CHAVA

The first comprehensive digital sexual and reproductive health solution created by Latinas for Latinas.

Need

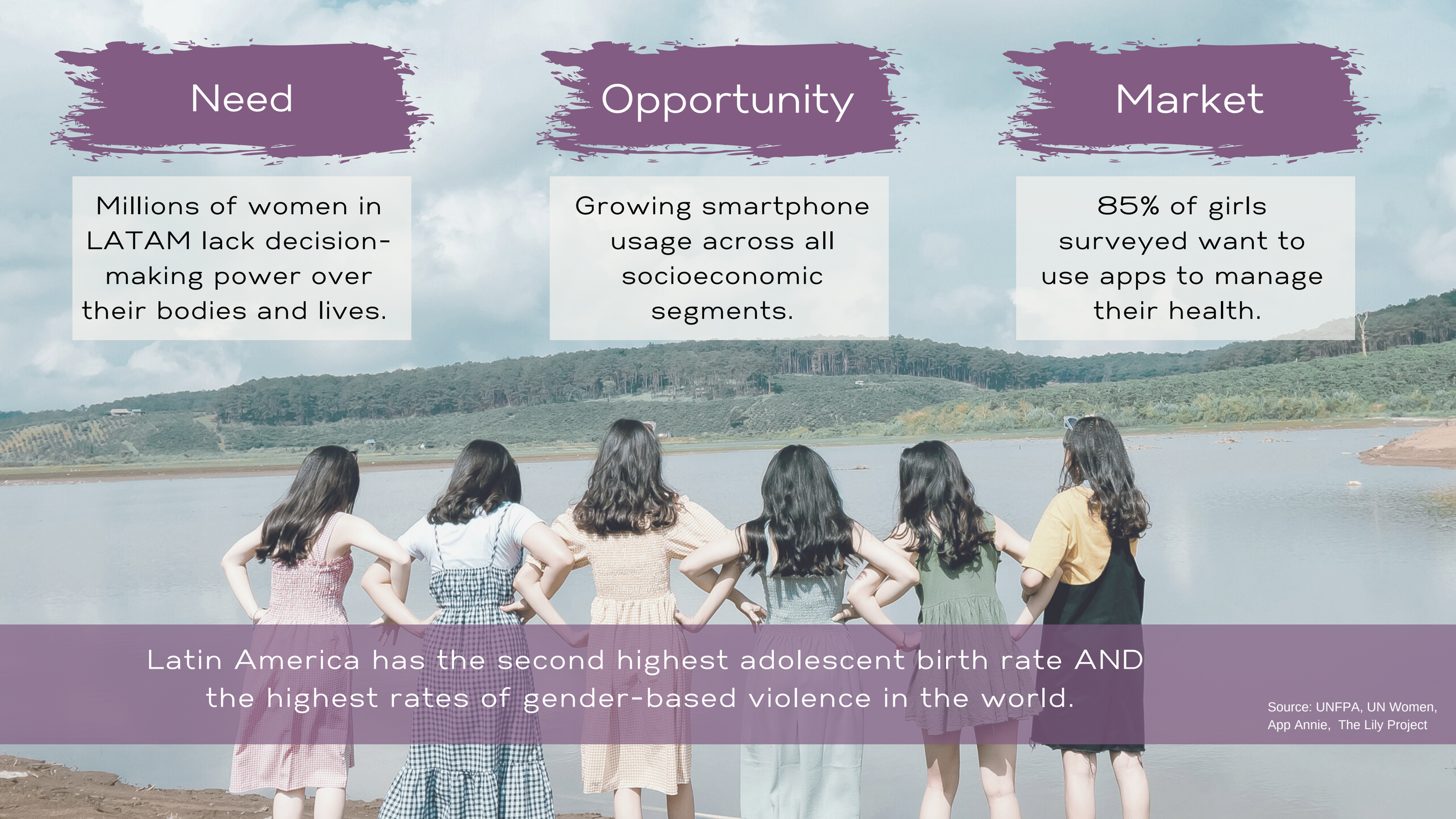
Millions of women in LATAM lack decision-making power over their bodies and lives.

Opportunity

Growing smartphone usage across all socioeconomic segments.

Market

85% of girls surveyed want to use apps to manage their health.



Latin America has the second highest adolescent birth rate AND the highest rates of gender-based violence in the world.

Source: UNFPA, UN Women, App Annie, The Lily Project

CHAVA is a holistic solution, addressing both systemic and cultural needs.

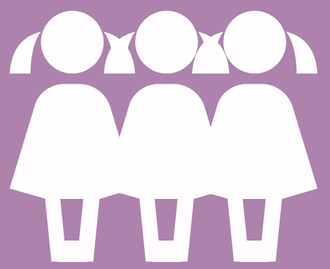
1. 70% of students in Latin America receive **no formal sex education.**

2. **Cultural taboos** prevent girls from asking about their bodies and sexuality.

3. **Lack of privacy** of personal information prevent women from seeking basic sexual health care.

*SOURCE: LAC Platform, UNFPA, 2020

Developed by The Lily Project, with proven success in delivering SRH education and care to women and girls in at-risk, underserved communities.



50,000+

Women and girls received SRH education at community events.

23,000

Women examined.

1,700

Women received treatment or continued care.

750+

Communities served.

Mobile app provides access to sexual and reproductive health (SRH) education, support and care.

PERSONAL HEALTH GUIDE

Personalized and engaging exploration of sexual & reproductive health topics.

COMMUNITY FORUM

Supportive & safe community to share stories, receive acceptance and care.

INDIVIDUAL CONSULTATIONS

Direct access to a medical professional or partnering service where available.

RESOURCE CENTER

Personalized content including health management tools.

Designed for distinct technology behaviors, low health literacy & culturally relevant health interests.

Rural, Age 15-24 (7mil)

- Completed Primary School
- Mother, 4 Siblings
- Sexually Active: No
- Relationships, Physical Changes, Menstrual Pain, First Sex Experience.
- Inexpensive disposable menstrual pads. Cosmetics. Scented soap.

Urban, Age 15-24 (26mil)

- Attending High School
- Mother, Father, 2 Siblings
- Sexually Active: Yes
- Fertility, Contraception, Feminine Hygiene, Contraception, Unintended Pregnancy.
- Menstrual pads, tampons, cups. Contraceptives. Personal Care/Cosmetics. Oral care/braces.

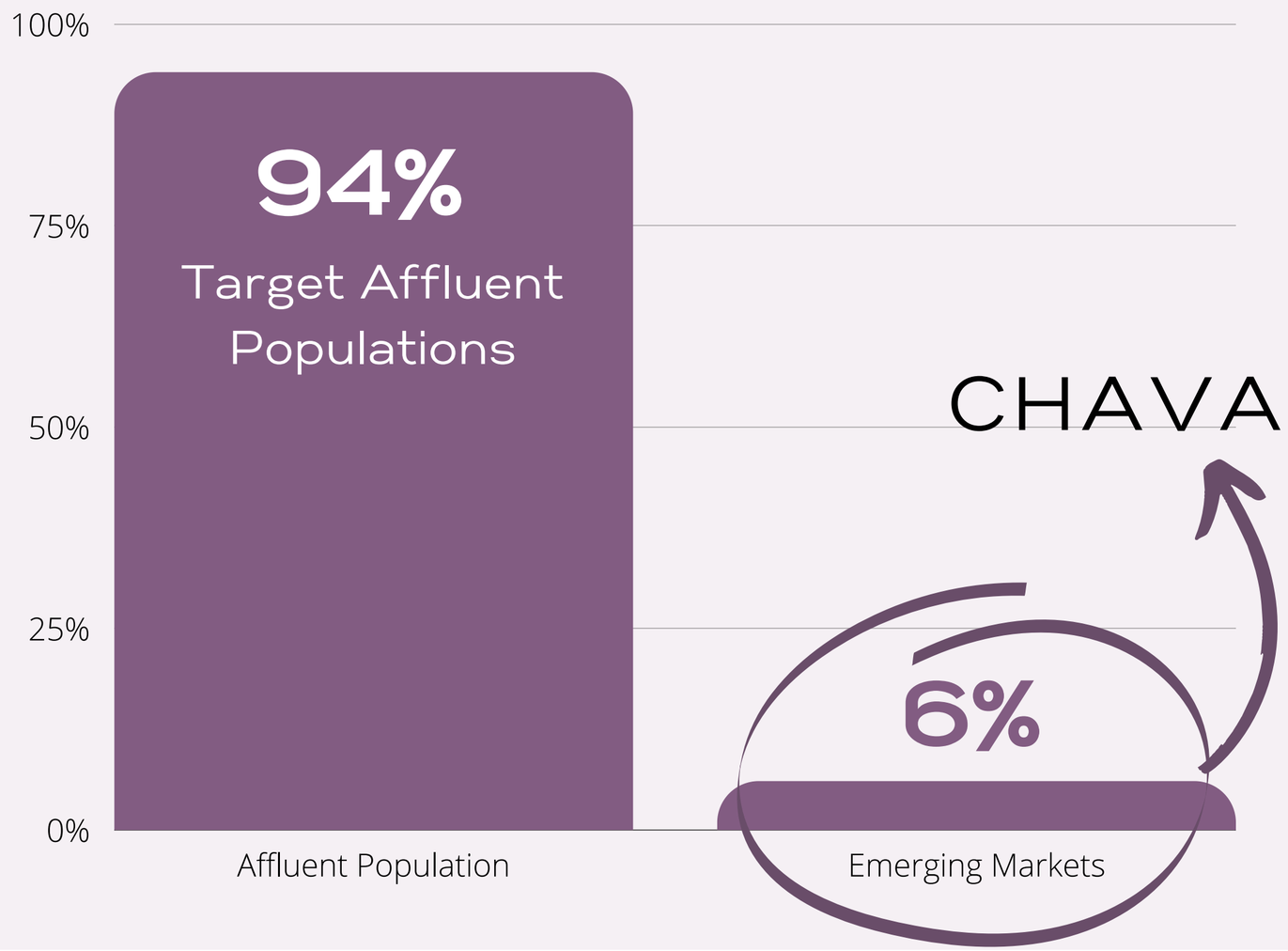
Rural, Age 25+ (32mil)

- Completed Primary School
- Partner, 2 Children
- Sexually Active: Yes
- Vaginal Itching, Pain during sex, STDs, Family Planning
- Inexpensive menstrual pads. Medication. Soap. Contraceptives.

Urban, Age 25+ (129mil)

- Completed Technical College
- Single Mom, 3 Children
- Sexually Active: Yes
- Talking to daughters about sex / fertility / pregnancy / STDs.
- "Luxury": facial cleansers, lotions, cosmetics, menstrual pads, tampons, cups, sexual wellness, and oral care.

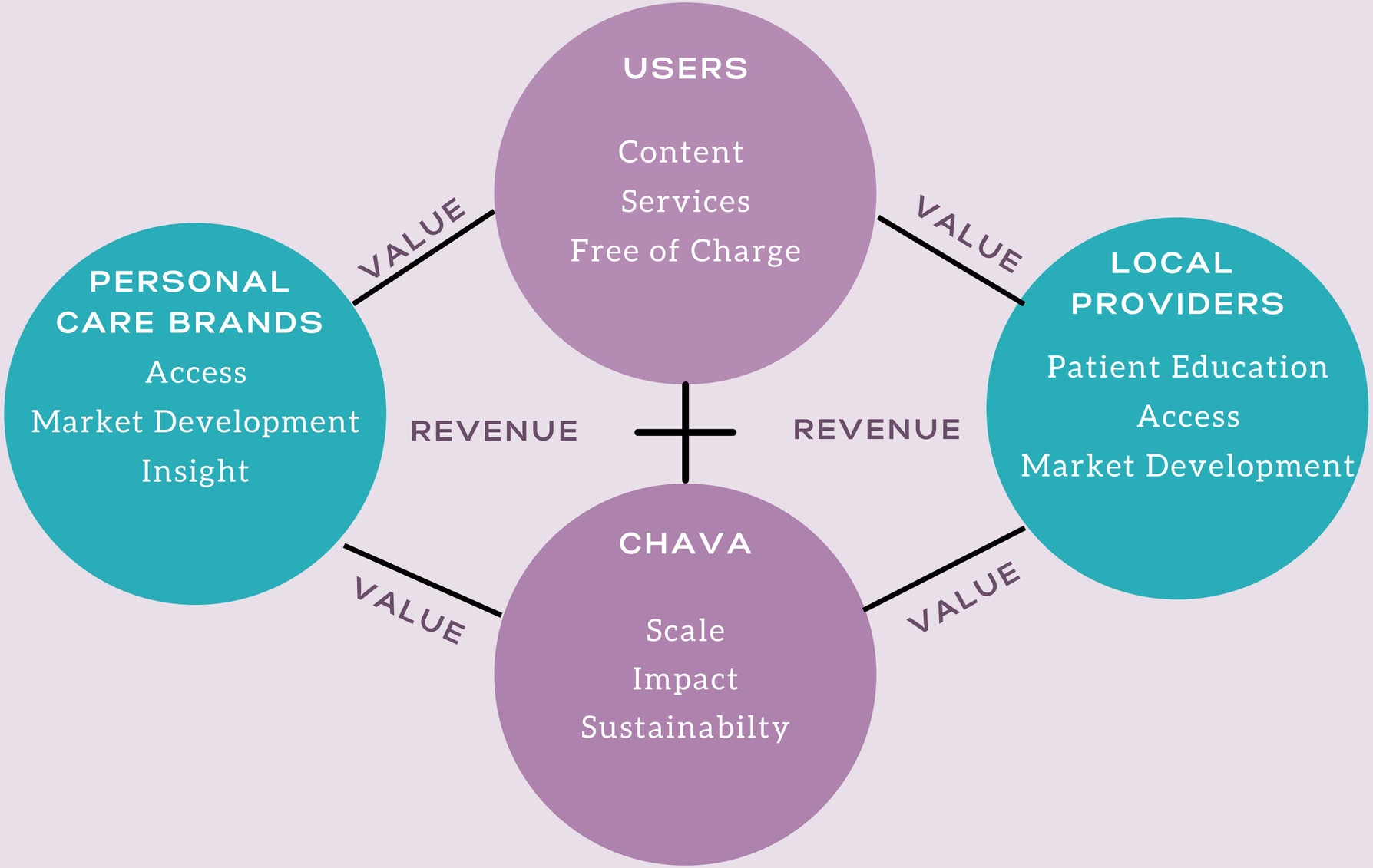
CHAVA fills a gap in the digital health marketplace.



"Accessibility & affordability to Femtech services remains a critical issue for women around the world. There is a market gap for brands & products that are made for women of color in emerging markets and / or low income."

-Femtech Landscape, 2021

Business model creates mutually-beneficial relationships between users, brands, providers and CHAVA.



Corporate Partnership Revenue Model

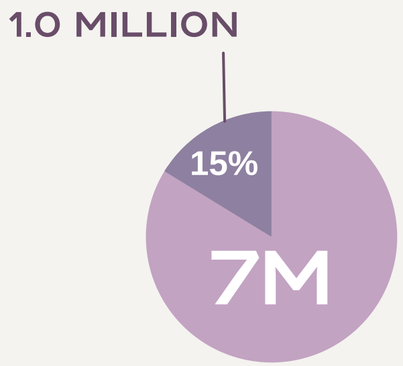
Category	Example LATAM Brands	Market Dynamics	CHAVA value proposition	Partnership Opportunity
Feminine Care	Saba, essity, always, P&G	Low use in rural areas. Established use of pads and growing use of tampons and cups in urban areas.	**Increased access to key target market:** Consumer Education Market Development Brand Awareness Brand Reputation Market Share Customer Loyalty **Measurable CSR Results:** Gender Equality (SDG#5) SRH Knowledge Healthy Behaviors	**In-app:** Sponsored Content Hosted Community Chats Affiliate Marketing Rewards-based programs **Other:** Product Testing Research & Development
Sexual Wellness	durex, Reckitt Benckiser	Low use in rural areas. Growing interest in sexual wellness (urban). Concentrated market.		
Personal Care	SAVITAL, Unilever, AVON, natura	Product proliferation & feature-focused. Strong local brands.		

Five Year Plan: 12.1 million users / 6% penetration delivers significant social and commercial value.

Rural, Age 15-24

Social Impact ★★★★

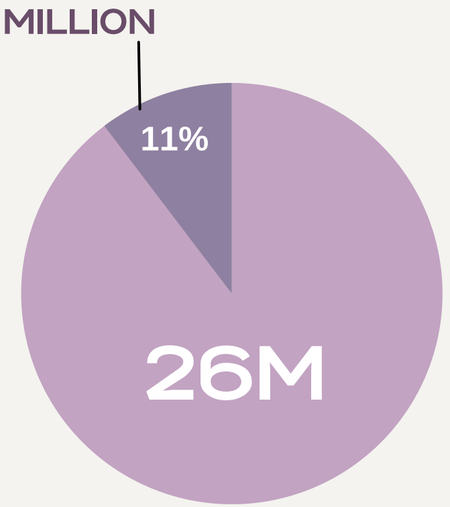
Spending Power ★



Urban, Age 15-24

Social Impact ★★★

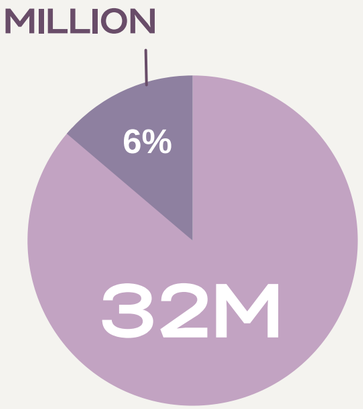
Spending Power ★★★



Rural, Age 25+

Social Impact ★★

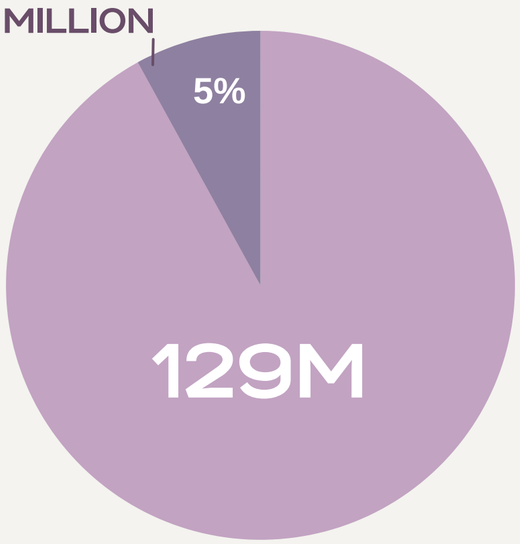
Spending Power ★★



Urban, Age 25+

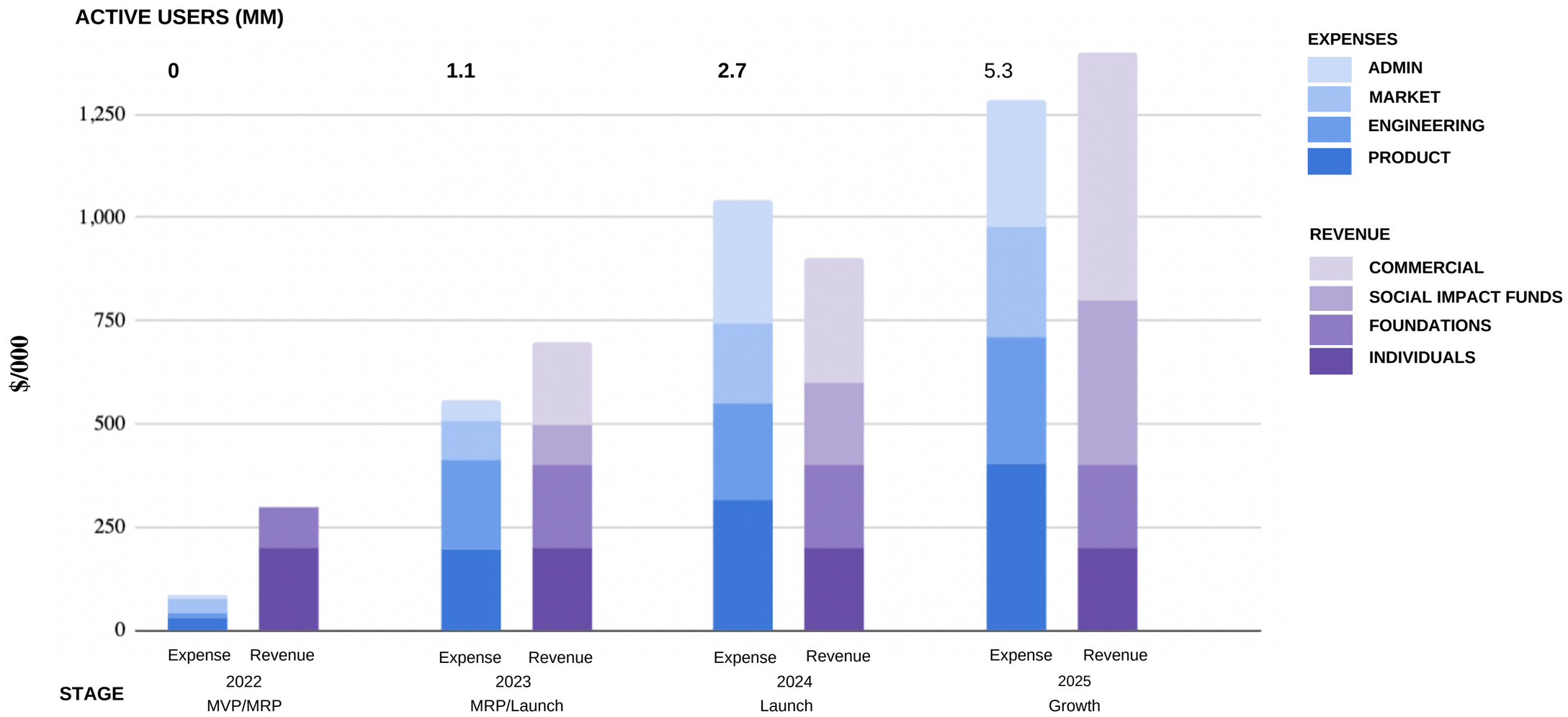
Social Impact ★

Spending Power ★★★★

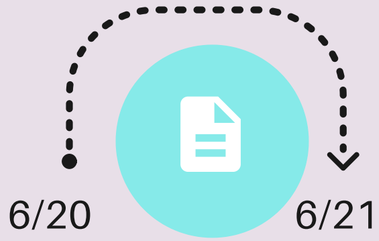


*SOURCE: CELADE - Population Division of ECLAC, 2019

CHAVA's funding model benefits from L3C structure with philanthropic, private investment and earned revenue.

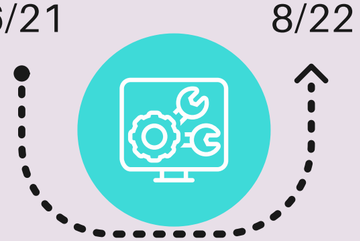


Timeline and Key Milestones



Proof of Concept

The Lily Project conducted a proof of concept in rural Nicaragua using WhatsApp, supported by qualitative and quantitative research.



MVP

Develop app thru pro-bono support of developers, education, business & medical advisors

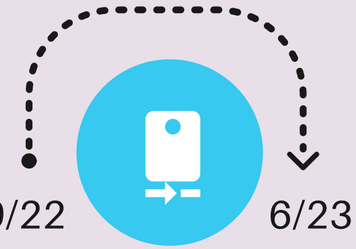
Establish L3C.

Develop Brand.

User testing in Nicaragua and Mexico.

Corporate Partnership testing in Mexico.

Raise $200k for MVP/MRP (Individuals & Foundations (Grants, PRI)



MRP

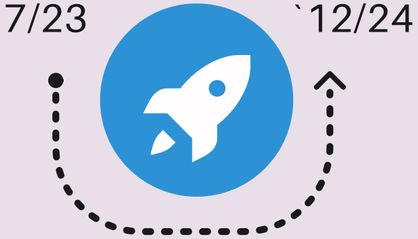
Final development of app reflecting User and Corporate Partnership research.

Establish 3 corporate partnerships.

Establish partnerships with 4 NGO/physician networks in MX.

Launch brand and recruit CHAVA ambassadors in Nicaragua and MX.

Raise $750k for MRP/launch (Individuals, Foundations, Social Impact Funds.)



Launch/Rollout

Soft launch in urban and rural areas of Nicaragua and Mexico in 2023 with expansion into targeted Central American countries beginning 1/24.

Transition completely from a pro-bono development model to paid staff model.

Active Users: 2.7million

Growth

Expand throughout LATAM achieving sustainability through extensive partnerships with corporate sponsors and local NGO/Physician networks.

Active Users: 5.3million

Development Team: Cultural Understanding, Market Experience, Functional Expertise

Product

ANIELKA MEDINA
Founder
Nicaragua

TRACY BRINKERHOFF
Product Management
Mexico

ERIKA FAJARDO, MD
Medical Advisor
Honduras/Mexico

CYNTHIA GARCIA
Education/Language/Culture
Mexico/US

YARELIS ROJAS, RN
Content Development
Nicaragua

YANORIS TORREZ, RN
Content Development
Nicaragua

S. BOJORGE, MD/MPH
Data & Analysis
Nicaragua

ALI ZAIDI
Engineering (CloudPrimero)
Pakistan

Organization

SUSAN COTTON
Founder
US

JONATHAN BUTCHER
Founder, PMP
Nicaragua

MARIA ARGEÑAL
Business Development
Mexico/Nicaragua

JACKIE MACIAS, EDD
CFO, Business Advisor
US

GIANNINA RAFFO
Brand & Marketing
Venezuela/US

MARIA RENDO
Brand & Marketing
Argentina/US

KAMMI SCHMEER, PHD
Research Advisor
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CHAVA

Her Health in Her Hands

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