

SHE INSTIGATES

SHE Works Hard for the Money



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What can boost farmers' productivity rates, increase our banana fiber yields by 500%, and create an income-generating opportunity for smallholder banana farmers in Rwanda? You might not see this product anytime soon on the Home Shopping Network, but our nifty [banana fiber extractor](#) is a low-cost, user-friendly machine that enables our farmers to produce 50 kilograms of extracted fiber in one day vs. the 1 kilogram they used to produce with a machete. Farmers' continued access to these machines and our trainings will ensure that **SHE** will maintain a high-quality, sustainable supply of banana fiber needed for our **SHE** LaunchPads. **SHE** will reach nearly 600 smallholder farmers (the majority of whom are women) with our ongoing trainings.

Does One Size Ever Really Fit All?



Whether it's the hat that clearly doesn't cover your freezing, snow-covered ears or that bathrobe that ended up being a little too revealing, one size rarely does fit all—and the same can be said for the marketing of a product that in fact, is universally needed. Traditional marketing of menstrual pads in the U.S. and Europe usually includes the following marketing devices – a woman wearing all-white spandex, blue liquid, and horseback riding. While this may work for a consumer in Cincinnati, it may not resonate for our initial target consumer in Rwanda.

This is why **SHE** is placing Rwandan girls and women in the driver's seat to ensure that we are designing a brand that preserves their dignity. Gerardine, our Junior Marketing Officer (center front) has been criss-crossing across eastern Rwanda, school by school, and girl by girl, to uncover once-overlooked customer insights on menstruation and menstrual products so our pads can become a household name.

Menstrual Advocacy, Gangnam Style

As **SHE** revs up its advocacy campaign to waive value-added taxes (18%) in Rwanda, the latest global viral video sensation, "[Gangnam-style](#)," (admit it, you've probably tried the dance at least once) can offer some valuable lessons to **SHE** as we spark a menstrual hygiene revolution globally: play to your strengths; share your unique value; and make it easy for your audience to take action (and dance - check out how **SHE** got down during our 2010 advocacy campaign)! **SHE**'s "Gangnam-style" advocacy efforts so far has resulted in **SHE** being

included on the School Health Task Force and the commitment from the Ministry of Education to include menstrual hygiene management policy and content into the School Health Guide and Teachers' Training Manual. Moreover, the addition of [Jackie Mupenzi to the SHE team](#) as our Advocacy and Policy Manager will enable **SHE** to recruit more local leaders and government officials to support our campaign.



Visit our website at www.sheinnovates.com to hear from the SHE team first-hand about our work on the ground in Rwanda.

That Binder is Too Small for the SHE Women



Investing in girls and women may be the best investment on the street—even the numbers say it. Recent studies by the WSJ showed that venture-backed companies with female CEOs deliver [12% higher revenues using 33% less capital than men](#) (to learn more, check out these recent [WSJ](#) and [NYTimes](#) articles).

Our **SHE** Rwanda Chiefs, Elizabeth and Julian, were the latest women to receive an investment, this time on

behalf of **SHE** Rwanda—as the winner of the [2012 Cartier Women's Initiative Awards, Sub-Saharan Africa region](#). At the global business pitch, the Cartier jury thought they were their latest hidden gem as they recognized **SHE**-Rwanda's track record and trajectory to increase the health and wealth of the East African region. As the winner, **SHE**-Rwanda receives a prize that includes \$20,000 USD, McKinsey coaching and access to top business executives, & a specially designed trophy from Cartier—watch not included yet!