

SUSTAINABLE HEALTH ENTERPRISES



> Our banana farmers, the majority of whom are women, currently receive an additional \$8/week of incremental income as our raw material suppliers.



> Our Production Manager, Dany Karemera, built a custom banana fiber cutting machine that significantly reduced our maintenance costs and tripled our cutting rate.

SHE BY THE NUMBERS TO DATE

600 farmers whom produce and sell SHE raw materials

\$8/week of incremental income per farmer

3,848 girls that will receive our go! pads on a monthly basis via our 10 partner schools and 3 NGOs

13,186 pads in stock

52 school personnel who received our MHM education training in Q4 2014 and continuing education in Q1 2015

631 girl and boy students who participated in our M&E implementation test in Q1 2015

15 SHE, Rwanda full-time jobs to date

R&D AND PRODUCTION HIGHLIGHTS

We met with the Rwanda Bureau of Standards and received feedback regarding our production facilities, pad absorbency and sterility and addressed the issues at hand. We anticipate approval in Q2 2015.

Accomplishments in Q1 2015

- We outfitted our site with high-quality, repurposed machines for fluff production and pad assembly. To date, we produced 6,480 kg of banana fiber pulp and have produced approximately 7,000 pads that are being used for product testing among girls and women.
- We procured a pad assembler from India, and tests have shown that this machine has resolved remaining design issues thereby manufacturing a higher quality pad and increasing our throughput rate.
- Our R&D partnership with Johnson and Johnson has been finalized, and J&J will provide key technical expertise in reducing our production costs and improving our throughput rate.

Priority Actions by Year End 2015

- Certification from Rwandan Bureau of Standards to begin market commercialization and distribution of pads to our 10 partner schools and other interested parties;
- Increasing our daily throughput to 1,500 pads/day, or over 30,000/month with the addition of shifts and machinery; and

(cont.)



> We have signed MOUs with 10 schools and 3 NGOs. We're focused on securing new commitments and selling through a direct sales channel of local kiosks. Our sales target by 8,500 packs / month by end of 2015.

- Reduction of our pad production costs as a result of technical advising from Johnson and Johnson.

BUSINESS DEVELOPMENT HIGHLIGHTS

In Q1, the Business Development team focused on refining its marketing and sales strategy and securing new MOUs for bulk purchases of go! pads.

Accomplishments in Q1 2015

- We secured verbal commitments from the following:
 - 10 schools (Kayonza district) — 4000 packs of 10 pads for 3000 girls;
 - Akilah Institute for Women, a vocational school—1,800 packs of 10 pads for 180 women;
 - REAP, a local NGO —7,236 packs of 10 pads for 603 girls; and
 - US Peace Corps, —150 packs of 10 pads for 65 girls.
- We are engaging 4 new bulk purchasers:
 - UNHCR, for supplies and for female refugees to resell in camps as a livelihoods initiative;
 - Agahoza Shalom Youth Village;
 - PLAN International; and
 - Komera Project.



> Women banana farmers participated in our menstrual hygiene awareness session and received a pack of our go! pads for trial use.

Eight additional organizations have expressed interest in buying pads after commencement of the 10-school initiative.

- Kepler University; Gisimba Orphanage; Friends' Effort to Support Youth; Imbuto Foundation; Rwanda Scholarship Program; One Acre Fund; UNICEF; and the Burera District.

Sales contracts with the 10 schools and one bulk purchaser have been drafted and are ready to be signed as soon as we have received Rwanda Bureau of Standards certification, which is legally required for us to sell our pads.

We are also pursuing direct sales via local kiosks near our 10 partner schools located in Eastern Rwanda. Our plan is to sell each kiosk a total of 500 packs monthly.

Priority Actions by Year End 2015

- Signed MOUs with all customers who expressed interest in bulk purchasing;
- A new direct sales channels via kiosks; and
- Sales of approximately 8,500 packs/month.

HEALTH EDUCATION AND ADVOCACY (HAHA) MILESTONES

In November 2014, **SHE** coordinated and implemented two-day trainings for 52 school personnel in puberty education, MHM and WASH. During 2015, we will be providing continuing education and training to ensure a successful implementation of our "train the trainer" model to scale our health education curriculum in Rwanda.

Accomplishments in Q1 2015

- Teachers taught our curricula with their students participating in after-school clubs; and
- Tested our M&E tools to measure the impact on students' behavior change and knowledge with 600 students.

Priority Actions by Year End 2015

- 100 additional teachers receive training;
- Educational booklets for girl students are produced and distributed to 3,000 girls students at our 10 partner schools;
- A pilot of a national SMS messaging service that provides accurate and timely MHM education and advice to young girls; and
- Securing additional partners to share and distribute our MHM educational content both nationally and globally.



> Our "train the trainer" model equips key community leaders, namely teachers, to lead and train MHM education in their schools and communities.



DEVELOPMENT

SHE's goal for its 2015-16 budgets is \$800,000 USD. In 2015, **SHE** has received the following major gifts/pledges (USD) to date:

- \$50,002 first-time grant from the Environ Foundation
- \$44,000 pledged from Dining for Women
- \$25,000 renewal grant from Anonymous
- \$10,000 renewal grant from Segal Family Foundation
- \$28,314 via our #climbforSHE Mount Kilimanjaro climb team (trip is in June 2015)

THOUGHT LEADERSHIP AND MEDIA HIGHLIGHTS

- Game-changing inventions are sometimes right in front of you. For us, it started with banana fiber, which received a prominent shout out in March edition of Readers' Digest as one of ["6 Brilliantly Low-Budget Inventions That Could Help Save the World."](#)
- Chief Instigating Officer Elizabeth Scharpf shares her five tips in her latest webinar with Net Impact, titled ["5 Steps to Grow Your Social Enterprise When You Start with Zilch"](#)
- Health and Hygiene Manager Nadia Hitimana will share the stage with global thinkers and doers at the [Switchpoint Ideas Conference, April 23-24](#). Presenting companies include Intrahealth International, Johnson and Johnson, and Pfizer.



> Our patented technology and go! pad was featured in the March 2015 edition of Readers' Digest as one of ["6 Brilliantly Low-Budget Inventions That Could Help Save the World."](#)



> Nadine is one of our 11 production team members. Women make up the majority of our workforce at our production site and also of our banana fiber suppliers.

ORGANIZATIONAL HIGHLIGHTS

We're looking for a fellow instigator to join us in a newly created position of Executive Director. The Executive Director will oversee all aspects of SHE, including strategy, capital raising (must have a proven track record of raising \$1M+ USD), management, board relations and development, and global senior management experience. The job requires a 2-year minimum commitment and 50% travel. The application deadline is May 5th.

For more information:

<http://sheinnovates.com/blog/were-hiring-join-the-she-team-as-our-executive-director/>

ACCELERATE OUR PROGRESS

We seek partners and/or advisors to:

- Suggest leads and make introductions to potential private/public sector investors/partners to match Phase 2 commitment from Grand Challenges Canada
- Invest in ongoing R&D and business skill training to ensure a replicable and scalable manufacturing model
- Provide expertise in mobile and digital technology to help us build a digital tool for education, data collection, and market research
- Offer expertise on global patent licensing
- Make a long-term partnership and multi-year commitment as a bulk purchaser of our pads in the East Africa region.