



AIMA

Gymnázium, Poštová 9
Košice, Slovakia

Mgr. Eva Wolfová
2024/2025



JA
Slovakia



Člen skupiny JA Worldwide

Summary

Mission

Every woman has been there – an unexpected blood stain on clothing at the worst possible moment and in the worst place. We decided to solve this problem and offer a simple and effective solution for moments when menstrual leaks happen. Instead of having to rinse clothes with cold water or stress about changing outfits, we provide women with a solution that effectively removes blood from clothing and gives them a sense of confidence and security during menstruation. At the same time, we strive to raise awareness about menstruation because we believe that the more we talk about menstruation openly and without shame, the closer we get to breaking the stigma that still surrounds it. Aima is a mission-driven brand that combines impact, education, and innovation.

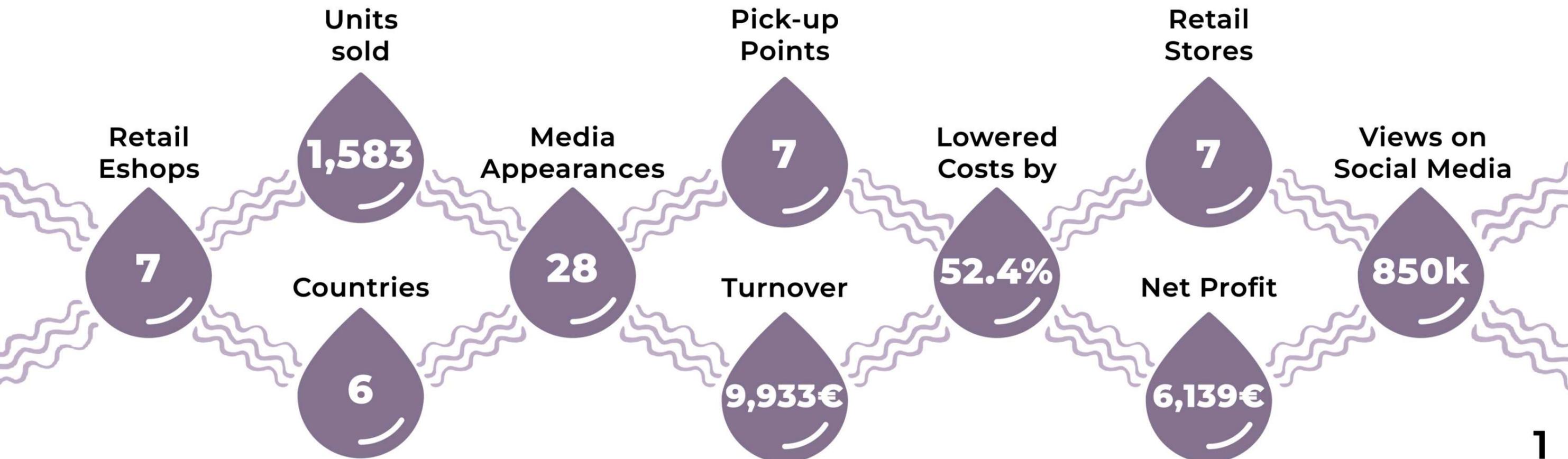
Product

Aima is an emergency blood stain remover based on active oxygen. It offers a solution for women and anyone who worries about blood stains on clothing. Aima fits into any bag or purse, does not require water to use, and won't leave you in an uncomfortable situation - saving your time, nerves, and clothes.

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Problem Analysis

Blood stains on clothing are an unpleasant experience encountered by many – athletes, healthcare workers, and everyday people. However, women during menstruation face this issue most frequently. Common methods for removing blood, such as cold water and cleaning agents, require time, space, and access to water, which are not always available. Most products on the market are designed for home use. There was a need for a solution that would be discreet, fast, effective, and stress-free – precisely when women need it the most.

Beyond the practical inconvenience lies a much deeper social issue: the stigma surrounding menstruation. It is a natural part of life that every woman experiences, yet it is still often treated as something shameful, dirty, or inappropriate to talk about. Because of this stigma, many women feel the need to hide their period, avoid discussing it openly, and deal with menstrual accidents in silence and stress. This social pressure has real consequences – from lowered self-confidence to neglecting health needs out of fear of judgment. At our company, we see this as a harmful societal norm, and we are committed to breaking it.



30
seconds



no water
or washing
required



compact
design



20
uses

Solution

In response to this challenge, we created Aima – an instant blood stain remover that eliminates blood within 30 seconds. Simply apply it to the stain, wait half a minute, and it disappears – no water or washing needed. During development, we focused on women who often find themselves in situations where a quick and discreet solution is essential. The compact 10 ml bottle fits easily into a purse or pocket, providing a sense of confidence and safety anytime, anywhere. The original concept of a solid cleaner gradually evolved into a more effective and practical liquid form, offering maximum efficiency with minimal effort. Aima is a discreet, fast, and reliable helper that allows women to feel confident and unrestricted in any situation.

To further our mission, each Aima package includes a small card with a QR code linking to our website, where people can find clear, accessible information about menstruation. By opening up the conversation, we aim to help normalize menstruation and promote understanding, respect, and dignity for all who experience it.



Production & Registration

Our production process began with finding the ideal ratio of ingredients. We were experimenting for 3 months with different formulas in a school laboratory and consulted with experts – including teachers from our school, local university professors, and scientists from the Slovak Academy of Sciences. After finalizing the formula, we chose practical **roll-on bottles** from the Czech company Ekokoza, which later became our retail partner. To streamline production, we purchased a **liquid dispenser** activated by a foot pedal for precise dosing and a **die-cut mold** to produce ready-to-use boxes faster, in larger volumes, and more affordably.

1 weight and measure the ingredients

2 mix the ingredients

4 label the bottles

3 pour into the 10 ml bottles

5 packaging

6 final product Aima cleaner

Ingredients:

- 1 Water
- 2 Bleaching Agents based on active Oxygen
- 3 Citric Acid
- 4 Cocamidopropyl-betaine

1
2
3
4

Chemical Registration

When attempting to sell our product through third parties, we encountered an obstacle – missing chemical registrations. We quickly realized that to operate professionally and meet all legal standards, this issue had to be addressed. After consulting with experts in chemical legislation, we successfully obtained the necessary documents within a month. As a result, Aima is now officially registered for sale in Slovakia, the Czech Republic, Italy, France, Germany, Austria, and Greece. This step has opened the door for us to sell legally and confidently in **6 different European countries** through retail chains and external distributors.

Utility Model

We applied for a utility model for Aima in the Slovak Republic to protect our product's formula and packaging. It gives us the exclusive right to use and commercialize our innovation, while also preventing others from imitating or exploiting our product without permission. This legal protection is especially important in a competitive market, where standing out through originality and authenticity is crucial. By registering this protection, we not only defend our idea but also **build credibility** and value for our brand as we grow.

Financial analysis

Price calculation

Our selling price had to cover our initial unit costs of 1.26€ and also ensure profit. Based on these costs and our market research from 835 respondents, who indicated an average expected price of 7.56€, alongside our B2B business model, we set our selling price at **7.90€**. While evaluating competing products, we found it challenging to compare prices directly, as no similar solution exists on the European market. Still, our product is nearly 100% more expensive than general blood stain removers. Despite this, steady demand confirms our strong positioning, allowing us to maintain a higher price point while successfully attracting and retaining customers.

	Aima			Competition	
	B2C	B2B up to 1000 Pieces	B2B above 1000 Pieces	Slovak Competition	International Competition
Gross Margin	85.88%	77.11%	67.29%	33.30%	51.68%

Within this B2B model, we offer our retail partners a 40% markup which means a 28.54% retail discount under 1,000 ordered units and a 100% markup – 50% retail discount on orders exceeding 1,000 units, which aligns with industry norms for large-scale distribution. Even with these terms, we maintain a gross margin of 67.29%.

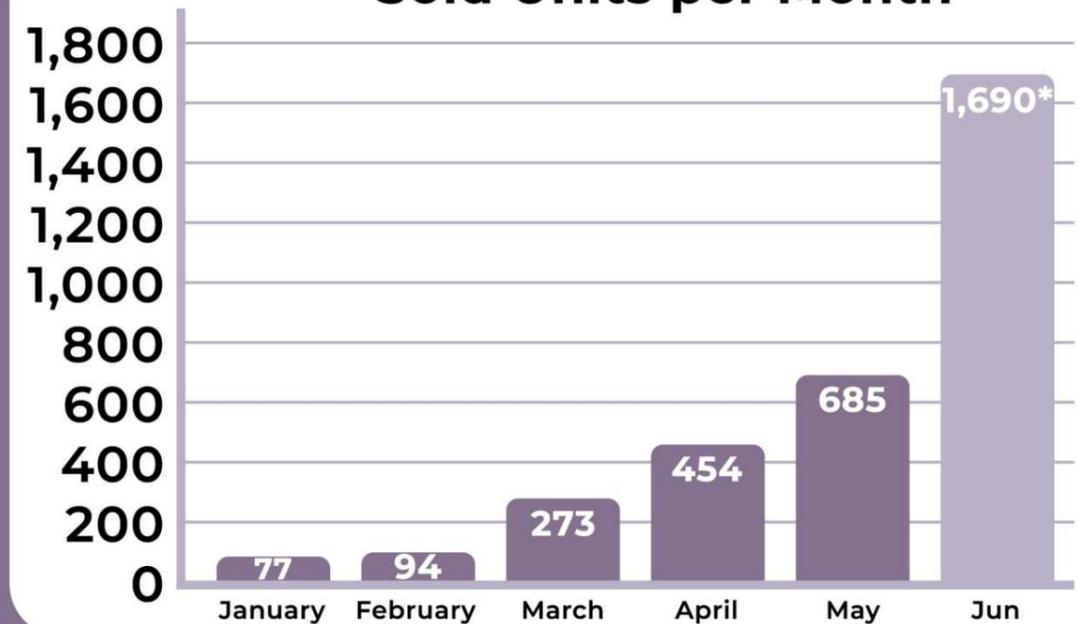
Lowering costs

The current direct costs of 0.60€ per unit were achieved through a two-phase price reduction. First, by collaborating with a printing company and bottle distributor, we lowered costs from 1.26€ to 0.768€ per unit. Then, to prepare for larger orders, we invested 100€ in an automatic liquid dispenser and 300€ in a die-cut mold, which resulted in a further **21.88% cost reduction** including labor savings. This brings the total direct costs per unit down to 0.60€. Our production is now more efficient and scalable for B2B orders, with **5,000 units** currently in stock, which we plan to sell out by the end of August.

Profit Analysis

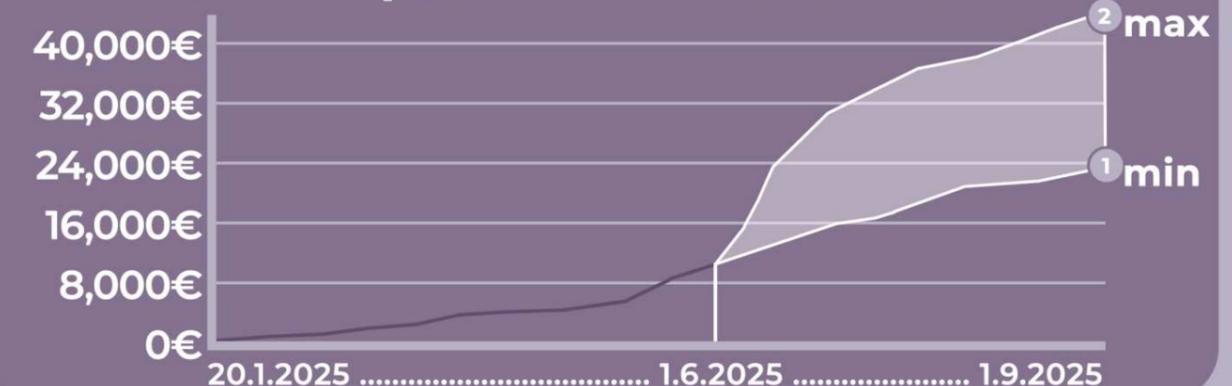
	Business Plan made in December	Current Values 1.6.2025	Plan to reach by 1 st September 2025
Sold Units	500	1,583	7,000
Turnover	3,245.00€	9,933.95€	32,380.33€
Profit	1,312.62€	6,930.00€	22,170.93€
Net Profit	1,115.73€	5,890.50€	18,845.29€

Sold Units per Month



* expected value of sold units based on the previous trend and contracts

Development of total Revenue



¹ minimum expected revenue by 1.9.2025

² maximum expected revenue by 1.9.2025

Row	Profit and Loss account	Sum
A	Sales	9,933.95€
B	Cost of Sales	1,928.87€
C	Gross Profit (A-B)	8,005.08€
D	Salaries, Commissions and Bonuses	603.00€
E	Stationery	18.78€
F	Rent	0.00€
G	Miscellaneous Expenditure	443.30€
H	Registration Fee	10.00€
I	Total Expenses (D+E+F+G+H)	1,075.08€
J	Gross Profit less total Expenses (C-I)	6,930.00€
K	Miscellaneous Income	0.00€
L	Profit (or Loss) (J+K)	6,930.00€
M	Corporation Tax payable (15%)	1,039.50€
N	Profit after Tax (L-M)	5,890.50€
X	Appropriations of Profit (Y+Z)	5,890.50€
Y	Dividends	4,123.00€
Z	Other	1,767.50€

Financial Analysis prepared as of 1.6.2025.

Wolfová

Mgr. Eva Wolfová

Row	Balance Sheet	Sum
Assets		
	Stock	2,715.00€
	Receivables	0.00€
	Cash at Bank	4,965.81€
	Cash in Hand	49.19€
A	Total Assets	7,730.00€
Liabilities and shareholders' Equity		
	Bank Overdraft	0.00€
	Loans	0.00€
	Corporation Tax payable (15%)	1,039.50€
	VAT Due	0.00€
	Other Liabilities	0.00€
	Issued share Capital: 100 Shares at 8€	800.00€
	Profit & Loss Account (Profit after Tax)	5,890.50€
B	Total Liabilities and shareholders' Equity	7,730.00€

$$\text{ROE} = \frac{5,890.50\text{€}}{6,690.50\text{€}} = 88.04\%$$

Thanks to equipment investments, we significantly reduced production wages for filling and packaging, saving 78€ per 1,000 units. Originally, filling required 5 people working 5 hours per shift. After the investment, only 3 people working 3 hours can achieve the same output. Similarly, packaging previously required 5 people for 2 hours, which we have now reduced to 1 person for 2 hours. As a result, we were able to produce 5,000 units for 285€, compared to the earlier cost of 229.50€ for just 1,700 units.

Production Wages for 1,000 Units		
Work	Before Investments	After Investments
Filling	75.00€	27.00€
Labeling	30.00€	30.00€
Packaging	30.00€	6.00€
Total	135.00€	57.00€
Price of Work per Unit	0.135€	0.057€
Total saved		78.00€
Difference per Unit		0.078€

* Wage per hour is 3€

Financial Performance

The company's profit comes from the sale of Aima cleaners through B2C sales that represent 59.19% of total units sold, while 41.81% comes from B2B partnerships. Our variable costs are 0.60€ per unit, while fixed costs are 0.16€ per unit.

Our ROE reaches 88.04%, while competitors like Reckitt Benckiser Group plc (Vanish) report ROE 21.29%. We achieve a gross margin of 80.57% that is 141.98% higher than the average among Slovak drugstore goods producers. Our net profit reaches 59.30%. We're able to achieve such high percentages because, as a startup, we can scale quickly with low initial capital and minimal fixed costs such as low overall payroll expenses and the absence of any rent outlays. This advantageous setup allows us to generate significantly higher returns than companies with larger capital bases and more complex cost structures. Almost 70% (due to integer division) of the net profit will be split between shareholders and 30% among team members.

Sales

Units sold

1,583

Slovak Market

87.13%

Foreign Market

12.87%

Potential of the Market

The cleaning products market in Slovakia is estimated at approximately **100 million €** annually, indicating a large and well-established industry with consistent consumer demand. At present, we hold an estimated **0.01%** share of this market, with the goal of reaching **0.385%** by 2027. The average customer spends 10.37€ per purchase, placing our product within the standard price range, aligned with customer expectations and purchasing habits.

Competition

Our competitors consist of fabric cleaning agents and laundry detergents. Despite market's wide range of products, **none are able to provide benefits** such as quick, compact and easy to use solutions. Even products like Dr. Beckmann's universal stain remover prove ineffective for this purpose.



Traditional laundry Detergents

Vanish, Denkmit, Tierra Verde



Natural Solutions

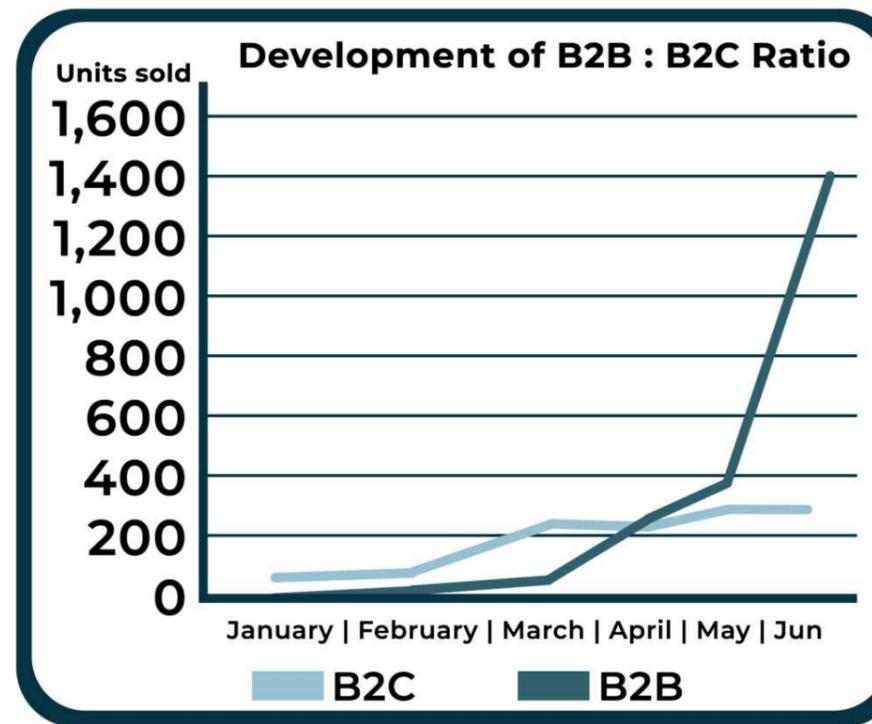
cold water, bile soap



Portable Solutions

stain pen Dr. Beckmann

	Aima	Vanish	Cold Water	Dr. Beckmann
Removes Blood	✓	✓	✓	✓ / ✗
No Washing required	✓	✗	✗	✓
Within 30 Seconds	✓	✗	✗	✗
Compactness	✓	✗	✗	✓
Use anywhere	✓	✗	✗	✓



B2B

We currently sell in 6 different European countries through **8 different B2B partners**, including:

Ekokoza s.r.o. – an international drugstore franchise

Baz s.r.o. – the largest slovakian online drugstore

Fajne s.r.o. – grocery chain

2 healthcare clinics & other distributors

Currently, **57.81%** of our last month sales comes from B2B. Our goal is to increase this to 90% by the end of the year. We chose to scale B2B sales because, as producers of a unique product, we aim to scale quickly by leveraging partners with established distribution networks, avoiding the need to build our own retail or direct sales channels. We plan to achieve this by expanding into major drugstore chains. We are in final negotiations with corporate **dm drogerie markt**, the largest drugstore chain in Europe, for a monthly supply exceeding **1,000 units**.

B2C

Initially, we sold to customers in person during shopping days. Currently we primarily sell to customers through our **website aimasf.sk**, where we have built a **complete system** from purchase to delivery with all of our **7 pick-up points** throughout the whole Slovakia. Once an order is placed, an automated e-mail is sent to pick-up point and our customer at the same time so the customer can pick it up as soon as possible making the process **fast and convenient**.

Marketing

Target Group

Based on a survey, we set **women aged 13–50** as our primary target audience, which was later confirmed by the analysis of our customer data.



Feedback

31 5* Feedbacks out of 34 Feedbacks returned

We sent newsletters twice a month and emails were automatically sent to customers after each purchase to request a feedback. Through newsletters, we shared **product updates and discounts**, with an average **open rate of 15.38%**. We analyzed **website traffic** to understand user behavior and monitored social media engagement. Customer support messages were also reviewed to identify frequent questions and feedback. This approach allowed us to improve customer communication based on real user insights.

Social Impact

To deepen this impact, we include an educational card containing **little-known facts** about menstruation and a **QR code** that leads customers to a dedicated awareness section on our website, with every product. We actively collaborate with the organization **Dôstojná menštruácia** (Dignified Menstruation), which works to raise awareness about menstrual poverty in Slovakia. As part of our long-term partnership, we have organized **educational talks** on 7 primary schools in Košice so far to spread awareness about this issue.

Social Media

Since January, we have focused on **short-form content**, as this format has the highest reach potential thanks to engagement, and ability to hold the viewer's attention. Our focus has been on **organic reach**. In addition, we ran one paid campaign across Instagram, Facebook and YouTube that was aimed at building our brand, increasing awareness about our product and our mission with return of 71,765 views and 31,276 interactions for 200€. We also actively engage with our audience through interactive Instagram stories, regular Q&A sessions, and giveaways. These activities help us build a **loyal community** and keep our followers actively involved which can turn into loyal and **regular customers**.

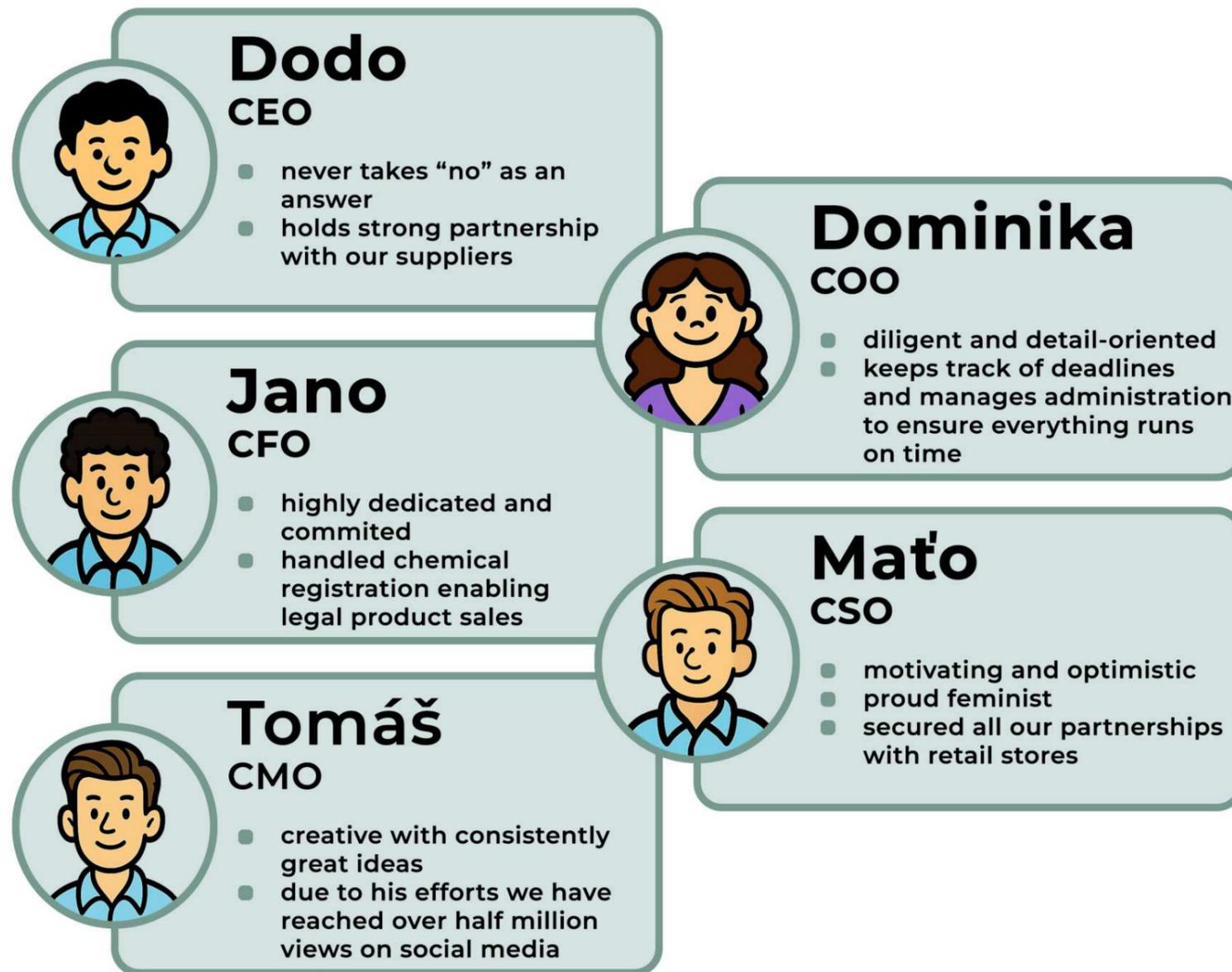


Media Appearances

Since March 10, we were featured in 28 media appearances, including podcasts, online articles, and TV interviews on the biggest Slovak television channels – RTVS, TV Markíza, and TV JOJ. Our medial value has reached more than 80,000€ thanks to **free media appearances** and strong **organic marketing** on social media. Before the media exposure, 80% of our orders came from Košice and nearby areas. Afterward, 68% of orders started coming from outside this region, with Bratislava alone accounting for 43%. This shift reflected a clear expansion of our customer base and **reach across Slovakia**.



Management Team & Structure



Our team structure is designed for clarity and efficiency, with a **CEO** at the top supported by four **chief officers**, each overseeing one department. This structure enables fast decisions and effective collaboration. We apply **Open Book Management**, giving all team members access to key business information, helping them understand the broader context of their work. Each week, we hold team meetings to set short-term goals and track long-term progress. This encourages everyone to contribute ideas, take ownership, and stay aligned with our direction. Regular goal-setting and open communication keep us focused and responsive to challenges.



Personal Development

In the beginning, we were full of big dreams and unrealistic ideas, believing everything would be easy and straightforward. However, as we progressed, we came to understand that projects like ours require **patience** and time to truly succeed. One of the biggest challenges was learning to separate friendships from professional roles, which wasn't always easy. Along the way, we also discovered the importance of working as a real team and **valuing others' ideas** just as much as our own. As we gained experience, we became better at **handling stress** and external pressure, which helped us step out of our comfort zones more easily. This growth has made us much more **confident in presenting** ourselves and our work today.



Motivation

From the beginning, we identified that the most effective form of employee motivation in our team is **financial compensation** based on real contribution to the company. That's why we implemented regular payouts for tracked work hours, which we track and distribute in consistent intervals. This fair system has proven especially effective in a student setting, where time is limited. In addition to financial motivation, we also design internal initiatives that allow every team member to **shine in their area** of strength.

One of our most successful motivational tools has been the **"Department Challenge"** launched in March. Each department was given a measurable task with a reward for the top-performing member of the team. The reward was financial, but the outcome went far beyond that: it resulted in increased engagement, more completed hours, and a noticeable boost in overall performance.

💰 3€/hour

Improvements after "Department Challenge"

Aspect	Monthly Views on Social Media	Manufactured Units	Companies contacted	Attendance at Meetings
Before	50k	100	11	65%
After	150k	400	48	83%

How do we work with Goals?

We consistently set both short-term and long-term goals to keep our team focused and moving forward. Every week, we hold team meetings where we review our progress, discuss obstacles, and adjust our plans as needed. If we notice that a goal isn't progressing, we take time to analyze the problem and find solutions. For example, when we struggled with sales through third-party channels, the management team decided to launch a "Department Challenge" to motivate team members to actively reach out to potential partners. On the other hand, if we reach a goal faster than expected, we immediately set new ones to ensure we're constantly growing and challenging ourselves.

Challenges

Internal Communication

As our responsibilities grew, poor communication caused confusion and duplicated work. For example, during the testing phase, lack of coordination led to multiple people testing the same formulas without knowing. We quickly recognized the need for a better structure and introduced weekly meetings and management check-ins to clarify tasks and responsibilities. Using MS Teams, WhatsApp, and shared spreadsheets, we streamlined workflow and reduced errors.

Difficulty of solving:



Bottle Cracking

Initially, we overfilled our 10 ml bottles to maximize value, but this caused cracking due to pressure. We withdrew affected units, adjusted fill levels, and produced a tested new batch. Since then, we've implemented a pre-set filling system, preventing this issue from occurring again.

Difficulty of solving:



Formula and Packaging

Our goal was a formula that's effective and easy to use. We started with user surveys and tested various formats – solid, semi-liquid, and liquid. After hundreds of hours of testing and consulting with experts, we found that a liquid formula with a roll-on applicator offered the best balance of convenience, cleanness, and cost-efficiency.

Difficulty of solving:



Transition to large-scale Production

Scaling up production brought challenges to the team organization. New machines required new roles like machine operators, and some team members had to move to different departments. Not everyone welcomed the change, so we explained the reasons and let people choose where they'd like to work, helping maintain motivation and team satisfaction.

Difficulty of solving:



Future

Near

By the end of June, we will finalize a deal with dm drogerie markt for a monthly supply exceeding **1,000 units across Slovakia**. Our current goal is to expand into Hungary and Poland, where we aim to collaborate with **three retail chains** within the next three months. The scale of our business will lead to a significant increase in demand for our products. To meet these requirements, we will need to purchase an additional liquid dispenser and hire **two part-time employees**. Eventually we will need to rent a **production space** to accommodate larger-scale manufacturing.

Long-term

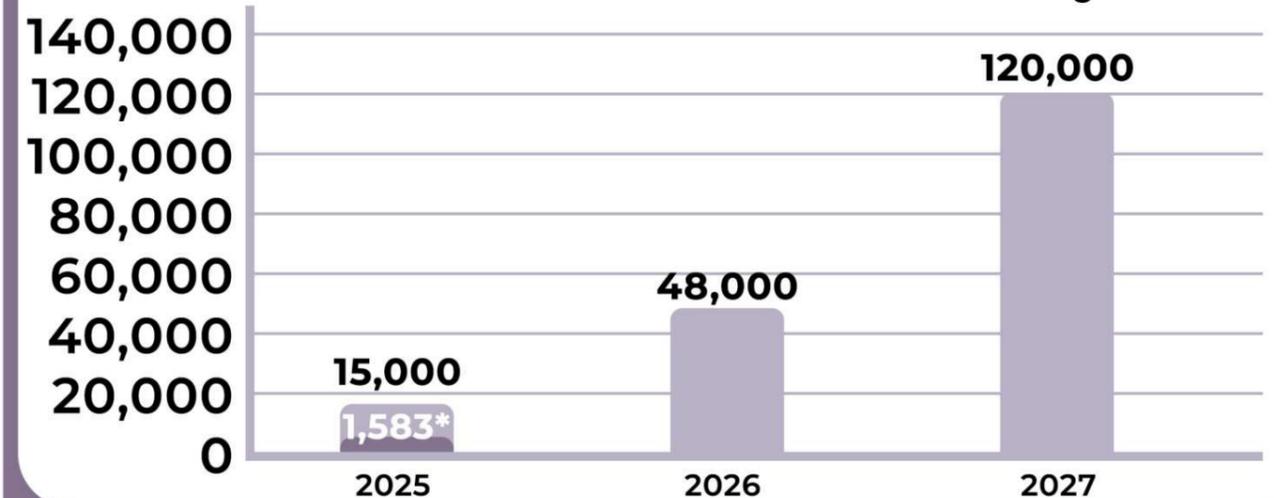
Plan for selling in 1,000 retail Stores by 2027

Time Frame	Estimated Sales for one Store	Total Amount of sold Units	Price per Unit	Revenue (in thousands €)
Monthly	10 - 15	10,000 - 15,000	3.21€	32.1 - 48.15
Annually	120 - 180	120,000 - 180,000	3.21€	385.2 - 557.8

As we prepare for long-term growth, we will officially transition into a limited company. While scaling our business, we remain committed to our mission. We plan to join the EU-wide movement **#MenstruationMattersEU**, which unites organizations fighting menstrual poverty. The network collaborates with schools and companies, organizing workshops, events to highlight the need

for open dialogue about menstruation. We want to join this effort to help destigmatize the topic and contribute to systemic change across the EU. As part of this effort, we are committed to expanding beyond Slovakia, providing our solution to **all women across Europe**. By the end of 2026, we aim to have our products available in **400 retail stores**, with a goal of increasing that number to **1,000 retail stores** by 2027. We aim to achieve this by expanding our partnership with dm drogerie markt throughout Europe and by partnering with other drugstore chains such as Rossmann. To meet growing demand, we plan to invest in a **fully automated production machine** capable of delivering up to 15,000 ready-to-ship units per month and establish our own manufacturing facility, supported by hiring 5 additional employees to handle production. At the same time, we aim to reduce direct costs by purchasing bottles from a wholesale supplier reducing our direct costs by **33.3%** per unit. To secure our ownership not only in Slovakia through a utility model, but also across Europe, we will apply for a **European patent**.

Prediction of sold Units annually



* sold Units by 1.6.2025

1st Jun
2025

Expansion to Poland and Hungary
+700€/month

Employees & renting a Place
-1,000€/month

Patent
-5,000€

Transition to automated manufacturing
-15,000€

Sales through dm drogerie markt
+4,800€/month

Liquid Dispenser
-100€

400 retail Stores
+12,900€/month

1,000 retail Stores
+19,200€/month

5 Employees
-6,900€/month

10



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