



# Mothers 2 Mothers

Define New Meaning of Motherhood –  
By Mothers, For Mothers

## VISION

To Use the Power of Motherhood to Empower  
Women, Families, and, Ultimately, Everyone

## PROBLEMS IN POSTPARTUM EXPERIENCE IN TAIWAN

Education and societal expectations in Taiwan promote fixed mindset and discourage freelancing, causing postpartum women to leave jobs with no stable incomes and serve as the primary childcare providers. Of the 92,000 applications received for parental leave in 2016, 80% were submitted by women. In 2015, 95% of men returned to the workplace after the leave, and only 89% of women returned. 44% of women who did not return to the workforce quit jobs to support their families. Additionally, Taiwan reported a female labor force participation percentage of 51.1% in 2018 and 50.9% in 2017. The upward trend of women's participation in the workforce and the rising childcare responsibilities place financial and familial burdens on postpartum women.

## SOLUTION

### Validation Phase | Existing MVP

M2M launched its MVP in January 2019, using a Facebook group to serve 1,467 postpartum women. Key features of the MVP include, but are not limited to:

- Online support by registered professional nurses
- In-person events facilitated by postpartum women

To validate and iterate based on user feedback, in October 2019, M2M randomly selected 215 MVP users to participate in (1) a quantitative survey to understand the reasons that they participate in the MVP and their satisfaction level and (2) a qualitative survey to receive feedback. Of the 158 respondents, 49% age between 31-35; 61% are first-time mothers; 52% live with nuclear family; 77% have an education level of Bachelor's degree or above; 57% are full-time mothers.

According to the surveys:

- 87% believe that learning about other mothers' experiences have taught them that they are not alone
- 61% feel supported by other mothers and professionals
- 50% learn to interact with newborn babies
- 48% gain confidence in providing childcare

Additionally, the surveys suggest that M2M acts as a trusted advisor. When asked where they seek support as they face postpartum problems: 86% come to M2M; 85% search online; 69% ask friends; 59% ask family members.

### Growth Phase | Scale Up with Technology, Data Science, Design, and Digital Capabilities

One of the suggestions M2M received is to launch a platform that is designed to make resource- and knowledge-sharing more efficient and scalable. Features of the platform will include:

- WebRTC Technology: Video Calls and Live Events
- Graph Clustering Algorithm: Peer-to-Peer and Mentor-to-Mentee Matching
- Geolocation Algorithm: In-Person Experience
- ReactJS and Bootstrap: Seamless UI/UX

# Angel Huang

## Making Impact through Technology



### The Initial Spark

A current junior at MIT, Angel aspires to make an impact in the social sector through technology. Her passion to empower postpartum women and promote parent-child relationships first manifested when she, as a third grader, invited her friends to make and sell waffles to their parents. The parents continued to meet up as friends after the event; Angel and her friends ended up attending the same school up until high school. These friendships have promoted positive learning experiences for the parents, Angel, and her friends as they connect with people who share similar experiences and are in a similar stage in lives.

### Passion

Angel's family and friends shaped her into who she is today; she truly appreciates the experience growing up with families in the same neighborhood and hopes to bring this positive experience to everyone. To do so, she has been organizing an annual parent-child carnival charity event since 2011 to create mutually beneficial opportunities for different organizations working on empowering mothers. Every year, she receives funding and support from government (city governments, health centers, council members, etc), organizations in the industry (midwifery associations, clinics, etc), universities, nonprofits (international rotary clubs), and individual donors.

### Contact



626-200-9784



huangel@mit.edu



@angelhuang98



New York City, NY | Taipei, Taiwan