

SUPPORT A NEW CAUSE HER CHICAGO

EVERY YEAR, OVER 300,000 WOMEN DIE FROM PREGNANCY RELATED ISSUES. WHEN DID BIRTH CONTROL STOP BEING HER CHOICE AND HOW CAN DESIGN CHANGE THIS?

SOLUTION
COVERT BIRTH CONTROL
FOR WOMEN IN THE
DEVELOPING WORLD



HER PROFILE Should be her Choice

PLAN

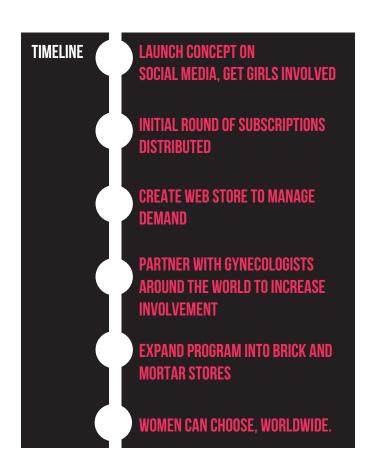
DEVELOP A COVERT DISTRIBUTION AND PACKAGING SYSTEM FOR BIRTH CONTROL IN DEVELOPING COUNTRIES. CREATE VARIED PACKAGING OPTIONS WHICH CAN BE PURCHASED THROUGH A ONE FOR ONE MODEL ANNUAL SUBSCRIPTION PROGRAM IN DEVELOPED COUNTRIES. SYSTEM WILL ENABLE WOMEN TO KEEP BIRTH CONTROL A PERSONAL CHOICE AND EMPOWER HER TO DECIDE FOR HERSELF.

HOW

TEAM HAS PARTNERED WITH PHD
STUDENT FROM BERKELY WHO IS AN
EXPERT ON THE TOPIC TO DESIGN AND
IMPLEMENT A FEASIBLE SOLUTION.

WHAT

ONE SOLUTION WILL NOT FIT ALL. SO
THAT'S WHY SHE'LL HAVE 10
CONCEALMENT DEVICES TO CHOOSE
FROM, RANGING FROM BRACELETS TO
KITCHEN UTENSIL HANDLE COVERS TO
CONCEALED LIPSTICK COMPARTMENTS.



ONE FOR ONE MODEL ENABLES WOMEN TO HELP EACHOTHER, ALL OVER THE WORLD.