

Kind Cup Getting Ready to Launch



Christine Brown
Founder & CEO of Kind Cup

How many of us have used a product for years, knowing it could be better but never doing anything with our brilliant idea to improve it? Christine Brown cannot relate. After five years of using a silicone menstrual cup that she felt was poorly designed, she decided to make a better one. With hard work and determination, she has turned her idea into a business. Patent pending, Kind Cup launches on Nov. 22nd having gotten through the final pre-launch stretch with a \$25,000 loan from WEV.

As the founder and CEO of Kind Cup, Christine's goal is to produce a product that exceeds all others in the market while also empowering women and being a positive influence socially and environmentally. To that end, the company plans to provide access to their reusable, 100% medical grade silicone menstrual cup to women traditionally lacking in reliable menstrual products by teaming with select partners, such as Direct Relief, to distribute them. Kind Cup is also working to minimize their environmental footprint through every phase of their production by using earth-friendly linen bags, the highest quality raw materials, local print shops and sustainably sourced paper.

Christine, a sixth-generation Carpinterian attended Mount Holyoke, an all-women's college, where she was supported by brilliant women and individuals who championed change and success through hard work and community. When she signed up for WEV's Smart Entrepreneurial Training class in 2016 she was looking for that same kind of supportive network.

"I knew that to succeed in this venture, one that requires an endless list of so many different skills including medical device design, raw and manufactured material properties, FDA and regulatory requirements, patents and trademarks, marketing, and web design, that I would need to tap into the type of community I had in college on a local level," said Christine. "I found that in WEV."

When trying to get funding for her new venture, Christine ran into the usual issues a new business faces when dealing with traditional banks. "I went through the process of an application with one bank, a few calls and discussions with others and they all gave me the run-around or their typical response that they required 3 years of tax returns. In the end, only WEV was able to take a holistic approach in evaluating my business and truly provide the financial support for me to launch. I'm sure, sadly, that there are plenty of other businesses that never launch simply because they weren't able to find that kind of support.

"I'm grateful to WEV and their supporters for believing in me and the vision of Kind Cup," said Brown. "Through that support, we are now about to realize what we set out to achieve so many years ago of creating a new standard for cup design, quality, and accessibility."



Kind Cup's patent pending design is easier to use and more body-friendly than traditional cups.



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