
\$1,962,000 * 4x Multiple = \$7,848,000

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Problem

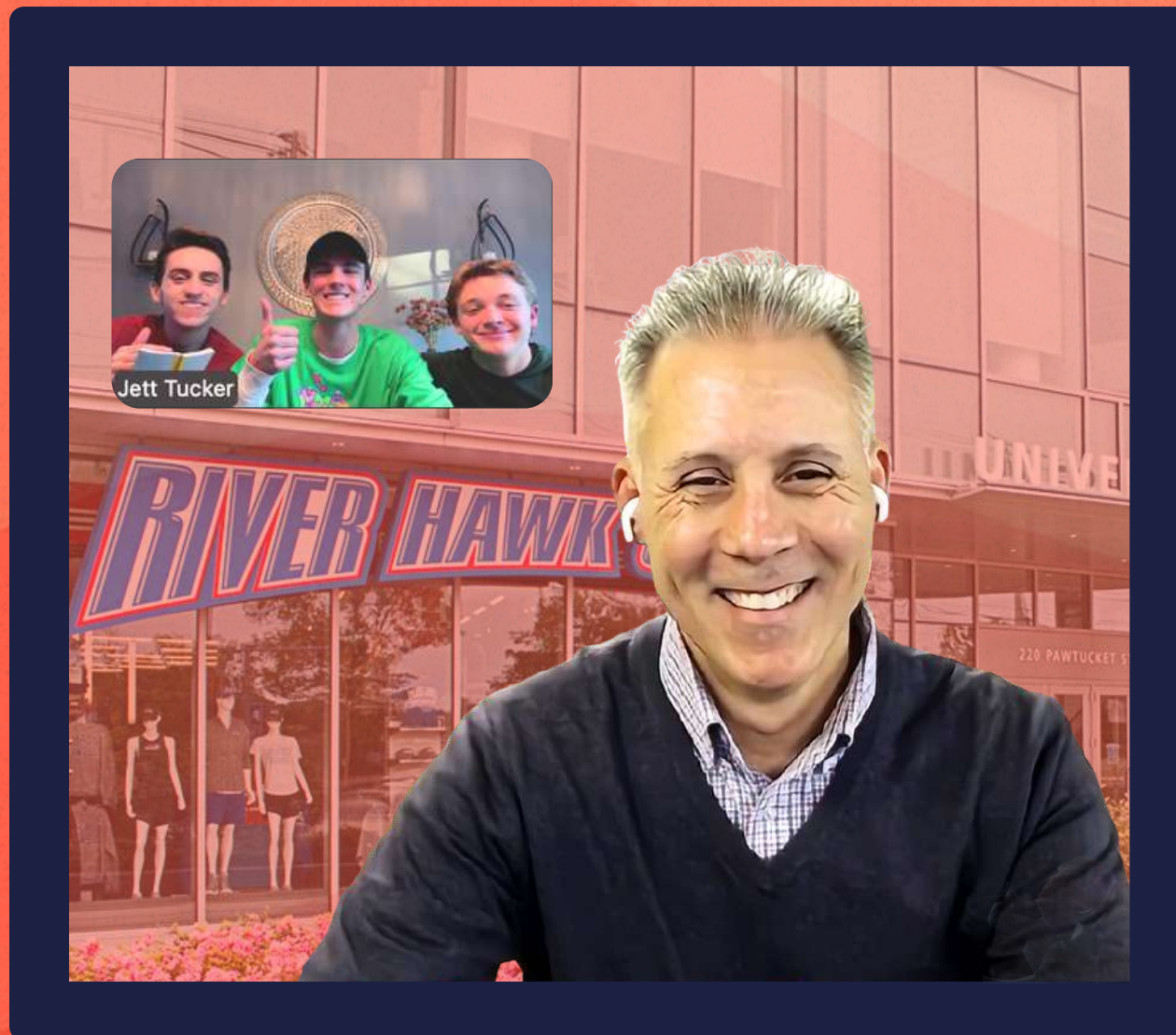
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XIII. APPENDIX | OUR MENTOR

1.21.26 CALL WITH
MR. JUKNAVORIAN



QUOTES FROM HIS RECOMMENDATION LETTER:

“HiGene’s mission, to simplify personal care decision-making for young men and support consistent self-care routines, is **well articulated and thoughtfully structured.**”

“**I recommend this team without hesitation.** They have developed a venture concept that is credible, scalable, customer-informed, and, most importantly, presented clearly, creatively, and with competitive strength.”

RICHARD JUKNAVORIAN, JR.
Director, Rist DifferenceMaker Institute
Adjunct Faculty, Public Health &
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University of Massachusetts Lowell