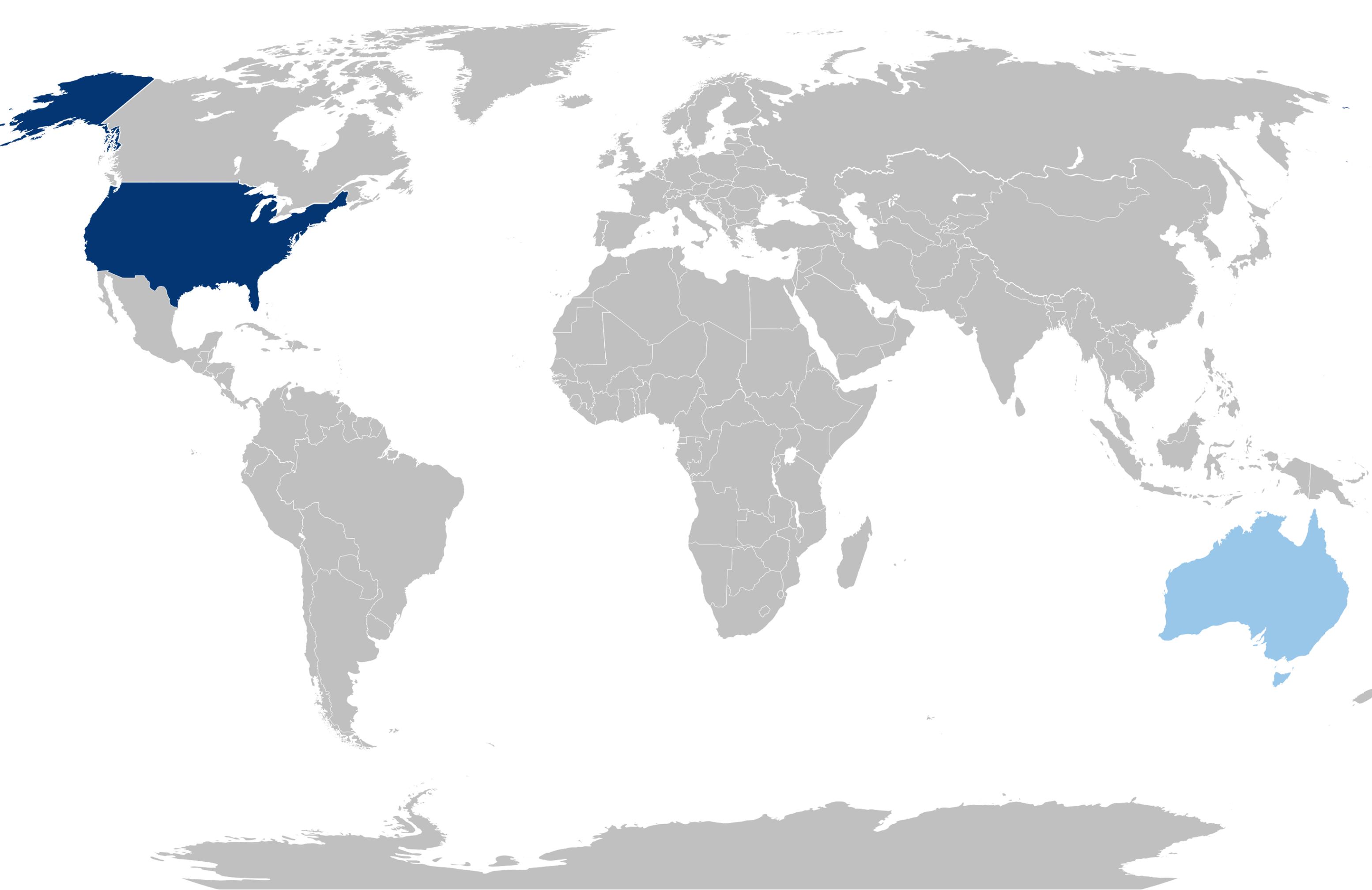
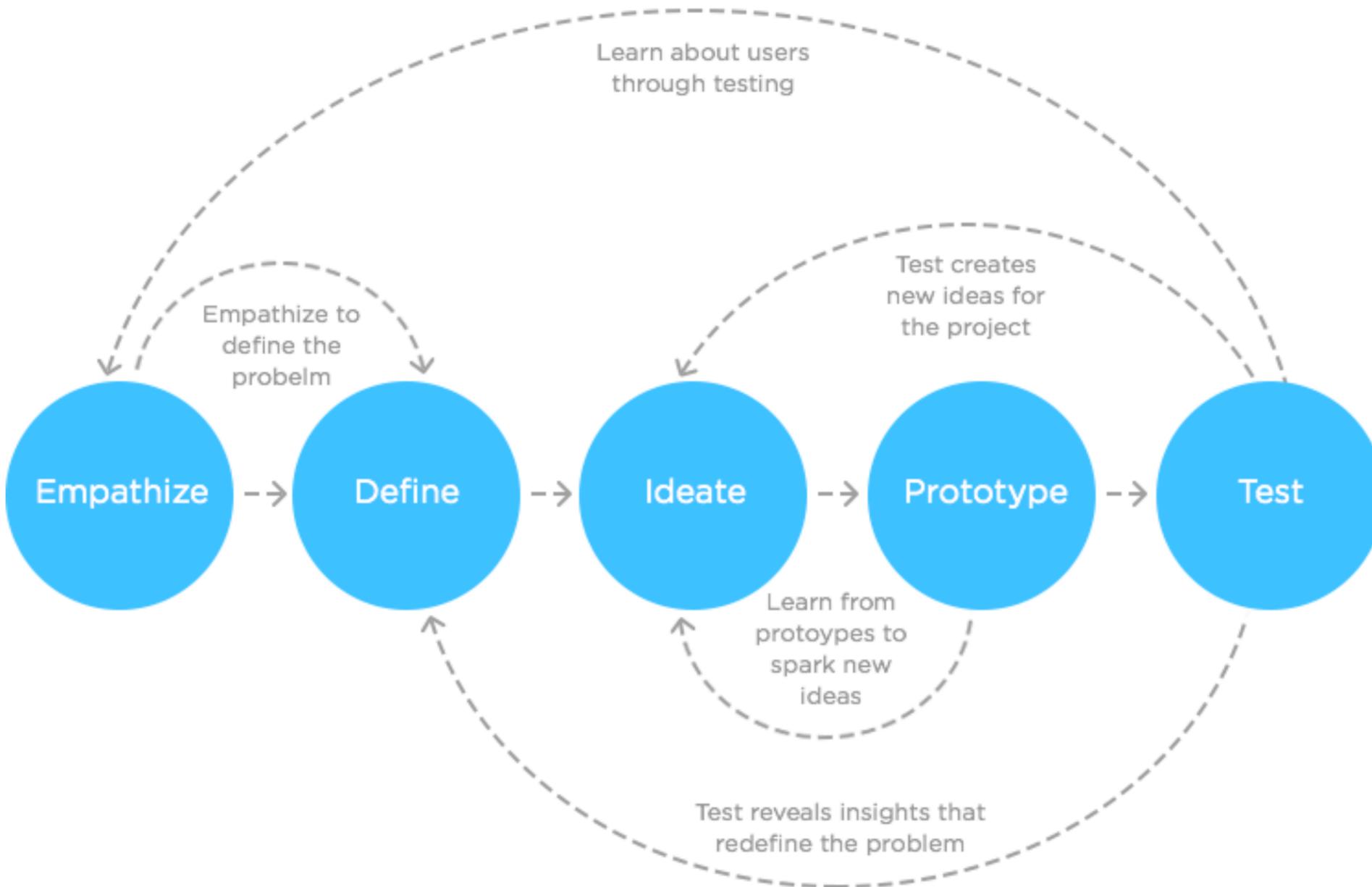




Male Contraceptive Initiative

2021 Australia Ideation Event
FINAL REPORT





INTRODUCTION

Who is Male Contraceptive Initiative?

Male Contraceptive Initiative (MCI) was founded in 2014 as a 501(c)3 nonprofit dedicated to the advancement of long-acting, reversible, non-hormonal male contraceptive options. Since 2017, MCI has granted more than \$5M USD towards research and development of male contraception, and has championed advocacy efforts in the field to ensure public support and knowledge. MCI's approach ensures that a variety of male contraceptive options have the opportunity to succeed, resulting in an eventual slate of contraceptive options to meet the varied needs of a diverse population.

What is "design thinking"?

Design thinking, or human-centered design, is a solutions-based problem-solving methodology rooted in empathizing with individuals or organizations (often referred to as "stakeholders") most closely affected by a particular challenge. The approach utilizes qualitative research approaches and activities to identify pain-points in order to both articulate challenges and reposition them as opportunities. The intention is to first develop a holistic understanding of a challenge before collaboratively designing potential interventions to address it. Going through this process with those most closely involved with and impacted by the challenge ensures that potential solutions are practical, sustainable, and valued.

Though often expressed as a linear process, design thinking's effectiveness and value greatly increases with each application: it is at its most impactful when done in iterative cycles.

The vernacular of design thinking varies, but the phases of the design thinking process are typically defined as:

- **Empathize:** Immersion in an issue or challenge to experience it from an end-user's perspective
- **Define:** Building off the empathic insights, structure both the problem and a solution
- **Ideate:** Take the problem statement and proposed solution and craft a viable intervention
- **Prototype:** Create a tangible or even physical manifestation of the arrived at intervention
- **Test:** Re-engage with end-users to evaluate the intervention's effectiveness

Who is Mann Global Health?

Mann Global Health is a woman-owned global health consulting firm with a background in reproductive health, product introduction, market development for health products, social behavior change communication, demand generation, and health service delivery. They are passionate about reproductive health and ensuring that all people have access to the right contraceptive technology at the right time. They take a human-centered approach in partnering with clients to help bring their mission, goals and capacity into alignment and to achieve impact. They partner with clients to map and plan a clear path for the future, beginning with understanding where and how a client’s business currently operates versus how that client wants it to operate, where they are in the marketplace versus where they want to be. They then work with clients to develop strategies to achieve these goals and to measure accomplishments.

Why are ideation events important?

Ideation allows the generation of different ideas in a short amount of time. By challenging smart, independent thinkers to approach problems collaboratively and with a mindset that discovers new directions, we can solve big problems innovatively.

Male contraception is a field with broad, reaching challenges that require a thoughtful cross-collaborative approach. From funding challenges to societal norms, male contraception faces hurdles that will require expertise both across and deep within the drug development pipeline. We also are mindful that some of the challenges the field is facing may have been addressed in other sectors. For this reason, we wanted to invite leaders in male contraception, and from other fields of practice to contribute their knowledge and experience to make sure no time is wasted reinventing the wheel. Ideation is built around gathering diverse thoughts about how to address big challenges and we believe that it is this approach that will push the field of male contraception forward faster.

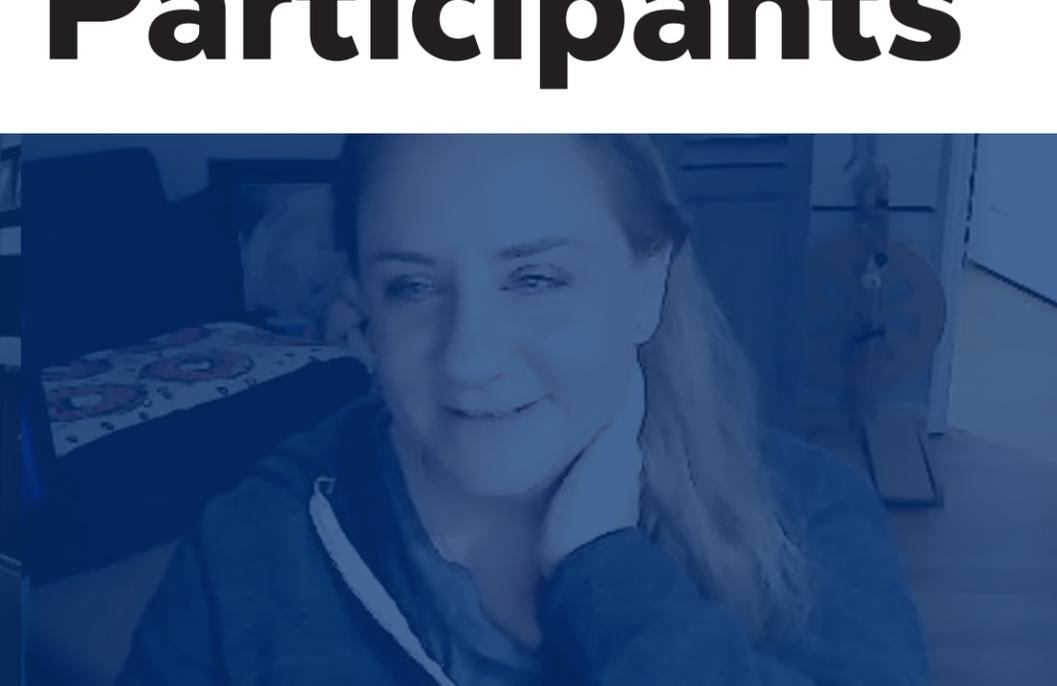
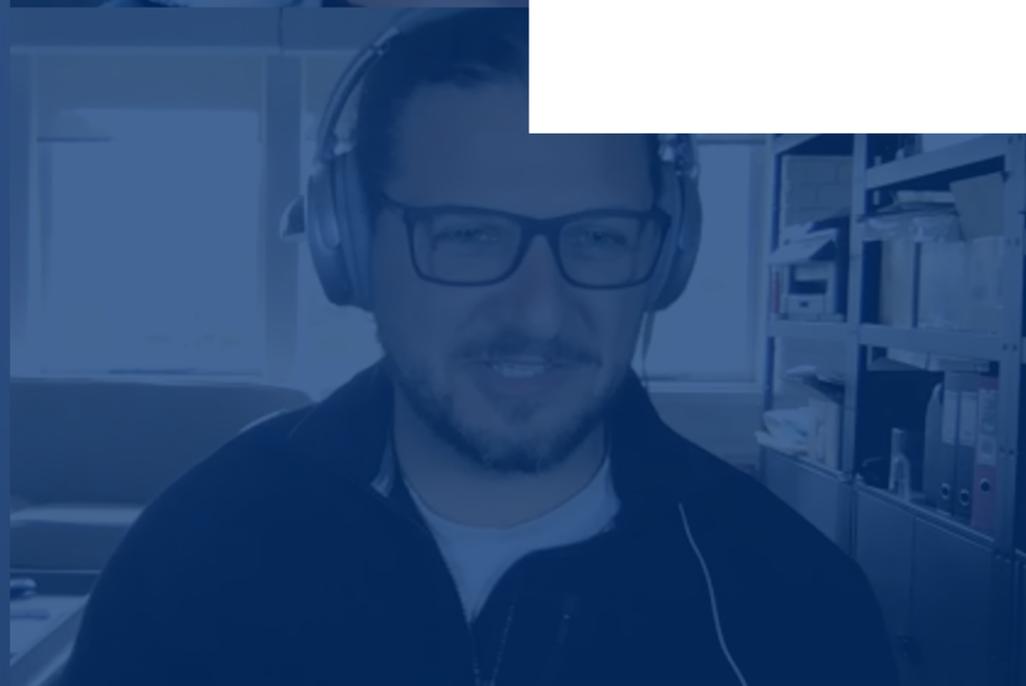
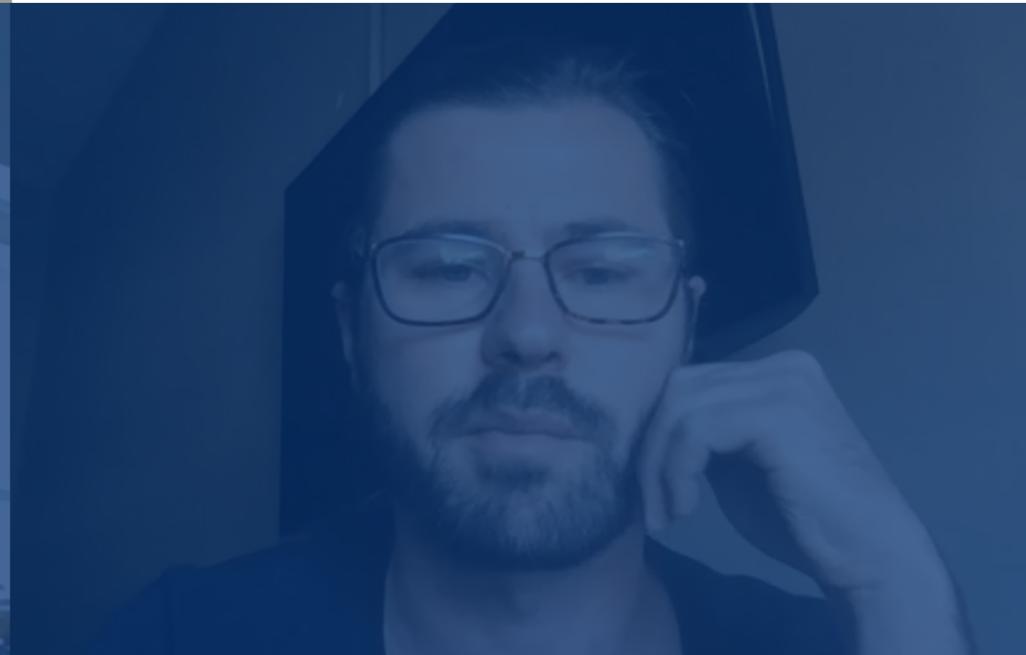
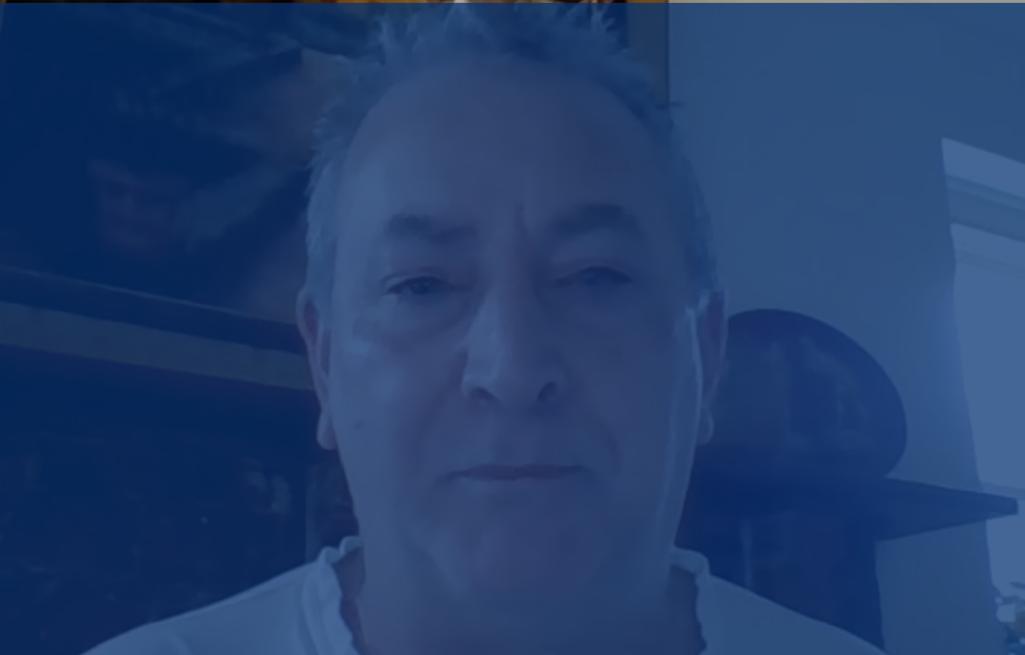
This session was a continuation of the ideation event MCI conducted in 2019 with IDEO at their headquarters in San Francisco. The IDEO event resulted in the identification of a cohort of collaborative thinkers focused on progressing male contraception that subsequently became known as “Team Science”. For this session, we focused our efforts on Australia, the male contraceptive stakeholders engaged in research and development activities in the country, and the unique opportunities available for driving innovation and impact in the local context. Australia is a very welcoming market for scientific research and development, generally, and specifically for male contraception. As such, we felt it critical to better understand how we can meaningfully engage with the members of our Team Science cohort working in the country in order to identify and initiate collaborations that can advance new male contraceptives.

As with the first ideation event, we sought to gather unique insights into the challenges and opportunities for male contraceptive research and development, with a specific focus on Australia, while providing an opportunity for our Team

Science members to interact with each other and continue building relationships with each other. We also felt it important to learn from our colleagues there who have successfully capitalized on opportunities in order to inform future engagements in the country. This shared knowledge could help to accelerate research and development activities whilst reducing costs and driving collaboration.



Team Science at the inaugural ideation event in San Francisco (2019)



Participants

The Team

External Participants

Akash Bakshi
Chief Operating Officer, NeuroBo Pharmaceuticals, Inc.

Felix Bennetts
PhD Candidate, Monash Institute of Pharmaceutical Sciences

Simon Cook
Co-Founder and CTO, Eudaemon Technologies

Kevin Eisenfrats
Founder and Chief Executive Officer, Contraceptive

Nathan Elia
Senior Director of Investment, Australia's Victorian Government

Scott Ellis
Founder of Mastery Track, Independent Management Consultant

Maya Goldstein
Senior Analyst, Policy Cures Research

Rob Gorkin
Founder, Eudamon Technologies

Brendan Houston
Research Fellow, Monash University

Oleksandr Kirsanov
Research Scientist & PhD Candidate, East Carolina University

Moira O'Bryan
Dean - The Faculty of Science, University of Melbourne

Gianni Renda
Associate Professor, Swinburne University of Technology

Sab Ventura
Senior Lecturer, Monash University

MCI Participants

Connie Moreadith
Board Member

Heather Vahdat
Executive Director

Logan Nickels
Research Director

Kevin Shane
Marketing & Communications Director

Jaylan Weaver
Program Coordinator

Kathryn Carpenter
Advocacy Strategist

Guest Speakers/Panelists

Bethany Young Holt
Executive Director & Founder, CAMI Health & Initiative for MPTs

Brian McKenna
Deputy Director - Reproductive Health Supplies Coalition, PATH

Mitchell Warren
Executive Director, AVAC

Mann Global Health Facilitators

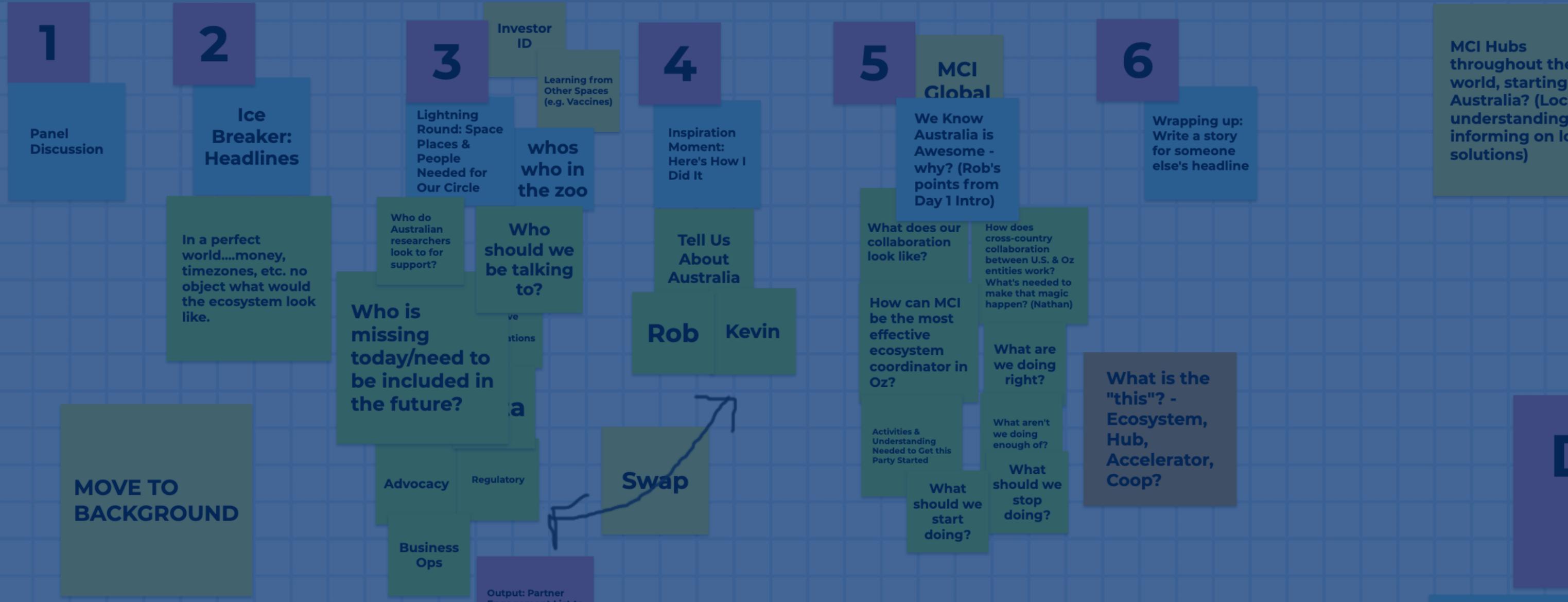
Chastain Mann
Chief Executive Officer

Nora Miller
Director of Operations

Brian Smith
Senior Associate



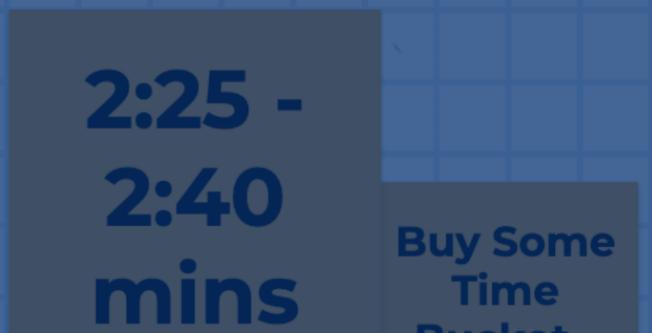
Participants utilizing video conferencing for the event



Activities



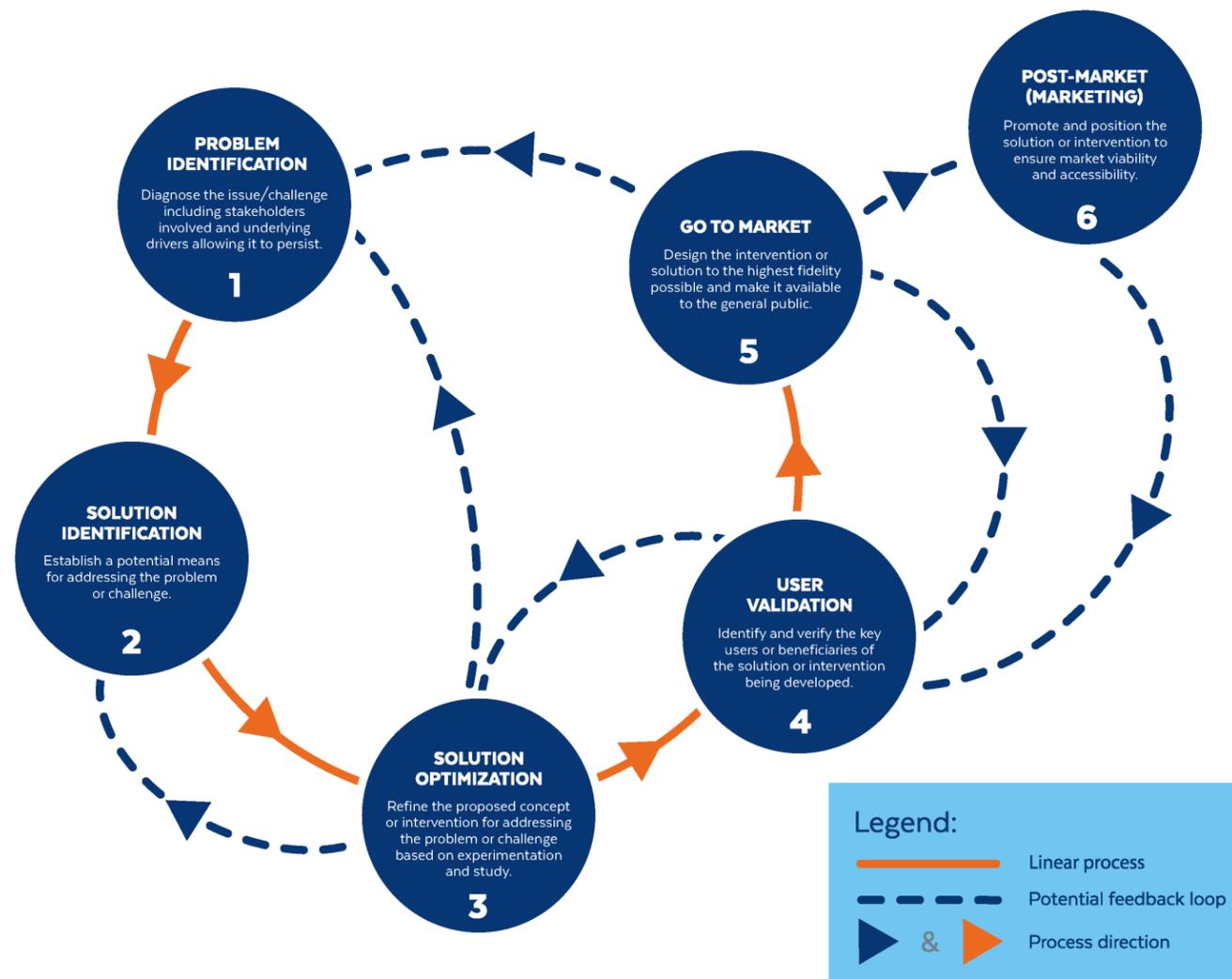
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Event Overview

Drug development can be a confusing, opaque process – even to those that are in the process of developing new products. In identifying the ways that the male contraceptive field might overcome challenges before they arise, the group first tackled the Journey to Market in order to identify where challenges lay along the pathway a drug typically takes from discovery to market introduction. One immediate learning was that the journey isn't linear, and it isn't standardized. Many participants characterized it as a "swirling vortex" where each part of the process relies on previous steps while also informing future steps. Along the development pathway, each finding is equally likely to identify a need for iteration and improvement as it is to move the process forward.



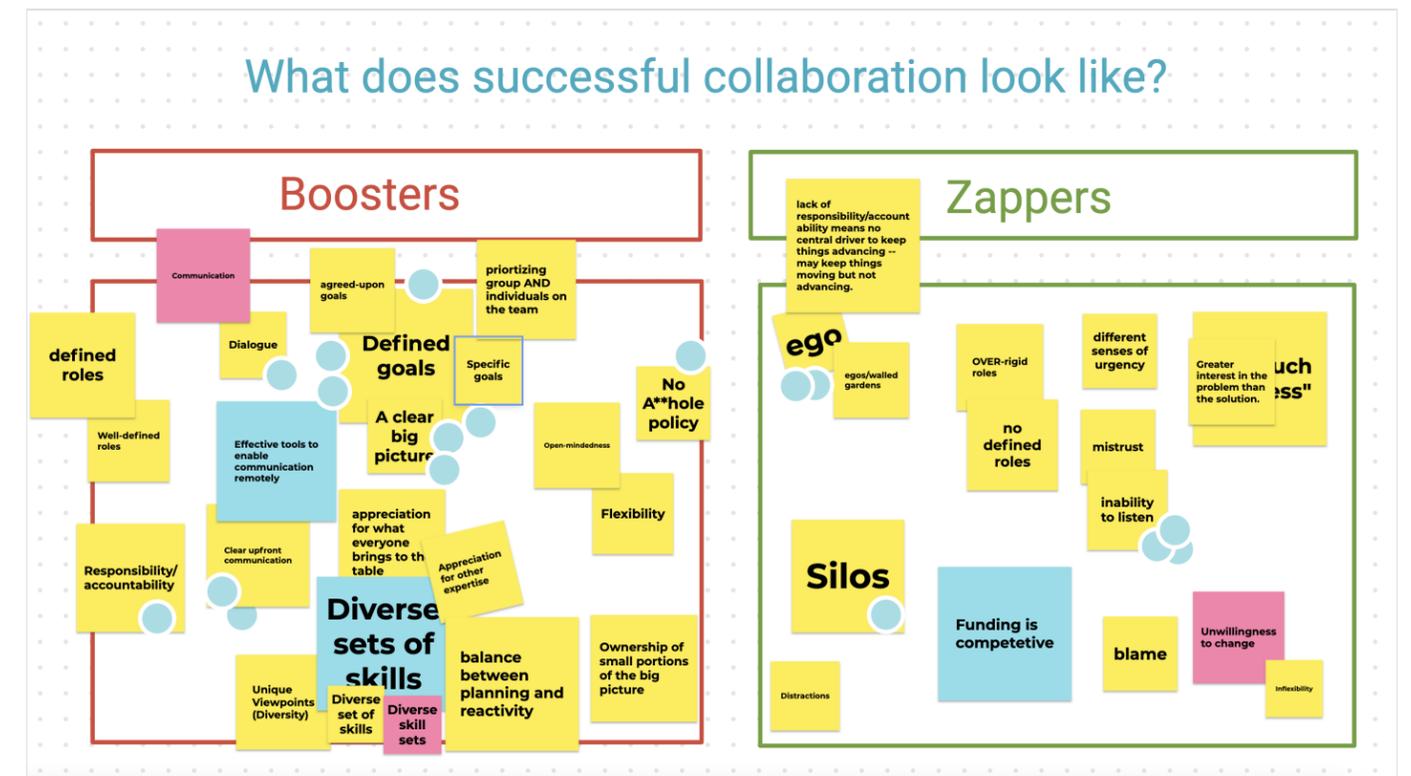
The "Swirling Vortex" of drug development

Day 1

Where are we now? And who are we, anyway?

The kickoff session was built around participative activities to learn about or be reminded of the work of their non-hormonal, reversible male contraception colleagues, with a focus on connections, shared challenges, how our work is linked to each other, and how we could benefit from increased collaboration.

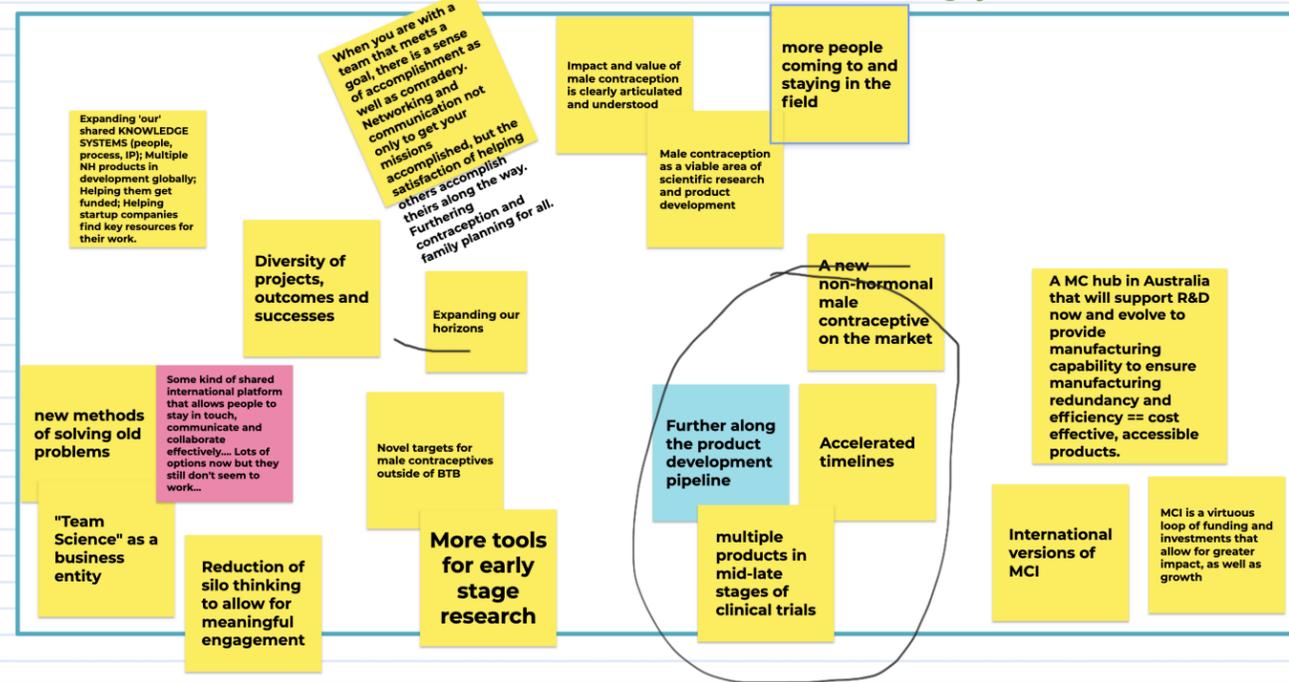
The cohort shared reflections on our own experiences with collaboration, identifying barriers/ facilitators to successful collaboration, and beginning to shape a vision of increased collaboration in non-hormonal, reversible male contraception research and development. We worked together to articulate as many of the barriers (or "zappers") and facilitators (or "boosters") as we could, and then regrouped to cluster the outputs and identify those in each segment that the group felt was most pressing to either avoid (in the case of "zappers") or amplify (in the case of "boosters"):



Collaboration Boosters & Zappers

Having arrived at a shared understanding of boosters and zappers, the team spent the remainder of the session ideating around the results we would anticipate by 2025 from successfully collaborating with each other. The general consensus was that meaningfully engaging with each other over the next 4-5 years would result in accelerated timelines that would lead multiple products further along the development pipeline, culminating in several potential products in mid- to late-stage human clinical trials or even a new non-hormonal male contraceptive on the market.

Where will successful collaboration bring you...in 2025?



Anticipated results by 2025

Day 2

Where do we want to go? What might OUR collaboration look like?

The session kicked off with a captivating panel discussion featuring subject matter experts sharing examples of how collaboration helped them achieve professional goals, allowing the group to learn from analogous examples while reflecting on the realities of our own work:



Bethany Young Holt
Executive Director and Founder of CAMI Health & Initiative for MPTs and Public Health Institute

Bethany shared her thoughts on identifying and aligning shared goals and impact in product development with a focus on translating the voice and insights of the user back to the research community.



Brian McKenna
Deputy Director - Reproductive Health Supplies Coalition at PATH

Brian discussed the importance of neutrality in developing and fostering an ecosystem for shared learnings and collaboration.



Mitchell Warren
Executive Director of AVAC

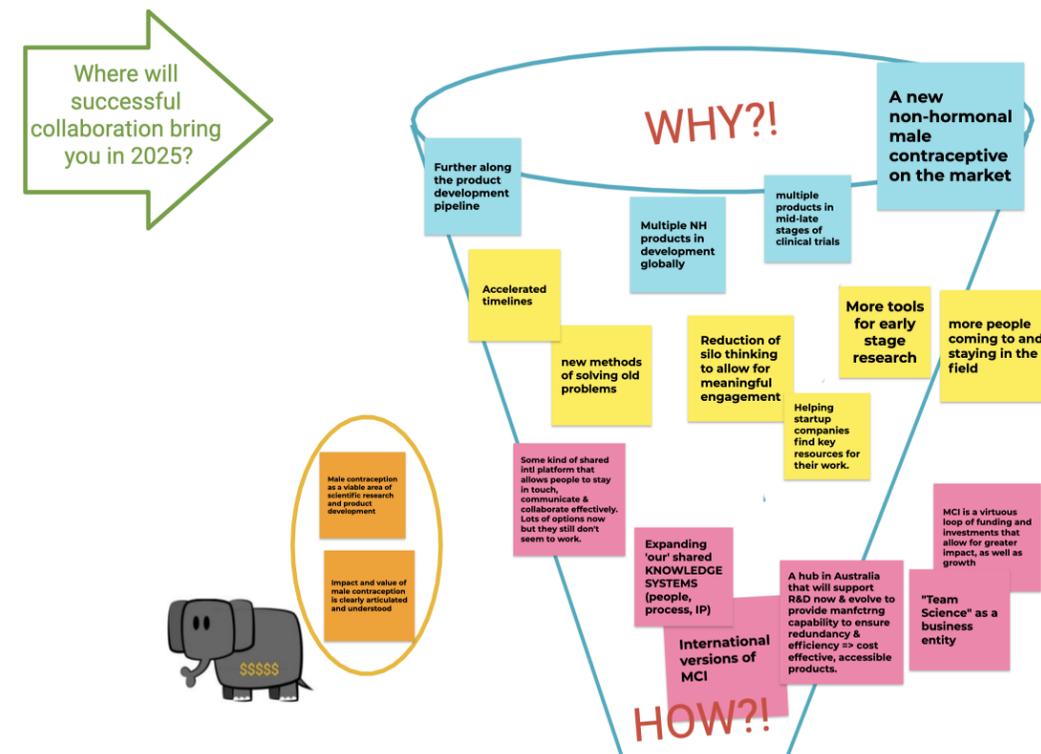
Mitchell spoke about the power and potential of mission-driven organizations and the importance of not confusing progress with success.

The remainder of the discussion was focused on taking the insights from the first session and beginning to build out principles and dimensions of collaboration that could move the group beyond traditional limitations. We worked collectively to identify all of the relevant stakeholders in the Australian context in order to better understand the ecosystem we will need to develop and facilitate in order to maximize our potential for success, namely:



We brainstormed around the benefits and drawbacks of different models, working together to generate a list of key components for the collaborative approach we may pursue moving forward. We explored what looked promising, made sense, and is transferable or adaptable (or not). The focus was not on detailed solutions, but rather on “what it feels like” when collaboration works.

We ended the session with group activities focused around identifying and refining the actions the group felt are needed in order to create the most effective collaboration to accelerate and drive the male contraceptive research and development activities in Australia.



Mechanisms & systems needed to achieve anticipated results

Day 3

Where do we go from here? How will we collaborate & see it through?

The final session of the virtual ideation event kicked off with a panel discussion focused on success in the male contraceptive field in Australia, with each panelist sharing detailed insights on how they navigated various challenges to achieve their goals:



Kevin Eisenfrats

CEO of US-based Contraceptive

Kevin discussed how his company was able to capitalize on investment opportunities and significant tax breaks in the state of Victoria to accelerate timelines for first-in-human testing of their reversible vasectomy product ADAM™.



Rob Gorkin

Founder of Australia-based Eudaemon Technologies

Rob shared how the supportive ecosystem for start-ups helped ensure their early and continued success.



Sab Ventura

Senior Lecturer at Australia's Monash University

Sab spoke to the supportive academic space in Australia and the bevy of talented young researchers available to advance scientific inquiry into male contraceptives.

The group reflected on these insights and continued to build on the outputs from the group activities that ended the second day's session. These building insights served as the path to the crux of our final session: developing proposals that articulate potential collaborations moving forward. The team broke out into groups

to first identify several "big ideas" for collaboration that were informed by the previous session's outputs, and then aligned on a single idea to fully flesh out in a presentation template.

This template was structured as a pitch deck, and featured slides for defining the "big idea", identifying collaborations currently taking pace that need to continue or expand, speculating on MCI's role in the idea, articulating individual roles in the idea, identifying additional partners needed to ensure the idea's success, and developing an elevator pitch for funders and collaborators.

Each group identified different themes to guide their ideation activities:

Group 1:
Learning Across Countries

The focus for this group's collaboration idea was to use learnings from the research community's experiences in Australia to help streamline and accelerate the United States, and vice versa. The intended outcome is to identify opportunities to learn from each other such that each context can benefit from the challenges and opportunities experienced in the other's.

Group 2:
Platform for Collaboration

This group focused on developing a cooperative of sorts to identify the key stakeholders in Australia and the United States and create a workforce of highly skilled collaborators. The intent is to utilize the subject matter expertise from stakeholders in each country to help identify policy, advocacy, and funding needs, and utilize this understanding to inform future collaborations through regular engagements of the cohort, both virtually and in person.

Group 3:
Driving the Narrative

This group's focus was on first developing a robust understanding of how male contraception is perceived in both Australia and the United States, and then identifying opportunities to expand it and connect male contraceptives to other societal challenges (e.g., climate change, human rights, etc.), and then engaging with influencers and organizations to champion male contraception and create a social movement around it.

The remainder of the session was spent discussing each emergent idea, identifying gaps and challenges, and developing a road map for future activities to continue developing and refining the ideas.



Next Steps

Key Takeaways

Over the course of the three days the cohort spent together, we discussed and co-designed a great deal. Each day left us with much to consider as we continue identifying opportunities for collaboration in the interest of accelerating male contraception research and development activities. That said, some of the high-level insights that the team emerged from the event with are:

I. Australia represents an exciting and welcoming landscape for male contraceptive research and development.

Academic institutions and start-ups benefit from the general public's interest in male contraception, as well as the generous financial support available from the Australian government. This has in turn created an innovative ecosystem of product development that could help accelerate bringing new methods of male contraception to market. The Australian state of Victoria in particular has financial mechanisms to attract scientific research and development activities from non-Australian firms. This is especially impactful for the male contraceptive industry as funding is largely the most significant challenge it faces.

II. There is considerable interest from both Australia and American organizations to collaborate with each other.

Though not surprising to the MCI team, it is inspiring to see how engaged stakeholders from each country were during the event and how eager they are to continue collaborating moving forward. Several participants were also key contributors to the ideation event in 2019, further reinforcing the notion that these events add value to the field and help foster a sense of community amongst those working in it.

III. There is scope (and need) for connecting male contraception to people other than men and challenges other than pregnancy prevention.

The group identified the need for making a direct connection with how new methods of male contraception benefits women and other genders in order to ensure widespread acceptability and uptake. Additionally, there are societal challenges that can be meaningfully addressed with an increase in male contraceptive methods (e.g., climate change, sexual reproductive rights, gender norms, etc.). However, many of these direct links are not widely promoted; being able to communicate these connections clearly can help convert male contraception to a cause worthy of building a movement around.

IV. Iterative ideation events help ensure alignment while providing a rich environment for collaboration.

Ideation events focus on getting groups of individuals to share their expertise while working through challenges to reframe them as opportunities. This bias towards action makes events like this extremely helpful when seeking to address a pressing need or issue, and result in the development of tangible ideas for moving forward. They are most impactful when an individual event is part of a larger series of activities. We greatly benefited from this being the second part of our ideation process begun in 2019, as those who participated in the initial event could utilize that experience to help refine outputs, apply them meaningfully to this event's themes and challenges, and generate new and additional insights to help guide the group moving forward.

V. With the will, there's a way: today's communication technologies allow for meaningful collaboration with colleagues around the world.

The group for this ideation event utilized video conferencing applications and virtual whiteboards to collaborate. This was due to not only the COVID-19 pandemic, but also the fact that participants were located throughout Australia, the United States, and the European Union. Navigating through the challenges related to time differences was only possible due to the passionate energy that participants brought to the engagement, which was driven largely by the shared understanding that this kind of collaboration is vital to the field.

Next Steps

As previously noted, this virtual ideation event was not a stand-alone experience, but rather the continuation of activities first kicked off during our inaugural event in San Francisco in 2019. That event led to the creation of MCI’s “Team Science” cohort, who in turn helped to shape and inform this subsequent ideation session. MCI views these activities as critical to fulfilling our objective as an ecosystem facilitator and manager, with the stated objective of harnessing the collective skills and knowledge of the male contraception research and development community in order to accelerate product development activities and bring novel male contraceptives to market in an accelerated fashion.

Coming out of this latest ideation session, both MCI and the Team Science participants identified tangible activities for each to engage in as we work towards achieving our shared goals:

MCI	PARTICIPANTS
<ul style="list-style-type: none"> • Synthesizing outputs in order to identify opportunities for tangible collaboration opportunities • Developing and managing an online forum to seed and facilitate further conversations and engagements with the Team Science cohort • Coordinate future ideation events, meetings, webinars, and other events targeting specific areas of interest to the male contraceptive community • Building relationships with stakeholders in Australia and the United States in order to identify and pursue opportunities for partnerships amongst the research communities in both countries 	<ul style="list-style-type: none"> • Engaging with the community in an open and collaborative manner • Participating in regular virtual and in-person meetings in an on-going basis • Sharing experiences, insights, documents, and more via the online forum MCI develops • Helping MCI to identify additional opportunities to support the field and advocate for male contraception

Thank You!

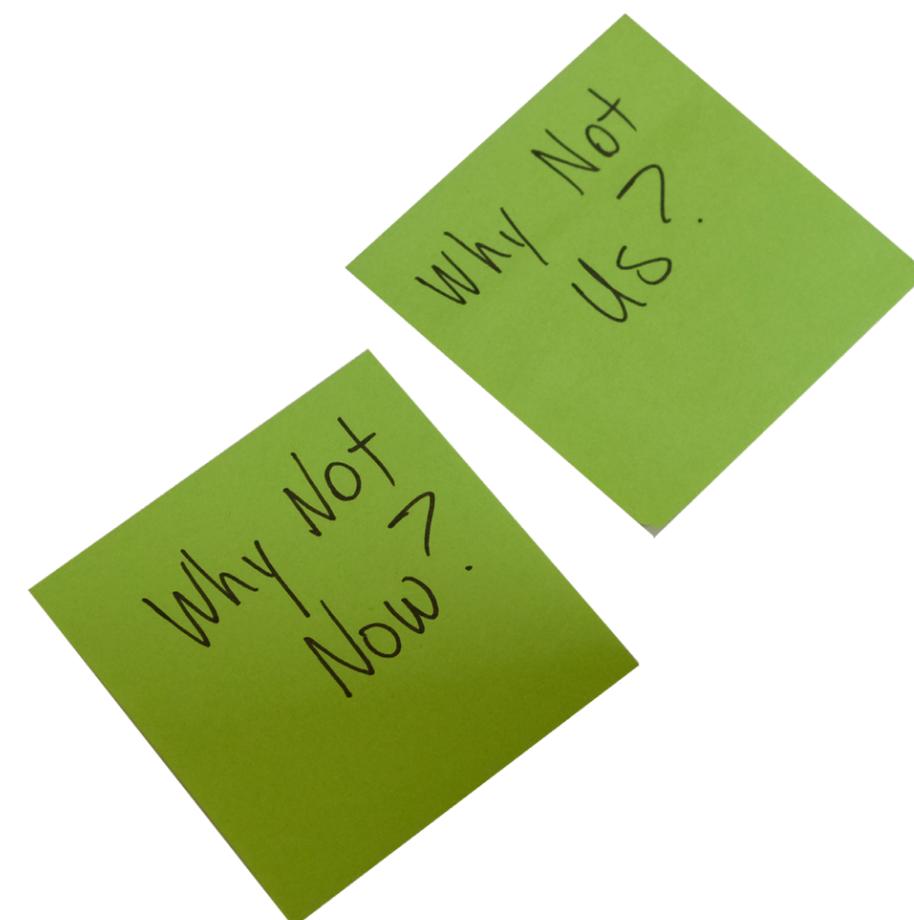
Male Contraceptive Initiative would like to take this opportunity to thank the facilitation team from Mann Global Health and all of those who participated in this virtual ideation event. Navigating time zones, video conferencing platforms, and virtual collaboration tools is not easy, and yet all of the participants engaged with each other and us in very meaningful ways. We were left with a renewed sense of purpose and mission, and look forward to continuing to move forward together to achieve our vision of “Reproductive Autonomy for All”.

We also want to thank you for taking the time to engage with us and read this report. We look forward to hosting future ideation events, and continuing to build off of the emergent insights and learnings from each session. We will continue to share outputs from these sessions as they are held so that you can see how these efforts evolve and inform our work.

Please be sure to follow our journey at malecontraceptive.org to learn more about male contraception and our efforts to make new forms a reality.

Cheers,

The MCI Staff & Team Science





About

MCI's mission is to empower men, and couples, to fully contribute to family planning goals by providing them the resources they need for reproductive autonomy. MCI seeks to do this by facilitating research & development of male contraceptives for people around the world, and building awareness among researchers, donors, and the general public about the demand for and status of novel male contraceptive methods.

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