



## Environmenstrual Revolution -

### 'Kelpons' to try: The world's first tampon made from seaweed is ready for in vivo testing

- The *Kelpon* is ready for testing: Vyld launches first consumer trial
- To fund their scale-up the circular economy pioneers are also launching a new type of regenerative financing instrument (*FPPA*)
- Participation of further investors should enable the *Kelpon* to be ready for the market by 2024

**Berlin 03.04.2023:** The **profit-for-purpose** startup **Vyld** is on a mission to mainstream seaweed as a sustainable raw material. Whilst the industrial revolution changed production and economy irreversibly, now regenerative circular economy is about to do the same. And so it's fitting that Vyld, founded by Marine Guide and **ecopreneur Ines Schiller**, has its office in a historic barn in the middle of Berlin's Neukölln district. Now the team has successfully taken its first product, the '*Kelpon*' (a tampon made from kelp), into the beta phase of development.

Seaweed is the perfect fit for sustainable menstruation: seaweed-based fibers are absorbent, anti-inflammatory, fully biodegradable, respect the body's microbiome, and do not require bleaching. In addition, algae grow ten times faster than land plants without the need for freshwater, pesticides, fertilizers or land, and they form the basis of marine ecosystems. With the *Kelpon* Vyld is finally harnessing these properties for period products.

"When we first started on this journey, some people in the industry - mainly men - warned us that producing alternative, more sustainable tampons would never work. And now we have the proof in our hands and in our vaginas", laughs **Ines Schiller, CEO of Vyld**, adding, "Besides the 'period waste problem', too many people put up with discomfort and leakage during menstruation, because they believe there is no alternative. We've made it our mission to revolutionize the menstruation experience."

To ensure this improved menstrual experience, Vyld is putting the Beta-*Kelpon* to the ultimate test. A total of 329 people supported Vyld's [crowdfunding campaign](#) last year. All supporters will be able to register for the product test and provide valuable feedback for the *Kelpon* and its further development. The survey serves to improve the product before its market launch, which is planned for 2024.

"In the past, period products have been developed primarily according to economical parameters. This next generation of period products puts sustainability, performance, comfort and health first." says **Melanie Schichan, Head of Tampon at Vyld**.



Vyld's further product development and scaling up of their production will require an injection of cash. And in line with their holistic approach, Schiller and her team are funding their business in a radically different way to traditional startups, too. Rather than looking for venture capital, they are partnering with small funds, family offices and individuals who want to invest their money regeneratively. "Considering all of the crises we are facing as a global society, the VC world with its hypergrowth approach seems increasingly out of touch. We are in the process of developing an economy that is non-exploitative, regenerative and inclusive. We're inviting investors to build this new world with us." Together with Vyld's early funders, the team has developed terms that align with their shared values. **Schiller** explains: "The financial return is very attractive, while at the same time the instrument is patient, flexible and - most importantly - capped so that Vyld's profits can be used for further impact." All funders invest in Vyld on the basis of the '*Future Profit Partnership Agreement*' (FPPA), a progressive financing instrument developed by Vyld that is compatible with the principles of steward-ownership and is made open-source available by Vyld to other startups who want to follow their lead. Investor **Yonca Braeckman, CEO Impact Shakers** emphasizes: "Investing in Vyld aligns my interests as an investor and the interests of the planet in a unique way."

## About Vyld

[Vyld](#) is developing radically sustainable, ocean-friendly and healthy period products from seaweed. Their first product is a tampon made from kelp called *Kelpon*, which will enter beta testing in 2023 as a world first.

Vyld was founded in 2021 in Berlin as a profit-for-purpose company in the steward-ownership model by Ines Schiller. In 2022, Vyld closed its first [pre-seed funding round](#), led by FemTech and impact investors The Case for Her and Purpose Ventures, as well as several business angels, including Sebastian Klein (Neue Narrative, Blinkist) and Christian Kraus (RECUP). Subsequently Vyld executed a very successful [crowdfunding campaign](#).

Vyld's ultimate goal is an '*algaeverse*' of products that mainstreams the use of algae as a sustainable raw material and actively contributes to ocean regeneration, as well as CO2 reduction. In this way, Vyld helps accelerate the establishment of a sustainable marine permaculture and contributes to at least 8 of the 17 UN Sustainable Development Goals.