

BARAKAT BUNDLE

“Make your baby a Barakat baby”

Harvard Business School
New Venture Competition
Social Enterprise Track



“I have given birth to six children, all here in my home.

Three of these children died within a week of birth.

They died because of lack of treatment.”

Millions of Preventable Deaths in South Asia

5 million
infant deaths
each year



One-third
in South Asia



300 thousand
maternal deaths
each year



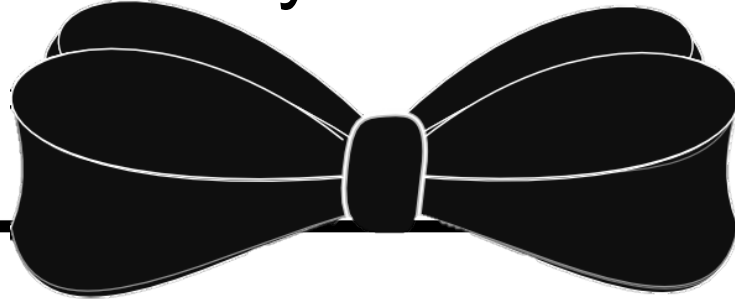
One-quarter
in South Asia



Annual lost
productivity

80% of these deaths are preventable.

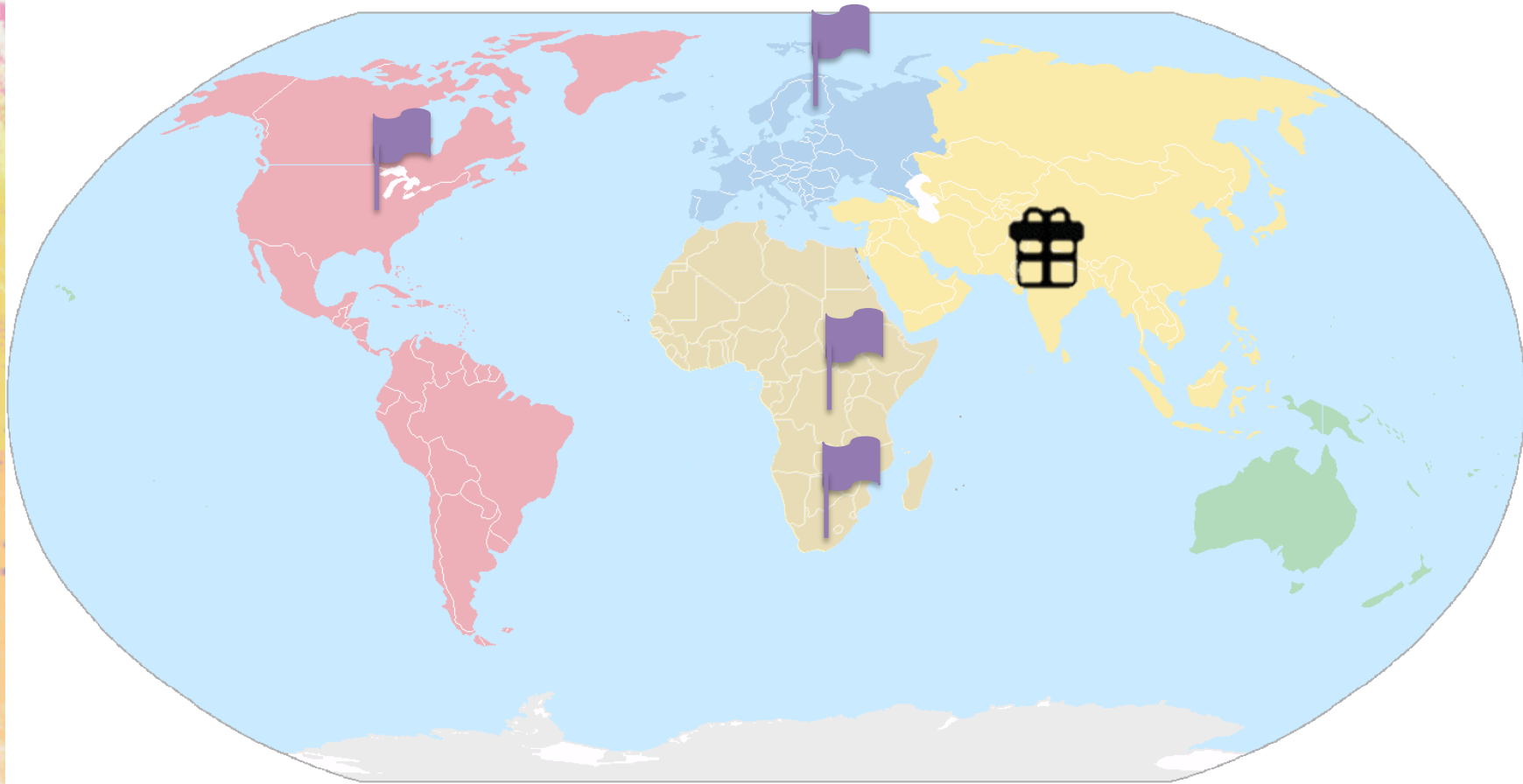
Effective Solutions Already Exist



CAUSE OF DEATH	ITEM	INFORMATION	PRENATAL CARE
Diarrhea	Oral rehydration salts (ORS)	ORS Instructions	Maternal nutrition supplements
	Hand soap	Hand washing	
Malnutrition	Nutrition supplements	Early & exclusive breastfeeding	Maternal nutrition supplements
Preterm Birth	Family planning items	Birth spacing	High risk pregnancy identification
Hypothermia	Blanket	Kangaroo mother care	

BARAKAT BUNDLE

Finnish Idea...Adapted for South Asia



Barakat Bundle is inspired by the Finnish Baby Box but specifically designed for South Asian needs, culture, and context

Unique Product for South Asian Mothers



Multi-purpose

Bundle doubles as a bathtub for hygiene



Specific to South Asian needs

Oral rehydration salts, nutrition supplements, condoms, etc



Parental Information

Pictorial pamphlets on birth spacing, breastfeeding, etc.



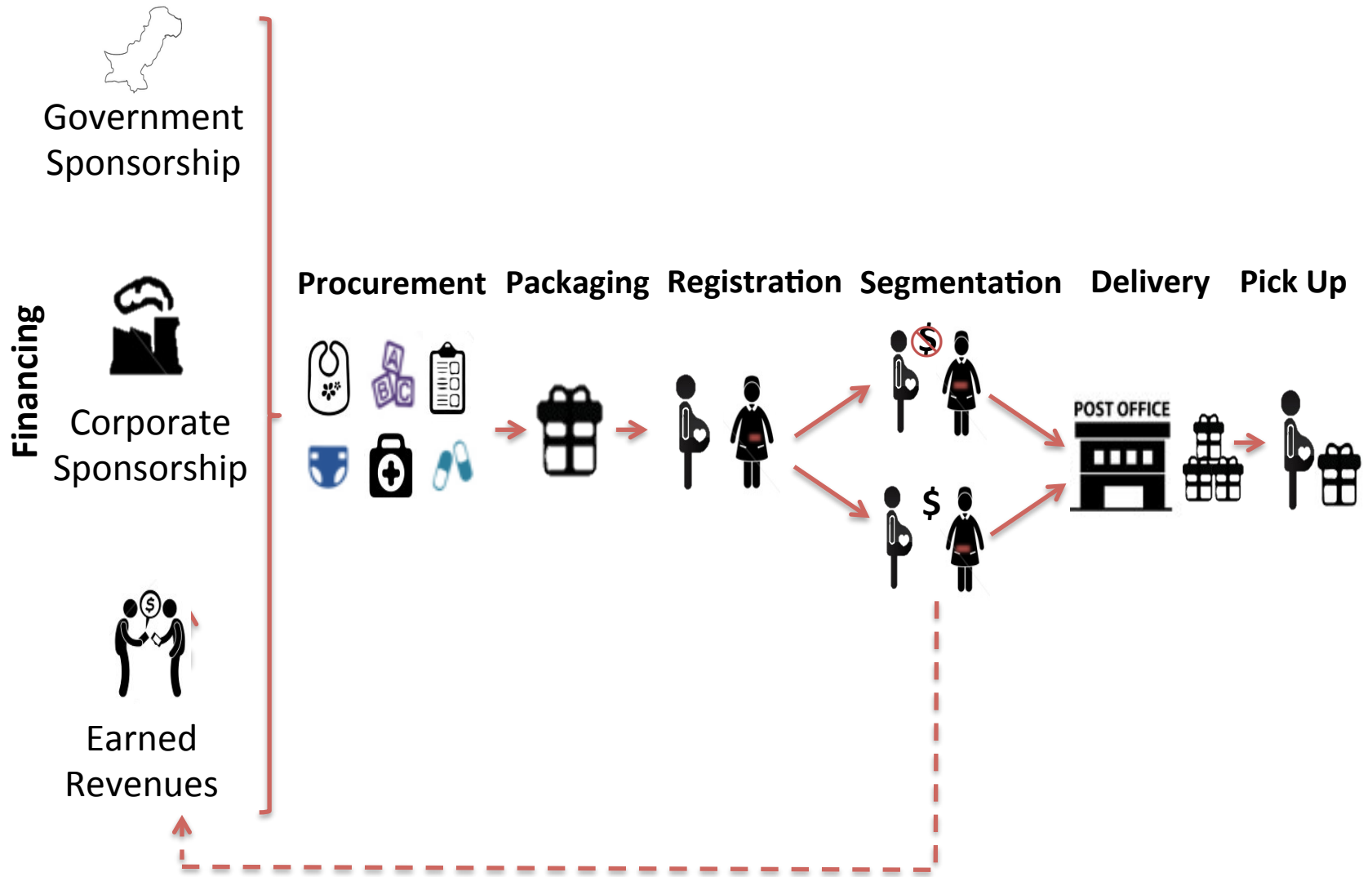
Locally Sourced Items

Building a sense of ownership



Receipt of
Barakat
Bundle is
conditional.
Mothers
must attend
prenatal
health
checkups.

From Innovative Funding to Local Delivery



Partners with Existing South Asian Presence



Distribution Partners:

*Midwifery Association of Pakistan (MAP),
Public Health Foundation of India (PHFI)*

- Prenatal care, government negotiation support
- ← Shared mission and achievement



Corporate Funding Partners:

Johnson & Johnson, Mothercare

- In kind subsidies or cash sponsorships
- ← Untapped market, corporate social responsibility



Local Product Partners:

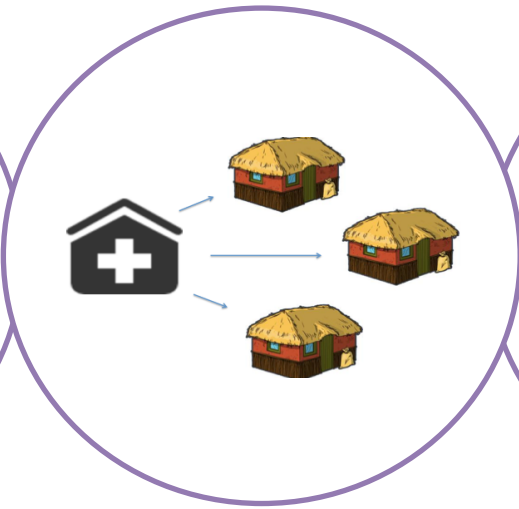
Sughar Empowerment Society, Shining Light International

- Casual item creation
- ← Guaranteed sales volume, local ownership

Addressing Key Barriers to Care



Affordability



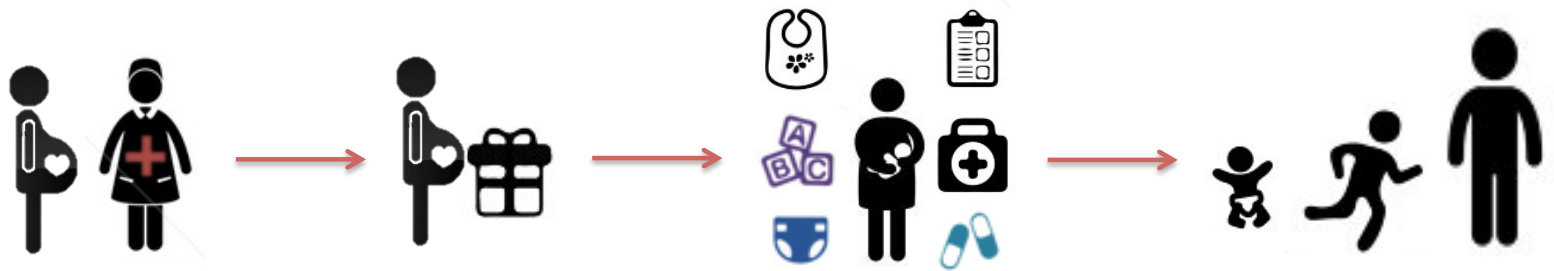
Accessibility



Education

Fewer Deaths & Higher Productivity

Barakat Bundle incentivizes expectant mothers to attend prenatal care and provides items that support healthier children, healthier mothers, and more productive economies in South Asia.



 Infant Mortality  Economic Productivity  Maternal Mortality

Global Health & Entrepreneurial Experience

Management Team



Karima Ladhani
PhD

5+ years
Global maternal
& child health



Shane Robinson
MBA

8+ years
Entrepreneur
and investor



Jyoti Ramakrishna
MD

26+ years
Pediatrician with
global experience



Nayab Ahmad
AB

3+ years
Health research
& advocacy



Mitul Daiyan
MTS

5+ years
Marketing &
communications

Advisory Board

Dr. Rafat Jan
President, Midwifery
Association of Pakistan

Dr. Sue Goldie
Harvard University

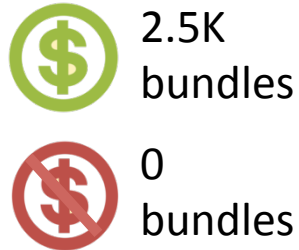
President Tarja Halonen
Former President & Minister of
Health, Finland

Dr. Srinath Reddy
President, Public Health
Foundation of India

Gordon Bloom
Harvard University

Pilot & Scale Up in Pakistan

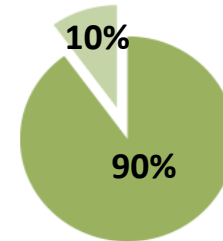
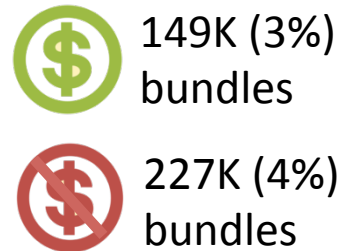
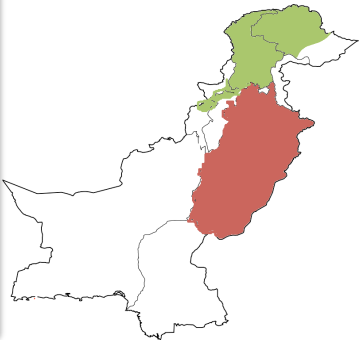
Pilot
Year 0



Focus Groups
 Prototype Development
 Proof of Concept



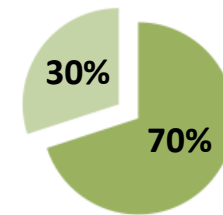
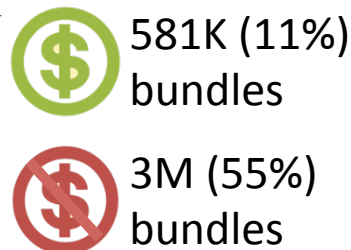
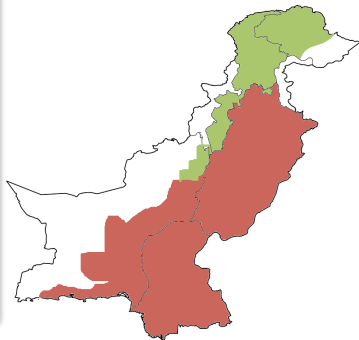
Entry
Years
1-2



 Government
 Corporations



Growth
Years
3-5

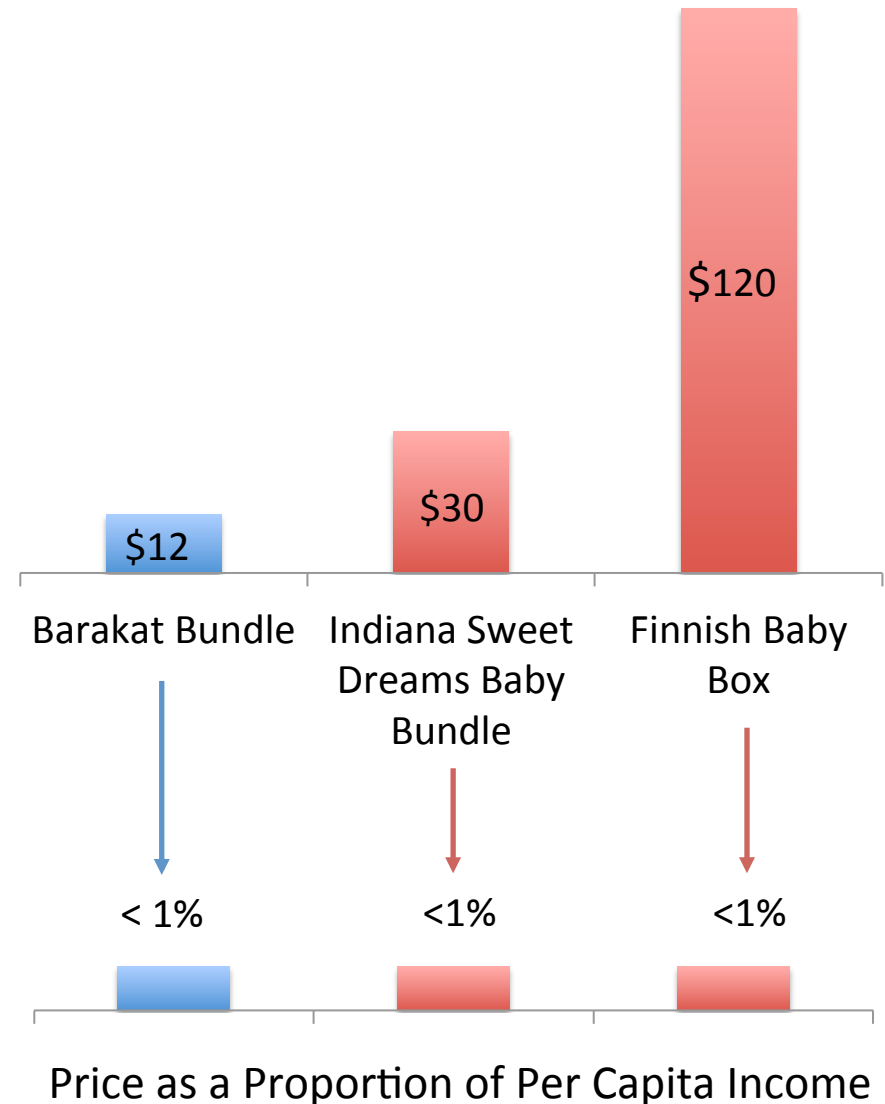


 Government
 Corporations

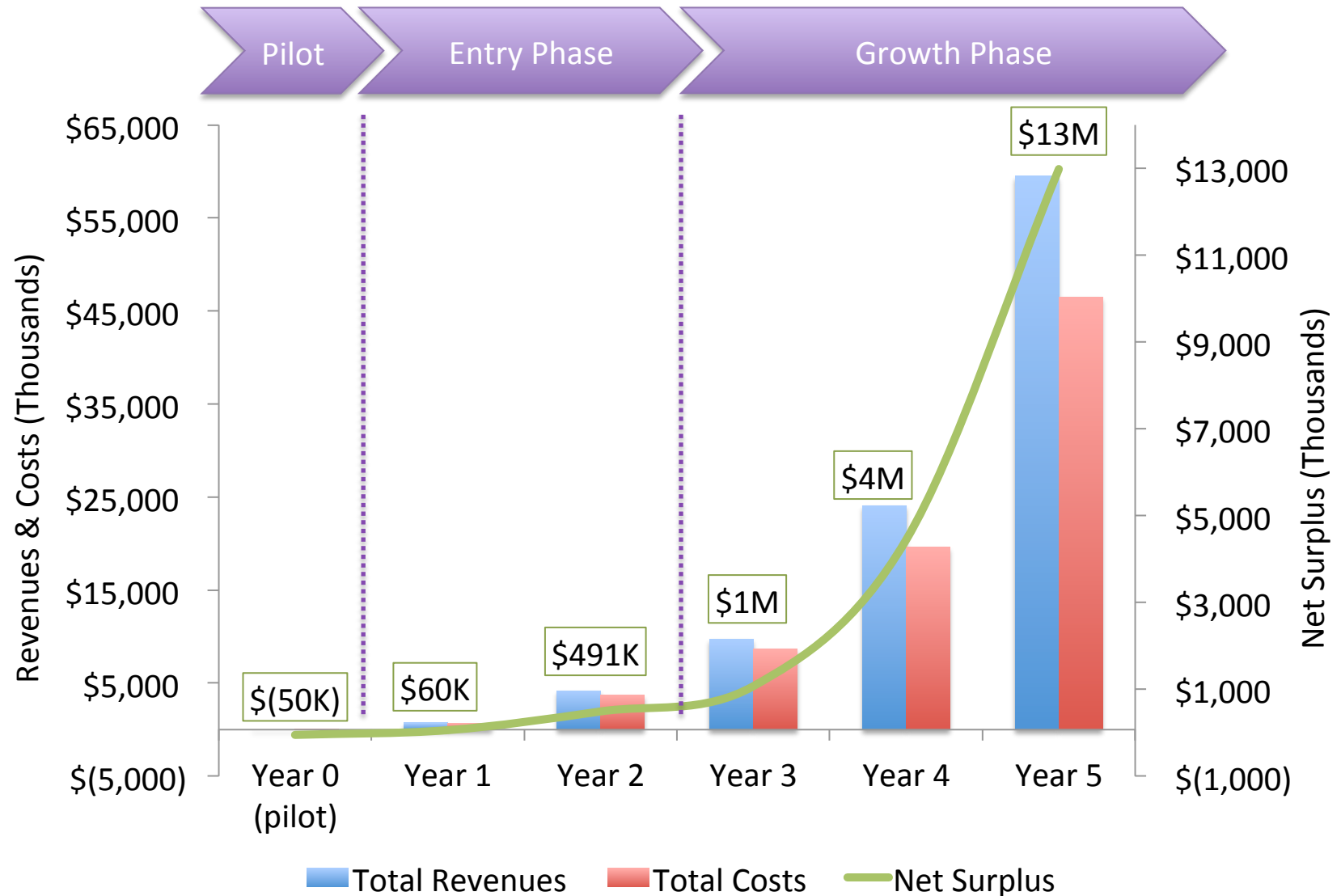


Lowest Priced Bundle with 15+ Items

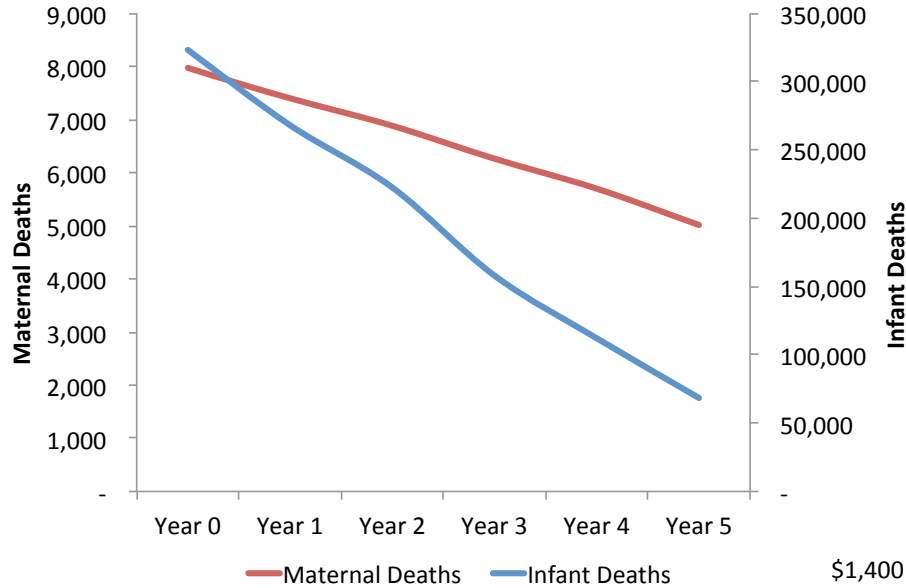
Proposed Contents
Plastic Box
Outfit (5)
Booties
Knit Cap
Blanket
Baby Oil
Bib
Reusable Nappy
Baby Wipes
Picture Book
Doll
Hand Soap
Thermometer
Vitamin A capsules (30)
Oral Rehydration Salts (1 bag)
Condoms (20)
Pamphlet Printing



Profitable and Sustainable from Year 1



Beyond Profits: \$250M Social Value

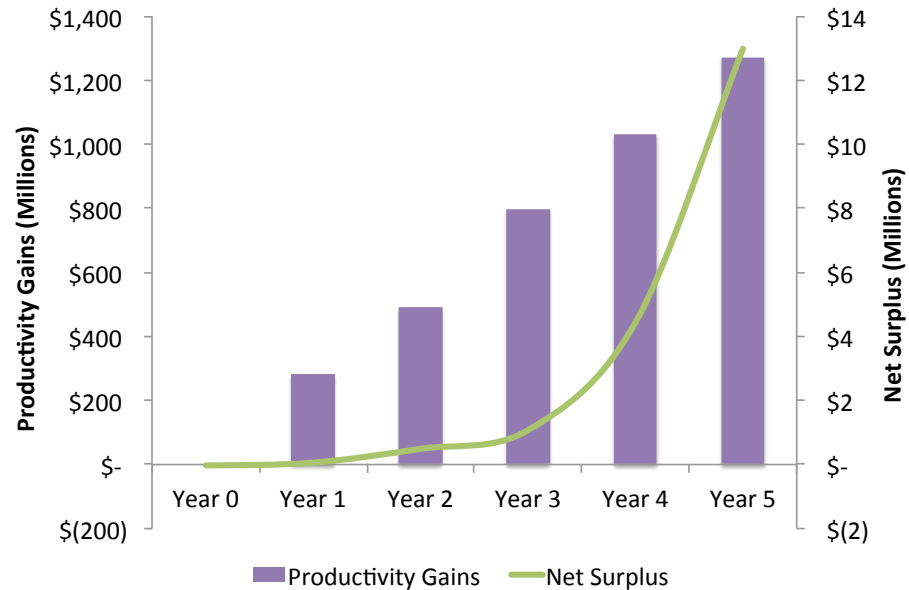


255 thousand infant deaths averted

3 thousand maternal deaths averted

\$1.2 billion
In productivity gains

\$13 million
in net surplus



*“It is inexcusable
that in the 21st
century motherhood
remains so
dangerous for
so many.”*

-Dr. Babatunde Osotimehin
Executive Director
United Nations Population Fund



Appendix: Income & Cash Flow Statements

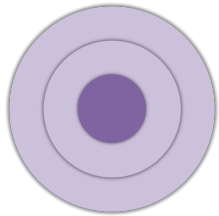
	Year 0 (pilot)	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue						
Government sponsorship	\$ -	\$ 728,390	\$ 1,034,244	\$ 2,456,069	\$ 3,485,870	\$ 5,654,235
Corporate sponsorship	-	-	265,665	1,210,428	4,750,083	12,427,167
Earned revenue	-	-	2,887,057	6,052,141	15,833,610	41,423,891
Total revenue	\$ -	\$ 728,390	\$ 4,186,966	\$ 9,718,637	\$ 24,069,563	\$ 59,505,293
Expenses						
COGS (box / materials)	\$ 20,000	\$ 485,593	\$ 2,656,378	\$ 6,081,484	\$ 13,875,616	\$ 33,000,913
Marketing	-	-	433,059	907,821	2,375,042	6,213,584
Staff, Shipping, Rent, etc.	30,000	183,239	606,816	1,656,821	3,379,014	7,307,036
Total Expenses	\$ 50,000	\$ 668,832	\$ 3,696,252	\$ 8,646,126	\$ 19,629,672	\$ 46,521,532
Net Surplus	\$ (50,000)	\$ 59,558	\$ 490,714	\$ 1,072,511	\$ 4,439,891	\$ 12,983,761

	Year 0 (pilot)	Year 1	Year 2	Year 3	Year 4	Year 5
Cash from operations	\$ (50,000)	\$ 59,558	\$ 490,714	\$ 1,072,511	\$ 4,439,891	\$ 12,983,761
NVC prize funding	\$ 50,000	-	-	-	-	-
Other funding	\$ 20,000	-	-	-	-	-
Net cash flow	\$ (30,000)	\$ 59,558	\$ 490,714	\$ 1,072,511	\$ 4,439,891	\$ 12,983,761
Beginning cash	\$ 50,000	\$ 20,000	\$ 79,558	\$ 570,271	\$ 1,642,783	\$ 6,082,674
Change in cash balance	\$ (30,000)	\$ 59,558	\$ 490,714	1,072,511	\$ 4,439,891	\$ 12,983,761
Ending cash	\$ 20,000	\$ 79,558	\$ 570,271	\$ 1,642,783	\$ 6,082,674	\$ 19,066,435

Appendix: Operational Assumptions

	Year 1	Year 2	Year 3	Year 4	Year 5
MARKET					
Total births (in thousands)	5,000	5,020	5,040	5,060	5,080
Government subsidized costs	100%	90%	80%	70%	70%
Corporate subsidized costs	0%	10%	20%	30%	30%
Total market share	1%	7%	13%	29%	66%
Market share from paying mothers	0%	4%	9%	22%	55%
Market share from impoverished mothers	1%	3%	4%	7%	11%
BUNDLES					
Paid bundles delivered (in thousands)	-	227	462	1,172	2,978
Subsidized bundles delivered (in thousands)	61	149	234	369	581
Total bundles delivered	61	376	696	1,541	3,558
STAFF					
Full-time staff	1	4	8	17	39
PRICE					
Market price of Barakat Bundle	\$12.36	\$12.73	\$13.11	\$13.51	\$13.91

Competitor Analysis and Risk Assessment

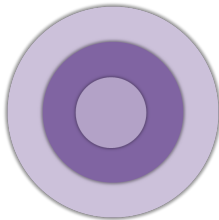


Direct Competitors

None



*Operational
Infrastructure*



Indirect Competitors

Non-Profit

South African Thula Baby Box

Zambia Baby Box

Indiana Sweet Dreams Baby Bundle

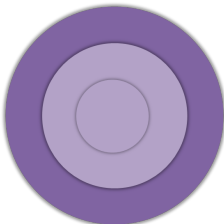
For-Profit

The Baby Box Co.



Security

Terrorism Threat
Foreign Mistrust



Replacement Competitors

Individual purchased items

Other NGO provisions



Corruption

Theft
Bribery