



**MAÏA**  
LA POMMADE QUI PROTÈGE VOTRE FAMILLE



# The story starts in Burundi

Gérard Niyondiko was born in rural Burundi, in the Great Lakes region of East Africa.

Four of his nine brothers and sisters were killed by malaria before the age of five.

Now he is an engineer and father of five. And he promised himself to act so that **malaria doesn't kill anymore in Africa.**



The scale-up of ITNs and IRS has resulted in shifts of mosquito feeding behavior to **early morning and evening** when people are outdoors.



“Tools are needed for protection of people  
**when they are outside of homes.**”

WHO technical strategy for malaria 2016-2030



# We are social entrepreneurs in Burkina Faso



**Franck Langevin**  
Marketing, finance

Stanford, DCU et Neoma business graduate  
12 years of experience in innovation

**Gérard Niyondiko**  
R&D, Production, Sourcing

Engineer and chemist  
7 years of experience

# Our guiding principle

Use **existing habits** of African families to protect them from malaria.



# Why using a repellent ointment?



**Ointments are used on  
80% of kids < 5**

Ointments are applied every day on the skin of the population most vulnerable to malaria.



**when Anopheles start  
to bite**

Ointments are usually used between 5pm and 6pm, when people have no protection.



**where they are the  
most vulnerable**

Ointments are particularly used in rural and semi-urban areas.

# 3 years of collaborative research



Sociological study



**CNRFP**

Centre National de Recherche  
et de Formation sur le Paludisme

Efficacy tests against mosquitoes



**LNSP**

Laboratoire National de  
Santé Publique

Physicochemical tests

**ISIPCA**  
- PARIS -

Sensory tests



Efficacy tests against mosquitoes

**ATOUT REACH**

Toxicity assessment



A product co-designed with local mothers



# Discover MAÏA®

Maïa is a 2-in-1 ointment offering families a double protection.

## **Deep moisturization**

thanks to nourishing shea butter

## **Long-lasting protection**

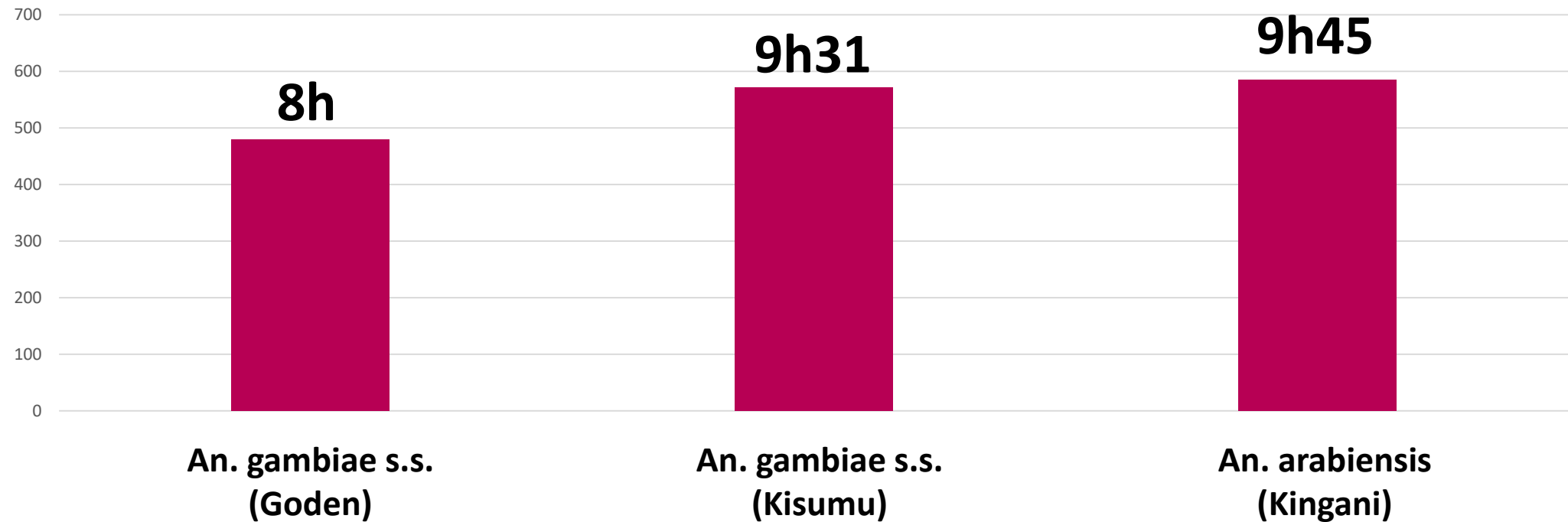
against Anopheles mosquitoes

## **At an affordable price**

\$1,50 retail price



# Complete protection times



Field trials in Goden, Burkina Faso  
Period: August – October 2019  
Partner: *CNRFP*

Semi-field trials in Bagamoyo, Tanzania  
Period: August – September 2019  
Partner: *Ifakara Health Institute*

# Protecting the highest number of people



**Private**



**NGO**



**Public**

# 2019



Retailers



Sold jars



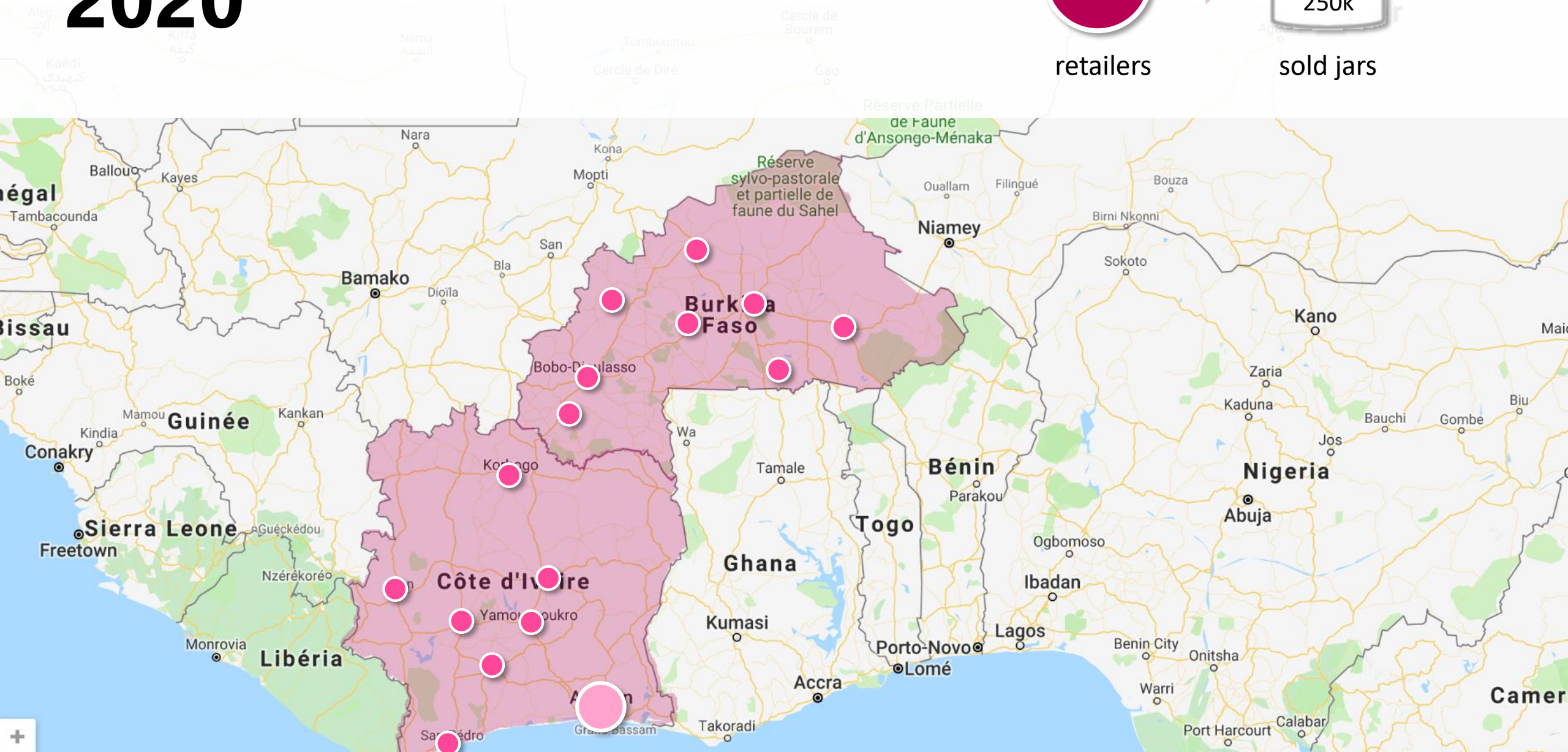
# 2020



retailers



250k  
sold jars





# MAÏA needs you

Assess its  
**efficacy**  
against  
**malaria**

Extend its  
**distribution**  
in **Africa**

Franck Langevin  
+226.64.93.32.88  
[franck.langevin@maia-africa.com](mailto:franck.langevin@maia-africa.com)



**Thank you**