Our vision is to reduce delays in identification of neonatal illness by empowering mothers and promoting care-seeking behavior.

3,300,000 neonatal deaths each year

75% occur in the first week of life
Problem Definition

Recommended Neonatal Assessments

- Day 0
- Day 1
- Day 2
- Day 3
- Day 4
- Day 5
- Day 6
Problem Definition

**Recommended**

- Day 0
- Day 1
- Day 2
- Day 3
- Day 4
- Day 5
- Day 6

**Reality**

- Day 0
- Day 1
- Day 2
- Day 3
- Day 4
- Day 5
- Day 6

**Neonatal Assessments**
**Problem Definition**

**Neonatal Assessments**

- **CHWs**
  - Day 0
  - Day 1
  - Day 2
  - Day 3
  - Day 4
  - Day 5
  - Day 6

- **Mothers**
  - Day 0
  - Day 1
  - Day 2
  - Day 3
  - Day 4
  - Day 5
  - Day 6
Validated Danger Signs

**Danger Signs**

- Difficulty feeding
- Convulsions
- Chest Indrawing
- Movement only when stimulated
- Respiratory Rate > 60 bpm
- Temperature > 37.5°C
- Temperature < 35.5°C
Solution

Danger Signs

- Difficulty Feeding
- Convulsions
- Chest Indrawing
- Movement only when Stimulated
- Respiratory Rate >60 bpm
- Temperature >37.5°C
- Temperature <35.5°C

Smartphone Application
Guided Qualitative Assessment

Wearable Low-Cost Sensor
Automated Quantitative Assessment

Neonatal Assessments

Day 0  Day 1  Day 2  Day 3  Day 4  Day 5  Day 6

CHWs

Task Shifting

Mothers
Our Solution
Discovering the Need

130 Mothers
Empowers mothers to learn and understand key health messages

160 CHWs
Actively engage mothers during home visits with quicker assessments

120 KOLs
Refers sick neonates to care earlier

Aligns with international global health priorities (SDGs)

“You are giving our children a second chance at life.”
- Village Elder (Nkandakulyowa, Iganga)
Locally-Guided Development

Need Discovery & Validation

Iterative Stakeholder-Informed Development

Plan for Implementation
Usability & Nursery Studies

Usability Studies

Nursery Study
Impact Assessment: Acceptability Study & RCT

Acceptability Study
March 2019

Randomized Control Trial
Q3 2020

Willingness to Use  Care-Seeking Behavior  Tracking neonatal mortality outside of healthcare facilities

At Home  On-Route  Health Facility
Sales Strategy

**Non-Profit Arm**
- Low-Income mothers in East Africa
- Smartphone loaned for one week
- $2.50 / band
- Leverage grant and government funding through established partnerships

**For-Profit Arm**
- Middle-Income mothers in India
- Already has smartphone App downloaded
- $10 per system
- Revenue stream subsidizes non-profit arm
Traction

Bill & Melinda Gates Foundation

GsvC
Global Social Venture Competition

Saving Lives at Birth: A Grand Challenge for Development

Empowering Mothers
Project Timeline

Seeking resources to transform our work into a scalable venture to impact international health and education

- **March 2019**: Acceptability and Behavior Change Study
- **Summer 2019**: Prototype iteration and transition to small-batch manufacturing
- **Summer 2020**: Large-scale RCT
- **Summer 2021**: Manufacturing & Distribution
Every two weeks... 46,000 neonatal deaths could have been prevented
Validation of our Approach

130 Mothers
160 VHTS
120 KOLs

Simulation Center
Nursery Study

Task Shift Assessment to Mothers

Impact-driven Social Enterprise

Reduce delays in identification of neonatal illness by empowering mothers and promoting care-seeking behavior

For any questions or more information, contact NeMo at cbidnemo@gmail.com