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

- **INSS**
  - Sociological study

- **CNRFP**
  - Efficacy tests against mosquitoes

- **LNSP**
  - Physicochemical tests

- **ISIPCA**
  - Sensory tests

- **IHF**
  - Efficacy tests against mosquitoes

- **ATOUT REACH**
  - Toxicity assessment
A product co-designed with local mothers
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: 40
Sold jars: 7K
2020

1000 retailers
250k jars sold
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
Thank you