



SUPPORT A NEW CAUSE HER CHOICE.

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?



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.

SOLUTION

COVERT BIRTH CONTROL
FOR WOMEN IN THE
DEVELOPING WORLD

TIMELINE

- LAUNCH CONCEPT ON SOCIAL MEDIA, GET GIRLS INVOLVED
- INITIAL ROUND OF SUBSCRIPTIONS DISTRIBUTED
- CREATE WEB STORE TO MANAGE DEMAND
- PARTNER WITH GYNECOLOGISTS AROUND THE WORLD TO INCREASE INVOLVEMENT
- EXPAND PROGRAM INTO BRICK AND MORTAR STORES
- WOMEN CAN CHOOSE, WORLDWIDE.

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