

WHY WE DO IT

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



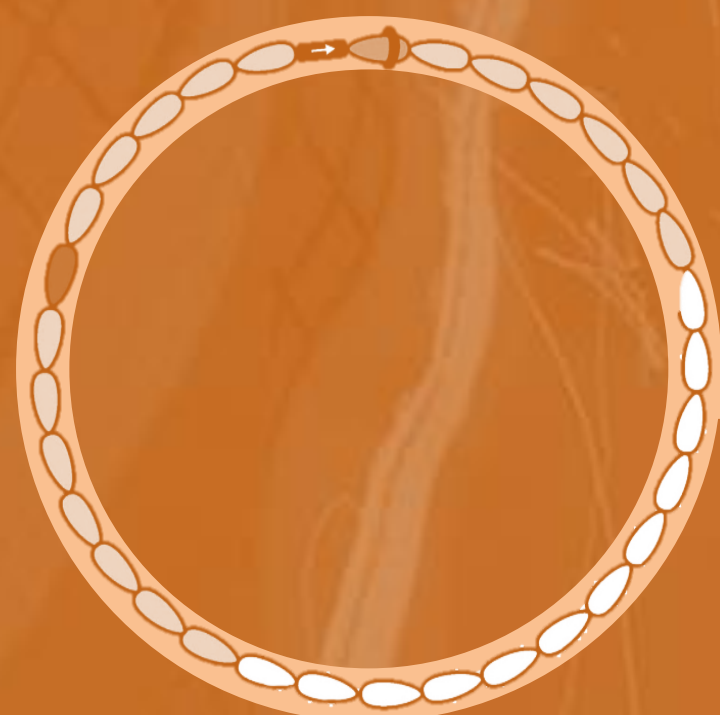
Yet **222 million women** worldwide have unmet need for family planning

...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



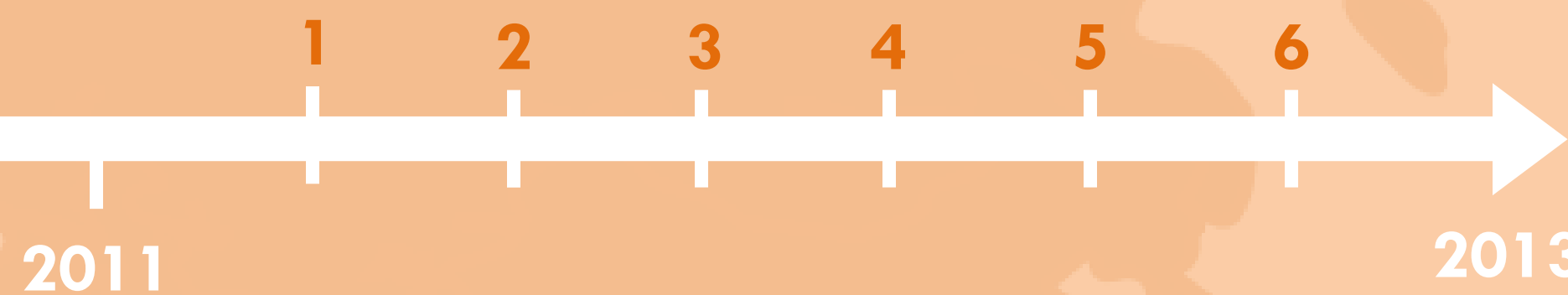
Worked with over **1000 women** in India to test, design, and build the CycleTel system

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 IWG, we will scale up CycleTel in India through partnership with **Nokia Life**, bringing CycleTel to all users of Nokia devices.

GOAL: Reach $\frac{1}{2}$ million women with critical family planning and fertility awareness information and provide 100,000 new women with SDM via mobile phones