TECHNOLOGY SOLUTIONS:
CROWD-FUNDING MATERNAL HEALTH

Tricia Morente
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Mothers Are Dying Preventable Deaths

• Maternal mortality epidemic
  – 250K women die each year; 4 million injured
  – Up to a 1 in 10 chance of not surviving pregnancies
  – Main causes: infection, bleeding, high blood pressure

• Deaths are preventable
  – Up to 90% of deaths can be averted with prenatal care and childbirth services
  – Safe birth services cost $100-250/woman
  – Hospitals and non-profits lack access to capital to meet demand for services
Trends Influencing the Kangu Opportunity

The convergence of low-cost life-saving maternity services; online fundraising and a generation of web-savvy moms supporting causes closest to their heart creates an opportunity for Kangu.org to reduce the number of women and newborn babies dying or injured in childbirth.

**Int’l Maternal Health Challenges**
- Hundreds of thousands of women die preventable deaths due to pregnancy and childbirth each year.
- Maternal mortality could be reduced by 80% with access to basic maternal health services and emergency obstetric care.
- Private sector service providers are tackling care barriers
- Safe birth services can now be provided for $80-250/woman

**The Rise of Online Fundraising**
- Crowdfunding has been established as an effective channel for philanthropic donations
  - Kiva has raised >$89M in loans; had 500K active lenders in 2011
  - Kickstarter has raised $386M in support of 75K projects
  - Millennials have a giving rate of 75%, primarily online and in amounts less than $100

**Philanthropic New Mamas**
- 4M new moms in the U.S. each year
- Moms spend an average of $2,000 online for their children each year
- Approximately 1.1M moms are visiting social networking sites at least once a week to connect, share, learn and shop
- Additional focus on pregnant women and their communities

Source: (1) Census (2) Blogher (3) Millennial Donors Report 2011. JGA and Achieve
“Meet Kangu, a genius Kickstarter-style nonprofit that crowd-sources safe births for women across the globe”

- Daily Candy
The Power of Technology…

… To make previously “invisible” women visible
Kangu.org

How Kangu Works

1. You Fund a Mama
2. Mama Receives High-Quality Healthcare
3. Safe Birth for Mama & Her Baby

Featured Mamas

Damali
Teso Safe Motherhood Project
Damali is 18 years old and pregnant with her first child. She has two chickens and

Kalpana
Nyaya Health
Kalpana is 20 years old and experiencing her very first pregnancy.

Mata
Nyaya Health
Mata is a 20-year-old mother of one, excitedly expecting her second child. She

Rekha
Nepal Country
Rekha is 19 years old and a mother of one child, with a second on its way. Rekha says that she is looking forward to the...

MAY 05
DUE DATE
$349.00
SAFE BIRTH

Fund Her Safe Birth Now
Kangu’s Crowdfunding Platform

**Individuals:** An easy, affordable and concrete way to fund a pregnant women

**Hospitals and non-profits:** A new source of capital to expand services to high-risk pregnant women

Disrupts tradition aid by creating relationships between the donor and beneficiary & expands individual private donations.
The Power of Technology…

… To provide a clear action with a low cost of entry
How Kangu Works

1. Kangu vets hospitals & non-profits that post profiles of consenting patients.

2. Users search profiles & fund $10 or more of a woman’s healthcare costs.

3. Kangu transfers donations to medical partners who care for patients & share real-time updates.

4. Donations can be given as a gift or in honor of a loved one.
The Power of Technology…

… To do more together than we can do as individuals
Kangu Technology Platform

Kangu Technology Overview

- Dynamic, content-rich site
  - Pictures and video
  - Comments, updates and blog
  - Data-rich dashboard and public user page

- Integrated with social networking sites
  - Login, comment and share with Facebook
  - Easily share beneficiary profiles via email and 10+ social sites
  - Easily share key events (birth funded, birth outcome, updates) via 10+ social sites and email

- Advanced community features
  - Teams (Group funding, leaderboards)
  - In-site email system
  - My Kangu (newsfeed, invites, friends, teams, profiles funded, profiles followed)
The Power of Technology...

... To develop a truly global community
A Mother’s Day Gift

Hi Kris,
Trish donated a gift in your honor for
Immaculate's safe delivery!

Happy Mother's Day, Kris! Had so much fun in WA and can't wait to see you guys on the East Coast!

From my mother-in-law

Dear Trish,

I just received word of Immaculate’s safe birth of twins! Thank you so much. Global motherhood support is the best! She rode to the hospital on a motorcycle! That rang true for you… it certainly puts things into proper perspective.

Just the best gift ever! Wouldn’t it be so fun to meet that family someday!

Immaculate is a 24 year old mom of two children, one born at a hospital hours away and the other born at home. Through the generous support of her donors, she gave birth to healthy twins at Bwindi Community Hospital (BCH). She traveled on a motorcycle to the hospital and stayed at the Waiting Mother's Hostel for close monitoring in advance of her pregnancy. Immaculate is from a farming family. She and her husband live in a three room house. Immaculate dreams that one day one of her children will be President of Uganda. She thanks all of her funders for their support of her safe birth!
In November 2013, Kangu launched Star Showers, a baby shower initiative bringing together brands, digital media outlets, celebrities and every day moms to raise awareness of and funds for maternal health via Kangu’s crowdfunding platform.

Amber Sabathia, Erica Reid, Hilaria Baldwin and Kangu.org founder Casey Santiago.
<table>
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<tr>
<th>Stakeholder Needs</th>
<th>Kangu Opportunity to Support Needs</th>
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<tr>
<td><strong>Kangu Mamas (Pregnant Patients)</strong></td>
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<tr>
<td>Access to high quality maternal healthcare services</td>
<td>Expands provision of high quality care</td>
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<td>Ways to overcome financial and logistical barriers to accessing care</td>
<td>Expands access to services, including outreach and transportation</td>
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<td><strong>Healthcare Providers (Hospitals, Clinics)</strong></td>
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<td>New revenue streams to support operations</td>
<td>Efficient fundraising and marketing online platform</td>
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<td>Cost-effective fundraising and marketing</td>
<td>Flexible grant funding</td>
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<td>Reach younger, web-savvy demographic</td>
<td>Web 2.0 world and social networking access</td>
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<td><strong>Users</strong></td>
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<td>Opportunities to connect with other moms in a meaningful way</td>
<td>Online and offline community with targeted content most relevant to moms</td>
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<td>Transparency around opportunities to support an issue close to their hearts</td>
<td>Network engagement via social media integration</td>
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<td><strong>Mom &amp; Baby Oriented Corporations</strong></td>
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<tr>
<td>Effective channel for reaching mom market</td>
<td>Co-promotion with celebrity moms, mommy bloggers and every day moms</td>
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<td>Brand building opportunities in BOP / emerging markets; pharma; CPG</td>
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<td>Impactful CSR and marketing opportunities, including employee giving</td>
<td>Measurable impact through philanthropic efforts</td>
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Kangu Value Proposition

- **Mamas and Newborn Babies**
  - Access to high-quality, patient-focused reproductive, maternal and neonatal health services

- **Healthcare Providers**
  - Cost-effective new source of funding and marketing to support operations and expand services to clients without ability to pay

- **Kangu Users**
  - Access to personally compelling opportunities for to connect with each other and help support another woman’s access to services

- **Mom and Baby-Oriented Companies**
  - New channel for building trust with new moms and their families, and CSR / eminence building opportunities in emerging markets
Non-profit with multiple revenue sources
- Administrative Fee
- Optional Donation
- Grants / Philanthropic Investment
- Corporate Partnerships
Early Recognition

- In 2013, Kangu won Columbia Business School’s Social Venture Pitch Competition

- In 2013, Kangu was selected as a Semifinalist for an Echoing Green fellowship in support of promising social entrepreneurs (only 1% of over 3000 applicants are selected as Semifinalists)

- Kangu was also chosen as a Semifinalist by Civic Incubator, a seed funding and accelerator program for high impact civic organizations, run by Points of Light with support from Pricewaterhouse Cooper (PwC) and Starbucks Foundations

- Kangu was nominated as a Rockefeller Next Century Innovator, and named “CEO and Company to Watch” by 85 Broads, a prominent women’s business network

- Kangu was selected one of 25 Semifinalists in a social enterprise competition held by Women Deliver
The Kangu Team and Advisors

Casey Santiago, CEO
Deloitte Consulting, Kiva
15 years global health & finance
BA, Wellesley College
MBA, Columbia Business School

Tricia Morente, COO
Acumen Fund, IHI,
Katzenbach Partners
BA, Harvard University
MBA, Columbia Business School

Jenny Boyd, Outreach
TechStars, Kiva
BA, University of Colorado

Rekha Grennan, Partnerships
Pfizer, J&J, USAID
MPA, Columbia SIPA

Advisors

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<tr>
<td>Jessica Jackley</td>
<td>Collaborative Fund, co-founder Kiva, Profounder</td>
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<tr>
<td>Premal Shah</td>
<td>President Kiva, PayPal</td>
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<td>Nicole Glaros</td>
<td>MD, TechStars</td>
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<td>Maya van Horn</td>
<td>Director Clinical Innovation, Pfizer</td>
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<tr>
<td>Dr. Veronica Ades</td>
<td>OB/GYN, NYU Langone, Doctors without Borders</td>
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<tr>
<td>Mazeda Hossain</td>
<td>Epidemiologist, LSHTM</td>
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Thank you!

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