

Barakat Bundle

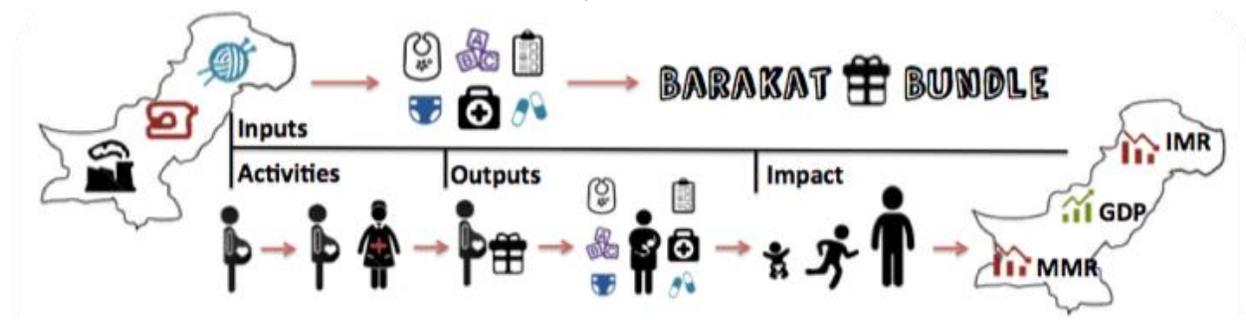
“Make your baby a Barakat baby”

EXECUTIVE SUMMARY

PROBLEM: Every year almost **5 million infants die**, more than one-third of these deaths occur in South Asia, and almost **300 thousand mothers die**, about one quarter in South Asia. Maternal and newborn mortality leads to **USD 15 billion in lost productivity** globally each year. Most of these deaths are **preventable** through relatively inexpensive public health interventions around the time of birth, such as essential newborn care, breastfeeding, skilled birth attendance, clean water, and sanitation. However, issues of **affordability, access, and education** prevent mothers from providing the best care for their infants and themselves; and prevent countries from achieving untapped sources of economic growth.

SOLUTION: The Finnish baby box is a social welfare program initiated in Finland that is credited with helping achieve reductions in infant mortality from 65 deaths per 1,000 live births in 1938 to 3 deaths per 1,000 live births in 2013. **Barakat Bundle is an adaptation of the Finnish baby box that is specifically designed for South Asian needs, culture, and context.** Barakat Bundle doubles as a bathtub and includes **newborn essentials** such as clothes, bedding, nappies; **context-specific items** such as oral rehydration salts, water purifiers, condoms; **parental education** information on birth spacing, hygiene, breastfeeding; and items to stimulate **cognitive development** such as musical toys and books. Receipt of Barakat Bundle is **conditional upon attending prenatal health checkups**, which ensures that high-risk pregnancies are identified early and supervised by skilled birth attendance to reduce instances of maternal mortality. Additionally, Barakat Bundle will include **locally sourced items** to support local economic growth and allow those who benefit from the product to have a vested interest in its success. Barakat Bundle addresses the key barriers facing maternal and child health in South Asia by being **affordable** (free for impoverished expectant mothers), **accessible** (delivered to households by community health workers), **educational** (includes printed information for parents), and more.

THEORY OF CHANGE: Using locally sourced materials, we create Barakat Bundles that incentivize expectant mothers to attend prenatal care and receive their own bundle containing items that support healthier children, healthier mothers, and more productive economies in South Asia.



COMPETITION: There are **no direct competitors** to Barakat Bundle in the South Asian market. Key indirect competitors include other baby item retailers as well as the following unique companies:

- **Thula Baba Box:** Pilot project with similar product developed exclusively for South Africa in conjunction with Western Cape Government Department of Health, Department of Economics at Stellenbosch University, and J-Pal Africa Incubation Fund

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· **The Baby Box co., BabyBox.com:** For-profit online retailers of customizable newborn essential gift boxes primarily based in the US market

STRATEGIC PARTNERS:

Operational Partner: Midwifery Association of Pakistan (MAP)

Barakat Bundle has established a relationship with MAP, a national network of midwives directly involved in reducing maternal and child mortality and morbidity. MAP will ensure streamlined distribution and sufficient healthcare capacity to accompany Barakat Bundles.

Corporate Product Partners: Johnson & Johnson (50%), Mothercare (25%), Mega Lion Indonesia (6%), Kohinoor Chemical Co Pvt (5%)

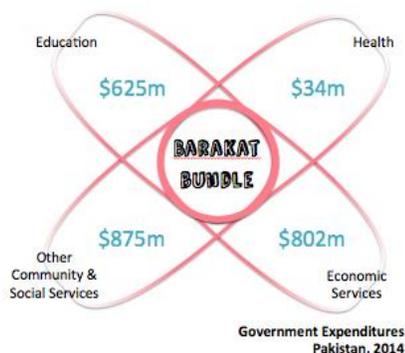
Corporate product partners will be involved in subsidizing the cost of producing Barakat Bundle either by providing some subsidized items for inclusion or by advertising on product materials.

Local Product Partners: Sughar Empowerment Society, Shining Light International - Pakistan

Local product partners are vocational training centers for women that will be compensated for creating items such as blankets for inclusion in Barakat Bundles.

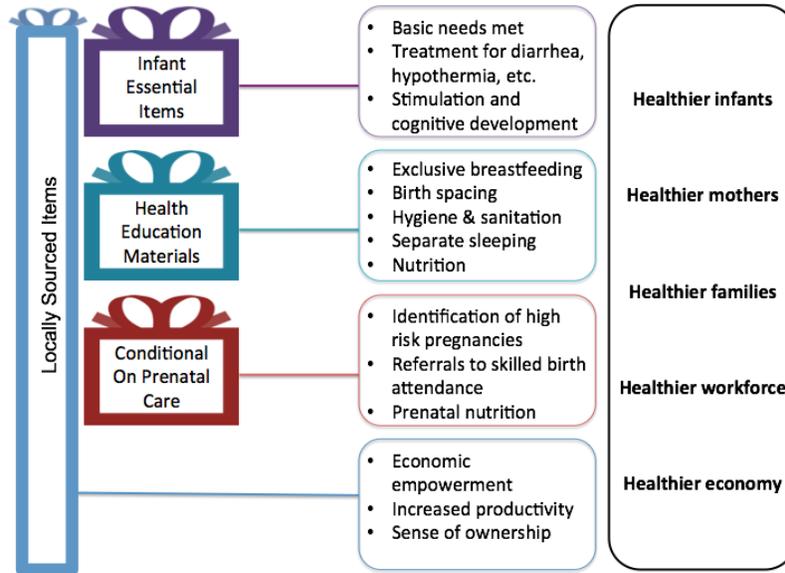
PILOT PLANS AND SCALE: Barakat Bundle with the Midwifery Association of Pakistan (MAP) will pilot in the Gilgit-Baltistan territory of Pakistan. Barakat Bundle will accompany Dr. Rafat Jan, President of MAP, on International Day of the Midwife activities during May and June 2015 to conduct focus groups with mothers, midwives, and other key stakeholders to further understand demand, infant care status quo, health services utilization, and existing disease burden. Subsequently, an iterative product development process will refine Barakat Bundle into a package of items that are specifically tailored to the needs of South Asian mothers and children. Upon completion of product development, Barakat Bundle in collaboration with MAP, will launch in Gilgit-Baltistan to generate proof-of-concept and enter into government negotiations to support expansion across Pakistan and eventually South Asia.

MARKET ANALYSIS: Barakat Bundle is an opportunity for governments to address **health, education, and economic empowerment** in one effective and integrated intervention for impoverished members of its population. The government of Pakistan currently puts over **USD 2.3 billion** towards these efforts, of which 1.5% is towards health. The majority of health expenditures are private and out-of-pocket. As of December 2014, the Pakistani government is moving forward with a **National Health Insurance Scheme**, which will introduce a newfound focus on preventive care and long-term investment to prevent overutilization of healthcare services. Combined benefits of Barakat Bundle across sectors taps into a larger pool of funds, is well aligned with Pakistan’s forward-looking priorities, and redirects focus to maternal and child health.

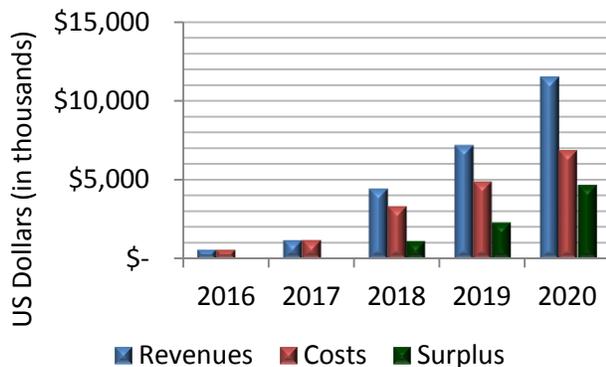


For those who can afford Barakat Bundle, consumer expenditures for baby and child-specific products have been experiencing strong value and volume growth due to **increasing birth rates, rapid urbanization, and parental awareness**. Despite increasing prices fueled by electricity tariffs and tax increases for manufacturers, baby and child-specific products experienced **19% current value growth** in 2013 and the market is expected to continue to grow through 2018.

SOCIAL VALUE CREATION:



FINANCIALS: Barakat Bundle anticipates generating revenue through **1) Government sponsorship, 2) Corporate sponsorship, and 3) Earned revenue**, with growth driven by an existing government commitment to reduce infant and maternal mortality, the ineffectiveness of existing solutions, changing attitudes towards baby care, and rapid growth of the baby products industry. Government and corporate sponsorships will offset the costs of providing bundles to impoverished mothers free of charge, while earned revenue is estimated to begin in 2018 with the sale of bundles to families above the poverty level. Earned revenue will help subsidize overall program costs by funding marketing and



staff salaries. Key costs include those for product provision, distribution, marketing and staff compensation.

Key Metrics

- Mothers in poverty: 578K (100% served by 2020)
- Mothers above poverty: 4M (20% served by 2020)
- Market price: USD 10.4
- Corporate sponsorship: 30%
- Government sponsorship: 70%

MANAGEMENT TEAM: **Karima Ladhani** is an HSPH doctoral student with 5+ years of global health experience in maternal and child health. **Shane Robinson** is an HKS/SBS dual degree student who worked 8+ years as an entrepreneur and investor. **Dr. Jyoti Ramakrishna** is an HSPH MPH student with 26+ years clinical experience. **Mitul Daiyan** is an HDS alum with public and private sector marketing and communications experience. **Nayab Ahmad** is a Harvard College student with 3+ years of experience in research and advocacy work in the healthcare industry.