

## MATERNOVA

According to the World Health Organization, “every day, approximately 830 women die from preventable causes related to pregnancy and childbirth,” 99% of which occur in developing countries. In 2010, Meg Wirth founded Maternova to serve as a knowledge management system for maternal health innovations to be aggregated, evaluated, and deployed where they are needed most. Today, Maternova is the trusted resource for cutting edge medical innovations in newborn, obstetrics, and reproductive health in developing countries. Innovations brought to market by Maternova have impacted the lives of over 300,000 people in the 60 countries they serve.



Photo by Americares El Salvadore

## The SEG Network Effect

Maternova had its beginnings at the same time that Kelly Ramirez took the helm at SEG. Meg participated in SEG’s first Accelerator in 2011 when Maternova had one employee and only one product—an integrated backpack for midwives. It was during the SEG Impact Accelerator that Maternova obtained their first client out of Haiti, which allowed them to test their business model.

Shortly after the accelerator, Wirth added Allyson E. Cote to their founding team as Chief Operating Officer. The team hired their first bookkeeper who was referred through SEG. The company also shared offices in SEG’s original coworking space at the Box Offices on Harris Ave. Five months after the program, they applied and received a loan from the SEG Loan Fund which allowed them to pay their growing operations team. Additionally, SEG played a role in connecting them to one of their early investors, whom Wirth credits for “catalyzing the city of Providence to invest in Maternova.”

For a period of time, SEG’s CFO, Antonieta Falconi provided financial management which along with the coaching and feedback they received from the Accelerator, allowed Maternova to achieve success at other accelerators and pitch competitions including MassChallenge, Women 2.0, Liveplan Business Plan Competition, InnovateHer, and RI Business Plan Competition.

### Since working with SEG:

- ✓ Ships 28 technologies globally to 60 countries
- ✓ Employs 7 people
- ✓ At least doubled revenue year over year
- ✓ Developed proprietary anti-zika clothing technology for expecting mothers

Continued...

## MATERNOVA IMPACT STORY CONTINUED

“Without the SEG Impact Accelerator and the social entrepreneurial ecosystem that SEG has built in Rhode Island, I am 100% sure Maternova would not have launched when it did or grown the way it has,” Wirth says.

Most recently Maternova added CEO, Prakash Veenam, to their team. Veenam brings over 15 years experience in leadership, strategy and project management, having worked in the Indian government for most of his career. Looking ahead, Maternova aims to accelerate the pace at which life-saving innovations are marketed to and adopted by developing country governments and hospitals, proving out a sustainable business model in the process.