

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	Year-one human resources	Year-one direct operating costs
\$46,975	\$237,800	\$499,760

II. PROBLEM

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



79%

of men are overwhelmed by personal care options.

Optimale study on male hygiene habits

9 in 10

men DO NOT have a daily hygiene routine.

Statista study on men's skincare routines

30%

of U.S. males experience body image dissatisfaction.

National Library of Medicine study on male body disturbance