

## PROJECT EVALUATION

# Moufense – Malaria protection for all

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### Infos

Host: Enactus Mannheim e.V.  
Location: Germany, Togo  
Project-ID: Gexsi #34  
Project Link: <https://www.enactus.de/mannheim/projekte/moufense-1>

### Project featured

Start: 19 July 2021

### How we support the project

Funding: Donation (Impact Challenge Award)  
Visibility: Media work

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## PART 1

### Targeted Sustainable Development Goals (SDGs)

SDG:	Comment:
 <p><b>3</b> GOOD HEALTH AND WELL-BEING</p>	<p><b>Good Health and Well-Being</b></p> <p>Malaria protection for groups that have not been reached so far</p>
 <p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p>	<p><b>Decent Work and Economic Growth</b></p> <p>Moufense develops a social franchise system for the production and distribution of the lotion through small local businesses</p>
 <p><b>10</b> REDUCED INEQUALITIES</p>	<p><b>Reduced Inequalities</b></p> <p>Making mosquito repellents available for people at the base of the income pyramid</p>
 <p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p><b>Responsible Consumption and Production</b></p> <p>Continued improvement of the business model with regard to enhancing a circular economy</p>

## PART 2

### Impact Assessment

#### Summary:

<i>Category:</i>	<i>Score:</i>
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<b>1. Sustainable Development Goals</b>	
1.1 People	9,2
1.2 Planet	7,5
<b>2. Social Innovation</b>	
2.1 Disruptive Idea	8,3
2.2 Social Entrepreneurship	8,5
2.3 Impact Model	8,5
<b>3. Opportunity</b>	
3.1 Leverage	9,0
3.2 Quality Check	8,7
3.3 Win-Win Situation	8,2
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**Evaluation in detail:**

Categories + Questionnaire:

Score: Explanatory notes

**1. Sustainable Development Goals \***

**1.1 People**

Are relevant target groups reached such as people at risk / marginalized groups?	9,0	Primary target groups are people at the lower end of the income pyramid
Engagement for an open, human-centered society, for social cohesion and inclusion?	9,0	Developing an inclusive business model
Livelihood improvement and well-being; access to basic goods and services in base-of-the-pyramid markets	9,5	Mentoring of employees, donation of hardware to vulnerable groups etc
<b>Score</b>	<b>9,2</b>	

**1.2 Planet**

Save our planet (terrestrial / marine ecosystems, biodiversity, climate change)	7,5	Local Production, i.e. locally sourced ingredients
Mindful use of resources; advancing a circular / sharing economy; achieve a shift in the mindset or behaviour	7,5	Continued improvement to work towards a circular economy
<b>Score</b>	<b>7,5</b>	

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\*Evaluation of comprehensive impact dimensions covered by various SDGs.

## 2. Social Innovation\*

### 2.1 Disruptive Idea

Inspiring, bold concept	8,0	A simple but powerful idea, which has not yet been implemented by others
New actors, beyond the usual suspects	8,5	Student startup with highly scalable social franchise scheme through local partners
Attractive, newsworthy topic; new insights	8,5	Food for thought: how best to integrate malaria protection into everyday life?
<b>Score</b>	<b>8,3</b>	

### 2.2 Social Entrepreneurship

Entrepreneurial spirit	9,0	Entrepreneurial approach (for a good cause)
Sound, ethically founded business model	9,0	Open source and social franchise elements as alternative to mainstream businesses
Team or organisation covers all relevant areas of competency	7,5	No full-time team yet on board, but professional support through Enactus
<b>Score</b>	<b>8,5</b>	

### 2.3 Impact Model

Solid, plausible impact logic	8,0	Proven insect repellent, outreach to base-of-the pyramid currently being tested
Significant potential to scale / replicate	9,0	Social Franchise scheme, with quality management controlled through Moufense
Impact integrated in governance structure	8,5	Enactus project to be spinned of as a social business
<b>Score</b>	<b>8,5</b>	

\*Includes the concept of social entrepreneurship. Social Innovation refers primarily to the idea, social entrepreneurship to the mindset of the changemakers who implement the idea.

### 3. Opportunity

#### 3.1 Leverage

We can make a difference with our means (funding, visibility, network)	9,0	Lean startup with very limited means at, benefits from funding plus network
Good timing / opportunity	9,0	Moufense has won several impact challenges which Gexsi supported.
Project is at a critical point to take off (scale or replicate)	9,0	Moufense is about to take off, currently starting its pilot production and sales
<b>Score</b>	<b>9,0</b>	

#### 3.2 Quality-Check

Positive references	9,0	Winner Enactus Germany National Cup + SensAbility 2021
No reputational risks	8,5	No reputational risks in sight
Team or project is sufficiently known / has been checked	8,5	Team known for over a year by now
<b>Score</b>	<b>8,7</b>	

#### 3.3 Win-Win Situation

Project contributes to a balanced project portfolio (mix of SDGs, regional quota, blend of donations and investments)	8,5	Moufense relates to Gexsi in BW, Germany, plus the global South
Project suited to significantly increase Gexsi's media reach / visibility	7,0	Indirect benefit through raising awareness of the Gexsi   Enactus partnership
Practicability; project easy to implement (smooth coordination, flow of funds, legal aspects)	9,0	Donation to a German registered non-profit
<b>Score</b>	<b>8,2</b>	

## ANNEX

### Explanatory notes

**Date:** 16 July 2021  
**Evaluated by:** Andreas Renner Gexsi Co-Founder  
Andrea Rebensburg Gexsi Team

**Legende:**

0	does not apply at all (kick-out)
1-3	hardly applies
4-6	applies
7-9	applies in full
10	applies quite exceptionally

**Comments:**

**Weighing**  
If an aspect is classified as particularly relevant and marked accordingly (bold), it can be weighed double.

**Method**  
Evaluation through Gexsi team member (senior/founder level) + challenge/review through at least one further team member; optionally inclusion of third party stakeholder; score through a collective decision-making.  
The score always reflects the evaluation at a given point in time and may be revised upon new insights or stakeholder feedback.