

# What is Essity Ventures?

## Short introduction

Started in 2020, Essity Ventures is a strategic initiative of the leading global hygiene and health company Essity. As a venture studio and builder, our mission is to break persisting barriers to people's health, hygiene and well-being through the creation of innovative digital business models.

Essity Ventures believes in value creation through collaboration and thus actively seeks partnerships with startups and peers in relevant areas. To learn more about Essity Ventures focus areas and to partner up.

 [www.essityventuresilab.com](http://www.essityventuresilab.com)

## Why partner up?



### Gain market & user access

Grow your business through Essity's brand reach and go to market operations



### Enter strategic partnership

Enter long-term, growth-oriented partnerships and secure funding/investment through Essity



### Leverage Essity's expertise

Get access to Essity consumer, market and category data and apply to drive growth for your solution



### Co-create ventures with EV

Jointly explore opportunity spaces on high-friction problem spaces, ideate and prototype corresponding solutions and scale ventures with Essity

# The EV game board

Our value creation thesis – simply called the EV Gameboard – defines the opportunity and focus areas of Essity Ventures.

Being in line with Essity's overall strategy and future growth aspirations, the EV Gameboard sets the scene for venture exploration, validation and scaling of new, innovative business models, in collaboration with startups and other partners who share our vision and focus areas.

## Life-stage solutions



### POST PARTUM HEALTH

Tools, platforms or services empowering young mothers to manage and improve their postpartum mental and physical health.



### MENOPAUSE

Holistic solutions that enable non-medical management and treatment of symptoms.



### MENSTRUAL PAIN

Effective non-medical solutions for managing and reducing menstruation-related symptoms.



### HYGIENE CARE

Tools, devices or services that encourage and monitor the effective/efficient application of hygiene practices, in private and public settings.



### BECOMING A WOMAN

Adolescent, puberty

Tools, platforms or services providing access to education (e.g. sexuality) and solutions in the context of female puberty, i.e. the transition to adulthood.

## Sustainable solutions



### WASTE MANAGEMENT OF ABSORBENT HYGIENE PRODUCTS

Professional (circular) services for re-/up-cycling of disposable intimate care and hygiene products.

## Health solutions



### INCONTINENCE

Tools, platforms or services helping to prevent, improve symptoms or live normal lives with incontinence, i.e. giving access to respective solutions.



### SLEEP

Non-medical solutions – or access to - solutions that improve quantity and quality of sleep.



### MENTAL HEALTH

Tools, platforms or services providing solutions to manage/improve mental health conditions at life-stage transitions such as puberty, menopause, post-partum etc.



### HORMONAL HEALTH

Personalized solutions and diagnostics for achieving and maintaining hormonal balance.

# Interaction between Start-up and EV collaboration

We strive to partner and invest in startups at different stages of the value creation process and to a mutual benefit



## Co-exploration



## Co-ideation



## Co-validation



## Co-scale

### PURPOSE OF PARTNERSHIP

Join forces for collaborative, systematic problem- & needs-space exploration

### WHAT'S IN FOR STARTUPS

- Gain new user insights in your (aspired) business territory
- Identify unmet problem spaces as base for ideating new value propositions
- User-centric exploration sprints funded & facilitated by Essity

### PURPOSE OF PARTNERSHIP

Jointly ideate & design new value propositions

### WHAT'S IN FOR STARTUPS

- Ideate new solutions with a scale-up partner from start
- Test on problem-solution fit through design sprints with Essity
- Experiments facilitated & funded by Essity

### PURPOSE OF PARTNERSHIP

Collaboratively validate your business model in market

### WHAT'S IN FOR STARTUPS

- Validate product-market-fit of your business idea with Essity
- Leverage Essity's channels & capabilities for joint pilot/MVP
- Secure chance to scale tested hi-po business concepts with Essity

### PURPOSE OF PARTNERSHIP

Leverage synergies with Essity to scale your business

### WHAT'S IN FOR STARTUPS

- Enter strategic partnership with Essity
- Find right partnership model with Essity (invest, join venture, distribution ...)
- Leverage Essity's capabilities and market access to scale

# Get in touch



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