

FOUNDER'S MAP

Switch

THE FUTURE OF PERIOD CARE

BY,
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A Letter from the Founder

Switch began with Meera in my family's little kitchen in Mysore, just

Cups of disdain, a question that changed everything. Since then, it has grown into hundreds of voices, quiet truths, and brave conversations whispered in living rooms, classrooms, and village courtyards.

This note holds the moments that do not always fit on stage, the small choices, the things we got right (and wrong), and the people who remind me every day why this matters.

Thank you for opening these pages. Thank you for believing that something soft and simple can grow strong enough to change the story for so many girls.

With all my heart,
Sharon Rodrigues
Founder, Switch

Our North Star

At Switch, we believe a period should never stop a girl from learning, laughing or dreaming. That's why everything we do comes back to three simple promises:

Access — Every girl, no matter where she lives or how much she has, deserves safe, reusable period care she can trust.

Comfort — Our cup is designed with real bodies and honest stories in mind — soft, gentle, and shaped to feel natural so girls feel cared for, not scared.

Knowledge — A cup means nothing without understanding. We pair every cup with clear, local training and simple guides, so no girl is left wondering or worrying alone.

3 GOOD HEALTH AND WELL-BEING

5 GENDER EQUALITY

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

ALIGNMENT WITH THE SDGS



Small Wins So Far

So far, we've won the Hult Prize at LCF, placed runner up at Pitch It 2025, won the Babson College x LCF Sustainability Hackathon, and were finalists at the Demo Day and Retail Pop-Up hosted by the MA FEI course at LCF.

Every small win shows that Switch has real support and we're ready to grow responsibly.

We're beginning where trusted hands already work



"Change happens faster with trusted hands on the ground"

That's why Switch pairs with local schools, clinics and NGOs who already know the girls we want to reach — and who girls trust too.

So far, we're planning pilots and conversations with:
Grassroots Health Network (Tamil Nadu)
Girls First Collective (Kerala)
Plan India — child and adolescent health programmes
Two rural high schools, one girls' hostel, and a travelling mobile clinic in the UK exploring links with Bloody Good Period and Freedom4Girls UK to expand our Buy One, Give One promise locally.
We're also speaking with the Melinda Gates Foundation for future support — because trust builds trust."



We Don't Walk Alone

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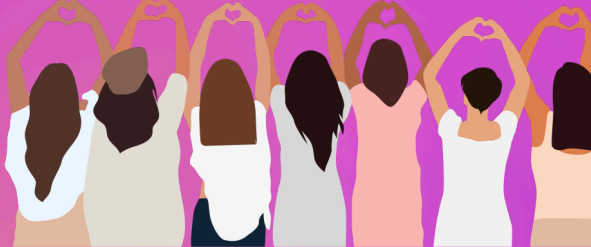
- Grassroots Health Network (Tamil Nadu)
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- Two rural high schools, one girls' hostel, and a travelling mobile clinic
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How We Find Our Period Champions

Real change needs real people in the village — not outsiders. We shortlist respected health volunteers, older students, or local teachers. We train them in simple, safe ways to explain and demonstrate the cup. And we thank them properly — small incentives when they help onboard the first 10-20 girls.

One girl tells ten more. One village teaches the next.



How We Make Sure It Works

Before we put Switch in any girl's hands, we test it properly and listen closely. We start small: 10-30 girls in trusted schools, with a nurse or teacher nearby. We check in after 1 month, then 3 months, asking: How does it feel? What's tricky? What do you wish was different?

Every answer shapes the next batch because real safety comes from real stories.

Learning That Feels Like a Chat, Not a Lecture

A cup is only freedom if you know how to use it. We train local women — our Period Champions — to hold short, friendly workshops in girls' own languages. Each cup comes with a simple leaflet and a sticker with a QR code — scan it to watch a 2-minute explainer video anytime. No big textbooks. No confusing jargon. Just clear, kind help when she needs it.



Every Switch cup comes with a simple care guide: Boil. Dry. Reuse.

To make this even easier, our packaging includes a QR code that takes girls straight to short, friendly videos on how to use, clean and care for the cup safely.

We'll share these videos in local languages and on platforms girls already use — so no one is left wondering what to do.

Safe care, in every language, right in her pocket." — make better



Our Future Packaging Vision

This is our future dream for all communities — even where water is scarce.



For many girls, boiling a cup on a small gas stove is simple. But in some remote villages or even hidden corners of the UK, clean water can be hard to come by.

That's why our future vision for Switch packaging includes smart, practical ways to keep every cup safe with less water:

- A small steriliser — it fits in a pocket and needs just a glass of hot water to do its job.
- A simple solar UV box — in sunny places, sunlight does the cleaning, with zero water wasted.



From My Heart to Yours

This Founder's Note is my open map. Switch is still small, but it's real. Every ounce of your support helps one more girl whisper: "This is mine. I can go to school today." Thank you for reading and for believing that girls deserve so much better.

— Sharon Rodrigues