

2021-
2022



Don't be shy



DON'T BE SHY

Belgium

Teacher and LJE Coach :
Florence Degauque-Frédéric Mesmaeker



EXECUTIVE SUMMARY

At the beginning of the year we decided to make handmade period panties, that are good for the environnement, good for your health and good for your wallet ! And it was the best decision that we ever made.

This year was full of events and emotions, this project has brought us more than we thought, many laughs as well as many difficulties. But together, it was easy to gather the courage to overcome them. The team of Don't Be Shy is a bit like a family, it may not be perfect all the time but everything is done with a lot of love !

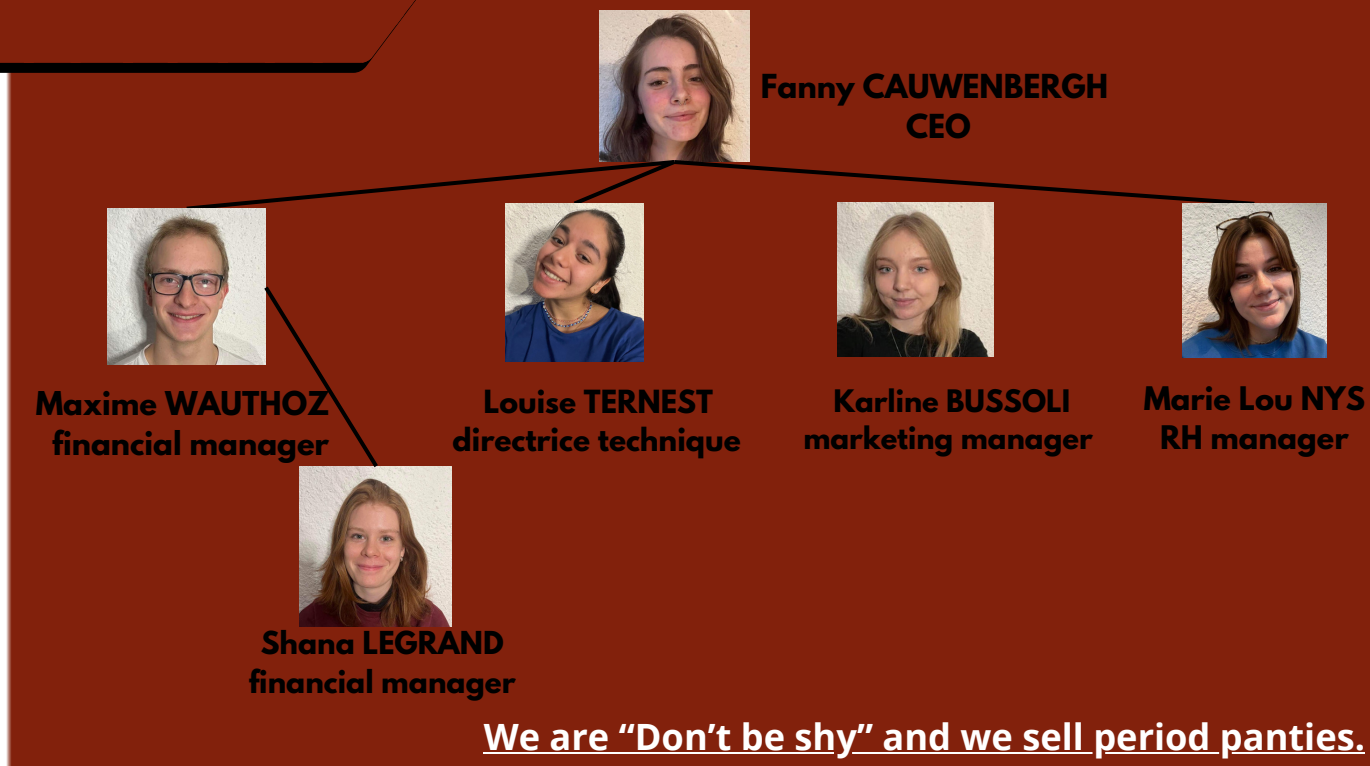
ID card

- 6 motivated students from the ARNivelles
- 53 kind shareholders
- panties sold
- 1931 euros made out of sales
- Based in Belgium

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WHO ARE WE ?



We are “Don’t be shy” and we sell period panties.

Our project is based on two key principles :

➤ The environment :

It concerns everyone, you, him, her, them, it's all of us. The manufacturing of reusable panties is a call to every menstruated person who throws away a ton of toxic waste every month. By choosing our product, you make a small step in the direction to a better future.

➤ Periods should never cause awkward situation again in our everyday life.

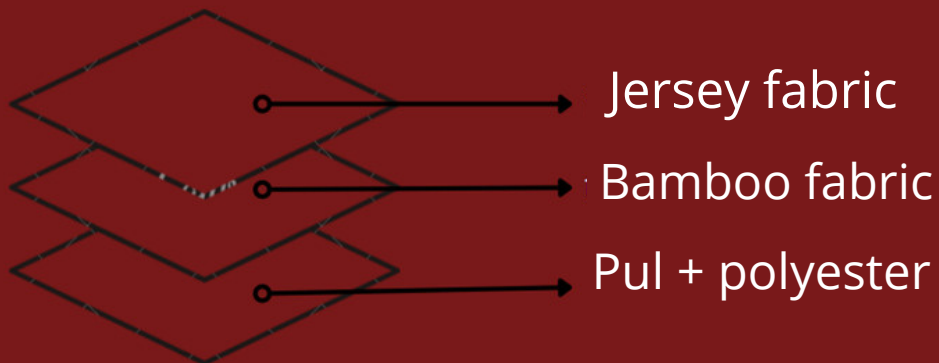
This topic is still very taboo but it's time to realize that it is a normal part of life and it concerns everyone. We wanted to emphasize this with the name of our company: “Don’t be shy”.

Since the beginning of this adventure, we pay attention to the fact that nobody in our team feels that their opinions are ignored, that everyone feels comfortable to share their ideas and that every decision is approved by everyone.

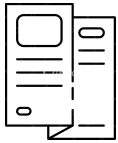
It is important to have a good **team spirit** and a product with the **best quality**, we always take the time to take a few breaks because it's important in order to keep a healthy and well-done job.

OUR PRODUCT

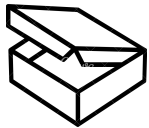
composition



OUR PACKAGING



We created a leaflet explaining how to maintain the product in a good state for the longest time possible. This leaflet is always included in the packaging



Our product is delivered in a small cardboard box, with the logo of the company, which is created by a reusable ink tampon since we didn't want to order plastic stickers.

THE + POINTS

No risks of toxic shocks whose number of people affected in 2022 is 5%

If the instructions of maintenance are well respected, the panties can be kept up to 5 years;

A good decision for wallet since you won't have to buy any other type of protections while using our panties.

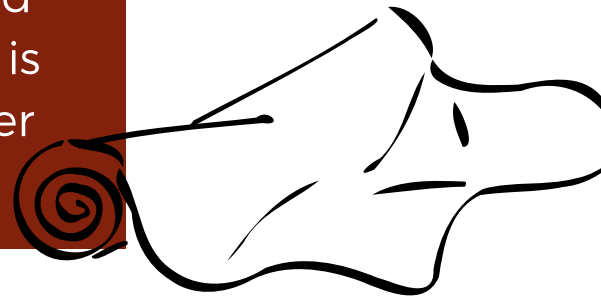
Due to the chemicals present in the non-reusable protections, an uncomfortable smell can be generated; This is not the case with our product, they are completely smell-free

With a "Don't be shy" panty you will have the pleasure to enjoy a day with an underwear that feels nothing different than the usuals

By buying our product or just taking a bit of your time to chat with us, you're contributing to delete those taboos

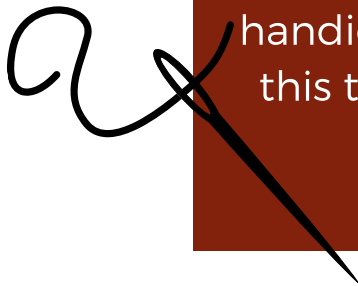
Fabrics :

We chose the fabrics to allow you to spend the day dry without having to worry about possible leaks. The combination of absorbent bamboo and waterproof PUL® (a waterproof fabric) offers comfort and protection because, after all, the point is not to feel like you are wearing a diaper either. ;)



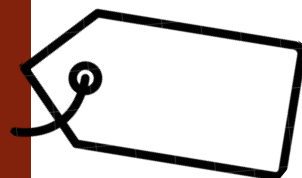
Sewing :

Once the fabrics have been cut, they are assembled and sewed by hand at an adapted work company located in Belgium named "Axedis". An adapted work company is a company working with handicapped people. Besides helping a business like this to run, we save time and the panties come out perfect!



Prices :

We sell a panty for 34.99 euros.
.....
The production cost are 17 euros for the different fabrics, threads and
.....
elastics
.....
14 euros per hour for the production.



FINANCES :

Our beautiful project was launched in October 2021, thanks to the help of our collaborators, people who believed in us. We embarked on the adventure with a starting budget of 371 euros. Our team decided to set the goal at 55 panties sold at the end of the school year. As of June 5th, 2022, this goal has been reached. So, we achieved our goal!

Balance sheet and profits

As of June 5, 2022, our total sales and services are 1966,91 euros, which equals to 50 panties. We have made a gross profit of 938,60 euros, thus equivalent to a net profit of 703,95 euros.

income statement		balance sheet	
Sales	1931,91	Stock	0,00
Stock	71,00	Receivables	70,00
Label(s)	35,00	VAT to be recovered	0,00
Total sales and services	1966,91	Bank	1480,31
Purchases	669,47	Funds (cash)	126,31
Services and goods	43,76	total assets	1676,62
Salary and social charges	315,08	Capital	371,00
Coût des ventes	1028,31	Profits	718,95
Gross profit	938,60	Payables to suppliers	0,00
Other products	0,00	VAT payable	31,94
Other expenses	0,00	Social and tax debts	399,98
Profit before taxes	938,60	Wage debts	149,75
Taxes on the result (25%)	239,65	Other debts	0,00
Profit/loss	718,95	Total liabilities	1676,62

A few balance explanations

Salary and social charges: wages of contractors and social contribution charges

Receivables : unpaid social shares and 35 euros won from a JE Belgium label

The rate of return on capital is 193.79%. In agreement with the general meeting of our shareholders, all of the profits of our company will be donated to an association

Social and tax debts : Money that is owed on belgium social security and payroll taxes

SALES AND NETWORKS



@its_dontbeshy



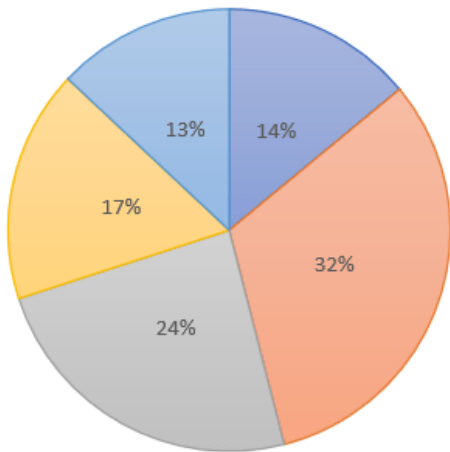
Don't be shy



dontbeshy.arn@gmail.com

During the year, we made sure to stay in movement on our social networks cause we wanted people to live the adventure and see our project growing with us. This allowed us to expand our customer base since the algorithm brought us over 6000 views.

TARGET AUDIENCE :



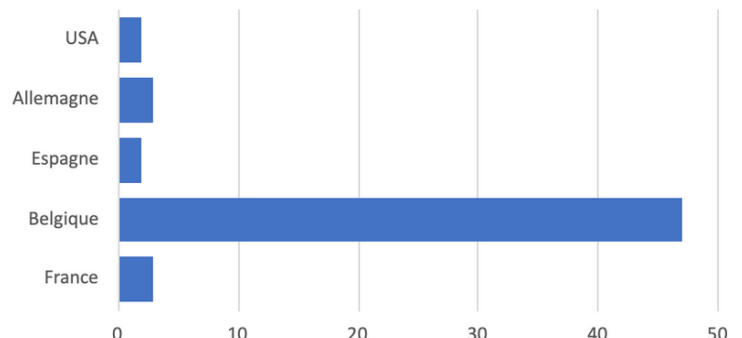
■ 13-17 ■ 17-25 ■ 25-35 ■ 35-40 ■ 40 et +

At the beginning of the year, we decided that if we wanted to promote our product the right way, we needed to do a market survey.

you will find, on this page, the the data of the age groups interested in the launch and possible purchase of this product.

These results are based on a total of 613 responses to an anonymous survey.

We even had the chance to promote our product via social media to other countries since we made a few sales outside of Belgium. This is a pride and we will keep promoting in order to sell internationally.



We had the chance to have our mini company take part in a "sustainable laundry and zero waste" workshop at the pop-up store "Slo.li Brussels". This gave us the opportunity to meet other businesses and expand our customer base.

COMPETITION :

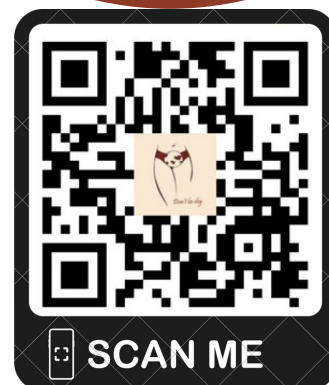
- Pitch RTBF - a public service Radio and Television channel

Without any doubt one of the most beautiful experiences, we had during this year, but also one of the most enriching. Meeting journalists, visiting the studios, recording with a professional team and in a professional environment! All of this made us feel extremely fortunate



- Spot Funradio – A private French speaking radio channel

This other opportunity allowed us to expand our customer base and learning how to make a live audio presentation. Hearing your publicity at the radio 5 times a day is something few people will ever experience, and we're happy to say it came true for us, thanks to our project.



We are grateful that the LJE (The Belgian Association organizing the young entrepreneurship) and its partners have been giving us these chances!

WHAT ABOUT THE CONCURRENCE ?

From the beginning of the year, we had analyzed the potential competition, such as all the big commercial brands (for example: Etam,...). They are for the most part around 5€ cheaper but compared to them we have several positive advantages.

Like the fact that we offer a local product, assembled in Belgium with very short supply chains. With the sale of every panty a part of the income goes directly to the adapted work company we work with, which offers work to people with disabilities.

We would love to continue this project next year during our studies. If the opportunity arises, this project could become a real company. We already have so many ideas to improve our product and improve its marketing plans.

Future :

- To begin with, we want to extend our customer base. Selling our product at an international level and being known worldwide is one of our goals. But we do not forget local Belgian companies, near our home and it's a big dream for us to find our product in one of those stores.
- Next, we would like to diversify our product so that everyone can find the best size and color. We want our sizes to go up to 5XL with a lot of different colors, but also different shapes: classic panties, tanga and shorty.
- We also want our protections to adapt to every kind of period flows. At the moment we only propose one kind of flow protection, which is "normal" but we would love to propose panties for very heavy flows. In this way, it mixes esthetical and practical.
- Creating a little carry-on waterproof pouch for the panties is also an idea we have on our minds.
- Also, we would love to have a partnership with companies that represent the same values as we do. Our values are our biggest strength and it would be a pleasure and honor to share them with a company that thinks like us. Sharing those values is just as important, that's why we want to put together workshops in primary schools, for children aged between 10 to 12 years. In this way, they can learn from the very young age that periods aren't taboo and we should be able to talk about it freely if we want things to change.
- Finally, so that this product helps a maximum of people, a part of the profits will go to an association that helps people in the need who are not in a position to purchase period products.

CONCLUSION

This project has grown our group of friends and knowledge.

We have learned a lot and we have noticed that there is always room for improvement.. That's why: we will diversify and adapt the product even better for everyone.

The profits of our company must go to a local association whose values are ecology, tolerance and respect for the body

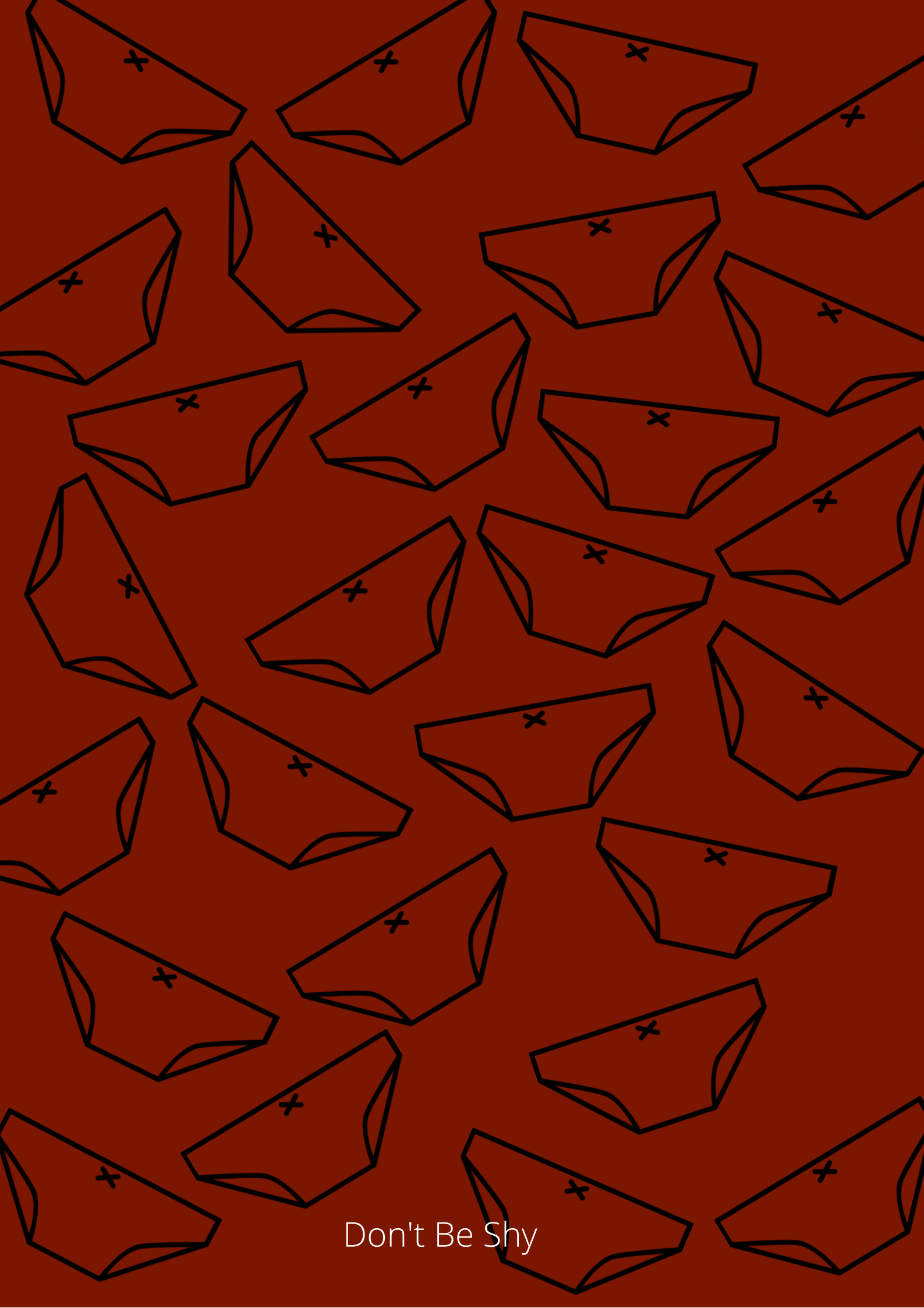


We absolutely did not expect such enthusiasm for the product and such demand. We are proud of what we have achieved so far, despite the obstacles and difficulties encountered.

We are happy to be able to contribute at our own scale to breaking the taboos of this society and more than grateful for all the help and encouragement and support that is given to us on a daily basis.

We are proud of the balance that resulted from our sales, but the the social impact of our performance is, in our view, just as important.

Don't be shy: avec nous, pas d'tabou !



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