



Changing Faces Women's Leadership Seminar Women as Innovators and Entrepreneurs

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Oahu ♦ Maui

Draft Action Plan

Olie BODY

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“An Additional Service or Product for Wā Collective to Provide”

Issue/Problem Statement

Through my social enterprise, Wā Collective, we are connecting people with their bodies and the land while also solving period poverty, sustainably, here in Aotearoa New Zealand. One in three menstruating tertiary students have skipped class due to lack of access to menstrual products, all the while, New Zealand sends 357 million disposable menstrual products to the landfill annually. We are taking a systems approach to solving period poverty, waste, and peoples' disconnect with their own bodies.

We are achieving this through selling our ethically crafted menstrual cup. Each one sold subsidizes one for someone in need. We choose to primarily subsidize rather than give for free because then the product is valued; it's a hand up rather than a hand out. Subsidized Wā Cups are distributed through our impact outreach partners, alongside educational tools for catalyzing period positive paradigms.

Wā Collective's current challenge is the sheer influx of small industry players in this space, all vying for similar impact in a small market. No competition exists with our impact and business model though, despite many others doing similar things. There is a need for co-creation and industry wide collaboration in order to solve period poverty together, utilizing both the private and public sector. Another organization that we are friends with has just begun to catalyze this, which is fantastic.

However, in order for us to do this, we need to broaden our access to capital. I see a strong opportunity in doing this, while enriching the people we have capacity to serve.

Mission & Project Description

The problem I wish to solve is that we require another revenue stream in order to broaden our impact within the collective of organizations tackling period poverty in NZ. I wish to develop this and a plan of attack to roll this out. This will require me deciding on more direction of where I wish to take Wā Collective as well as where our impact is most needed.

This is needed because our Wā menstrual cups last up to 10 years (great for impact and challenging for a sustainable business model!). We constantly have to find new leads.

The Changing Faces Women's Leadership Seminar is funded by the East-West Center

This new product or service however, must match with our values, mission, as well as my own integrity and authenticity. Therefore, this solution must have a positive impact both on our planet, people, and be educational or lead to education in some form or another.

Personal Role

I am uniquely situated to solve this problem due to my role within Wā Collective, as well as my base understanding of the needs of women in New Zealand and the community of other entrepreneurs I know and connect with in this industry and beyond. My role will be to decide on a road map that will allow for the learnings to discover exactly what women want and need, and then align this with our purpose as an organization.

I also expect for this plan to change and adjust and I will find and create more direction for it while on the course.