

KAMARU BEYAN: THE EDMONTON INNOVATOR BUILDING A MORE HUMAN FUTURE FOR FEMTECH

There is a particular kind of courage required to look at an industry and ask whether it was built with you in mind, and then decide to build something different.

Kamaru Beyan, a Black woman entrepreneur and designer based in Edmonton, Alberta, is doing exactly that. As the Founder and CEO of Sycl, an emerging FemTech venture focused on helping girls better understand and navigate their menstrual health, Beyan is bringing design, entrepreneurship and technology together to rethink what digital health can feel like for younger users.

Her journey is also part of a bigger story unfolding in Edmonton, a new generation of Black innovators building businesses, entering new industries and helping shape the future rather than simply waiting to be included in it.



WHO IS KAMARU BEYAN, AND WHAT IS SYCL?

Kamaru Beyan is an Edmonton-based designer, entrepreneur and FemTech founder developing Sycl, an early-stage digital health venture focused on creating supportive and intuitive health experiences for girls. She is a design student at MacEwan University, with experience spanning UX/UI design, product strategy and marketing.

Sycl brings those disciplines together with artificial intelligence to explore new ways of supporting younger users as they navigate menstrual health.

The idea goes beyond tracking.

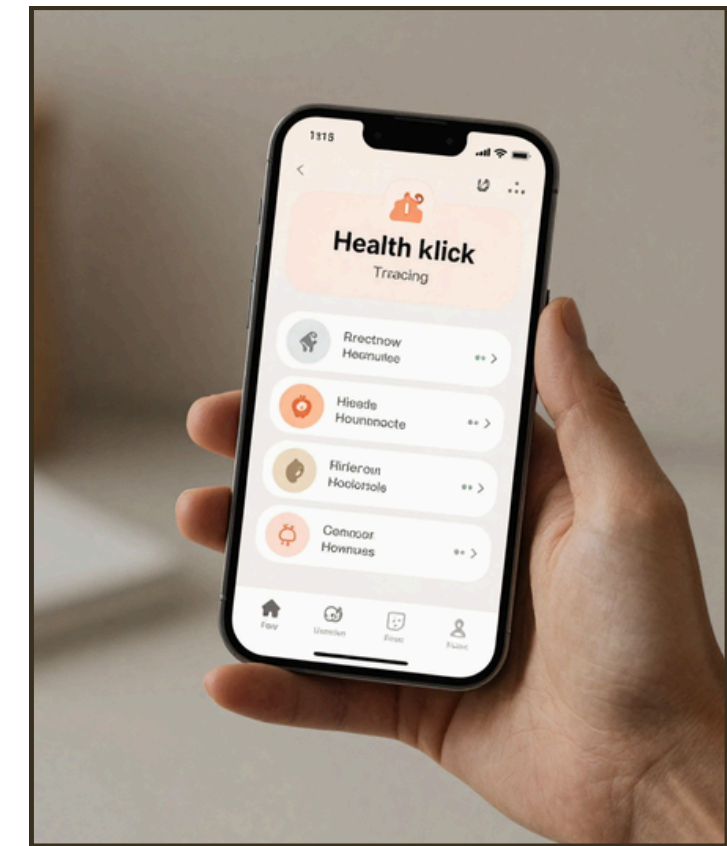
For young people, menstrual health can involve questions they may not feel comfortable asking. For parents, it can mean finding age-appropriate information and creating conversations around a subject that is not always easy to discuss. Sycl is being developed with that human side of digital health in mind.

That perspective is particularly relevant to the growing FemTech sector, where technology is increasingly being used to address women's health and wellbeing.

KAMARU BEYAN'S DESIGN-FIRST APPROACH TO FEMTECH

Beyan's design background shapes how she approaches innovation.

Her experience in UX/UI and product strategy means the user is central to the problem-solving process. Instead of asking only what a technology can do, design also asks what the experience should feel like for the person using it.



That distinction matters in digital health.

A platform can collect information efficiently and still leave its users confused or disconnected. A design-first approach considers how information is presented, how people interact with it and what might make a health experience easier to navigate.

For Beyan, moving from design into entrepreneurship meant stepping into a space that initially felt unfamiliar. While balancing her studies at MacEwan University, she began learning how to validate an idea, pitch a venture and navigate Edmonton's startup ecosystem.

FROM MACEWAN TO EDMONTON'S STARTUP ECOSYSTEM

In April 2026



1ST PLACE

MacEwan Ventures
Pitch Showcase

Early validation and an
opportunity to share
the vision

In April 2026



STUDENT FOUNDER

Edmonton Unlimited
Grow Accelerator

Access to mentorship,
resources and a community of
builders

In April 2026



RISING STAR OF THE YEAR

YEG Startup
Community Awards

Recognition for her
emergence in Edmonton's
startup community

For an early-stage founder, that environment can be just as important as the idea itself. Access to mentorship, feedback, connections and opportunities to test a business can help turn an early concept into a more developed venture.

Edmonton is therefore more than the backdrop to Beyan's story. It is part of the environment in which she is learning to build.



A BLACK-TO-THE-FUTURE STORY

Kamaru Beyan's story fits Black to the Future not simply because she is a Black founder, but because of what she is building and the space she is building it in.

Black innovation is not limited to the technology stories that traditionally receive the most attention. It is also happening in healthcare, design, education, community and human-centred technology.

“**VISIBILITY IS ONLY
ONE PART OF
REPRESENTATION.**

The bigger opportunity comes when visibility creates room for participation, collaboration and ownership, when people are not simply featured in the future being built, but have the opportunity to help build it.

Beyan's work offers one example of that broader movement.

Her story adds to a growing picture of Black innovators in Edmonton and across Canada who are bringing new perspectives to the problems they choose to solve. In Sycl, that perspective is being applied to FemTech and the digital health experiences of younger users.

BUILDING THE FUTURE, ONE STEP AT A TIME

Sycl is still an early-stage venture, and that is worth acknowledging. The story is not about declaring a finished success before the product has had time to prove itself.

It is about what comes next.

Beyan's next chapter will involve continuing to develop Sycl, refining the user experience and learning what it takes to turn early validation into a product that genuinely serves its intended users.

For Edmonton, her journey is another example of how innovation can emerge from a university classroom, a pitch competition and a founder willing to step into unfamiliar territory.

For the wider Black innovation story, it is a reminder that building the future does not happen in one industry or follow one template. Sometimes it starts with a designer looking at an everyday health experience and asking how it could work better.



In Edmonton, Kamaru Beyan is turning that question into Sycl, one step at a time, and in doing so, becoming part of a generation of Black innovators helping define what the future can look like.

TASK 1 + 2 | SEARCH & 3-DAY DISTRIBUTION

One article. Multiple touchpoints. One audience journey.
Move audiences from discovery → engagement → participation

SEARCH STRATEGY

Primary keyword

Kamaru Beyan

Secondary keywords

Kamaru Beyan Edmonton · Edmonton FemTech · FemTech Canada · Sycl · Black innovators in Edmonton · Black entrepreneurs in Edmonton · Edmonton startup ecosystem

Search intent

Informational / Discovery

AEO opportunities

- Who is Kamaru Beyan?
- What is Sycl?
- What does Kamaru Beyan do?
- What is FemTech?
- How is Kamaru Beyan contributing to Edmonton's startup ecosystem?

01



DISCOVER

Instagram Reel
+ LinkedIn

HOOK:

What if the future of menstrual health started with a design student in Edmonton?

CONTENT:

Introduce Kamaru, Sycl and the Edmonton connection.

CTA:

Read Kamaru's story → Link in bio

02



ENGAGE

Instagram Carousel
+ Instagram Stories

ANGLE:

Menstrual health isn't just about tracking. It's about understanding.

CONTENT:

Start conversation around the problem Kamaru is solving.

CTA:

Save • Share • Tell us what you think

Story interaction:

Poll: Better information or better experience?

03



PARTICIPATE

Email
+ Instagram

ANGLE:

Kamaru got the Nod. Who should get yours?

CONTENT:

Feature Kamaru → invite readers to nominate another Black innovator.

CTA:

Read the story → Nominate an innovator

ONE ARTICLE → MULTIPLE ASSETS
Reel • LinkedIn • Carousel • Stories • Poll • Quote Graphic • Email

TASK 1 | GROWTH & PERFORMANCE

Success is not just reach. It is **meaningful attention** that moves people closer to the story and the community.

SECTION 01 — WHAT WE MEASURE:



CTR

How effectively content drives readers to the full article.



ENGAGED SESSIONS

Whether visitors actually spend time with the story.



REFERRAL TRAFFIC

Which social/email channels drive the most readers.



SHARES & SAVES

Whether the story resonates enough to be kept or passed on.



COMMUNITY PARTICIPATION

Comments, responses and meaningful audience interaction.

SECTION 02 — 7-DAY SUCCESS:

Success means:

- Consistent traffic from multiple channels, not one platform.
- Readers are staying and engaging with the article.
- Social content generates shares, saves and conversation.
- The campaign produces meaningful community participation.
- At least one winning format + hook combination emerges for future stories.

Quality of engagement matters more than raw impressions.

SECTION 03 — WHEN DO WE SCALE?:

SCALE WHEN

A specific hook + format + channel combination consistently produces:

HIGH-QUALITY TRAFFIC + MEANINGFUL ENGAGEMENT

Scale the winning hook + format + channel across related stories.

SECTION 04 — OPTIMISE & ITERATE:



DIAGNOSE



RETEST



OPTIMISE



SCALE



If CTR is low: Test the format, opening or storytelling angle.



If engagement is low: Test the article opening, structure or storytelling angle.



If **traffic is high but readers leave quickly**: Review the article introduction and landing experience.



CONTENT



ATTENTION



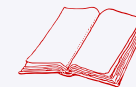
ENGAGEMENT



ACTION



LEARNING



NEXT STORY

TEST B | TASK 1

SPEND WITH PURPOSE. BUILD WHAT'S NEXT.

A REAL BLACK FRIDAY CAMPAIGN

Spend With Purpose. Build What's Next." reframes Black Friday from a race for the biggest discount into an opportunity to make purchases that have a bigger impact. The campaign invites consumers to intentionally discover Black-owned businesses, products and services while encouraging founders to share the stories behind what they are building. The idea connects everyday spending to a larger outcome: when we choose where our money goes, we help decide what gets visibility, what gets supported and what gets to grow. Black Friday becomes more than a shopping moment, it becomes a collective opportunity to keep value circulating within the community.

01 KEY MESSAGE



WHERE YOU SPEND MATTERS.

Every purchase is more than a transaction. It can create visibility, support growth and keep value circulating within the community.

03 CREATIVE LOGIC



RETHINK

RETHINK:

Black Friday isn't only about getting more for less.



RECONNECT

RECONNECT:

Discover the people and businesses behind what you buy.



RECIRCULATE

RECIRCULATE:

Turn everyday spending into collective economic impact.

02 AUDIENCE



CONSUMERS

People looking for products, services, gifts and experiences — and who want their spending to have meaning.



BLACK-OWNED BUSINESSES

Founders looking to reach new customers, increase visibility and participate in a wider ecosystem of intentional commerce.

3-DAY INSTAGRAM ROLLOUT

A 3-day content push designed to build awareness, spark connection and drive action around Real Black Friday.



01 DISCOVER



FORMAT: Reel



HOOK: “What if where you spend your money could help shape what gets to grow?”



CONTENT: Introduce Real Black Friday + why intentional spending matters.



VISUAL: Fast cuts of Black-owned products, founders and customers.



CAPTION:
Black Friday is more than a shopping day. This year, spend with purpose and discover the Black-owned businesses worth knowing.



CTA: Discover Black-owned businesses →



02 CONNECT



FORMAT: Carousel



HOOK: “Your money goes somewhere. What if you chose where?”



CONTENT: Show 3–5 Black-owned businesses/ products and the people behind them.



VISUAL: Product + founder storytelling; warm, human photography.



CAPTION:
Behind every purchase is a person, a business and a dream worth building. Meet some of the businesses your spending can help move forward.



CTA: Save. Share. Shop intentionally.



03 ACT



FORMAT: Story + Poll



HOOK: “Who are you supporting this Black Friday?”



CONTENT: Interactive business discovery + poll.



VISUAL: Product/business cards with poll stickers.



CAPTION:
Let's make intentional spending part of the conversation. Discover a business. Share it. Put someone else on.



CTA: Discover → Share → Shop

CAMPAIGN JOURNEY: DISCOVER → CONNECT → ACT

EMAIL NEWSLETTER

RBF

Real Black Friday

to: you



SUBJECT

Black Friday is bigger than the deal.



PREVIEW TEXT

Where you spend matters.



BODY

Black Friday gives us plenty of reasons to shop. But what if we also thought about where our money goes?

This Real Black Friday, we're putting intention back into the transaction, by discovering, supporting and sharing Black-owned businesses.

Because every purchase can do more than bring something home. It can create visibility, support growth and keep value circulating within the community.

Behind every product is a person building something: a business, a livelihood, a dream and a future. When we choose where we spend, we help decide which businesses get the opportunity to grow.

Spend with purpose. Build what's next.

DISCOVER BLACK-OWNED BUSINESSES →

MEASURE SUCCESS



SOCIAL

Reach + engagement rate



CONTENT

Shares + saves + comments



CONVERSION

Link clicks + business discovery



EMAIL

Open rate + CTR + unsubscribes

INSIGHTS AFTER LAUNCH



Which format drives the strongest engagement?



Which businesses/products generate the most interest?



Which message drives the most clicks or action?



Which audience segment responds most strongly?

CAMPAIGN: TAKE YOUR TIME BACK.

SoapTime helps you get time back by taking laundry off your plate.



CAMPAIGN IDEA

SoapTime turns laundry from a recurring chore into time you get back — so you can focus on what matters most.



TARGET AUDIENCE

- Busy professionals
- Families
- Students
- Small businesses



WHY IT CONVERTS

It solves a real pain, saves time, and makes life easier — with a simple, trusted service people can rely on.



BONUS

INFLUENCER PARTNER: SALEM KING

Salem King would be a strong creative partner for SoapTime because his work sits at the intersection of storytelling, intentional living, creativity and community building.

Rather than using him for a traditional product endorsement, SoapTime could collaborate with him on a story-led piece about the value of outsourcing routine tasks and protecting time for higher-value activities, naturally positioning laundry as one less thing people need to do themselves.

His established creator community and experience working with major brands also give the partnership credibility.

5-DAY CONVERSION JOURNEY

01 PAIN



FORMAT:
Reel

HOOK:

“How much of your week does laundry actually take?”

CONTENT:

Highlight the real time, energy and stress laundry consumes.

CTA: Relate →

02 SOLUTION



FORMAT:
Carousel

HOOK:

“What if laundry could leave your to-do list?”

CONTENT:

Introduce SoapTime as the simple way to get time back.

CTA: Learn more →

03 PROOF



FORMAT:
Reel

HOOK:

“See it. Trust it. Get your time back.”

CONTENT:

Show the full process: pickup → wash → fold → deliver, with real results or testimonials.

CTA: See how it works →

04 FRICTION



FORMAT:
Stories / FAQ

HOOK:

“You have questions. We have answers.”

CONTENT:

Address common questions: pricing, pickup, turnaround time, delivery, quality.

CTA: Get answers →

05 CONVERT



FORMAT:
Static + Stories

HOOK:

“Give your weekend back.”

CONTENT:

Strong offer + clear value. Make booking easy and immediate.

CTA: Book now →

HOW IT WORKS



1. BOOK

Schedule a pickup in minutes.



2. PICKUP

We pick up your laundry at your convenience.



3. WASH & FOLD

Expert cleaning with premium care.



4. DELIVERY

Fresh, neatly folded laundry delivered right to you.



TIME YOU GET BACK

More hours for what matters most.