Makit work with distribution of Ruby Cup, a high quality and reusable menstrual hygiene product, through female entrepreneurs at the base of the pyramid in Kenya. IAP funding will help them implement and scale up the pilot which was previously awarded an IAP small grant.

In addition, Ruby Cup increases health and education in menstrual hygiene. This venture will generate two revenue streams. First, high volume sales and low profit margins associated with sales at the base of the pyramid. Second, Makit will also target high-end markets, generating high profit margins on sales. Makit expects to break even in 2014. The IAP grant will be used for implementing and scaling up the pilot project performed with previous small grant support from the IAP programme.

**The inclusive business venture**

Women at the base of the economic pyramid have few or no products to help with menstrual hygiene. With nothing to stop their bleeding, girls are regularly absent from school and women are unable to go to work. The aim of the Makit Ltd. Social business is to meet the need for safe, available, and affordable menstrual protection alternatives for women in developing countries by offering Ruby Cup. At this point the product has been distributed to 65 girls and women in Kenya and Uganda with the goal to reach 135,000 women within the next 2-3 years.

Ruby Cup, which can be reused for ten years, is sold at 1/5 of other menstrual cup brands. It will be distributed through female entrepreneurs at the base of the pyramid. There are several beneficiaries from this project including end users, who get access to an affordable and long lasting product, and the Ruby Sales Ladies, who get increased income and an opportunity to develop business skills.