

BIRTHING KIT FOUNDATION AUSTRALIA

KIT INNOVATION CHALLENGE REPORT



2020-2021

ABOUT THE INNOVATION CHALLENGE



On 1 July 2020, KIT International launched its inaugural Global Innovation Challenge, to explore solutions that address the most pressing problems experienced by women and girls.

672 teams from **71 countries** submitted their ideas, based on the criteria of purpose driven, innovative, scalable, adaptable, future-ready and environmentally aware solutions.

11 finalists in three focus areas (health, livelihoods and education) were selected to participate in the KIT Mentorship Program. The teams hailed from Pakistan, USA, Nepal, Canada, South Africa, India, Nigeria and Kenya.

FINALISTS

1. doctHERS (Pakistan)- a digital health platform that matches the underutilised capacity of female doctors to the unmet need of health consumers via technology.
2. GRID (Gaming Revolution for Inspiring Development based in USA/Nepal/ Pakistan) - a social impact gaming studio where we create mobile games to inspire positive behavior change around women's health.
3. Aerosan (Canada/Nepal) - A social enterprise for public toilets in Nepal, incorporates additional revenue streams with waste-to-value technology (biogas), bundled services (shops), gender-inclusive design, and a cleaning compliance program.
4. My Pregnancy Journey (South Africa) - an educational pregnancy app that is focused on Africa and the unique challenges our African women face.
5. Katalyst (India) - founded in 2007 with the intent of liberating women from low income communities, through the pursuit of professional education, with focus on STEM.
6. Edufun Technik (Nigeria) - a STEM and robotics training hub for girls in schools age 3-11 and 14-18 years in rural & Urban-Based Schools in Nigeria.
7. Common Ground for Africa (Kenya) - an organisation that produces sanitary pads from Sugarcane Waste.
8. Afya Ujima Kenya (Kenya) - A personalised, discreet, eco-friendly reusable pad designed from organic hemp-blended cotton fabric using a human centred design approach to empower women and girls in Kenya.
9. SOSO Care (Nigeria) - a low cost health insurance which accepts recyclables as premium to enable poor pregnant women access a network 1170 hospitals nationwide.
10. Afrilearn (Nigeria) - an education technology corporation that integrates a network of quality teachers, developers and animators to deliver online affordable education for Africans, anywhere.
11. DabungGirl (India) - a girl superhero that inspires girls to find the hero within and boys to perceive the superhero in girls around them. Dabung Girl is India's First Girl Superhero for Social Impact and focuses on breaking stereotypes.

KNOWLEDGE, INNOVATION & TRANSFORMATION

Building on the foundation of our Clean Birth Kit, we address gender inequality and injustice by creating opportunities in health, education and livelihoods for women and girls.

Our ultimate goal is enabled systems in which women can become truly empowered.

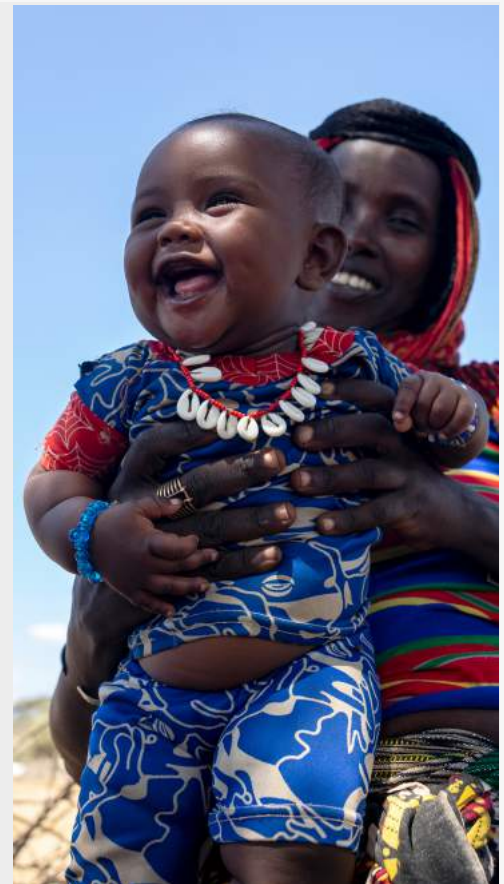
Over the past 12 months, Birthing Kit Foundation Australia (BKFA) has reached over 657,320 people through community awareness, capacity building and resource support.

The KIT Innovation Challenge is a key initiative to continue driving sustainable, long-term change for women and girls.

Through the Innovation Challenge, our team will gain a greater understanding of the needs of women and girls around the globe - by working with shortlisted organisations to provide them with tools and resources to grow and scale their idea.

OUR GOALS AND OBJECTIVES

- Scale our impact and reach
- Create new and innovative partnerships
- Be sustainable and grow





THE MENTORING PROGRAM

THIS SECTION INCLUDES THE PROJECT PROCESSES, IMPLEMENTATION, AND EXECUTION.

As part of the innovation challenge, a mentoring program was designed to help shortlisted applicants validate their business model and provide them with resources to grow and scale their ideas.

The teams were able to work and connect with 17 professional mentors from a range of industries - marketing, sales, technology, design, finance, legal and strategy. Additionally, the mentoring opportunity allowed the mentors to connect with a global community of innovators and entrepreneurs committed to designing and solving some of the world's most complex social problems.

From 1 October - 15 December, mentors commenced working with 11 teams from the shortlist to provide business, marketing and implementation advice. The mentors conducted 3x1 hour online mentoring sessions over a 10 week period and they were matched with three startups based on their needs.

Furthermore, the finalists attended the following webinars:
Webinar 1: Business Model Innovation

Webinar 2: Value Proposition & Validation

Webinar 3: Value, Pricing & Revenue Models

OUR EVALUATION PLAN

THIS SECTION INCLUDES THE METHODS WHICH WILL EVALUATE THE PROGRESS IN ACHIEVING THE PROJECT RESULT.



The finalists have been assessed against the following criteria:

1. Problem & Solution Fit
2. Market Opportunity & Strategy
3. Business Model/ Financials
4. Team & Key Stakeholders
5. Competitive Advantage/Uniqueness
6. Investment Opportunity
7. Technology
8. Alignment with Birthing Kit Foundation Australia

WE CONDUCTED 3 STAGES OF JUDGING, WITH PARTICIPATING JUDGES FROM THE STAFF AND THE MENTORING TEAM.

MY PREGNANCY JOURNEY

WINNER OF THE INNOVATION CHALLENGE



Founded by Jaqueline Rogers and Dr M.A.R Inacio; My Pregnancy Journey is an educational pregnancy app that is focused on Africa and the unique challenges faced by African women. The app is a pregnancy handbook that guides, educates and gives knowledge to the user in the comfort of their own home.

The app offers a wide range of information and services: medical information, chat groups (for pregnant women to connect), a directory listing of relevant local service providers (doctors, midwives, hospitals, physiotherapists, gyms etc), online yoga sessions. It is available to those with smartphones.

To date, My Pregnancy Journey is the only pregnancy app of its kind in the African market. The app has over 5000+ downloads and is growing. With 11,000 + followers on Facebook.

Additionally, the founders want to create a voucher system, where the voucher can be used by women who cannot afford to make a purchase on the app (women with limited access to medical services and information regarding pregnancy and childbirth).