

# EinStrong Foundation

## MOTHERSTRONG PROGRAM

EMPOWERS SINGLE MOTHERS THROUGH CASH AID AND CHILDREN'S EDUCATION



# MOTHERSTRONG - WHO WE ARE

## Vision & Mission

Become the **world's most efficient and scalable solution** in eliminating intergenerational **poverty** and improving **education**.

## Theory of Change

We deliver **Conditional Basic Income (CBI)** directly to **single mothers** living in **poverty** through a **Biometric ID (ESi)** and **payment technology**, while ensuring all the children are educated.







Einstrong Mom Family in Koshi Province, Nepal

# MOTHERSTRONG PROGRAM

Empowers **single mothers**  
through **cash aid** and  
**children's education**

“A **Proven** Method to **End Intergenerational Poverty**”

Einstrong invites you to join a global transformative mission to **lift Millions of single mother families out of poverty** and **ensure children stay in school** — where they belong.



# THE PROBLEM

## Single Mothers in Poverty

Up to 50% of **Single Mothers** live in poverty in low- and middle-income countries.

Their hardship is driven by **limited income**, **childcare responsibility**, and **limited social support**.

## Children's Education

250 million children worldwide are still not learning **basic literacy** and **numeracy skills**, largely due to **poverty**.

Economic hardship of Single Mothers results in children dropping out of school early.



**“Millions of children miss out on education** due to financial hardship. By supporting **single mothers with basic income**, we **keep kids in class and break the poverty cycle - globally.**”

Struggling family in our community in Koshi Province, Nepal

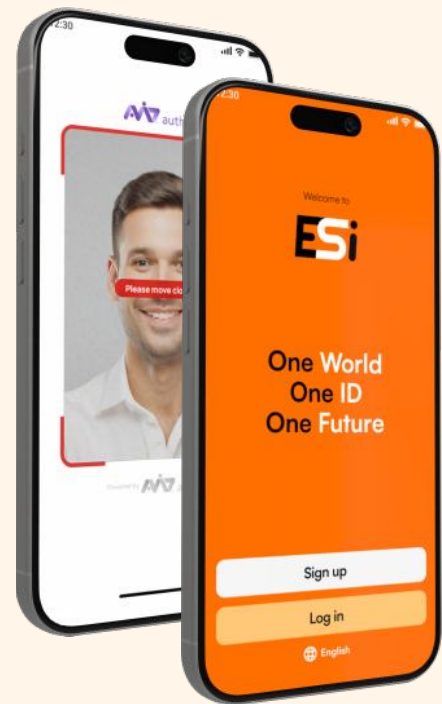


# THE SOLUTION - MOTHERSTRONG PROGRAM

## Program Paramaters

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MotherStrong Program distributes **weekly cash aid directly to our single mother families** to their biometrics secured **ESi account**.



**1. Conditional Basic  
Income (CBI)**



**2. Global Digital ID &  
Biometric Wallet**



**3. Children's Educational  
Condition**

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## Program Principles

We **continuously innovate** and **efficiently operate** our program to be the **best-in-class solution** in the world

**1. Accessible by anyone**

**2. Globally inclusive, everywhere**

**3. Direct and instant aid delivery**

**4. Best in class security**

**5. Full transparency**

**6. 100% of donations go to recipients**

“Your support ensures a **stable household** for mothers while **guaranteeing children attend school** and stay on track academically.”



# HOW IT WORKS



## Register & Create ID:

- Our **ESi App** creates a **biometrics secured** account and a **global ID**
- Cash Aid transferred **directly** to each account



## Receive Weekly Cash Aid

- **Mother:** \$10 / week
- **Child:** \$5 / week per child (Max 2 under 18)
- **Duration:** 5 years



## Simple & easy transactions

- Mothers can use **ESi App** or **printed ID card** at any local merchants to **purchase food, clothing & other essentials**



## Children's Educational Condition

- Regular school **attendance** (< 10 absence a year)
- Maintain **passing grades**



# MOTHERSTRONG IMPACT

## MotherStrong Program Today:

### Our Track record

- To date, MotherStrong Program operates in 4 countries, **Cambodia, Nepal, South Sudan, and Uganda**. Supporting total **4,000+ single mothers**.

### What makes us different

- Our digital cash aid is able to reach to the **hardest “last mile”** where there is low or no internet connection.
- Use of mobile app achieves **efficiency and scalability** of use case, vs traditional biometric technology.
- 100% of all donations will go directly to recipients.**





# OUR IMPACT



"Through **MotherStrong** I can buy food, spices and exchange cooking gas. My children are happy when they are back from school and have food at home."

ESi Mom - **Mok**  
Phnom Penh, Cambodia



"The **MotherStrong program** has supported me with daily food essentials. I have been able to buy copies, stationery and school kits for my children."

ESi Mom - **Sabitri**  
Barakhshetra Municipality, Nepal



# EXPAND 100X IN 2 YEARS

## MotherStrong Program Expansion Goals:

- 1. Helping **more mothers in the existing 4 countries** by breaking inter-generational poverty cycle through education
- 2. **Expanding to other regions/countries**, which are hotbed of gender-based poverty, such as Chad, Somalia, Bangladesh, and Haiti.

(1) Poverty/Education	(2)Gender Inequality	(3)Climate Vulnerability
Source: World Bank: Poverty & Equity Briefs, etc	Source: World Population Review's "Gender Inequality Index by Country 2025" etc	Source: CGIAR: hotspot mapping of climate-agriculture-gender inequity
<div><b>Sub-Saharan Africa</b> Burundi, Central African Republic, <b>Chad</b>, DRC, Madagascar, Malawi, Mozambique, <b>Somalia</b>, South Sudan</div> <div><b>Asia</b> Afghanistan, <b>Bangladesh</b>, Myanmar , Nepal, Yemen</div> <div><b>Latin America</b> Bolivia, Guatemala, <b>Haiti</b>, Honduras, Nicaragua, Venezuela</div>	<div><b>Sub-Saharan Africa</b> Benin, <b>Chad</b>, DRC, Guinea-Bissau, Ivory Coast, Liberia, Mali, Niger, Nigeria, Sierra Leone, <b>Somalia</b></div> <div><b>Asia</b> Afghanistan, <b>Bangladesh</b>, Pakistan, Yemen</div> <div><b>Latin America</b> Bolivia, Guatemala, <b>Haiti</b>, Honduras</div>	<div><b>Sub-Saharan Africa</b> Burkina Faso, <b>Chad</b>, Ethiopia, Madagascar Malawi, Mali, Mozambique, Niger, <b>Somalia</b>, Sudan</div> <div><b>Asia</b> <b>Bangladesh</b>, India, Myanmar, Nepal, Pakistan, Philippines</div> <div><b>Latin America</b> Dominican Republic, Guatemala, <b>Haiti</b>, Honduras, Nicaragua, Peru</div>



# FINANCIAL TRANSPARENCY & STEWARDSHIP

## Financials

**100% of donation goes direct to families.**

Einstrong will cover all program costs.

**Guaranteed** - Independent audits, full transparency, and open-book policy.

All operating costs paid by regular charitable contributions from our founder's multi-billion dollar e-commerce company (iHerb)

## Monitoring & Reporting

Our biometric verification **guarantees your funds reach the right mother.**

Weekly attendance monitoring **tracks child education progress** in our App.




“We are **accountable to you** and the **single mother families** we serve — your funds are stewarded with **utmost integrity.**”

- Go Mukai, Head of Global Impact Einstrong Foundation

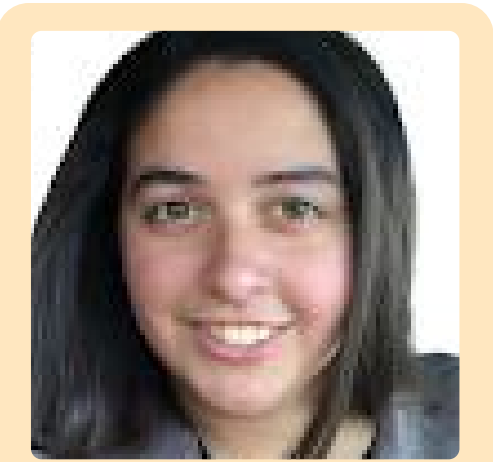
MotherStrong Family in Phnom Penh, Cambodia




# EINSTRONG FOUNDATION TEAM



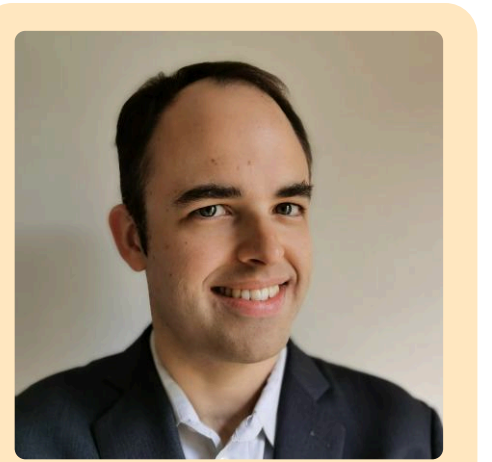
**Steve Cho**  
COO




**Sonya DaRosa**  
AI Engineer



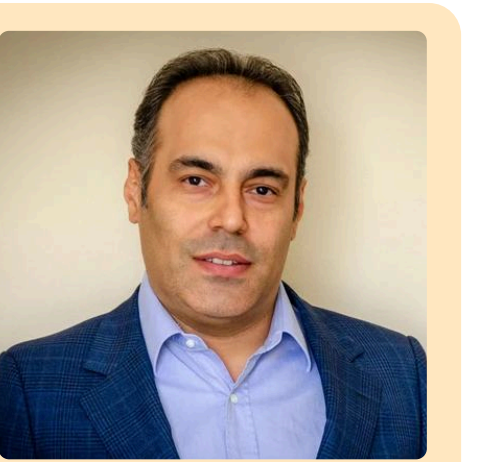
**Taewook Kang**  
CTO



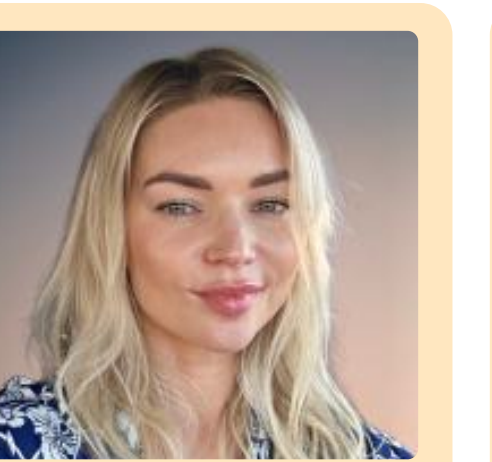
**Matthew Michaels**  
Controller



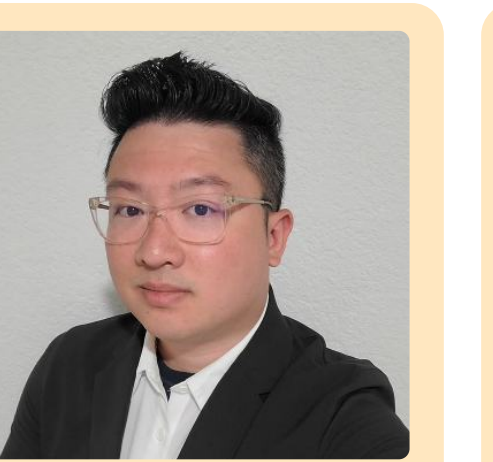
**Go Mukai**  
Global Head of Impact



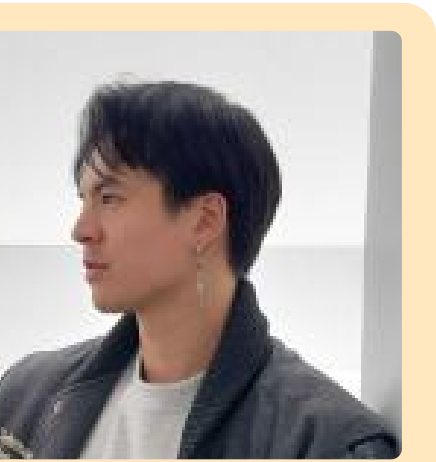
**Hamed Mehrara**  
Director,  
Software Engineering



**Katya Navarro**  
Partnership Manager




**Larry Pham**  
Principle Engineer




**James Tseng**  
Creative Director


# MOTHERSTRONG PROGRAM TEAM



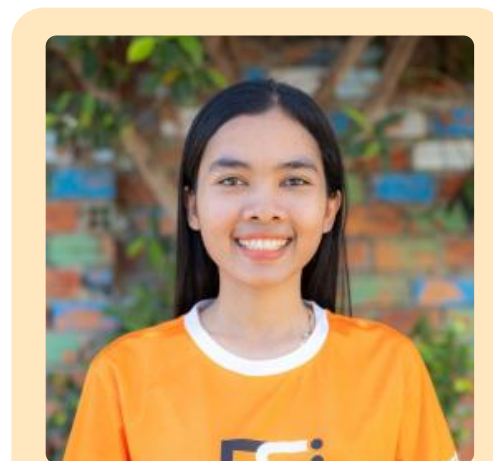
**Gajal Chaudhary**  
Community Manager



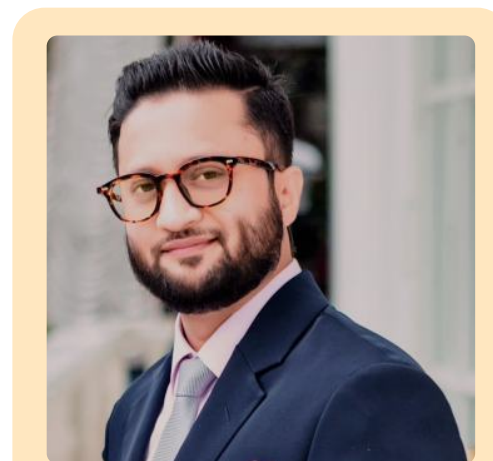
**Sujata Koirala**  
Community Manager




**Gabriel Nyok**  
Director, East Africa



**Mov Pisa**  
Community Manager

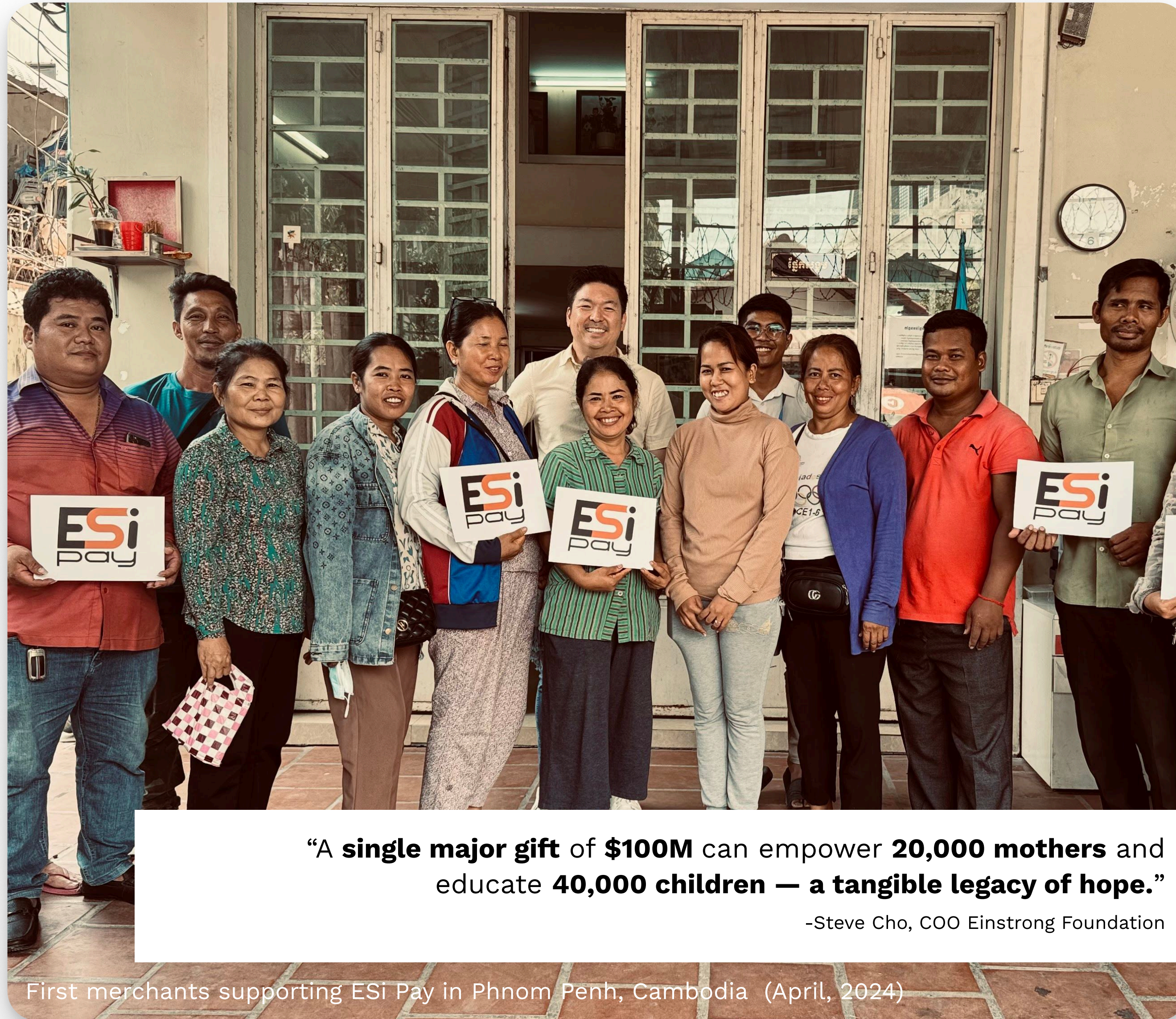


**Saurav Rimal**  
Director, Nepal



**Wattanak Yon**  
Head Of Cambodia





“A **single major gift of \$100M** can empower **20,000 mothers** and educate **40,000 children** — a **tangible legacy of hope.**”

-Steve Cho, COO Einstrong Foundation

First merchants supporting ESi Pay in Phnom Penh, Cambodia (April, 2024)

# WHY YOUR DONATION MATTERS

## Core Values:

Conditional Basic Income, Women Empowerment, Education, Financial Inclusion, Resilience & Adaptation

## Opportunity:

\$100M donation can support 20,000 single mother families for 5 year program duration, with the ability to choose any market

## Transformative Change:

Best-in-class Cash-Aid based program - Life changing future for 20,000 mothers and 40,000 children

## Maximize your Donation:

100% of every dollar sent directly to families - unbeatable efficiency



THANK YOU!

**Go Mukai**  
**Head of Impact, EinStrong Foundation**  
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www.einstrong.org



# FAQ

## Scope & Eligibility

**Q1. What is ESi Mom and how is it related to MotherStrong Program?**

“ESi Mom” Program is renamed to “MotherStrong” Program for clarity. Substantially, they are the same program.

**Q2. Who are the target communities for the MotherStrong Program?**

Communities where single mothers face poverty, often affected by climate-triggered disasters (such as floods or droughts) and those in fragile or post-conflict states.

**Q3. Who is eligible to participate in the program?**

Single mothers aged 18 and older who is living in poverty, with up to two children under the age of 18.

**Q4. What conditions must beneficiaries meet to continue receiving support?**

Mothers must ensure their children attend school consistently and maintain passing grades as part of the conditional basic income support framework.

**Q5. How does the MotherStrong Program encourage long-term independence?**

Duration of the program is 5 years per single mother. Beneficiaries are supported to engage in vocational training and small business development, building pathways to financial self-reliance.

## Sustainability & Measurement

**Q6. What role do local governments play in implementation?**

Local authorities are involved, as appropriate, in coordinating program activities and providing institutional support to strengthen sustainability.

**Q7. What key performance indicators (KPIs) are used to measure success?**

The program tracks both women’s empowerment (e.g., number of beneficiaries, entrepreneurship) and education outcomes (school attendance and graduation rates).

**Q8. How is progress and impact evaluated over time?**

KPIs are regularly reviewed to assess educational achievements and empowerment outcomes, ensuring the program’s accountability and continuous improvement.