



Q&As Einhorn & Entrepreneur's Pledge

Who are the people behind the project?

Waldemar Zeiler und Philip Siefer – we're einhorn. We've known each other for years – above all from the Berlin startup scene. Before founding einhorn, we both built and established digital startups and have recently founded the „Entrepreneur's Pledge“ together. We've already committed 50 experienced entrepreneurs to found at least one social business, in their lifetime, that leaves a „positive footprint“ behind and that also reinvests 50 percent of the profits into social or environmental projects. We've committed ourselves to do just that. The idea for our first social business is einhorn. We want to show others that successful entrepreneurship can also have a social impact

What is this project all about?

Fair produced and brilliant in design: a combination that promises success. einhorn is a special condom. But, why?

We all know the game: condoms are normally just a means to a way. They protect against sexual diseases and are a safe contraceptive method. But, do we actually like them? No. Most even find the purchase awkward. We'll even buy a bag of chips to camouflage the box on the conveyor belt. We want to change that with einhorn – we're going to package the condoms ourselves in chip bags designed by prominent designers. Instead of dreading the cash register, we're itching to get these babies home.

The last thing on your mind while buying a condom: how are condoms actually made? Condoms are produced out of natural rubber; the latex milk is produced primarily by rubber tappers in Asia through a very laborious harvesting process. Classical economics: those who do the most work often get the least of the profits – even though condoms' margins are comparable to luxury products. And we all know this same spiel: large areas of rain forest are cleared to plant rubber trees. What's more: poisonous pesticides are sprayed in order to protect these vulnerable monocultures from pests. The consequences: contaminated ground water. We want to change all of this in the next few years.

Our solution? We want to produce a fair and sustainable condom. But einhorn condoms are just the prelude since our main goal is that fair products are a no-brainer. And thereby every purchase becomes a good thing.



What is the project goal and who is the project for?

We're inspired by fair products produced under fair conditions for people and the environment. Our grand vision: that every product in a super market is fair so that every purchase is a good one. We're starting with einhorn in order to show that a daily product like a condom can be fair produced while being a lifestyle product. We are connecting the social impact with the commercial success to make einhorn condoms a mainstream product which reach the largest target audience – namely those all those that want to have safe sex – regardless if they know a thing or two about sustainability or not. It doesn't matter: einhorn's packaging is truly exceptional. It's even fun at the checkout. But, condoms are just the beginning.

We'll reinvest 50 percent of the profits back into social projects like sexual education for youth or simply the fair pay of rubber farmers. With our initiative, the „Entrepreneur's Pledge“, we've already committed 50 further entrepreneurs to found at least one social business in their lifetime.

Why would you support this project?

We all buy condoms. But now you can also do something good with einhorn. You can take a stand with us for fair production conditions – for people and nature. All this while reinvesting 50 percent of the profits for non-profit projects. We're revolutionizing the condom market: einhorn condoms are just as safe as other condoms, but they're more fun, are a bit cheaper, look better, and give you a much better feeling when you buy them.

How will we use the money if the project is successfully funded?

In order to make a company out of our idea, we need passion, time, and money. That's why we want you on our side for the start of einhorn. With the money that we will collect on Startnext, we want to initiate and implement the following

- The founding of a cooperative along with German scientists in order to determine global standards for the cultivation of sustainable natural rubber with a „fairstainable“ seal.
- Residence in Malaysia for 2 month in order to coordinate the processes and found the rubber farming cooperative
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- Inspection of the working conditions for all involved on the plantation and in the local production facilities in Malaysia
- The development of ideas for the improvement of the production with local partners like Richter Rubber.



Why the name „einhorn“?

einhorn means unicorn in German. It is the most noble of all mythological creatures and represents, without exception, all that is good. By choosing einhorn condoms, you stand for exactly that: for good sex, for a good conscience, and good taste.

Who designed einhorn's packaging?

The packaging mirrors a chips bag and features pictures and illustrations donated by well-known artists and photographers like Berliner photographer and photoblogger Oliver Rath, Heji Shin, Sandra Bayer, or André Wagner.

Why do they look like chips bags?

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What sizes and versions are there?

At the beginning, we'll offer einhorn condoms transparently colored in two different sizes – 54 and 56mm. They will have the typical „einhorn-Form“, a bit wider at the tip for more feeling. All condoms are individually tested and are available in a week's supply of 14 gram (7 pieces) and in a year's supply of 100 gram (52 pieces).

Where will they be available?

They will likely be available in April or May on www.einhorn.my as well as by other chosen partners on- and offline.

How much will they cost? MSRP?

Our 52-er package (100g) will be available for approximately €25, while the 7 piece package (14g) will be available as a collector's edition for ca. €6.

Are there other einhorn products planned (in addition to condoms)?

A small package of lubrication will be contained as an extra in einhorn condom packages. Prospective expansion of the assortment is probable, but there are no concrete plans yet.



How does one recognize the „Fairness-Progress“?

There will be documentation on einhorn's website at www.einhorn.my. The Fairstainable seal will also show the progress.

What is the Entrepreneur's Pledge?

To fund a social and sustainable business and to reinvest half the business's profits in social or environmental projects – that is the promise that signees of the Entrepreneur's Pledge. The project should generate more regard for the social aspects and fairness in business – as well as producing scalable enterprises.

Further information at: <http://www.entrepreneurspledge.org>

Who has already signed the Entrepreneur's Pledge?

The list of over 50 signers includes well-known faces. The founder of Mymuesli – Hubertus Bessau and Max Wittrock have signed, as well as I-Potential front woman Constanz Buchheim, the founders of Helping – Benedikt Franke and Philip Huffman, Lebenslauf.com founder Thomas Bachem, and Team-Europe Partner Kolja Hebenstreit.