



**JA
Greece**

Member of
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**ΟΙΚΟΝΟΜΙΚΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΘΗΝΩΝ**



ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS

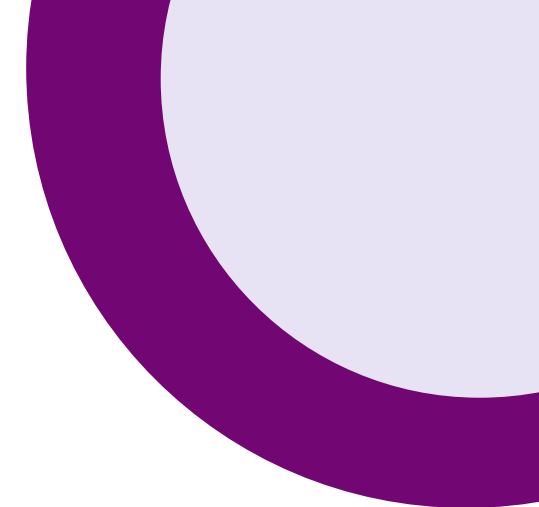
**ΣΧΟΛΗ
ΔΙΟΙΚΗΣΗΣ
ΕΠΙΧΕΙΡΗΣΕΩΝ**
SCHOOL OF
BUSINESS

**ΤΜΗΜΑ
ΔΙΟΙΚΗΤΙΚΗΣ
ΕΠΙΣΤΗΜΗΣ &
ΤΕΧΝΟΛΟΓΙΑΣ**
DEPARTMENT OF
MANAGEMENT
SCIENCE &
TECHNOLOGY



cup n track.

Go with the flow



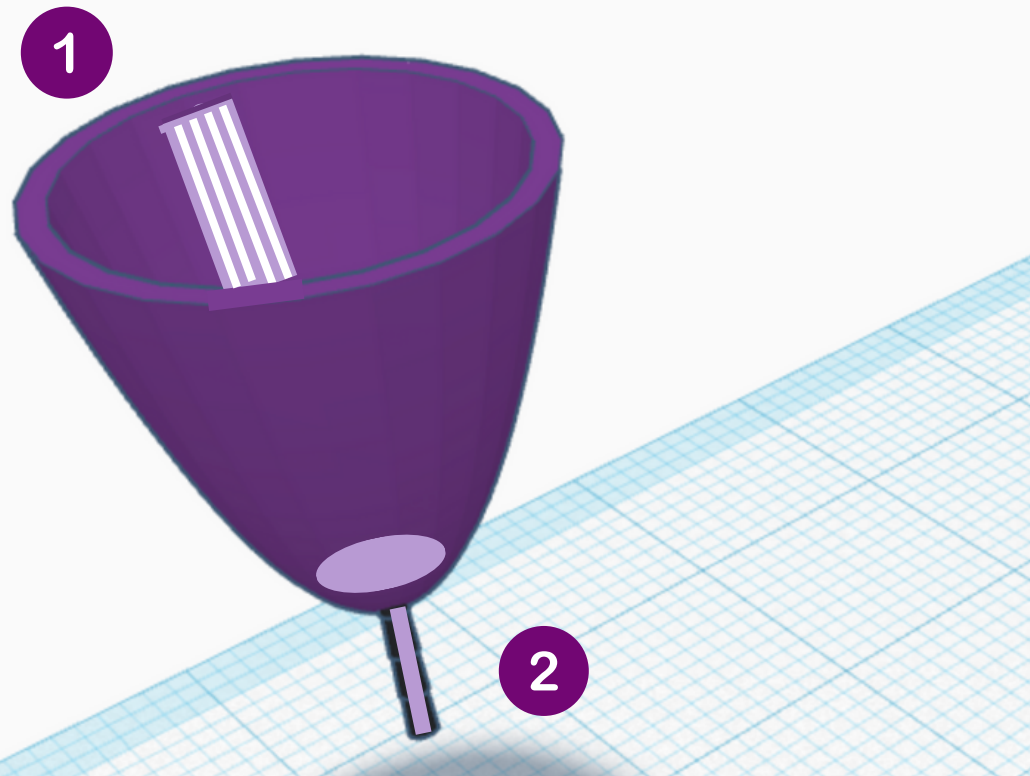
Cup n Track




Hardware

Software

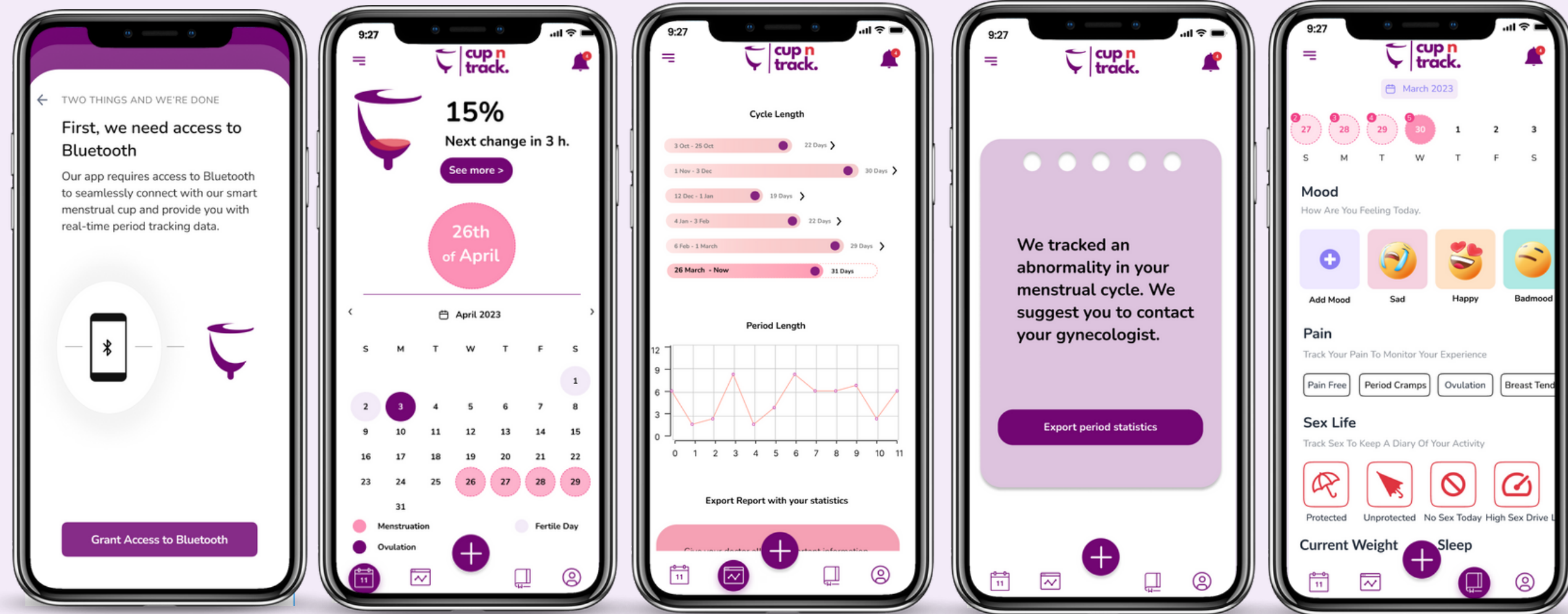
Our smart cup



1 Liquid level sensor 

2 PH sensor 

The Cup n Track app



Connection with cup

Cup's state and calendar

Cycle and period statistics

Alert for worrying signs

Personal journal

In that semester...

Target Market

130 million women
have menstruation in Europe

🎯 5%

\$920 million
menstrual cups market size

\$1,5 billion
period tracking applications market size

43.558 Gynecologists
in Europe

🎯 6%

\$300 billion
the pharmaceutical market in Europe
🎯 37 contracts

Competition

	Direct Competitor		Indirect Competitors	
	cup n track.	emm	Tracking Apps	Menstrual Cups
Reusable (lasts over 3 years)	✓	✓	✓	✓
Detect irregularities	✓	✓	✗	✗
Health insights	✓	✓	✓	✗
Fill reminders	✓	✓	✗	✗
Take into account pain levels	✓	✗	✓	✗
PH sensors for possible infections diagnosis	✓	✗	✗	✗
Real time insights	✓	✓	✗	✗
History tracking	✓	✓	✓	✗
Direct sending of data to a partner gynecologist	✓	✗	✗	✗
Send data to pharmaceutical companies	✓	✗	✗	✗

Revenue Streams



Validation

CupnTrack.com

Live since 28th of April

877 Sessions
183 Unique users

Countries: 10



Validation




120 answers

Age 84% → 18-25
13% → 25-35



Research

(via questionnaire)

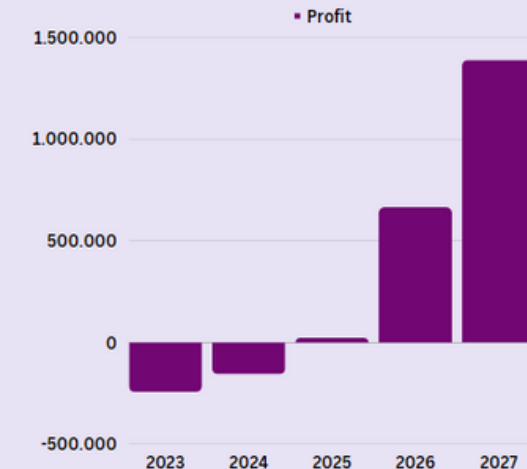
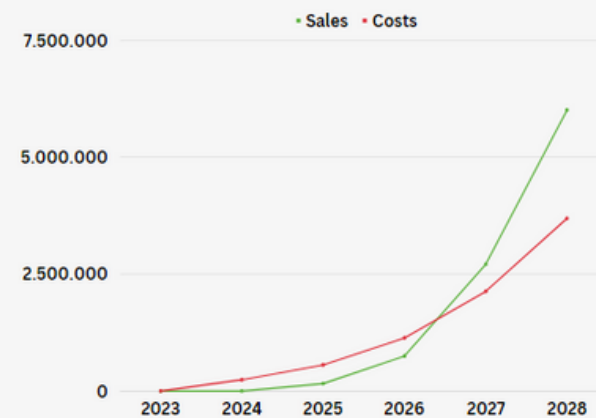
Main menstrual products:
78%  42%  21% 

1/2 had faced a gynecological health issue

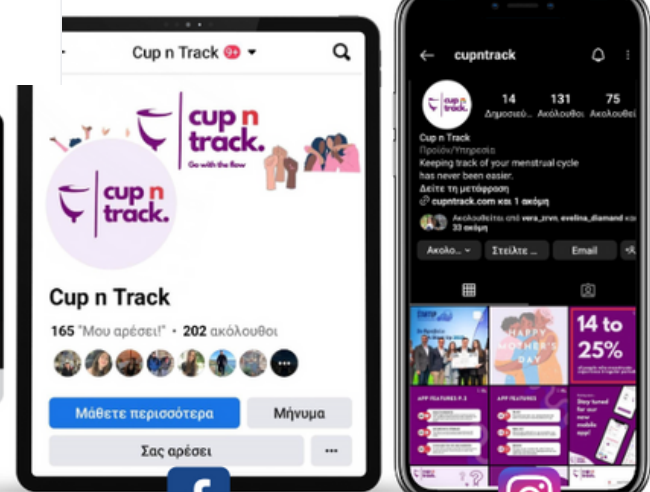
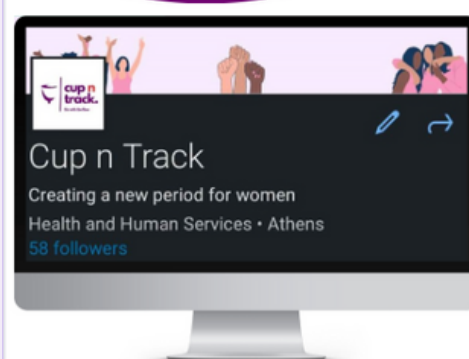
Do you try to keep track of your cycle?



Financials



Social Media



Success



JA Start Up Competition

Διαγωνισμός Επιχειρηματικότητας & Καινοτομίας “JA Start Up”



2ο Βραβείο - JA Start Up 2023



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JA
STARTUP
PROGRAMME





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CMO
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