



CycleTel™ HUMSAFAR

The first family planning method by SMS in India

www.cycletel.in



CycleTel Humsafar



1800 1800 8000

WHY WE DO IT

WE BELIEVE: ALL WOMEN SHOULD HAVE FAMILY PLANNING OPTIONS...



Yet 222 million women worldwide have unmet need for family planning

...AND THAT WE CAN REACH WOMEN DEEMED 'UNREACHABLE' VIA MOBILE PHONES



Mobile phone proliferation offers a new opportunity to reach women who want to avoid pregnancy but don't have effective, affordable and accessible methods

STANDARD DAYS METHOD® (SDM) OF FAMILY PLANNING ADAPTED FOR SMS ON PHONES



Scientifically-proven fertility awareness-based method; 95% effective in preventing pregnancy with correct use

HOW IT WORKS



'UNSAFE DAY' SMS ALERTS

A woman answers screening questions to determine eligibility, and sends her period start date. CycleTel's automated technology reminds her of unsafe days to prevent pregnancy

WHAT WE'VE DONE



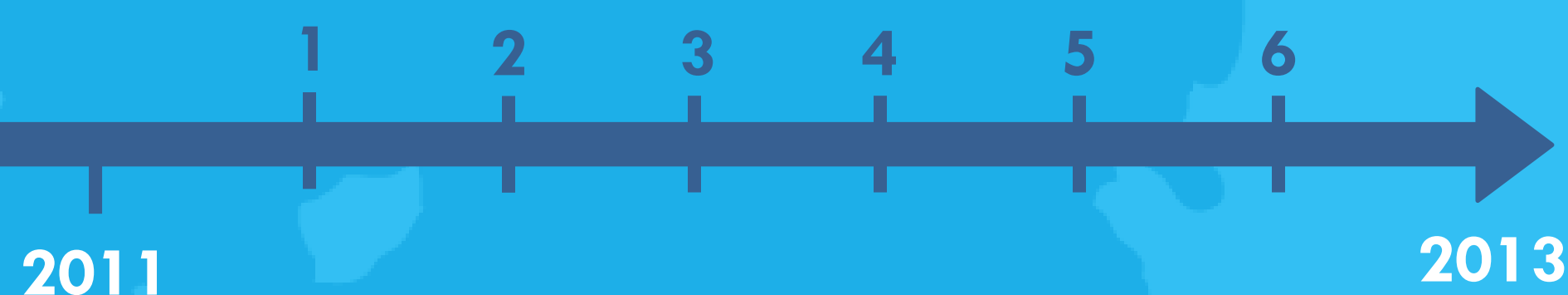
Worked with over 1000 women in India to test, design, and build the CycleTel system

90% OF USERS RECOMMEND CYCLETEL:

- Easy-to-use
- Reliable
- No side effects

TESTED THROUGH MULTIPLE STAGES

1. Focus Groups
2. Cognitive Interviews
3. Manual Testing
4. Automated Testing
5. Business Analysis
6. Market Validation



WHERE WE'RE GOING



RIGHT NOW

Assessing the viability for scale and sustainability as a direct-to-consumer product in the market

GOING TO SCALE

Through funding from the IWG Catalytic Grant and the Development Innovation Venture at USAID, we will scale up CycleTel in India through strategic marketing and outreach efforts.

