



# Safina – Team 65

## The AI Companion for Arab Youth Resilience

A culturally intelligent AI emotional support companion for Emirati and GCC youth



Gulf Arabic Voice



Emotion Tracking



Animated Stories



Opportunity Radar



# The Unseen Crisis

There is a significant, unaddressed mental well-being challenge among the **target youth demographic and women in the GCC region**, with serious implications for their resilience and future.



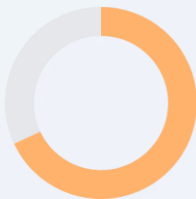
Anxiety During Job Search



73%



Stigma Around Support



68%



App Usage Beyond 2 Weeks



< 15%

(Sources: UAE Youth Survey 2024, WHO Gulf Mental Health Report 2023)

# Current Solutions Fall Short

Why existing mental health apps fail Arab youth in UAE and GCC



**Cultural & Dialect Barriers**



**Clinical Language Impact**



**Disconnected Opportunities**

⚠ Existing tools fail to address the unique cultural, linguistic and social context of Arab youth

## **No current competitors**

- ✗ Global apps (Woebot, Headspace) cannot understand local dialects
- ✗ Miss cultural context and nuances

# Safina: A Cultural AI Companion

Navigating the emotional journey with wisdom and care

*"A ship that carries you through storms with wisdom, care, and direction"*



## Cultural Intelligence

Designed specifically for Arab youth from UAE and GCC regions



## Anonymity & Non-Judgment

No login required, creating a safe space for emotional expression



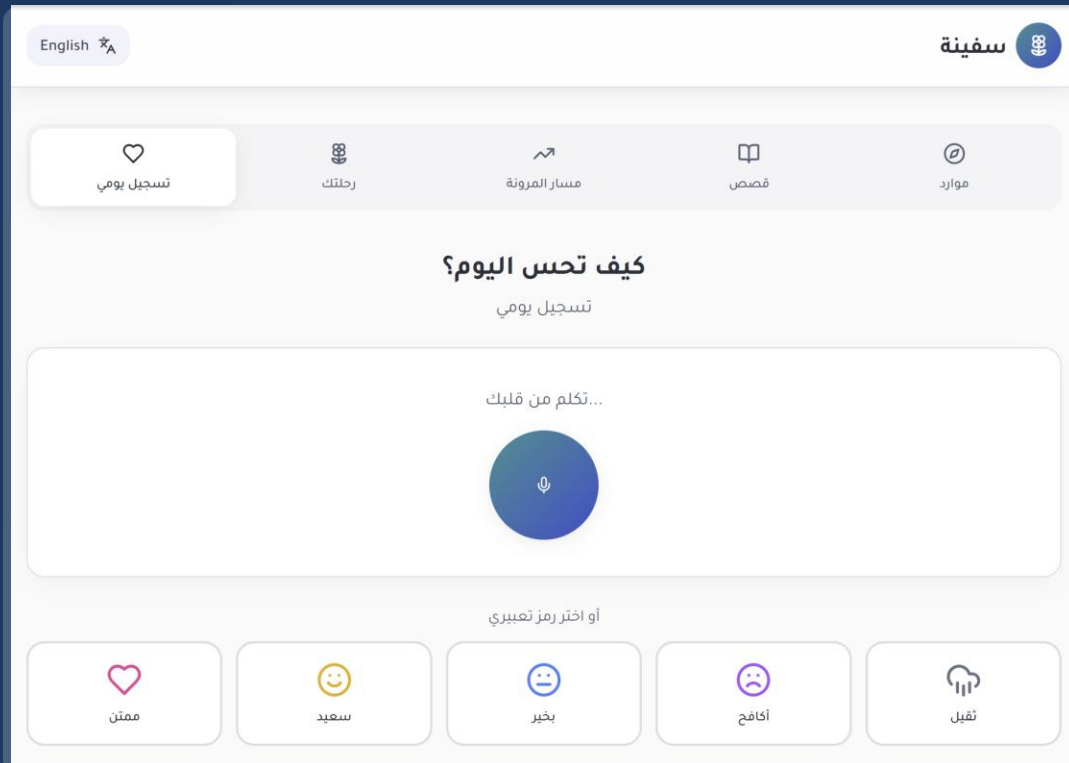
## Cultural Safe Tools

Overcoming mental health barriers in job seeking and beyond



## Global Exemplar

A model for cultural intelligent AI in the Global South



# How Safina Works: 30-Second Experience

A seamless journey from voice input to emotional support

## 1 User Expression



## 2 AI Listening



## 3 Culturally Intelligent Response





### “ Example Interaction


"I feel lost after my 4th rejection..."



















"Allah doesn't burden a soul beyond what it can bear."

 Blossom Map showing emotional state

 "From 10 Rejections to ADNOC" story

 "Let's revise your CV, just 5 minutes?"

# Value Proposition

Feature	Safina	Global Apps	Local Apps
 Language & Dialects	 Gulf Arabic	 Limited dialect support	 Basic dialect support
 Emotional Visualization	 Advanced	 Basic charts	 Limited visuals
 Cultural & Faith-Based Wisdom	 Integrated	 Limited cultural context	 Basic cultural adaptation
 AI Depth & Personalization	 Advanced	 Basic AI	 Intermediate AI

## Key Differentiators



Dialect Understanding



Anonymous Animated Stories



Privacy-First Design



Career Integration

# Next Steps: GTM & Roadmap

## 🎯 Target Market Size

 GCC Youth (18-30 years)  
**22 million**

 UAE Job Seekers by 2030  
**500,000+**

 Youth Budget (2025-2030)  
**\$1.2 billion+**

 **Funding Requirements**  
  
**AED 0.5M**  
Strategic investment

## 🚩 6-Month Delivery Outcomes

 **MVP Finalization**  3 months

 **Pilot Projects**  6 months

 **Hikaya Story Production**  6 months

## 🗺️ Three-Phase Expansion Strategy

