



# HelpMum

## PREVENTING MATERNAL MORTALITY IN NIGERIA

3 GOOD HEALTH AND WELL-BEING



**HelpMum** is a for-profit social enterprise based in Nigeria. It uses the power of mobile technology and low-cost innovation to tackle maternal and infant mortality in rural and underserved areas. HelpMum offers sterilized ultra-affordable clean birth kits, accompanied by a vaccination tracker available as a mobile service.

### SUSTAINABLE BUSINESS MODEL

- ▶ **HelpMum's** revenue stream is the direct sale of the Birth-kit.
- ▶ Birth-kits are sold for US\$6 a unit and can be purchased directly by their key customers (low-income pregnant women) or by partner Maternal and Child Health organizations, who then freely redistribute or re-sell the product at a subsidized rate.
- ▶ Financial and technical support was mobilized from different national and international partners.

### VALUE PROPOSITION

- ▶ **HelpMum** aims to facilitate popular access to basic childbirth supplies and provide key information on pregnancy and childbirth.
- ▶ The Birth-kit offers everything a mother would need for the delivery process, while the Vaccination tracker delivers important information ranging from antenatal care dates to immunization session reminders. There are currently over 4323 nursing mothers registered in this mobile service.
- ▶ Ultimately, HelpMum aims to reduce Maternal and Neonatal mortality, particularly in areas that are remote and underserved by the existing healthcare chain.

### SCALABILITY

- ▶ HelpMum is present in 4 states in Southwest Nigeria and plans to expand to 8 other states reaching a total of 60 thousand pregnant women before the end of 2019.
- ▶ In States where it does not yet have a physical presence, the organization relies on a network of traditional birth attendants to sell the Birth kits on commission thus increasing their revenues.
- ▶ The Vaccination tracker is stored in the cloud, and thus is easily and rapidly scalable.

### PROBLEM

High levels of under-five and maternal mortality in disconnected and remote communities, where an estimated 54 million women live in Nigeria.

### SOLUTION

- ▶ **Birth kits** containing essential supplies required at childbirth to ensure a clean, safe and hygienic delivery.
- ▶ A **Vaccination** tracker available as a mobile service for pregnant women, designed to provide key health information and reminders for immunization sessions.
- ▶ **Training** of traditional birth attendants on how to deal with common childbirth complications in underserved communities, including how to curb postpartum threats.

### KEY MESSAGES

#### For social enterprises:

- ▶ Apply IT solutions to healthcare and other sectors.
- ▶ For scalability, combine IT tech with partnership networks and training.
- ▶ Form partnerships with national and international actors to benefit from grants, training and networking opportunities.

#### For policymakers:

- ▶ Provide a legal framework for social enterprises, i.e. [Tunisia Start-Up Act](#).
- ▶ Incentivize social entrepreneurship by improving access to relevant financial services on appropriate terms, i.e. [Private Credit Bureau 'iScore' \(Egypt\)](#).
- ▶ Partner with the private sector and international actors to provide entrepreneurship training, mentoring and seed capital to social enterprises, i.e. the Tony Elumelu Foundation in Nigeria.



### PARTNERS



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