

# Tete a tat



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# Talk it out, its never that serious!

- Problem: Many Adolescents find it hard to converse about their problems to family or friends and at times it can lead to suicide.

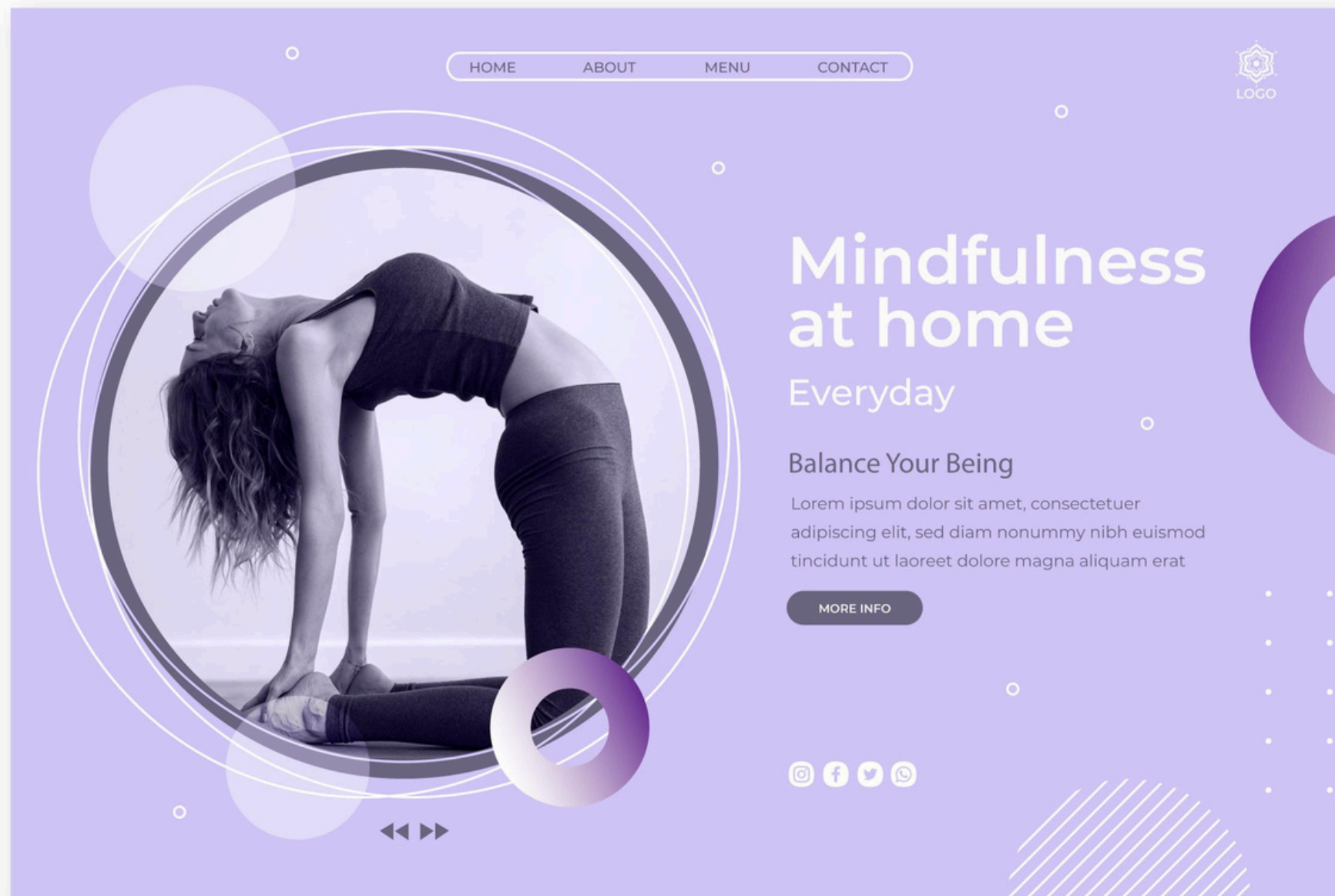


# Solution

- Well-designed user friendly web site that offers free consultaion services.
- The website also have open features such as chat box , gaming, blog posts and merchandise.
- Peer support programs.
- Provides therapy sessions .
- Tele health services through connecting people with health experts.

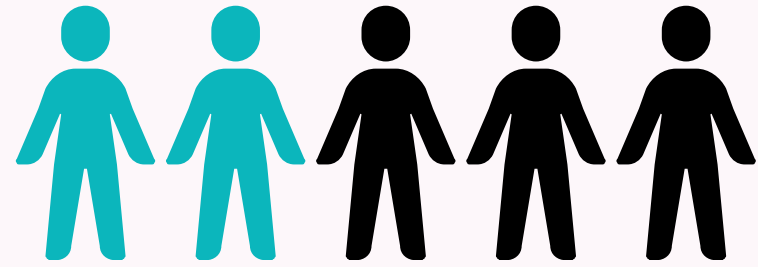


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- It reflects personal style, allowing users to express themselves.
- It can elevate mood, contributing to a more positive and relaxing atmosphere.
- It often boosts user satisfaction, as pleasing environments can increase happiness.
- Creating safe and inclusive environment for young people.

# Target Market



**1 out of 8**

Adolescents are likely to suffer from mental health issues.

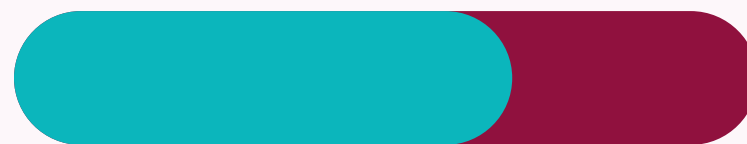
**43%**

of adolescents had a mental health problem in the past 12 months .Prevalence rates of depression and anxiety among adolescents are relatively high.



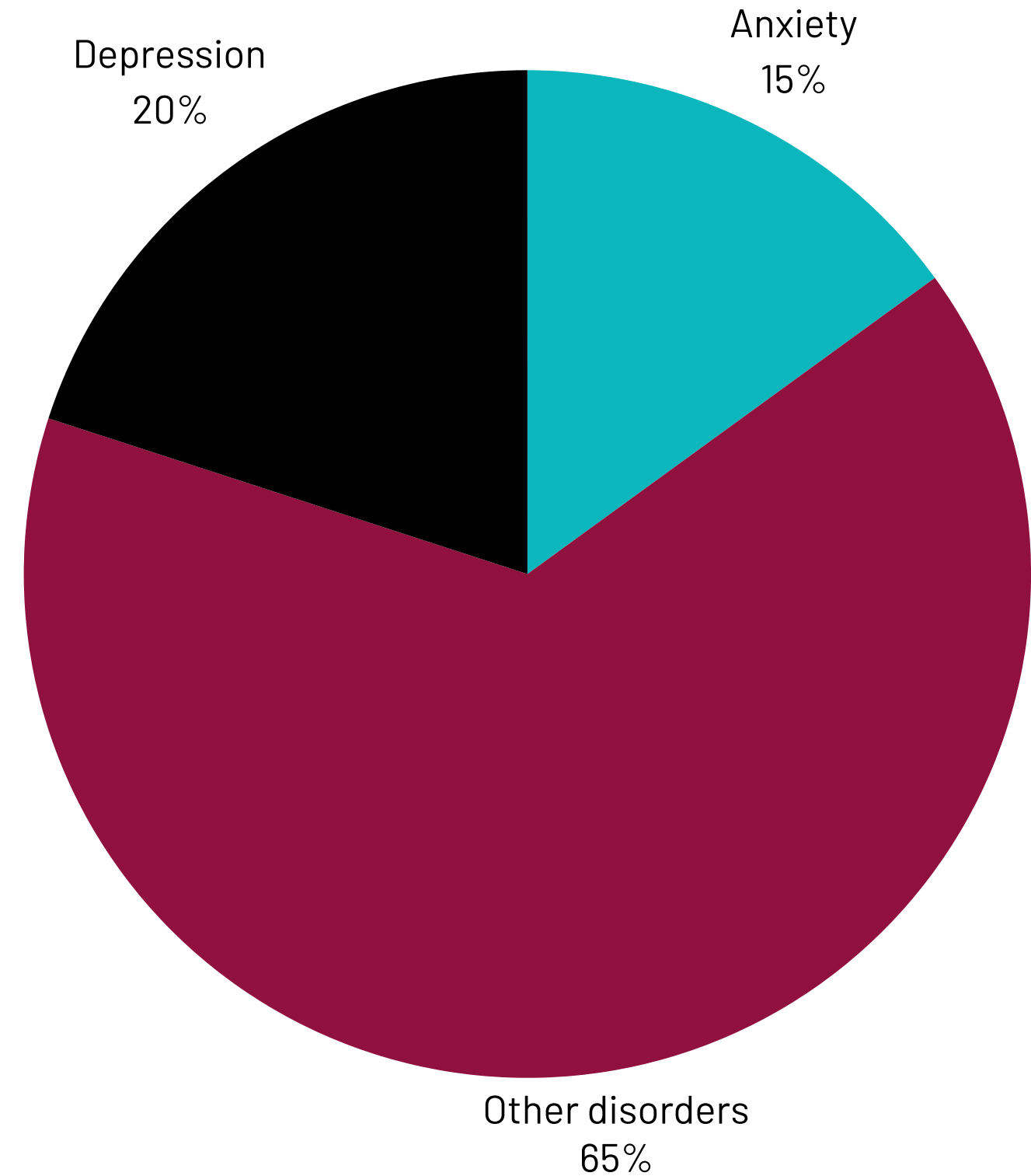
## Sucide

The fourth leading cause of death among 15-29-year-olds



# Mental disorders

This visual representation helps in understanding the effects of mental disorder among the youth in the society. Depression and anxiety topping the chart as the key factors causing mental disorders.





# Competitors

Pathfinder international among others offer health services.

What sets us apart;

- Teen like environment that include gaming, virtual assistance services and also blog post to help in countering depression.
- Link serious cases with licensed practitioners and offer assistance.



# Competitive Advantage

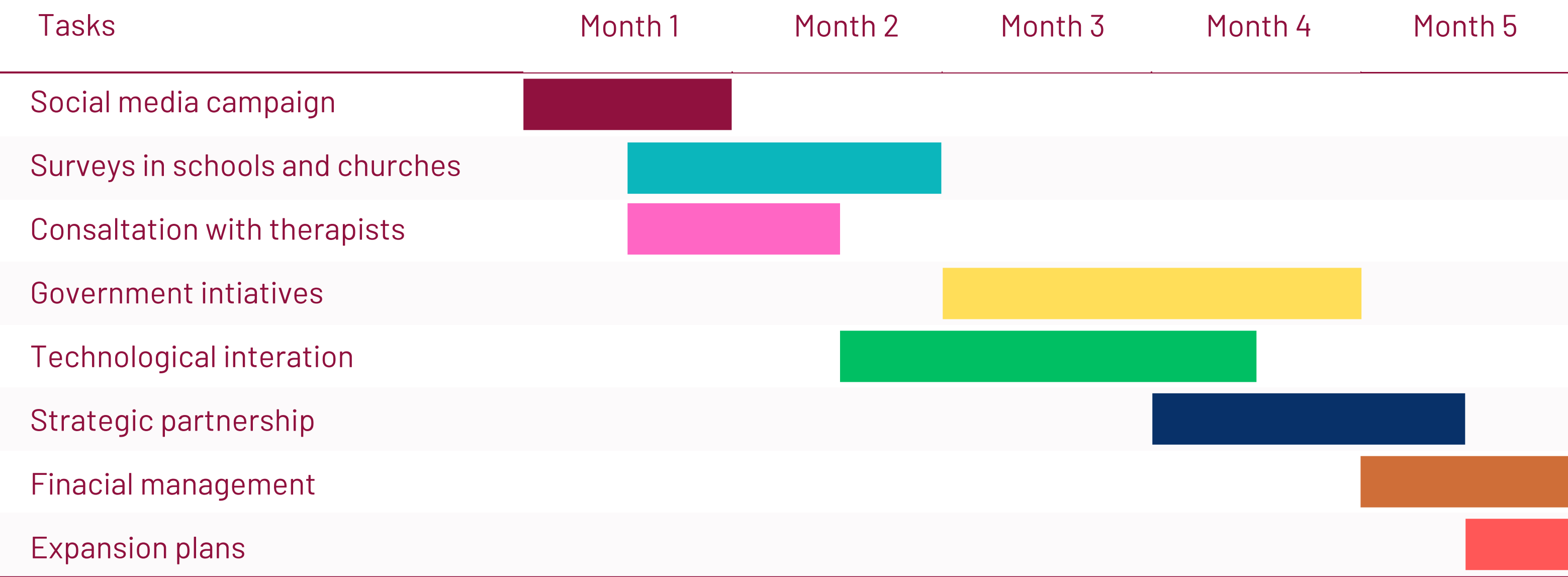
Dealing with young demographic group, through social trends making it easier to hold conversation. incorporating gaming and camping activities.

Virtual assistance making it easier talk to a therapist.  
Broader market reach through virtual assistance for global audience.

Real-time feedback and easy decision making on how you would like to be handled, either through texts or verbal communication.



# Project Traction



# Business Model



## How are you making money?

Through donations  
Government grants  
Non-profit organisations

## How to grow?

Through set up of a modern tel-communication department for virtual calls. Upgrade of the website and web app to have a wide market range.



# Go To Market

**Campaign name:** “*Break the silence*”

**Objective:** To create a movement that encourages people to talk openly about their mental health, reduces stigma, and provides access to resources and support.

**Demographic audience :**16-35 as well as People who are interested in mental health, wellness, and self-care

**Pain points:** Feeling isolated, struggling with mental health issues, seeking support and resources



# Social Impact

website can help reduce stigma and prejudice against people with mental health conditions by promoting understanding and education.

It can also provide a platform for people to share their experiences, connect with others , and access resources and support.

This can lead to improved mental health outcomes and overall well-being for individuals and communities..

website can contribute to policy and advocacy efforts by raising awareness of mental health issues and promoting evidence-based interventions and policies.

# Our Ask

We are seeking \$7,000 in funding to support the launch and growth of our mental health awareness website.

## **This investment will be used to:**

- Develop and maintain a comprehensive online resource directory and community forum.
- Create high-quality content (blog posts, videos, podcasts) and social media campaigns .
- Partner with mental health organizations, schools, and businesses to promote the website.
- Cover operational costs, including website maintenance, marketing, and administrative expenses



# Team Members



**GEOFFREY  
NZULE**

Founder



**BRENDAH  
KABOGO**

Co-founder



**NIMROD  
MWANGI**

Marketer

# Thank you!

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