

THE COOL CONDOM COMPANY

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BUSINESS IDEA

The Cool Condom Company (CCC) provides a high quality, cool condom. x% of our revenues are donated to XXX in Angola, a nation in severe need of SHR knowledge and services including supply of condoms.

MISSION

In offering the chance to do good while using a condom, the CCC aims to increase the condom usage and further increase the knowledge about SRH, thus decreasing the rate of STIs and unwanted pregnancies.

VISION

We want to become the leading company working with Sexual Reproductive Health (SRH).

CURRENT SITUATION

SWEDEN

Increased STIs & low condom usage

INTENDED SITUATION

Lower STI levels and increases condom usage

ANGOLA

HIV, AIDS, low condom usage & adolescent pregnancies

No HIV/AIDS transmissions, increased knowledge of SRH, increased condom usage & fewer unwanted pregnancies

3 GOOD HEALTH AND WELL-BEING



Through our donation of money via PSI Angola, we aim to reduce the adolescent fertility rate, number of new HIV infections and the social stigma around sexuality. In Sweden, we contribute to higher user rate of condoms leading to decreased number of STIs.

5 GENDER EQUALITY



We aim to improve women rights in Angola through strengthening of female sexual rights. Through easy access of condoms the adolescent fertility rate decreases leading to a brighter future for young girls.

CCC CREATED PRODUCT



Minimalistic design

Chalkboard, symbol for education

Backside-info SRH & CCC's movement

CCC MARKETING



Discussion forum on website
Events
Promote "coolness" of condom usage

INCREASE AWARENESS

CCC REVENUES

20%

of revenues will be donated to PSI/Angola, a global non-profit organisation working with SRH

Intended situation, SWEDEN

Intended situation, ANGOLA

CUSTOMER PURCHASE

Boutiques
Pharmacies
Subscription services
CCC website



8 SEK

CCC RESULTS

The CCC business will achieve:

- An increased demand for condoms and thus creating industry growth.
- A positive effect on PSI's work and contribute to the reproductive health in Angola.

FUTURE & SCALABILITY

- Expand sales in the Nordic region
- Expand donation geographically
- Expand to broader product line

FUTURE

PAST