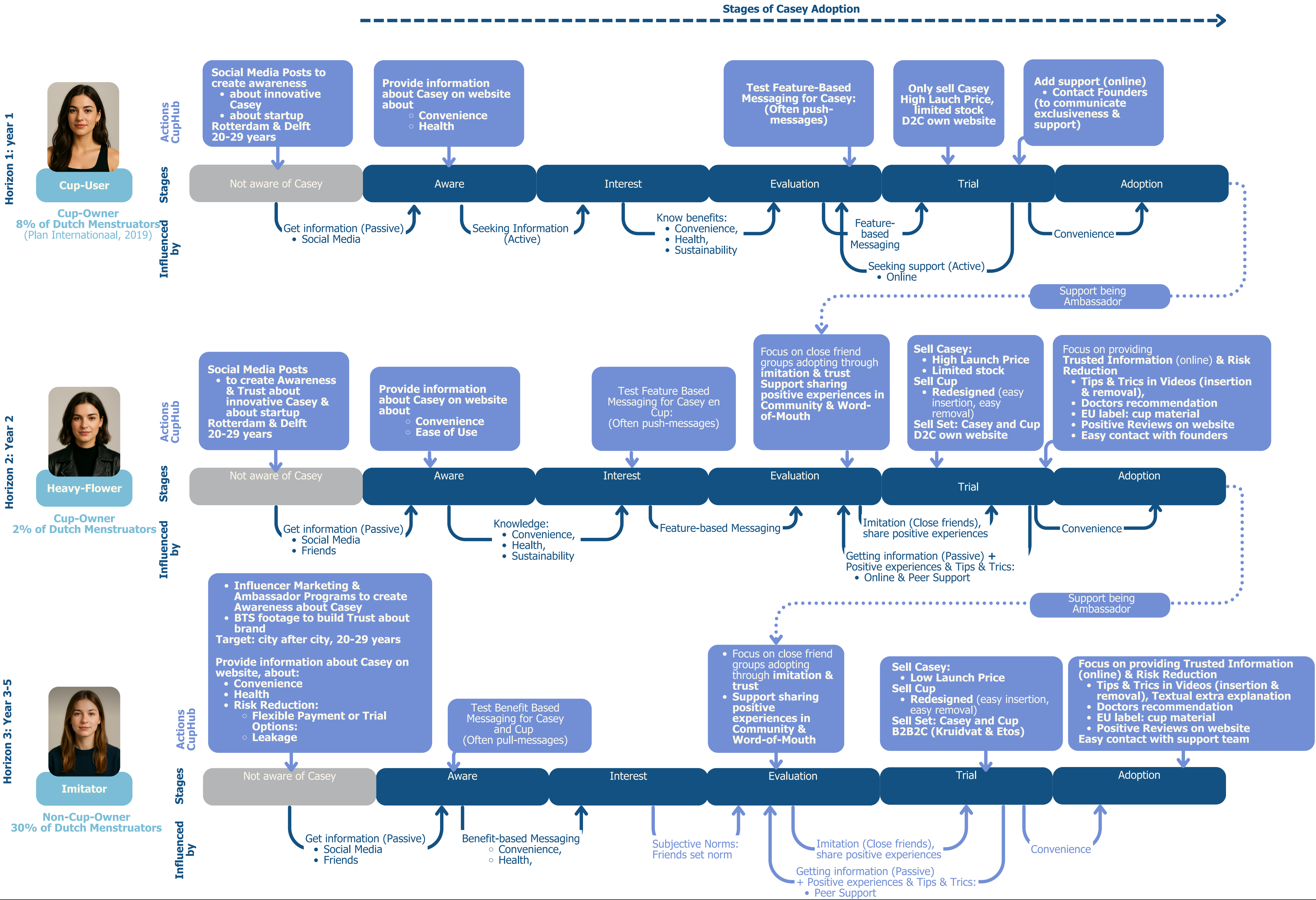


Framework Casey Adoption

Vision:
CupHub strives to set the standard for sustainable, user-first menstrual care: grounded in understanding, driven by innovation, and elevated by trust.



Sophie Haccou
From Niche to Norm in the Menstrual Product Market
23-04-2025
Strategic Product Design

Committee

Company

Prof. dr. Hultink, H.J.
J. (Jeroen) Coelen MSc
Startup CupHub

The five adoption stages according to Rogers (2003) tailored to Casey

