



What do farmers, Cartier, and motorcycles have in common? You may think, “Not much”...but they are all a part of **SHE's** 2012.

For **SHE**, 2012 was a year of solid milestones and growth--from the Minister of Health committing to the inclusion of essential hygiene content in the national curriculum to the replication of small-scale **SHE** LaunchPad production in Rwanda to the kickoff of our industrial-scale pilot in Rwanda. As a result, the **SHE** Team has now doubled in size, which includes a savvy textile engineer (and swimmer!) hailing from Ethiopia, **Abenezer Fanta** (at right), and a global manufacturing wizard, our Board member Suzy Ganz.



**So what's shaking for 2013?** We will continue our pilot of industrial scale production in Rwanda while assessing potential partnerships globally (especially South Asia) due to high demand for **SHE** LaunchPads. We have received 30-40 inquiries from India alone!

Thank you for helping us make what started as a seemingly far-fetched idea into a reality and joining us on a mission to invest in people and ideas that are typically overlooked (and often taboo) as vehicles of social and economic change.

And now, without further ado, we present **SHE's** 2012 Year in Review!

- *Founder and Chief Instigating Officer Elizabeth Scharpf and Board Chair Sheila Hollender*

## Simply the Best! SHE's 2012 Countdown



**10.** On the road again – the **SHE** Rwanda team traveled over [nearly a thousand hills](#) across East Africa to secure banana fiber suppliers for the [industrial-scale production of our SHE LaunchPads](#). The **SHE** US team also logged miles when Global Fellow [Connie Lewin](#) and COO, Global [CeCe Camacho](#) made their first trips to Rwanda to help launch our pilot on the ground instead of via Skype!

**9.** While the **SHE** Team was off-roading, our tech partners at NCSU & KIST were busy at work replicating our LaunchPad for mass production.

**SHE** Entrepreneur-in-Residence Abenezer Fanta (*at right with **SHE** gold - i.e., banana fiber fluff*) began his stint with **SHE** at North Carolina State University and is headed to Rwanda to train his Rwandese counterparts in industrial-scale operations this spring.



**8.** TomKat may not have been a match made in heaven, but **SHE**'s partnership with two banana co-operatives launched without a hitch in summer 2012. **SHE** signed contracts with two large banana farmer co-operatives located in Eastern Rwanda, [officially linking 600+ smallholder farmers](#), the majority of whom are women, to our banana fiber supply chain.

**7.** The birth of Beyoncé and Jay-Z's baby, Blue Ivy, may have made everyone's year in 2012, but **SHE**'s was expecting its own bundle of joy – [50 kgs of extracted banana fiber](#) that can be produced by one mechanical extraction machine in 1 day. Yes, our machines arrived in Rwanda this summer, which jumpstarted our supply chain for our industrial-scale pilot.





**6.** 2012 was a divisive year - Hunger Games vs. Twilight, Bloomberg vs. Big Soda, the U.S. Presidential Elections – **SHE** nonetheless remained united around breaking the menstrual hygiene silence to ensure girls' access to hygiene education & a waiving of taxes on menstrual pads (currently 18%) in Rwanda. **SHE** was a co-publisher of WaterAid's resource guide [Menstrual Hygiene Matters](#), joined the national School Health Plan Committee, & instigated a national study on menstrual hygiene in Rwanda this summer.

With [Advocacy and Policy Manager Jackie Mupenzi](#) joining the **SHE** Team, we hope that busting menstrual taboos will be as catchy as *Call You Maybe!*

**5.** NASA's Curiosity may have landed on Mars, but **SHE** pulled off some bold touchdowns in 2012. **SHE** Chiefs, Founder and Chief Instigating Officer Elizabeth Scharpf and COO, Rwanda, Julian Ingabire, earned the grand prize of being named 1 of 6 Laureates in the [2012 Cartier Women's Initiative Awards](#), a global business competition for women entrepreneurs that awards US \$20K in funding and a year of coaching from McKinsey and Co. **SHE** was also named a [Rising Star in Global Health](#) by Grand Challenges Canada, with an award of \$100,000 towards our industrial-scale manufacturing pilot, with the potential to receive \$1,000,000 once we have proven success.



**4.** Yahoo! may have Marissa Mayer as its CEO, but **SHE** has "on board" a whip-smart team that has significantly contributed their expertise, creativity and passion towards **SHE's** mission as our Board members (at right). Suzy Ganz, the CEO of global manufacturing firm Lion Brothers Inc., joined the **SHE** Team in 2012, Jean Nganji consulted with **SHE** Rwanda while in Kigali, and Co-Founder of Seventh Generation Sheila Hollender was named our **SHE** Board Chair. Michelle Clayman, Nina Gidwaney, and Maya Rockeymoore round out **SHE's** brain trust.



**3.** We're taking a page from reality TV star, Honey Boo Boo, in building a successful brand in Rwanda. Whether you love her or not, Honey Boo Boo and her family exemplify the branding quality of authenticity. After hosting multiple [focus groups and interviews](#) with girls to gain key valuable insights, Team **SHE** has been readying our brand for a much larger scale. Stay tuned as we debut our Rwandan brand of **SHE** LaunchPads!



**2.** Everyone may have turned Linsane for awhile, but thanks to those who showed **SHE** some love in print or on the interwebs...[PBS Newshour](#), [Ms. Magazine](#), [Harvard Business Review](#), [Dowser.org](#), [The New Times Rwanda](#), [Women Deliver](#), [Vitamin W](#), [RH Reality Check](#), [Seventh Generation](#) or on stage... [Norte Dame](#), [Echoing Green Big Bold event](#), [Global Social Benefit Incubator](#), and the [School of Visual Arts](#). Please keep the love coming - email us at [prelations@sheinnovates.com](mailto:prelations@sheinnovates.com).

**1.** We could not have been able to accomplish these milestones without your ongoing support! Murakoze cyane (thank you very much) to our generous financial investors, our board members, our technical consultants, our legal dream team, our partners, our amazing volunteers, and fellow instigators including YOU! Check out our **SHE** [Murakoze Shoutout](#) to fellow instigators on our [blog](#).



# Wait, We're Not Done: Our First Billion Opportunity

Major companies are doing the math on the global impact of women increasingly entering the global work force and the number is staggering - close to [1 Billion women](#) will enter the global economy by 2020. What does that mean? Women (yes, women specifically) will control \$22 trillion by 2020, up from \$14 trillion today. How? Because women are working more.

The **SHEngine** is fired up and ready to share our expertise and launch women (and men) into the global labor force, but we need your help to enable us to scale up across Rwanda and beyond.

In that spirit, we'd like you to add **ONE** more resolution to your New Year's list: to continue to support **SHE** in any and all ways that you can: by [investing in SHE28](#), spreading the word via [Facebook](#) or [Twitter](#), subscribing to our [blog](#), or signing up for our [e-newsletter](#).

**Here's to a productive 2013!**

## The SHE Team

Elizabeth Scharpf, Founder and Chief  
Instigating Officer

Julian Ingabire, Chief Operations Officer,  
Rwanda

CeCe Camacho, Chief Operations Officer,  
Global

Jackline (Jackie) Fesi Mupenzi, Advocacy  
and Policy Manager

Nadia Hitimana, Health and Hygiene Officer,  
Rwanda

Gerardine Benimana, Marketing Officer,  
Rwanda

Sylvere Mwizerwa, Business Development  
Officer, Rwanda

Connie Lewin, Director of Strategic  
Partnerships and Marketing, Global

## Connect with SHE

**SHE** is a social venture that is on a mission to invest in people and ideas that are typically overlooked (and often taboo) as vehicles of social and economic change. Our first initiative, **SHE28**, is addressing girls' and women's lack of access to affordable menstrual pads causing significant costs to their health, education, productivity, and dignity.

You can find us on the web at  
[www.sheinnovates.com](http://www.sheinnovates.com)

Email us at [supportshe@sheinnovates.com](mailto:supportshe@sheinnovates.com)

Like us on [Facebook](#) or tweet us  
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