

## Company Description

Maka Group invented and patented absorbent technology to create affordable, all-natural/chemical-free personal care products and intends to introduce it to the commercial market with Makapads as the pioneer product.

MakaPads presents the alternative solution to the conventional pad; An economically manufactured eco-friendly biodegradable sanitary pad made from widely available and fast growing papyrus.

## Competitive Advantage

Unlike other disposables, MakaPads are chemical-free, which helps prevent infections and other irritation. The papyrus absorbent has proven to have absorbency rates that meet or exceed those of imported disposables. Able to source as much as 85% of its raw materials cheaply within East Africa, MakaPads can be priced profitably when costed at as much as 75% below imported brands.

## Company Goal

Today, Maka Group is repositioning to focus on the \$50BN sanitary towel and diaper markets. With R&D complete on the bio-degradable, affordable diaper, Maka is looking to significantly scale up operations and extend our sanitary towel and diaper products globally.

## Impact

Maka Group is a socially responsible business with key social benefits as outlined below:

- a) Affordability for mass market
- b) Chemical-free and comfort (non-itch/non burn effect) benefits
- c) Improved Personal Menstrual Hygiene Management for masses
- d) Bio-degradability and Sanitation due to ease of disposal
- e) Affordability alternative for girl-children thus contribution to reduced girl-child school absentia.

## Status and Capacity

The current production is a manual production line with challenges in scalability and product aesthetics. Automation is required to deliver a commercial product and explore additional products such as bed pads and diaper lines that utilize the same technology.

## Partnership Requirement

Maka Group is offering 30% ownership for Equity of US\$8,3m foreseeing a 20% ROI and seeking debt of US \$ 12.5m in financing over a period of 10 years at a maximum interest rate of 10% to achieve the following:

1. Hire professional management to scale the business continentally & globally
2. Mechanize production to increase capacity significantly and affordably

**Awards:** the Rockefeller Foundation Local Governance Award, Mashariki Innovations in Local Governance Award, BBC World Challenge, Africa Initiative Award, Siemens Stiftung "Empowering People" Award