



# Tuliza: Find Your Calm

A privacy-first digital platform providing mood tracking, journaling, support rooms, and local mental health resources for Kenyan youth.

# The Challenge: Youth Mental Health in Kenya

## Prevalence

Over 1 in 4 Kenyan youth face significant mental health challenges, impacting their well-being and future.

## Stigma & Awareness

Deep-seated stigma and a lack of public awareness prevent many from seeking crucial help.

## Fragmented Resources

Existing mental health resources are often fragmented, unknown, or culturally inappropriate.

## Lack of Safe Tools

There is a critical shortage of safe, private, and culturally relevant digital tools for mental wellness.

# Our Solution: Tuliza Platform

Tuliza is a web-based mental wellness platform designed specifically for Kenyan youth, offering a comprehensive suite of tools.

- **Private Mood Journaling:** Securely track emotions and reflections.
- **Anonymous Support Rooms:** Connect with peers in moderated, safe spaces.
- **Local Resources:** Real-time access to verified Kenyan helplines and mental health professionals.
- **Daily Affirmations:** Curated tips and positive affirmations for mental well-being.

The screenshot shows a browser window with several tabs open at the top: 'IBM SkillsBuild', 'Vite + React', 'Slideshows Editing | C...', 'Pentester', 'ww1.learnanything.x...', 'Typing Test English...', and 'Create a blog - Bl...'. The main content area features a navigation bar with 'Home' (highlighted in green), 'Journal', 'Support Rooms', and 'Resources'. Below this is a large graphic of a human head profile filled with various negative words like 'DEPRESSION', 'MISERABLE', 'HEALTH', 'MENTAL DESPAIR', 'DARKNESS', 'UNHAPPINESS', 'GLOOM', and 'DESPONDENCY'. To the right of the head graphic, there is text: 'nd Your' (partially visible), 'wellness companion for Kenya. Track and connect with supportive power Kenyan youth and communities h support.'

Inbox (741) - nduku | Web development | IBM SkillsBuild | Vite + React | Slideshow Editing | Tuliza: Find Your Calm | +

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Tuliza mental health peer support

# Tuliza: Find Your Calm

Tuliza is your privacy-first mental wellness companion for Kenya. Track your mood, journal your thoughts, and connect with supportive communities. Our mission is to empower Kenyan youth and communities with safe, stigma-free mental health support.

Get Started



10:52 PM 7/19/2025

# Significant Market Opportunity

**20M+**

**Kenyan Youth**

A large and growing demographic aged 15-35, with increasing digital literacy.

**Ksh 1.2B**

**Annual Spend**

Estimated annual mental health expenditure in Kenya, indicating a growing market.

**2M**

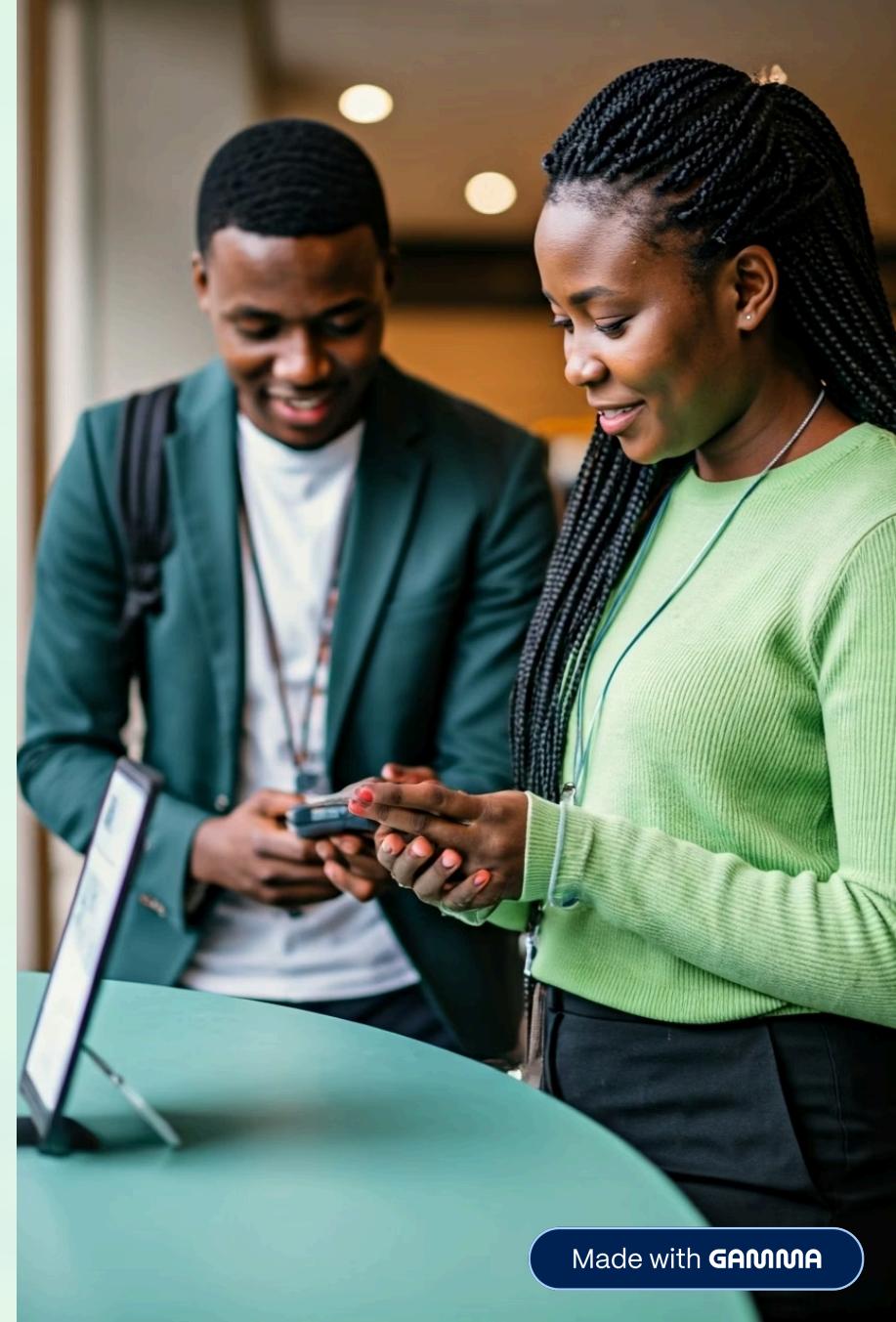
**Initial TAM**

Targeting digital-savvy youth in major urban centers: Nairobi, Kisumu, Eldoret, Mombasa.

Tuliza is positioned to tap into this underserved and expanding market, providing essential support where it's most needed.

# Early Traction & Validation

- **MVP Completed:** Fully functional platform built on the MERN stack.
- **50+ Early Sign-ups:** Strong initial interest from university students in Nairobi and Kisumu.
- **Campus Engagement:** Featured in 2 successful university mental health events.
- **Strategic Partnerships:** Collaborations initiated with 3 local psychologists.
- **User Impact:** 87% of pilot users reported feeling "less alone" after using Tuliza.



# Sustainable Business Model

Tuliza offers a tiered approach to ensure accessibility while generating sustainable revenue.

## Free Tier

- Core features: journaling, support rooms, helplines
- Accessible to all youth regardless of income

## Premium Subscription

- **Ask a therapist (10 questions/month)**
- Personalized mood insights & tips
- Voice note journaling
- Priority support
- Early access to new features
- Download/export your journal
- Premium-only support rooms
- All Free features included

## Institutional Licensing

- All Premium features for every member
- Admin dashboard & anonymized reporting
- Custom onboarding & training
- Bulk user management
- Private community support rooms
- Branding options (logo/colors)
- Priority support

# Strategic Go-to-Market Approach

Our strategy focuses on grassroots engagement and leveraging key partnerships for rapid adoption.

1

## Campus Outreach

Launch through mental health clubs and peer ambassador programs at universities.

2

## Key Partnerships

Collaborate with student unions, local psychologists, and wellness organizations.

3

## Digital Campaigns

Engage youth through social media campaigns featuring local influencers.

4

## NGO & Health Integration

Partner with NGOs and health organizations for broader reach and early adoption.

# Competitive Landscape

Tuliza stands out with its strong local focus and comprehensive anonymous support.

Platform	Local Focus	Anonymous Support	Journaling	Helplines	Price (Ksh)
Tuliza	✓ Yes	✓ Yes	✓ Yes	✓ Yes	0–300
Wysa	✗ No	✓ Yes	✓ Yes	✗ No	400+
MindNation	✗ No	✗ No	✗ No	✗ No	1,000+
Inuka (SMS)	✓ Yes	✗ No	✗ No	✓ Yes	100+

# Social Impact

- Reduce suicide ideation among youth by 20% (target by 2026)
- Increase access to mental health resources in rural counties
- Normalize daily mood tracking as part of self-care
- Promote emotional resilience in schools and colleges

# Projected Financials (2025)

Our 12-month forecast demonstrates a lean operational model and promising revenue growth.

## Estimated Costs

Platform hosting & infrastructure	240,000 Ksh
Marketing & outreach	360,000 Ksh
Content & partnerships	200,000 Ksh
Developer salaries (2)	1,800,000 Ksh
Community moderators (3)	720,000 Ksh
<b>Total Estimated Costs</b>	<b>3,320,000 Ksh</b>

## Projected Revenue



**Ksh 1,500,000 (Year 1)**

Derived from premium subscriptions and institutional licensing, with significant growth potential.

## Social Impact Goals

- Reduce suicide ideation among youth by 20% (by 2026).
- Increase mental health resource access in rural areas.

# Join Our Mission: What We Need

We are raising **Ksh 2.5 million** to accelerate Tuliza's impact and reach more youth across Kenya.



## Expand Development

Further enhance platform features and backend infrastructure.



## Launch Mobile App

Develop native iOS and Android applications for wider accessibility.



## Scale Outreach

Expand our presence to 10+ new universities and colleges.



## Onboard Therapists

Bring on full-time licensed therapist moderators for enhanced support.

Join us in building Kenya's safe space for mental health.

[Email Us](#)[Visit Tuliza.co.ke](#)

# The Team

Meet The Team



Developer 1 – Full stack  
engineer with MERN  
specialization



Terry – Founder, UX  
designer & mental health  
advocate



Psychologist Advisor – Local  
licensed therapist



Campus Ambassadors –  
Student leaders from 4  
counties

# Tuliza – Find Your Calm

Let's make mental wellness accessible, safe, and stigma-free in Kenya.

CTA: Email us at [support@tuliza.co.ke](mailto:support@tuliza.co.ke) | [www.tuliza.co.ke](http://www.tuliza.co.ke)