

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)



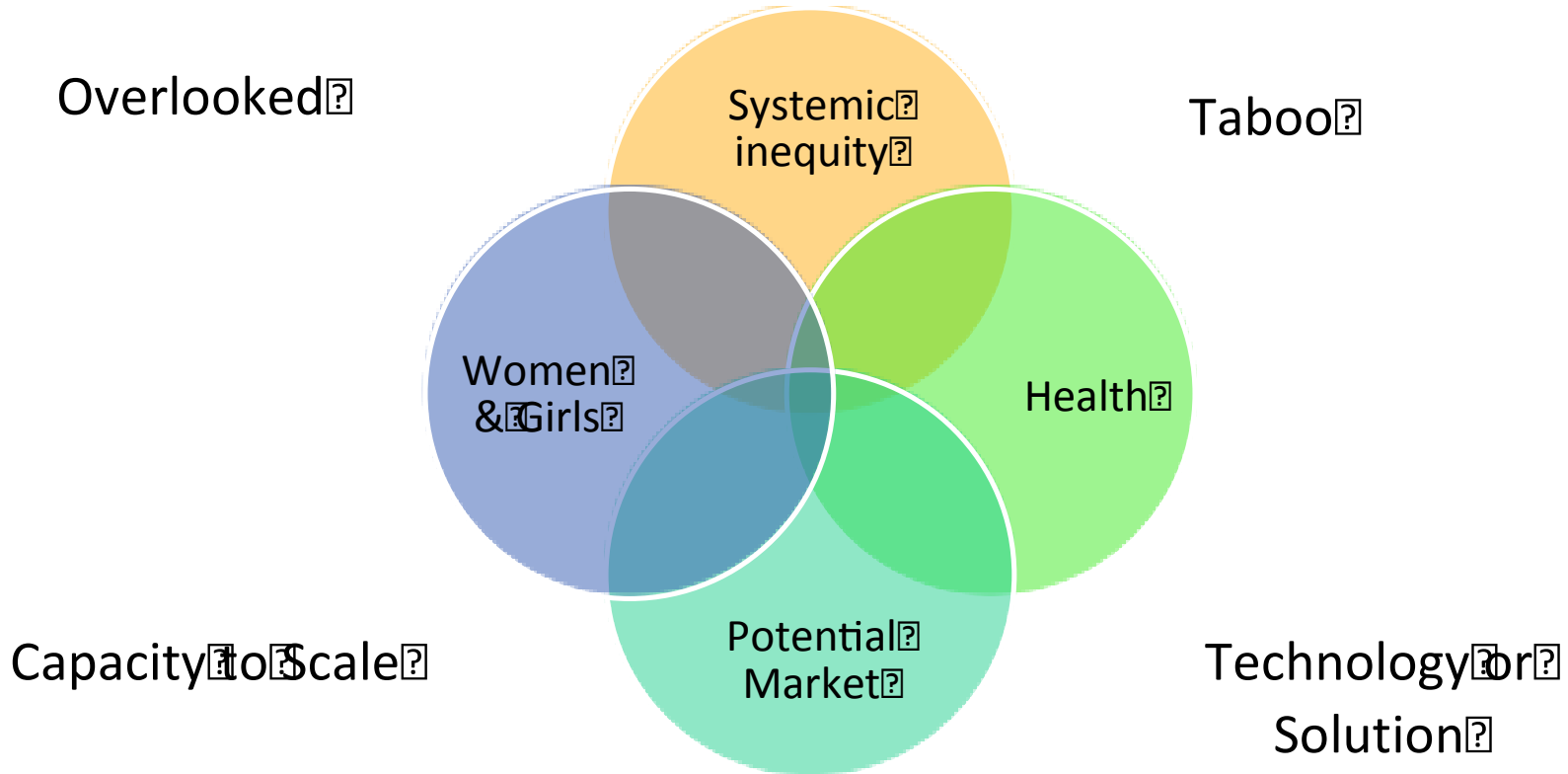
GENERAL MEMBERSHIP MEETING
— of the —
REPRODUCTIVE HEALTH
SUPPLIES COALITION

10-14 OCTOBER 2016

#RHSUPPLIES2016



SHE is out to prove something



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%

201

4



201

8



SHE28: Product landscape



What would we get out of it?



Expertise

Experience working with renewable fiber, different business model

Increased productivity and additional technical capacity

Gaining insights into African consumers

Access to other donors of material and/or equipment

Positive and high visibility within J&J and externally for innovation, social good

Our product development



Raw material



Processing*



LaunchPad Assembly

See our rocking video: <https://www.youtube.com/watch?v=4365hpsxVlw>

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



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“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