Big companies: big bad wolf or big help?

Setting up a successful large-scale private sector partnership

Elizabeth Scharpf
Founder & CEO
Sustainable Health Enterprises (SHE)
SHE is out to prove something

Overlooked

Systemic inequity

Taboo

Women & Girls

Health

Potential Market

Technology or Solution

Capacity to Scale

Overlooked

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Women & Girls

Health

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Capacity to Scale

#RHSupplies2016
A girl’s life should not have to stop every 28 days

SHE28’s goal:

Increase menstrual pad use by Rwandan girls ages 10-14 years old from 10% to 50%
SHE28: Product landscape

- **always**
  - High
  - Less Affordable

- **LaunchPad**
  - Low
  - More Affordable
What would we get out of it?

<table>
<thead>
<tr>
<th>SHE Sustainable Health Enterprises</th>
<th>Johnson &amp; Johnson</th>
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<tbody>
<tr>
<td><strong>Expertise</strong></td>
<td>Experience working with renewable fiber, different business model</td>
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<tr>
<td><strong>Increased productivity and additional technical capacity</strong></td>
<td>Gaining insights into African consumers</td>
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<tr>
<td><strong>Access to other donors of material and/or equipment</strong></td>
<td>Positive and high visibility within J&amp;J and externally for innovation, social good</td>
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Our product development

Raw material → Processing* → LaunchPad Assembly

See our rocking video: https://www.youtube.com/watch?v=4365hpsx\lw
From 1,000 pads/day to 10,000

- **Phase 1** equipment converts banana fibers into fluff without using water and puts the fluff output into a collection bag. This decreases the amount of time to produce high quality fluff.

- **Phase 2** equipment will convert the fluff into a tissue wrapped absorbent pad that then can be converted into napkins. Automates process of wrapping fluff into a pad shape thus increasing quality consistency and reduces time.

- **Phase 3** equipment converts the pads into fully assembled napkins. Cuts down most time consuming aspect of pad making by sealing more pads per minute.
“We believe that SHE has the potential to get to sustainability & scalability in global health...which is very rare.”

Josh Ghaim, Chief Technology Officer of Johnson & Johnson