



ANNUAL REPORT 2023



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Our Purpose

Catapult Design believes that all people, regardless of income and geography, should have access to thoughtful and inspired design that addresses their needs. Our mission is to improve the quality of life of underserved communities through accessible and innovative design. Each engagement is unique, typically encompassing the following services.

DESIGN STRATEGY

For projects of all types and scales, we begin by identifying strategic direction. This includes framing the problem, understanding the challenges and opportunities, and ensuring that project indicators—vision, objectives, timeline, project considerations, and focus areas—are well understood at the outset of any work. This understanding provides the high-level design direction that guides each project.

DESIGN

We imagine a world where everyone has access to well-designed products and services that stimulate and sustain better lives. From systems mapping and concept generation to distribution strategy and more, our partners and team is made up of designers, engineers, and business strategists who possess the skills, experience, and networks to offer a comprehensive approach to develop products and services for low-income and underserved communities.

EDUCATION

For projects of all types and scales, we begin by identifying strategic direction. This includes framing the problem, understanding the challenges and opportunities, and ensuring that project indicators—vision, objectives, timeline, project considerations, and focus areas—are well understood at the outset of any work. This understanding provides the high-level design direction that guides each project.

RESEARCH

We investigate and disseminate design research focused on the acceleration and accessibility of market-based solutions to inequalities. We help clients, partners, and end-users gain a deeper understanding of how design can spur their initiatives.

PARTICIPATORY POLICY

We research and identify underlying causes of inequality and injustice, and we employ participatory prototyping to find and test solutions with underserved communities. We utilize that data and experience to formulate policy recommendations for funders and partners.

Hello from the CEO

As we look back on 2023, it's evident that this year has been a time of laying critical groundwork and deepening our commitment to localized, community-driven design. From forming strong partnerships with designers in and from global majority countries to learning from Indigenous voices and advancing gender equity, Catapult Design has continued to design products and services in collaboration with underserved communities around the world. These collaborations have ensured that our approach remains rooted in local knowledge, making our work more impactful and sustainable.

BUILDING THE FOUNDATION FOR IMPACT

One of our significant efforts this year was expanding the Gender Equality Design Labs, supported by the Bill & Melinda Gates Foundation. This initiative focused on forming strong partnerships with local design and technical experts in Nigeria. By prioritizing collaboration with local voices, we have positioned ourselves to roll out impactful labs in 2024. The lessons and insights gathered this year ensure that our approach remains responsive to the real needs of women.

We also made strides in refining our Indigenizing Design Framework. We worked alongside Indigenous partners in the Phoenix area, guiding a workforce development program that empowered young Indigenous adults to design technology solutions rooted in their cultural values. This work serves as a model for how localized knowledge can inform broader design practices, offering a path toward more inclusive design.

While 2023 has brought many successes, it has not been without its challenges. As we expanded our partnerships and projects, we navigated the complexities of managing multiple high-impact initiatives. However, we adapted with resilience. Our team's dedication and organizational focus on team well-being allowed us to maintain momentum in delivering value to this important work.

We are proud of what we have accomplished together this year. From building stronger partnerships to seeing the impact of our education and research efforts, we've grown in our capacity to drive change through design. As our team continues to evolve, we remain committed to fostering a culture of creative courage, local focus, and mutual learning.

LOOKING AHEAD

As we close out the year, we are excited about what lies ahead. The groundwork we have laid in 2023, from amplifying the voices of those often excluded from design processes to preparing for ambitious new projects, sets the stage for a year of meaningful impact in 2024. Our mission—to improve the quality of life through accessible and innovative design—continues to guide us as we work alongside our partners and communities to create a more inclusive and just future.

Thank you for being an essential part of this journey. We look forward to building on our momentum in the years to come.

With gratitude,

Angela Hariche
CEO, Catapult Design



Team

CATAPULT DESIGN CORE TEAM



ANGELA HARICHE
CEO



TREVOR ZIMMER
Program Director



PRAGYA MISHRA
Creative Director



HALEEMAH SADIJAH
Senior Designer



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Executive Assistant



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Program Manager



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Creative Director



PHUME MTHIMUNYE
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Team

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Our Projects



Our Projects

Beyond One Size Fits All: Designing The Future Of Non-Hormonal Contraceptives For Women

CHALLENGE

Voluntary family planning is one of the great public health advances of the past century, empowering women to make informed decisions about whether and when to have children. These decisions help reduce unintended pregnancies and maternal and newborn deaths while fostering economic and educational opportunities for women, ultimately

leading to healthier families and communities. However, many women still face barriers to accessing or using contraceptives, even when they wish to avoid pregnancy. These barriers include misconceptions about pregnancy risk, concerns about cost, inconvenience, side effects, opposition from family members, and limited contraceptive options. Additionally, some current users find existing methods unsatisfactory. Continued innovation in contraceptive technology is critical to overcoming these barriers and meeting the diverse needs of women at different stages of their lives.



WORK

In 2023, Catapult Design partnered with Spindle Design, DODO Design, and YUX, building on the Gates Foundation's earlier investment in the Contraceptive Technology Innovation (CTI) Lab. Our collaborative effort focused on understanding the unmet needs of women around modern contraceptive methods—those available, those in development, and those in the form of new ideas from the CTI Lab. The team engaged with users, non-users, influencers, and providers in Kenya, Nigeria, and Senegal, gathering insights through human-centered design and research. By prioritizing user perspectives, this project aimed to inform and catalyze opportunities for innovation in contraceptive product development.

Specifically, Beyond One Size Fits All: Designing the Future of Non-Hormonal Contraceptives for Women aims to understand how non-hormonal contraceptives (NHC) can be designed and communicated in ways that resonate with women of a reproductive age (WRAs) in global majority contexts, ensuring they are both effective and appealing as family planning options providing recommendations for product development.

The goal of this work is to bridge the gap between WRAs and developers of non-hormonal contraceptives by:

- | Sharing WRAs preferences and priorities.
- | Exploring product attributes and combinations.
- | Presenting concepts through visualizations, value propositions, and decision-making journeys.
- | Determining implications and providing recommendations for product development.

RESULT

This work is currently underway

CLIENT/FUNDER

Bill & Milenda Gates Foundation

LOCATION

Global, with study areas in Kenya, Nigeria & Senegal

CATAPULT DESIGN SERVICE LINE

Design

THEMATIC AREA

Global Health, Sexual & Reproductive Health

Our Projects

Gender Equality Design Labs

CHALLENGE

The Bill & Melinda Gates Foundation's Gender Equality Data & Insights (GE D&I) Team understands that its strategy and investments around innovations will be more impactful by engaging women and girls in global majority communities in decision-making processes early and often. In support of this vision, Catapult Design began laying the

groundwork for the Gender Equality Design Labs in 2023, aiming to create a platform where women's voices drive solutions tailored to their unique needs. This effort focuses on empowering local partners to test hypotheses about women's health, transforming data into actionable insights that promote gender equity.



WORK

Throughout 2023, Catapult Design built a strong foundation for these Labs. Recognizing that the most effective solutions come from those with lived experience and a deep understanding of local needs, an essential step was forming strategic relationships with in-country design partners. This approach required time and dedication, but resulted in partnerships that can authentically engage communities and foster lasting impact. We have formed partnerships with Zede Consulting (Kenya), DODO Design (Nigeria), and YUX (Senegal), alongside technical collaborators Ooloi Labs and Paukwa House.

The support of the Bill & Melinda Gates Foundation has been instrumental in enabling this groundwork, fostering collaborations that ensure a locally driven approach. Key activities in 2023 included scoping the project, preparing for stakeholder workshops, and coordinating with regional teams to ensure readiness for the 2024 Labs rollout.

RESULT

Catapult Design and our partners are well-positioned to launch the Gender Equality Design Labs in early 2024. With a clear vision and the support of local design and technical experts, the project is prepared to navigate the complexities of each region and engage with communities meaningfully. The upcoming Labs are set to explore hypotheses around women's health, aiming to create a mechanism for continuous feedback and data-driven decision-making, ultimately advancing progress toward gender equity.

CLIENT/FUNDER

Bill & Melinda Gates Foundation

LOCATION

Nigeria, Pakistan & Ethiopia

CATAPULT DESIGN SERVICE LINE

Design, Research

THEMATIC AREA

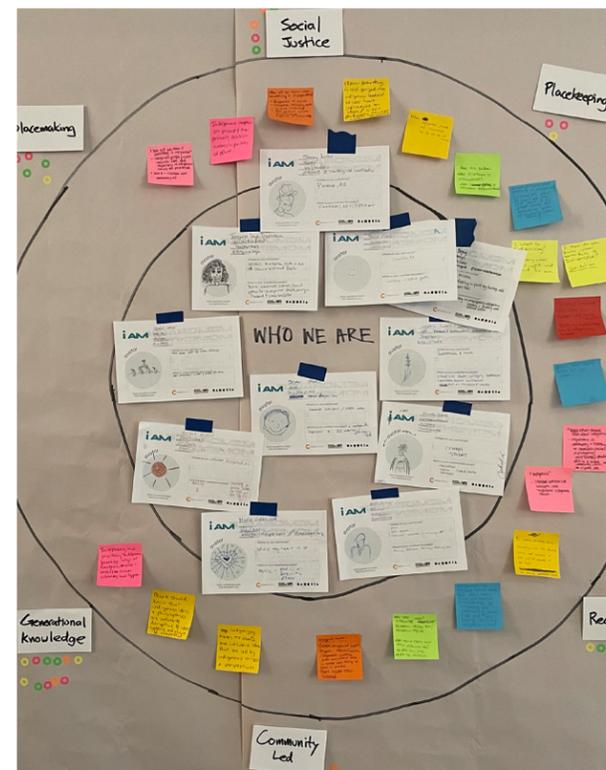
Gender Equity, Health

Our Projects

Indigenizing Design

CHALLENGE

Indigenous communities have historically been excluded from conversations about the multi-generational systemic challenges impacting them the most. Western problem-solving approaches have often failed to align with Indigenous worldviews, leading to ineffective solutions. This exclusionary approach has perpetuated a disconnect between Indigenous communities and the processes that shape their lives.



WORK

Funded by the National Endowment for the Arts (NEA), the Indigenizing Design project entered its second phase in 2023. Building on previous efforts, Catapult Design collaborated with partners Indigenous Community Collaborative, Codefy, and Brian Skeet Design. The project applied the Indigenizing Design Framework through a 12-week workforce development program for Native American young adults in Phoenix, Arizona. This program used workshops to help participants redefine challenges from an Indigenous perspective and develop culturally relevant technology solutions. The process centered on six key Indigenizing Markers to ensure that the design process remained grounded in Indigenous values and traditions.

RESULT

The program further refined the Indigenizing Design Framework, creating tools and methodologies for both Indigenous and non-Indigenous practitioners to work together respectfully. Participants developed tech solutions addressing community needs, such as a language preservation app and mental health support tools, integrating cultural insights into modern technology. The project fostered a deeper understanding of how Indigenous perspectives can inform design processes, providing mentorship opportunities and building a stronger connection between traditional knowledge and contemporary problem-solving. This work represents a crucial step toward empowering Indigenous communities to lead their own design journeys. We've received an additional NEA grant to continue the work.



CLIENT/FUNDER

National Endowment for the Arts

LOCATION

Phoenix, AZ

CATAPULT DESIGN SERVICE LINE

Design

THEMATIC AREA

Culture, Workforce Development

To find out more about how NEA grants impact individuals and communities, visit www.arts.gov.

2023 Financials

REVENUE

Earned Income	\$1,986,167
Donations & Grants	\$53,890
Other Income	\$2,747
Total Revenue	\$2,042,804

EXPENSES

Program	\$952,019
Management	\$889,492
Fundraising	\$7,700
Total Expenses	\$1,849,211

NET REVENUE **\$193,593**

ASSETS

Cash	\$1,221,830
Accounts Receivable	\$1,439,363
Prepaid Expenses	\$580
Total Assets	\$2,661,773

LIABILITY

Accounts Payable	\$5,967
Deposits on design services - unearned revenue	\$915,450

NET ASSETS **\$1,740,356**

Net Assets (Beg. Of Year)	\$1,546,763
Net Assets (End Of Year)	\$1,740,356
Change In Net Assets	\$193,593

Donors, Funders, Awards, and Grants

(On financial report)

DONATIONS

BHATIA FOUNDATION

GRANTS

NATIONAL ENDOWMENT
FOR THE ARTS

CONTRACTS

BILL & MELINDA GATES FOUNDATION

AWARDS

NATIONAL ENDOWMENT FOR THE
ARTS (NEA) FOR A GRANT FOR ARTS
PROJECT AWARD

*A big thank you to all of our donors,
funders, and general supporters!*



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