

Certified



Corporation



Protecting African families from malaria using their daily habits

Pitch deck - Confidential - 01/07/2025

Summary

Problem

1 child dies from malaria every 2 minutes in Africa

Insight

Most children are coated with an ointment in the evening, when they are very vulnerable

Solution

MAÏA, 1st moisturizing ointment offering 8 hours of protection against Anopheles

Business model

R&D

Outsourced production

Distribution: Retail, Community agents, NGOs

Evidence

2 scientific publications

1 million jars sold so far

> 1,500 PoS

Impact target

2 million malaria cases averted - 6,700 lives saved by 2030

Sales target

Reach 27 million jars sold in 13 countries most affected by malaria in Africa.

Problem

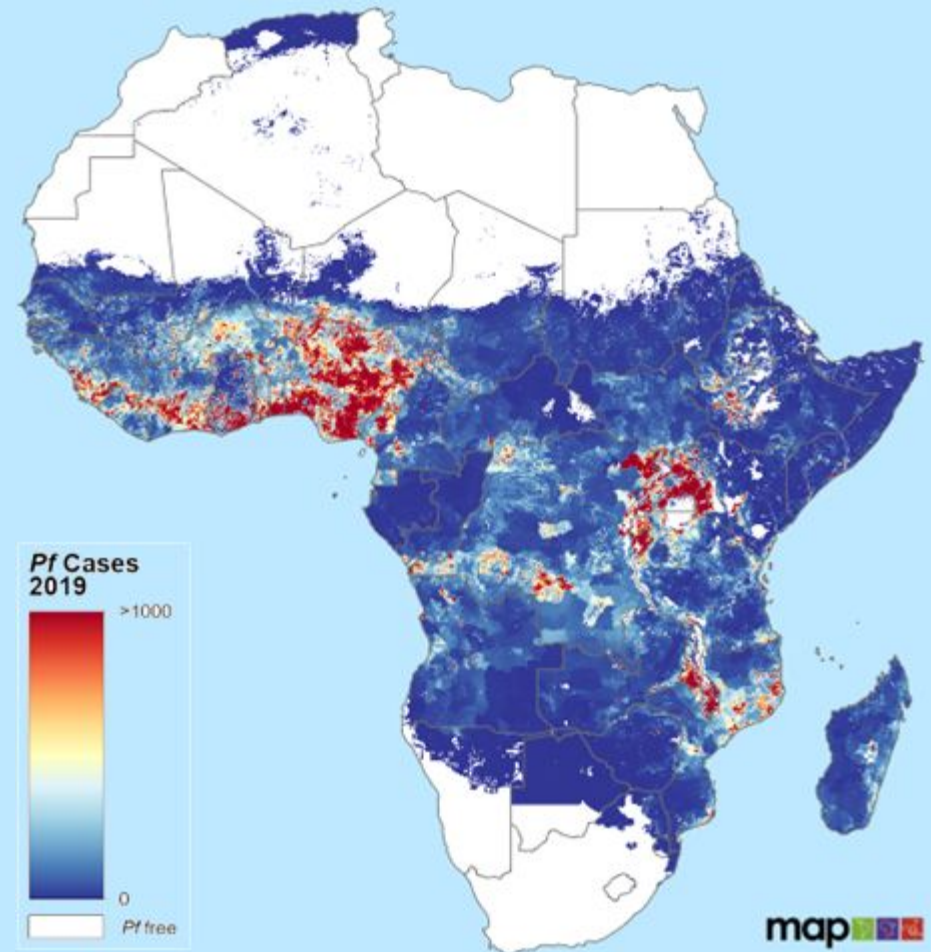


Malaria in Africa

263 million cases

597,000 deaths

95%
children under 5 years old



Mosquitoes become resistant

Insecticide-treated bed nets, are less effective against malaria, as *Anopheles* mosquitoes:

- **die less** at their contact
- **bite more outdoors and in the evening** when people are unprotected.



"Tools are needed to protect people when they are outside their homes"

WHO Technical Strategy for Malaria 2016-2030





Team

maia®

Certified

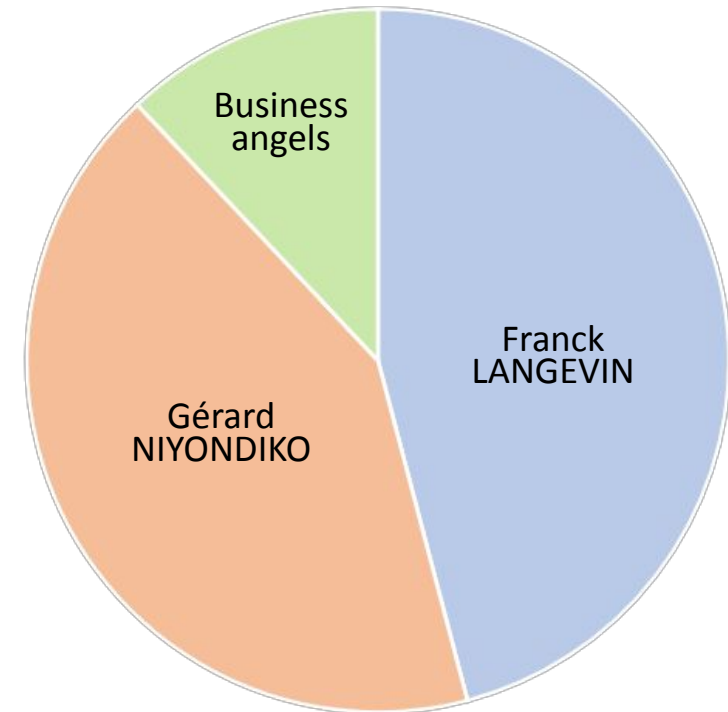


Corporation®

Our 7 business angels

We are fortunate to have 7 non-executive partners who support the project with their advice and experience:

- Christian AREND, Ex-CEO Goupe Urgo
- Ousmane Abdoulaye DIOP, Financial expert
- Anne DOUSSET, Ex-HRD Danone
- Michel HUSSHERR, BA, ex-dir. incubator
- Dr Jérôme NTARIMA, Head of ICRC
- Bruno RENIER, Ex-entrepreneur
- Lisa TIETIEMBOU, Director of La Fabrique incubator



Capital allocation

Executive team



Frank Langevin

Co-founder / CEO

Graduated from Stanford, DCU and Neoma
12 years of experience in innovation

G rard Niyondiko

Co-founder / GM

2iE graduate engineer / chemist
10 years of experience

Assitan Monekata

COO

Ex-GM at Univeler, Wave, B.A.T.
20 years in marketing & distribution



Solution

Starting from family habits



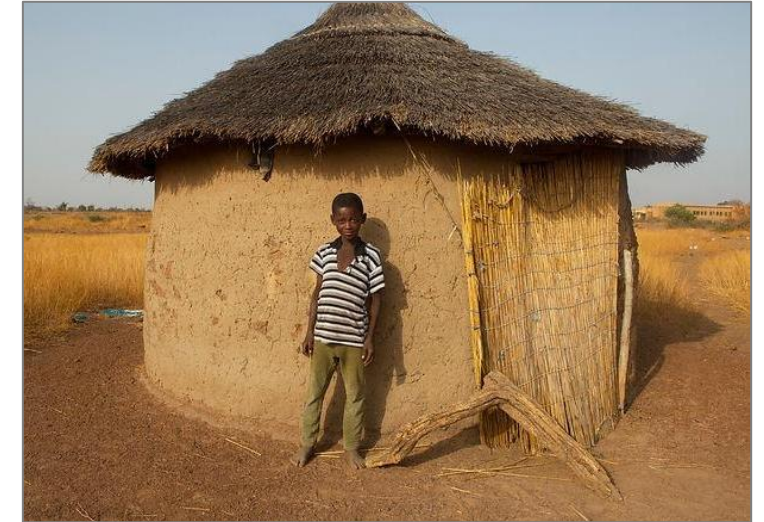
Most African children are coated with ointment

In Burkina Faso, 80% of children receive an ointment daily to moisturize their skin.



when mosquitoes start biting

The ointment is generally used in the evening at 5 p.m., when the Anopheles begin to bite.



where they are most vulnerable

The ointment is particularly used in rural and semi-urban areas.

Mobilize experts



Study on
hygiene habits



National
Research Center
and Training on
Malaria

Efficiency tests of
mosquito repellents



Research
Institute
in Science
Health

Toxicity tests



National
Laboratory of
Public health

Physico-chemical tests

ISIPCA
- PARIS -

Sensory tests



Efficiency tests of
mosquito repellents

ATOUT REACH

Toxicity tests



Impact assessment

MAÏA®, our first product



MAIA® is the first 2-in-1 ointment designed to offer every family a double protection.

Deep hydration

with nourishing local shea butter

> 8 hours of mosquito protection

witnessed in Burkina Faso and Tanzania

Affordable

From 900F per 100ml jar

Scientifically proven effectiveness

Mbuba et al. *Malar J* (2021) 20:12
<https://doi.org/10.1186/s12936-020-03461-9>

Malaria Journal

RESEARCH

Open Access



Single blinded semi-field evaluation of MAÏA[®] topical repellent ointment compared to unformulated 20% DEET against *Anopheles gambiae*, *Anopheles arabiensis* and *Aedes aegypti* in Tanzania

Emmanuel Mbuba^{1,2,3*}, Olukayode G. Odufuwa^{1,2,4}, Frank C. Tenywa¹, Rose Philipo¹, Mgeni M. Tambwe^{1,2,3}, Johnson K. Swai¹, Jason D. Moore^{1,2} and Sarah J. Moore^{1,2,3}

Abstract

Background: *N,N*-Diethyl-3-methylbenzamide (DEET) topical mosquito repellents are effective personal protection tools. However, DEET-based repellents tend to have low consumer acceptability because they are cosmetically unappealing. More attractive formulations are needed to encourage regular user compliance. This study evaluated the protective efficacy and protection duration of a new topical repellent ointment containing 15% DEET, MAÏA[®] compared to 20% DEET in ethanol using malaria and dengue mosquito vectors in Bagamoyo Tanzania.

Methods: Fully balanced 3 × 3 Latin square design studies were conducted in large semi-field chambers using laboratory strains of *Anopheles gambiae sensu stricto*, *Anopheles arabiensis* and *Aedes aegypti*. Human volunteers applied either MAÏA[®] ointment, 20% DEET or ethanol to their lower limbs 6 h before the start of tests. Approximately 100 mosquitoes per strain per replicate were released inside each chamber, with 25 mosquitoes released at regular intervals during the collection period to maintain adequate biting pressure throughout the test. Volunteers recaptured mosquitoes landing on their lower limbs for 6 h over a period of 6 to 12-h post-application of repellents. Data analysis was conducted using mixed-effects logistic regression.

Results: The protective efficacy of MAÏA[®] and 20% DEET was not statistically different for each of the mosquito strains: 95.9% vs. 97.4% against *An. gambiae* (OR = 1.53 [95% CI 0.93–2.51] *p* = 0.091); 96.8% vs 97.2% against *An. arabiensis* (OR = 1.08 [95% CI 0.66–1.77] *p* = 0.757); 93.1% vs 94.6% against *Ae. aegypti* (OR = 0.76 [95% CI 0.20–2.80] *p* = 0.675). Average complete protection time (CPT) in minutes of MAÏA[®] and that of DEET was similar for each of the mosquito strains: 571.6 min (95% CI 558.3–584.8) vs 575.0 min (95% CI 562.1–587.9) against *An. gambiae*; 585.6 min (95% CI 571.4–599.8) vs 580.9 min (95% CI 571.1–590.7) against *An. arabiensis*; 444.1 min (95% CI 401.8–486.5) vs 436.9 min (95% CI 405.2–468.5) against *Ae. aegypti*.

Traoré et al. *Malar J* (2021) 20:226
<https://doi.org/10.1186/s12936-021-03755-6>

Malaria Journal

RESEARCH

Open Access



Laboratory and field evaluation of MAÏA[®], an ointment containing *N,N*-diethyl-3-methylbenzamide (DEET) against mosquitoes in Burkina Faso

Alphonse Traoré¹, Gérard Niyondiko², Antoine Sanou¹, Franck Langevin², N'Falé Sagnon¹, Adama Gansané¹ and Moussa Wamdaogo Guelbeogo^{1*}

Abstract

Background: Malaria vector control relies upon the use of insecticide-treated nets and indoor residual spraying. However, as the emergency of insecticide resistance in malaria vectors grows, the effectiveness of these measures could be limited. Alternative tools are needed. In this context, repellents can play an important role against exophagic and exophilic mosquitoes. This study evaluated the efficacy of MAÏA[®], a novel repellent ointment, in laboratory and field conditions in Burkina Faso.

Methods: For laboratory and field assessment, 20 volunteers were enrolled and trained for nocturnal collection of mosquitoes using human landing catches (HLC). In the laboratory tests, 2 mg/sq cm of treatment (either MAÏA[®] or 20% DEET) were used to assess median complete protection time (CPT) against two species: *Anopheles gambiae* and *Aedes aegypti*, following WHO guidelines. For both species, two strains consisting of susceptible and local strains were used. The susceptible strains were Kisumu and Bora Bora for *An. gambiae* and *Ae. aegypti*, respectively. For the field test, the median CPT of MAÏA[®] was compared to that of a negative (70% ethanol) and positive (20% DEET) after carrying out HLCs in rural Burkina Faso in both indoor and outdoor settings.

Results: Laboratory tests showed median Kaplan-Meier CPT of 6 h 30 min for *An. gambiae* (Kisumu), 5 h 30 min for *An. gambiae* (Goden, local strain), and 4 h for *Ae. aegypti* for both the local and sensitive strain. These laboratory results suggest that MAÏA[®] is a good repellent against the three mosquito species. During these field tests, a total of 3979 mosquitoes were caught. In this population, anophelines represented 98.5%, with culicines (*Aedes*) making up the remaining 1.5%. Among anopheline mosquitoes, 95% belonged to the *An. gambiae* complex, followed by *Anopheles funestus* and *Anopheles pharoensis*. The median CPT of 20% DEET and MAÏA[®] were similar (8 h) and much longer than that of the negative control (2 h).

Scientifically proven effectiveness

Mbuba et al. *Malar J* (2021) 20:12
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Malaria Journal

RESEARCH

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Emmanuel Mbuba^{1,2,3*}, Olukayode G. Odufuwa^{1,2,4}, Frank C. Tenywa¹, Rose Philipo¹, Mgeni M. Tambwe^{1,2,3}, Johnson K. Swai¹, Jason D. Moore^{1,2} and Sarah J. Moore^{1,2,3}

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“MAÏA[®] repellent ointment offers complete protection for 9 hours against An. Gambiae and An. Arabiensis.

MAÏA[®] repellent ointment can be recommended as a preventive tool against outdoor biting mosquitoes in tropical areas where the majority of people spend a lot of time outdoors before going to bed. »

Malaria Journal
 January 2021

A growing success

86%

of users
consider it very effective

Source: ACTED PDM Report
October 2021

98%

of users
**use it > 4 times
per week**

Source: PDM ACF Report
December 2021

96%

of clients
**recommend it
to third parties**

Source: Impact study
July 2020

Delighted customers

 Delphine Ouedraogo
Très efficace et sent très bon  1
J'adore · Répondre · Masquer · 14 sem

 Adele Dioma
Très efficace je confirme  1
J'adore · Répondre · Masquer · 14 sem

 Éliisa Yabre
Je confirme. Moi même j'utilise xa  1
J'adore · Répondre · Masquer · 13 sem
↳ 5 réponses


 Mariama Mande
J'utilise ça très efficace  1
J'adore · Répondre · Masquer · 14 sem

 Awa Tamboura
Oui je confirme en plus sa sens bon ***  2
J'adore · Répondre · Masquer · 14 sem

 Nina Somda
Je l'utilise depuis une semaine sur mon bb,c'est très bon,pas piquant du tout.  1
J'adore · Répondre · Masquer · 14 sem

 Aïcha Bamba
Vraiment c'est une bonne pommade je le confirme 🙌🙌🙌  1
J'adore · Répondre · Masquer · 14 sem

 Tinwende Marie Fortune
Très efficace. Je confirme  2  2
J'adore · Répondre · Masquer · 14 sem

 Aurora Aurore
Très efficace j confirme  2
J'adore · Répondre · Masquer · 14 sem

 Marie Ursule Yougbare
La meilleure !!  5  5
J'adore · Répondre · Masquer · 14 sem

 Ouedraogo Priscille
Les enfants peuvent utiliser ?  2  2
J'aime · Répondre · Masquer · 14 sem

La sélection est sur Les plus pertinents, certaines réponses ont donc peut-être été filtrées.

 Taladi Koanari
Yes je confirme c'est une très bonne pommade anti moustique ke je conseille a tous  3  3
J'adore · Répondre · Masquer · 14 sem



 Louise Kantiena
C'est combien ?  2  2
J'aime · Répondre · Masquer · 14 sem

 Pierrette Kando
Vraiment je confirme toute ma famille est sous Maïa 🙌🙌🙌🙌🙌  3  3
J'adore · Répondre · Masquer · 14 sem

 Esther Ouattara
Oui c est une bonne pommade.  1
J'adore · Répondre · Masquer · 14 sem

 Rasma Kaboré
Je l'utilise et c'est efficace
J'aime · Répondre · Masquer · 14 sem
↳ 2 réponses

 Soumaila Ouedraogo
On fait comment pour avoir
J'aime · Répondre · Masquer · 7 sem

 Minata Judith Sanou
Oui je confirme très efficace cette pommade  1
J'aime · Répondre · Masquer · 14 sem

Only Africa made product authorized

MAÏA® is the only African mosquito-repellent product to have obtained a marketing approval from the “Comité Sahélien des Pesticides”, valid in 11 countries:

Burkina Faso
Cabo Verde
Côte d’Ivoire
Gambia
Guinea Bissau
Liberia

Coming in 2025:
Benin

Mali
Mauritania
Niger
Senegal
Tchad

Uganda



Institut du Sahel

Comité Sahélien des Pesticides

ATTESTATION

Vu les décisions issues de la 9^{ème} session extraordinaire du Comité Sahélien des Pesticides (CSP) tenue du 15 au 20 juillet 2024 à Bamako (MALI) ;

Le Secrétaire permanent du Comité Sahélien des Pesticides (CSP) atteste que la spécialité commerciale ci-dessous est autorisée par le CSP pour compter de juillet 2024.

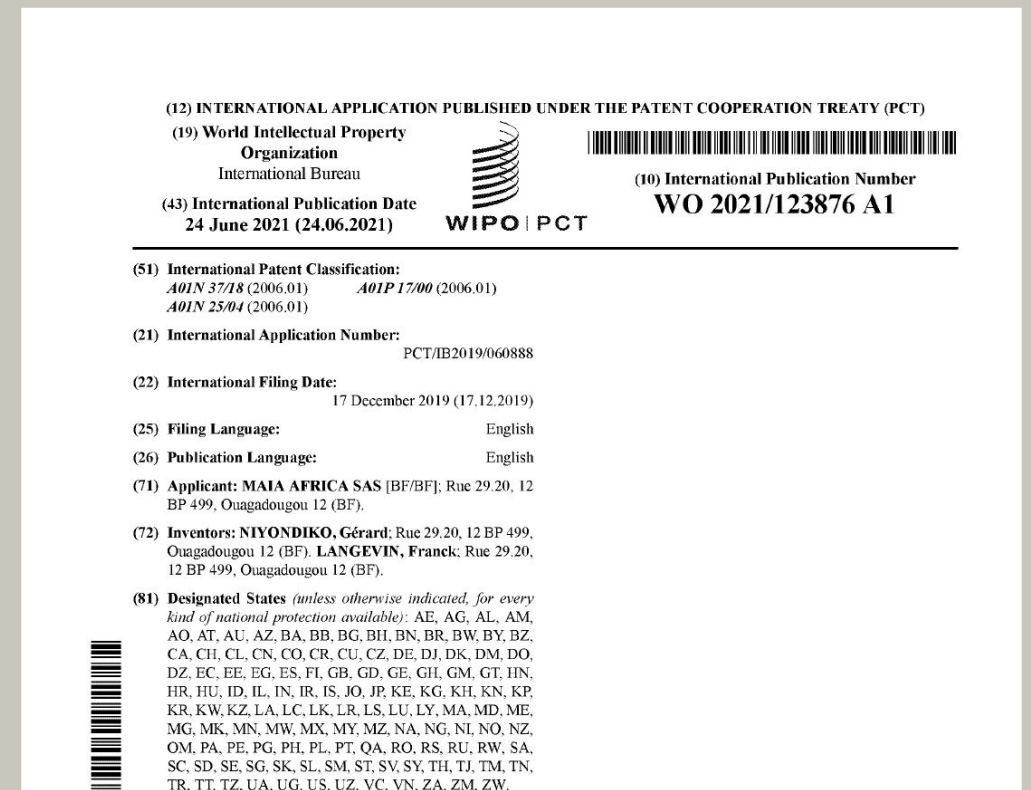
Spécialité Commerciale	Type de produit	Numéro d'autorisation
MAÏA®	Insecticide	1158-A0/In/07-24/APV-SAHEL
		Expire en fin juillet 2027

En attendant la signature du document officiel par le Ministre Coordonnateur du CILSS, la présente attestation est délivrée en un seul exemplaire à la Firme MAÏA AFRICA pour servir

A patent pending in 63 countries

National phase filing in:

- 35 West and East African countries
- 27 countries of the European Union
- United States





Business model

A scalable model on the continent

Design and test
products with
laboratories



Lead the marketing
campaigns

Source ingredients
and outsource the
production



Distribute via
retailers, community
agents & NGOs

MAiA

High production capacity in Africa

- Production subcontracted to **leading cosmetics manufacturers in West Africa** (Dream Cosmetics, Côte d'Ivoire) and **East Africa** (Wispro, Uganda) in Q1 2025.
- Most ingredients **locally sourced** (shea butter, cotton seed oil, beeswax)



Distribution optimized for high impact



Retailers

to reach urban and semi-urban families

MAiA distributed in >1,500 outlets
(shops, pharmacies, gas stations, kiosks, etc.)

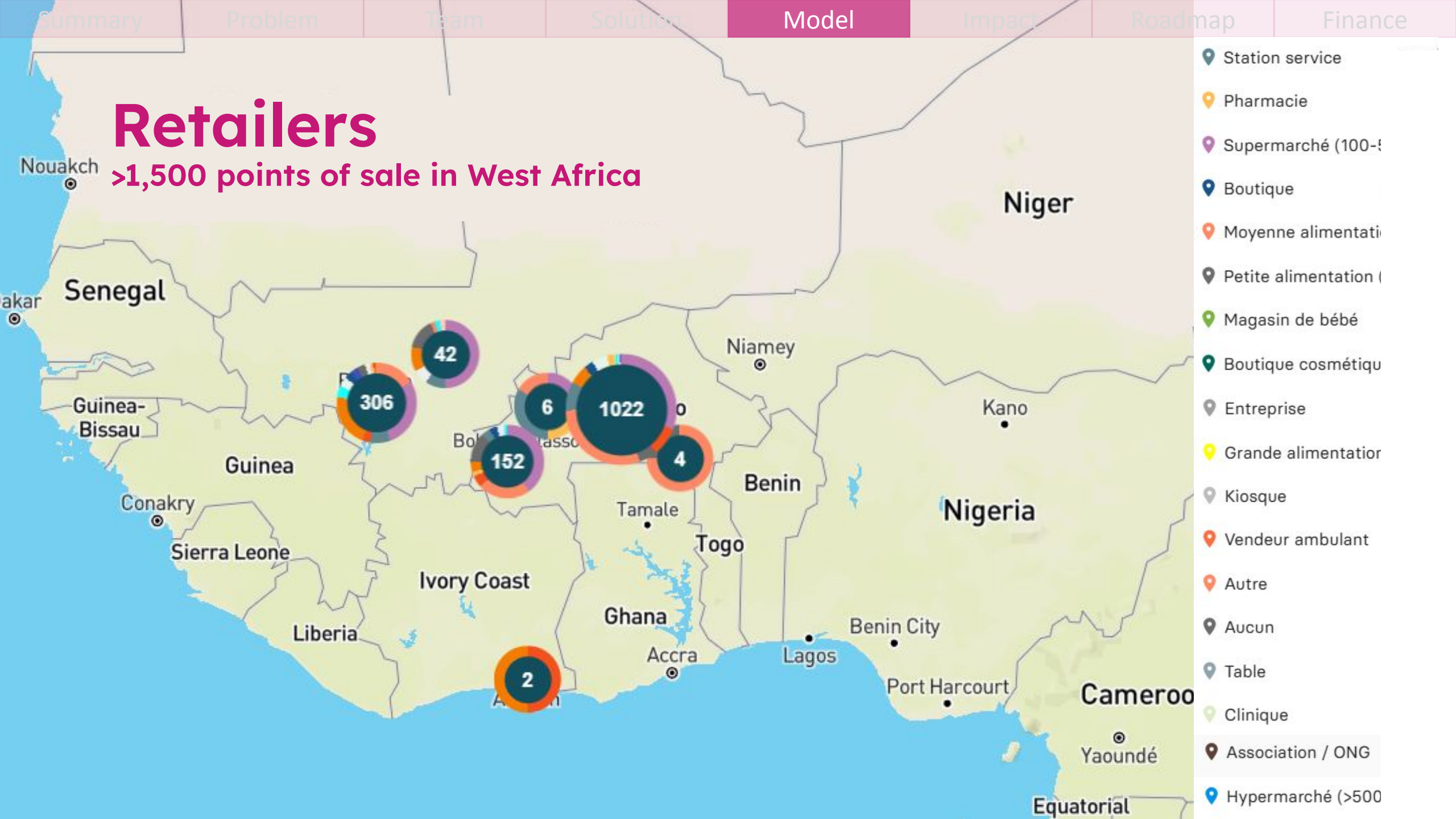
6 partnered wholesalers
to extend distribution to local retailers

Digital co-piloting
Use of mobile technology for real-time evaluation of the location of points of sale, sales, prices and stocks.



Retailers

>1,500 points of sale in West Africa



Community agents

to reach rural families

Malaria incidence 4 times more important in rural than in urban families.

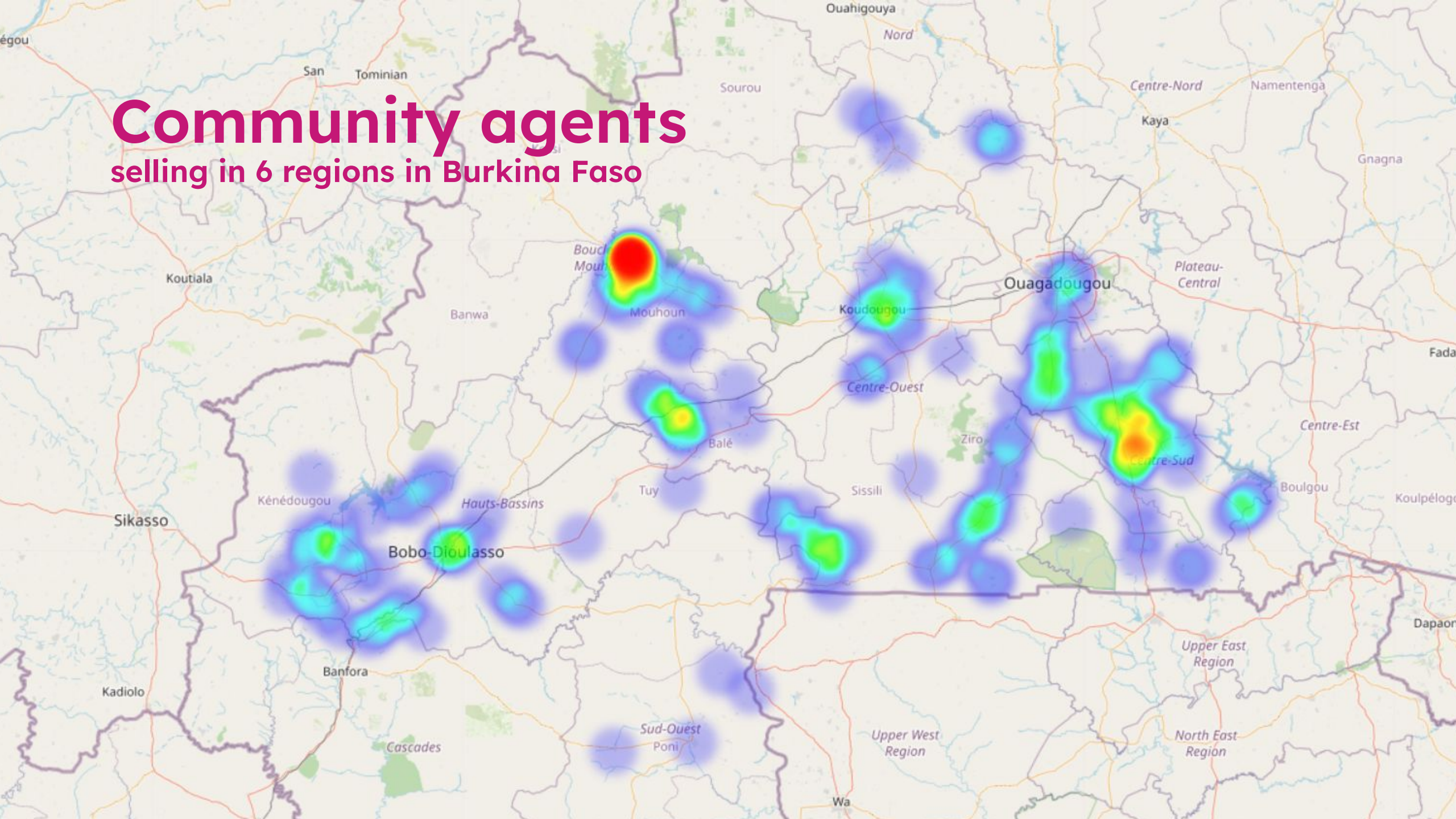
We work with community agents to:

- **raise awareness** about malaria prevention
- invite families to **test et buy MAïA** at promotional prices directly to rural families.

This innovative distribution model is supported in **Burkina Faso** by the Monaco government and in **Uganda** by Grand Challenges Canada.



Community agents selling in 6 regions in Burkina Faso



NGOs

to reach highly vulnerable families

Advocacy for the integration of MAÏA

MAÏA is now recommended in Burkina Faso in:

- hygiene kits by the WASH cluster (led by UNICEF)
- Dignity Kits by GBV Cluster (led by UNICEF)
- Shelter Kits by Shelter Cluster (led by UNHCR)

Distribution to people vulnerable to malaria

More than 42,000 internally displaced people received MAÏA in 2021. We work with:



Key distribution figures

1M

distributed jars
since 2020

>1,500

points of sale

A close-up photograph of a young boy with dark skin and short hair. He is smiling broadly, showing his teeth. His hands are raised to his eyes, with his fingers spread, as if he is playfully covering them. He is wearing a blue and white checkered shirt. The background is a solid, vibrant blue color. In the bottom left corner, there is a magenta rectangular box containing the word "Impact" in white text.

Impact

Maximize impact

- We distribute MAÏA to as many people as possible in the areas of Africa most affected by malaria. (SDG target 3.3)
- We adopt a **rigorous scientific approach** in compliance with WHO standards.
- In 2020, we received the **“B-Corp” certification** attesting to our strong social and environmental standards.



Scientifically measure the impact



Efficacy studies
mosquito repellent

Made in Burkina Faso
and Tanzania

Total budget :
40.000€

X



Study on the willingness to
pay and use MAÏA

Made
in Burkina Faso

Total budget :
1.000.000€

=



Study on the
epidemiological impact

Planned in Ivory Coast and
Tanzania

Total budget :
1.200.000€

A recognized approach



2013



2017



2019



2019



2020



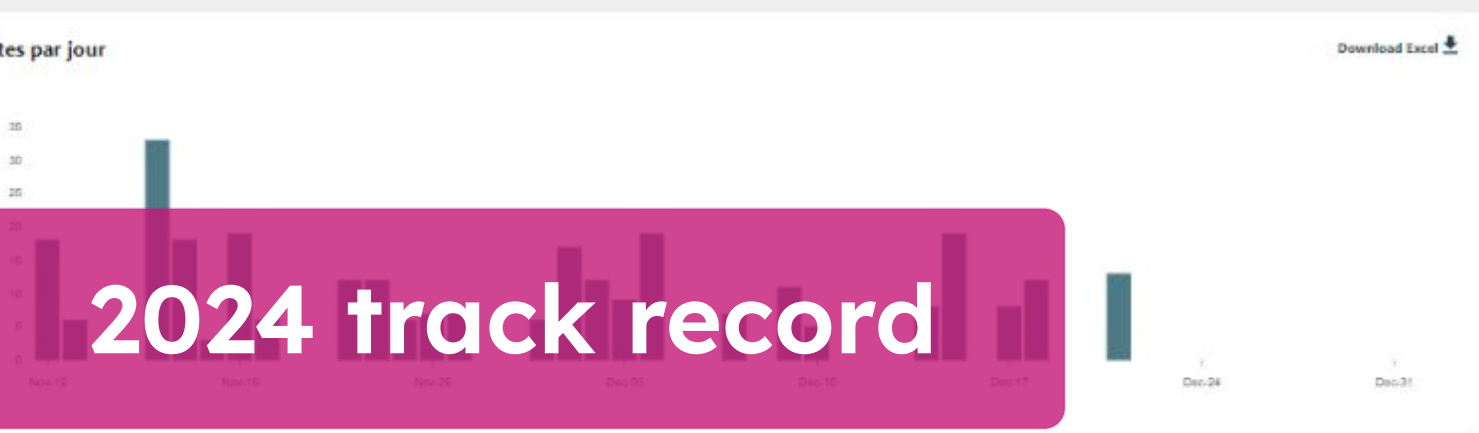
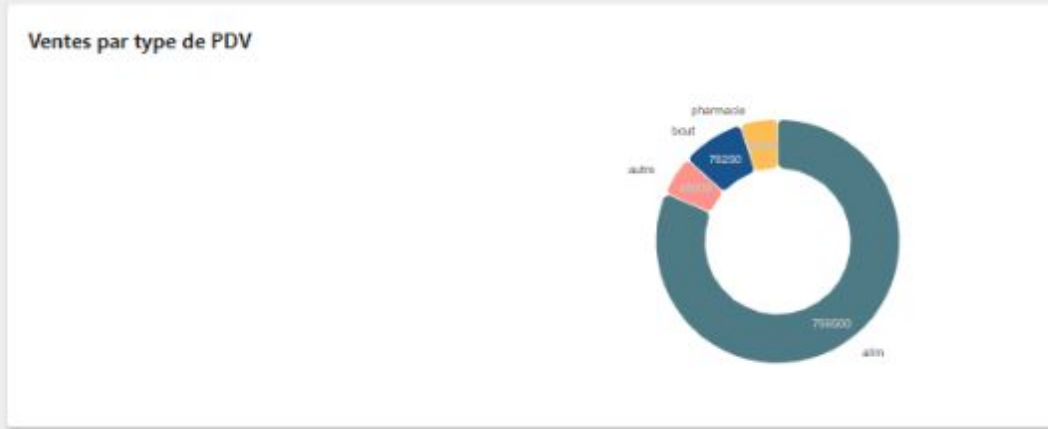
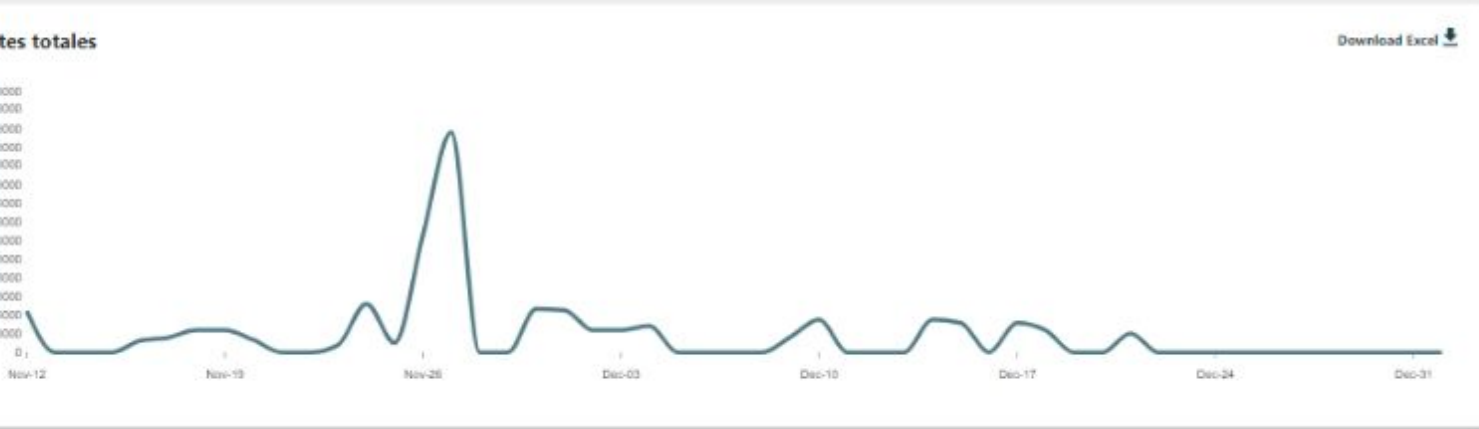
2022

tes
,169,000

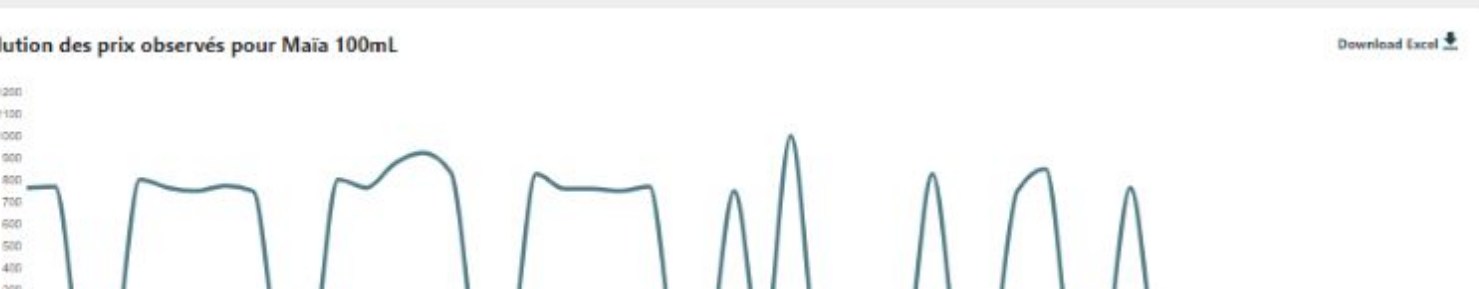
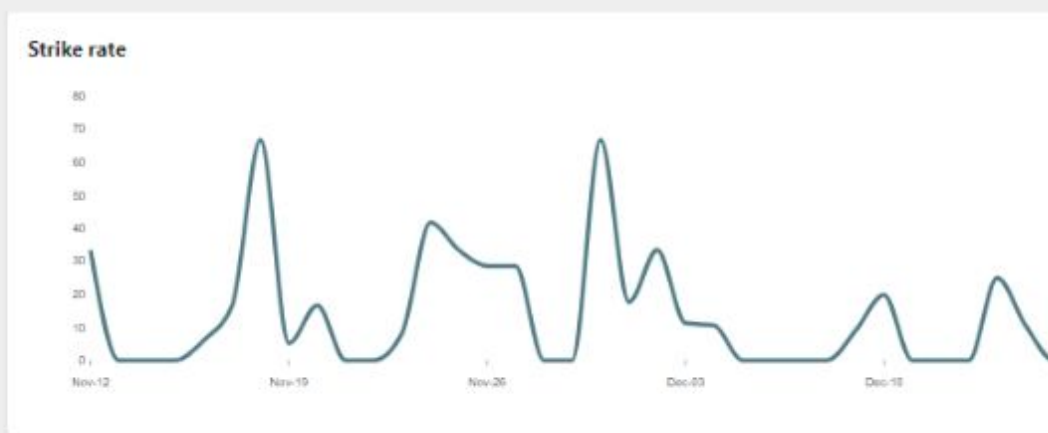
Panier moyen
19,766
F CFA

Strike rate
17
%

Nouveaux PDV
34



2024 track record



2024 financial results

398k€

Sales

187k€

Grants

114k€

Net profit

A satellite-style map of West Africa with white outlines of national borders. Six pink circular markers are placed on the map: one on the coast of Sierra Leone, one in the interior of Liberia, one in the interior of Ivory Coast, one in the interior of Ghana, one in the interior of Nigeria, and one on the coast of Benin. A pink banner is overlaid on the bottom left.

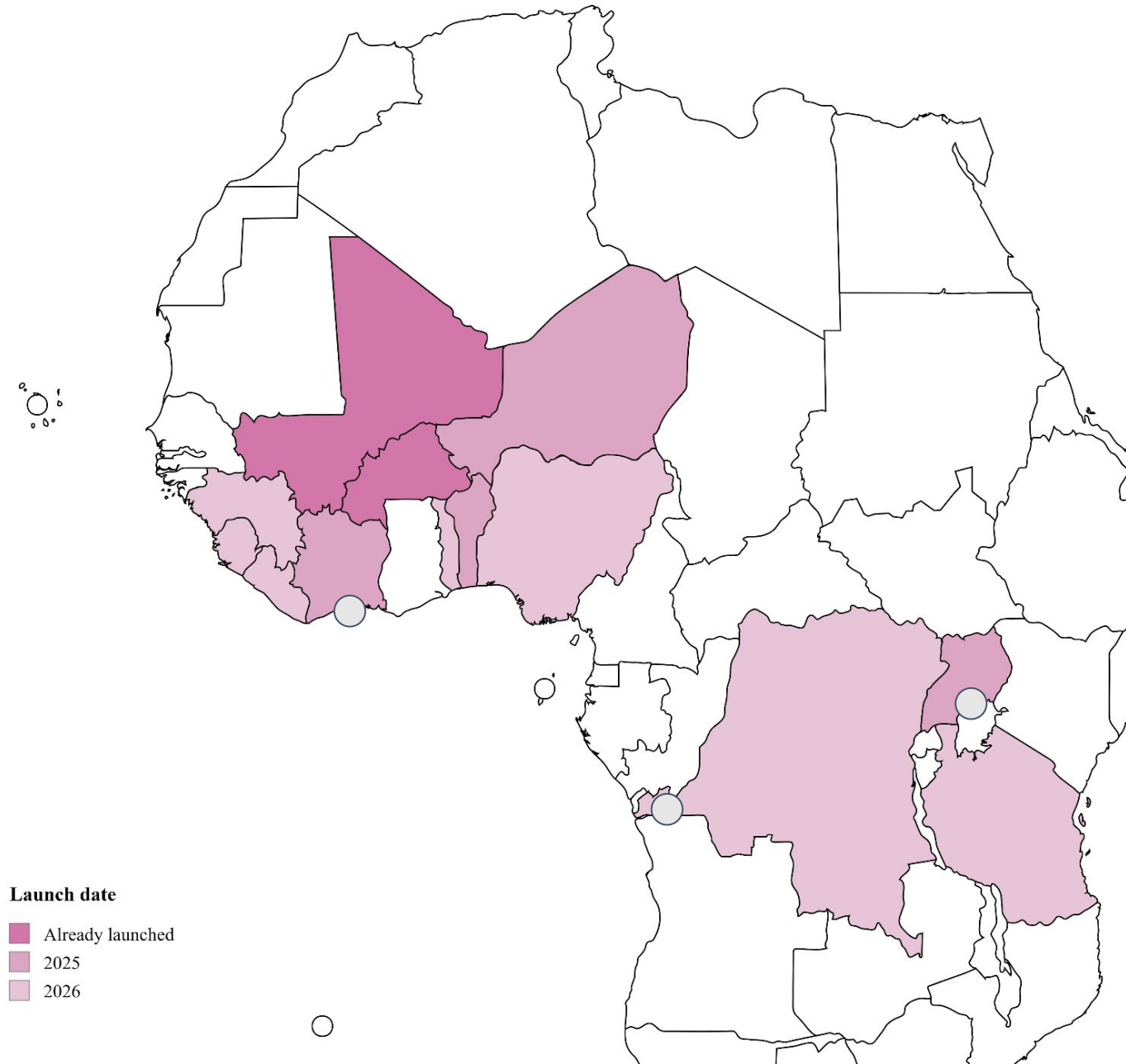
Roadmap 2025-2030

Golfe de Guinée

Our goals by 2030

Distribute **27 million MAÏA jars**
in **13 countries**
most affected by malaria

3 locations of production
West Africa (Abidjan)
East Africa (Kampala)
Central Africa (Kinshasa)



Our impact goals by 2030

6,700 lives
saved

2,2 million malaria cases
averted

estimated with epidemiological model
from Dr Anthony Kiszewski, Bentley University



Deployment in 4 phases

Preparation

- Market research
- Regulatory compliance
- Advocacy to NMCP
- Key distribution partnerships

Launch

- Operat. setup in capital city
- Distribution activation
- Local marketing campaigns
- Community Engagement

Scale

- Marketing Intensification
- Wholesaler recruitment
- Door-to-door promotion
- NGO partnerships

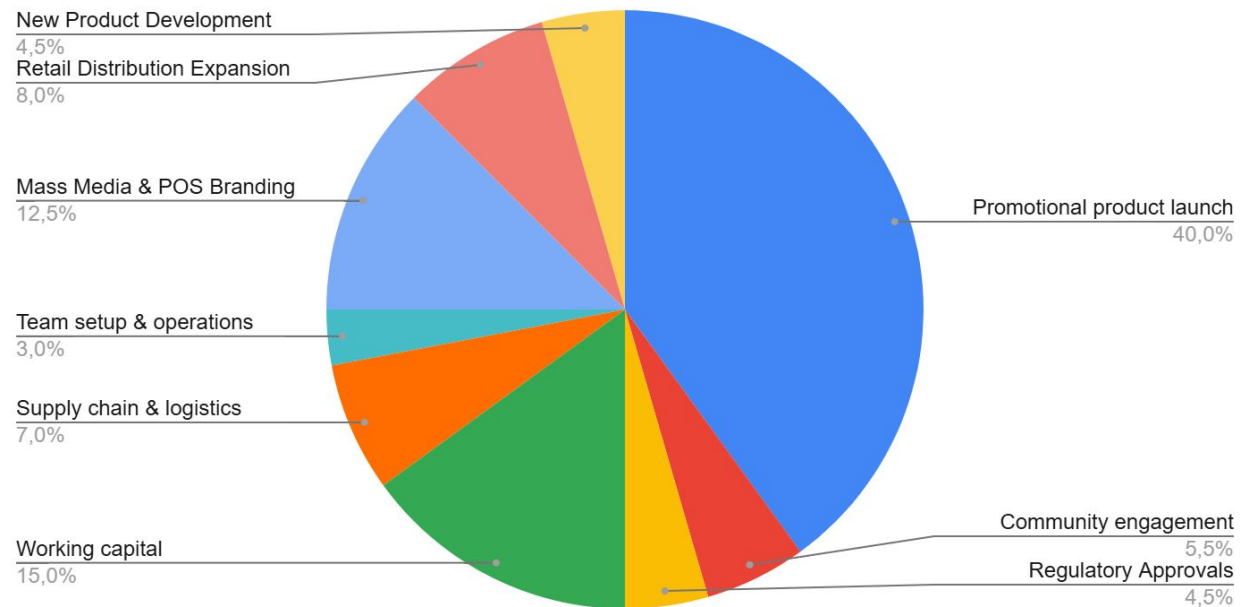
Maintain

- Distribution extension
- Performance optimization
- Integration in national policy

13 targeted countries

	2025	2026	2027	2028	2029	2030
Burkina Faso	Scale	Scale	Maintain	Maintain	Maintain	Maintain
Mali	Launch	Scale	Scale	Maintain	Maintain	Maintain
Benin	Prepare	Launch	Scale	Scale	Maintain	Maintain
Côte d'Ivoire	Prepare	Launch	Scale	Scale	Maintain	Maintain
Niger	Prepare	Launch	Scale	Scale	Maintain	Maintain
Ouganda	Prepare	Launch	Scale	Scale	Maintain	Maintain
Sierra Leone		Prepare	Launch	Scale	Scale	Maintain
Guinea		Prepare	Launch	Scale	Scale	Maintain
Liberia		Prepare	Launch	Scale	Scale	Maintain
Togo		Prepare	Launch	Scale	Scale	Maintain
Nigeria		Prepare	Launch	Scale	Scale	Maintain
RDC		Prepare	Launch	Scale	Scale	Maintain
Tanzania		Prepare	Launch	Scale	Scale	Maintain

Fundraising of \$2M



Capital type needed

We've designed a funding strategy that matches each type of capital with the most relevant expenditures:

\$1M in Grants - Boosting market entry

- Promotional product launch (\$800,000)
- Community engagement (\$110,000)
- Regulatory approvals (\$90,000)

\$500K in Debt – Securing operational execution

- Working capital (\$300,000)
- Supply chain & logistics (\$140,000)
- Team setup & country operations (\$60,000)

\$500K in Equity – Driving long-term value

- Mass media & POS branding (\$250,000)
- Retail distribution expansion (\$160,000)
- New product development (\$90,000)

maïiA®

Thank you