SALAMA APP

Empowering communities to combat Gender-Based-Violence

PROBLEM

- Many victims of gender-based violence face challenges in reporting incidents due to fear, stigma, or lack of accessible reporting channels.
- Gender-based violence can be isolating, and victims may feel alone in their experiences.
- Victims often struggle to access the support services they need, such as counseling, legal assistance, medical care, and shelter.

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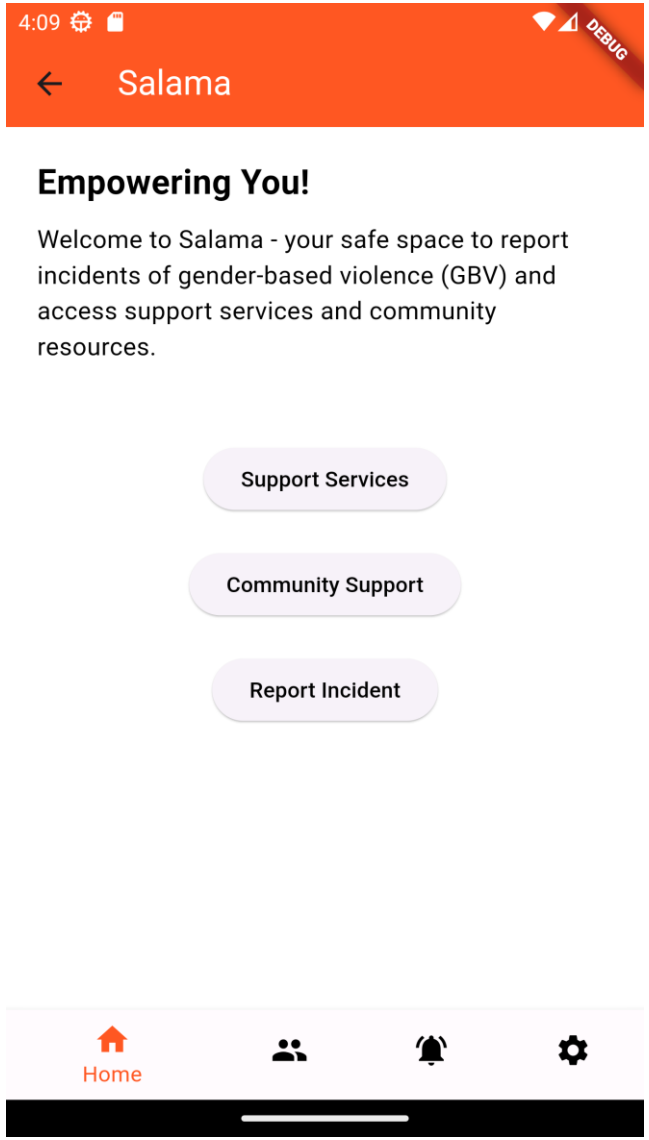
https://youtube.com/clip/UgkxV6fUjepDcP6xC4HpMOZXs3Y5g692Xotl?si=dP88xskofAHxVDoA

by Njeri wa Migwi @ Bold Voice For The Voiceless | OVAReact Podcast

SOLUTION

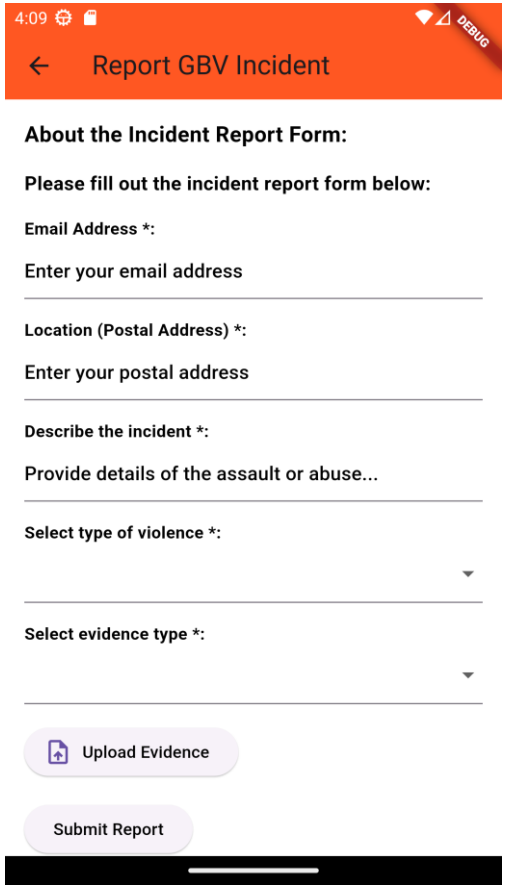


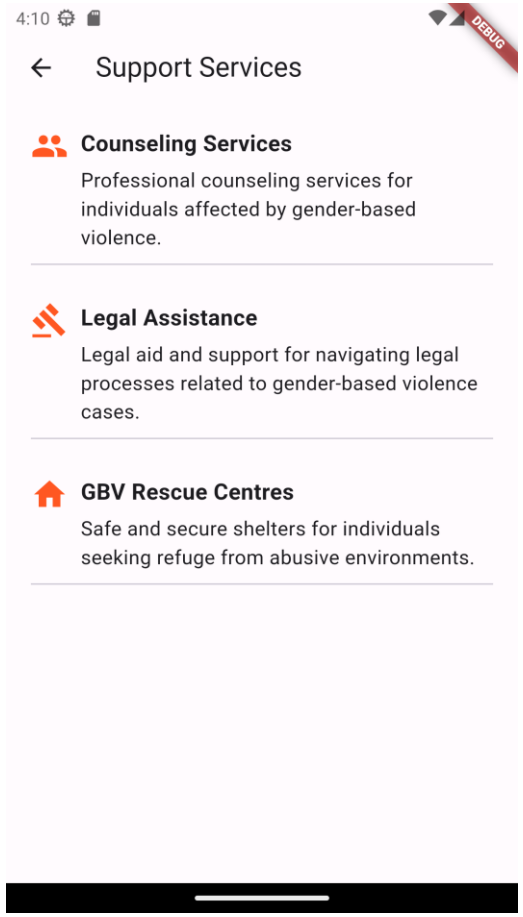
A mobile app that provides a safe platform for individuals to report gender-based violence incidents and access support services and community resources.

- Empowers individuals to document and report GBV incidents effectively.
- Connects users with vital support services and community networks.
- Ensures a secure and confidential environment for reporting sensitive inform

FEATURES

- Report GBV incidents at your convenience
- Preserve evidence with multimedia uploads
- Access immediate help through support services such as counseling, legal assistance, medical care, and shelter.
- Find solace in community support groups
- Ensure your safety with confidential reporting
- Multilingual Support: Swahili and English language options ensure accessibility for diverse users.





CASE STUDY

Background:

Sarah is a 28-year-old woman living in Nairobi, Kenya. She has been experiencing emotional and physical abuse from her partner for several months but has been hesitant to seek help due to fear and uncertainty about the available resources.

Scenario:

One evening, after a particularly violent altercation with her partner, Sarah decides she needs to seek help and support. However, she doesn't know where to turn or who to trust

How the GBV App Helps:

Incident Reporting: Sarah records details of the abuse incidents.

Access to Support Services: She discovers nearby support services like shelters and counseling centers through the app.

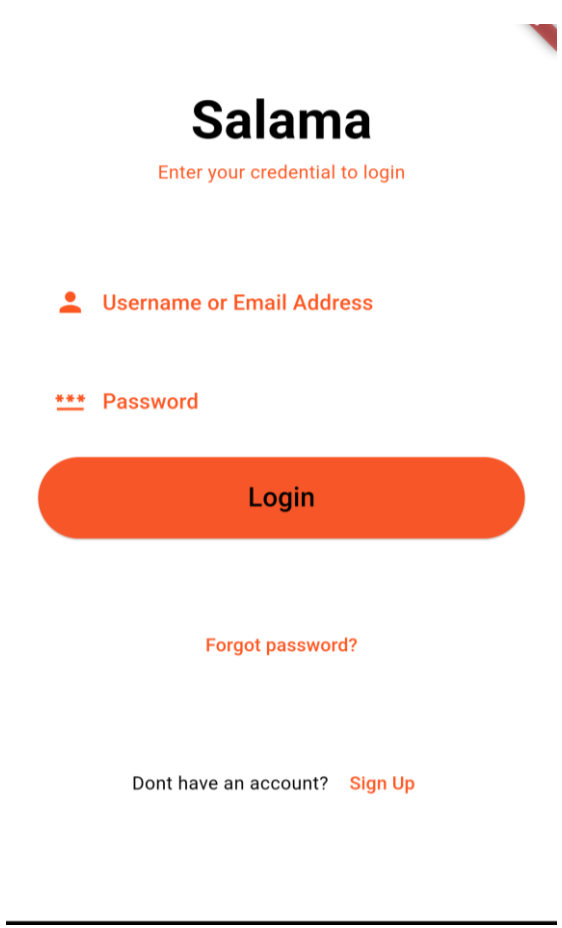
Community Support Groups: Sarah finds solace in joining a community of survivors within the app.

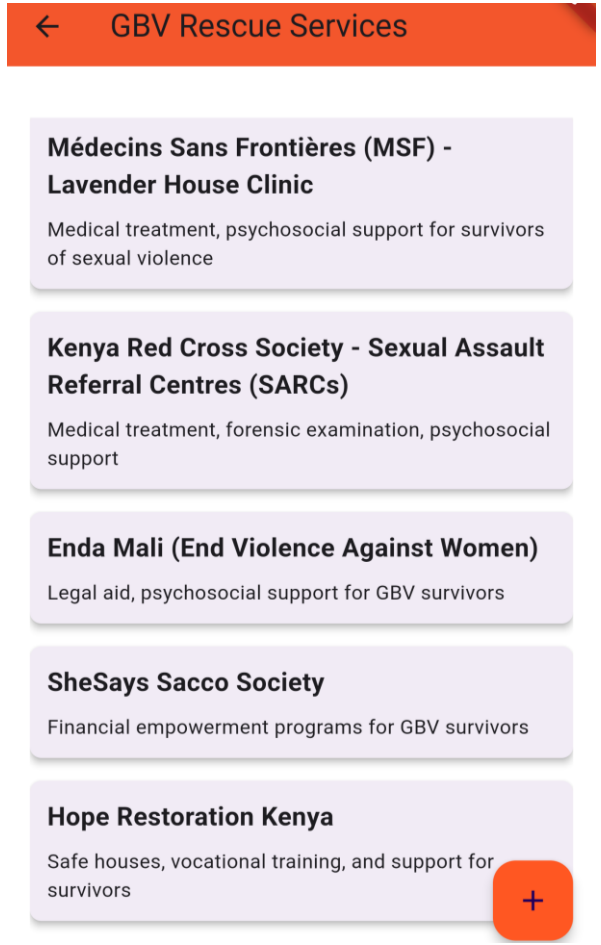
Premium Services Trial: She explores premium services during the trial period, receiving legal and emotional guidance.

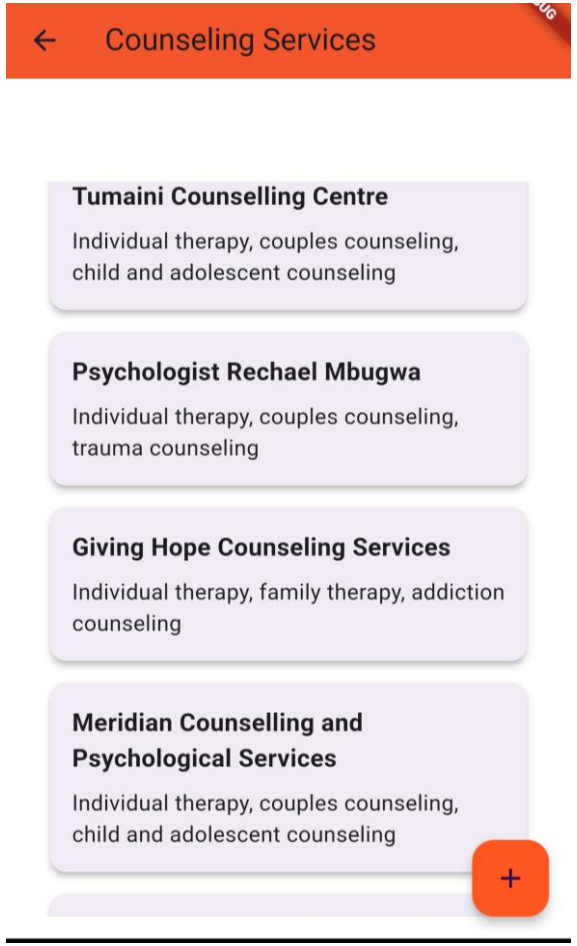
Outcome:

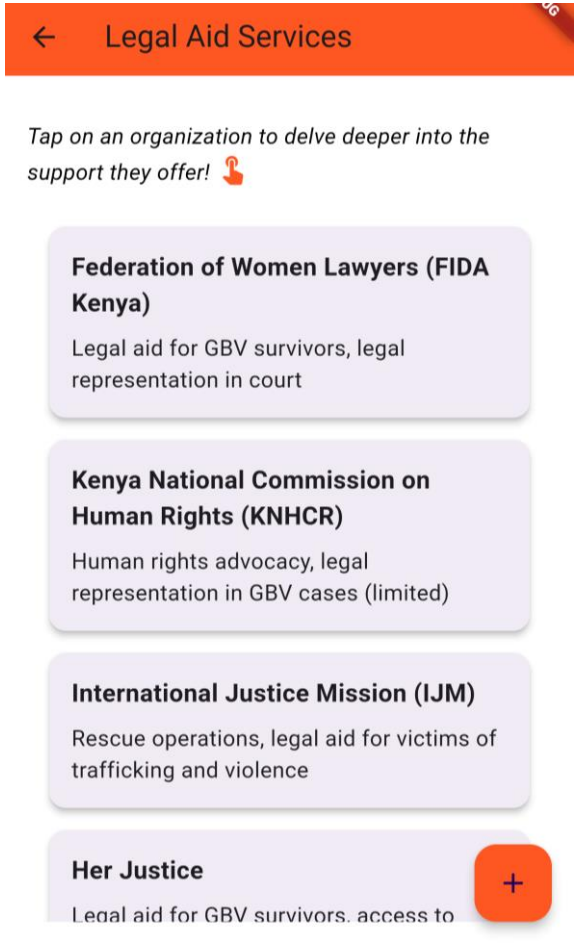
Through the app, Sarah finds immediate support, connects with peers, and gains access to resources, aiding her journey to safety and recovery.

PRODUCT


Salama
Enter your credential to login
Username or Email Address
Password
Login
Forgot password?
Dont have an account? Sign Up


GBV Rescue Services
Médecins Sans Frontières (MSF) - Lavender House Clinic
Medical treatment, psychosocial support for survivors of sexual violence
Kenya Red Cross Society - Sexual Assault Referral Centres (SARCs)
Medical treatment, forensic examination, psychosocial support
Enda Mali (End Violence Against Women)
Legal aid, psychosocial support for GBV survivors
SheSays Sacco Society
Financial empowerment programs for GBV survivors
Hope Restoration Kenya
Safe houses, vocational training, and support for survivors


Counseling Services
Tumaini Counselling Centre
Individual therapy, couples counseling, child and adolescent counseling
Psychologist Rechael Mbugwa
Individual therapy, couples counseling, trauma counseling
Giving Hope Counseling Services
Individual therapy, family therapy, addiction counseling
Meridian Counselling and Psychological Services
Individual therapy, couples counseling, child and adolescent counseling


Legal Aid Services
Tap on an organization to delve deeper into the support they offer!
Federation of Women Lawyers (FIDA Kenya)
Legal aid for GBV survivors, legal representation in court
Kenya National Commission on Human Rights (KNHCR)
Human rights advocacy, legal representation in GBV cases (limited)
International Justice Mission (IJM)
Rescue operations, legal aid for victims of trafficking and violence
Her Justice
Legal aid for GBV survivors, access to

TARGET AUDIENCE

The beneficiaries of the GBV app include:

- Individuals of all races, genders and ages who are affected by or at risk of gender-based violence.
- Service Providers and Advocates
- Caregivers and Support Networks

GVRC
GENDER VIOLENCE RECOVERY CENTRE
We bring back meaning to the lives of survivors and their familie

USIKOMYE!
TOGETHER, WE CAN END GENDER-BASED VIOLENCE

BUSINESS MODEL

- ❖ Freemium Model: Essential features such as incident reporting and access to shelter helplines are provided at no cost, while premium services like legal consultation and therapy sessions require a subscription.
- Nevertheless, users can enjoy complimentary access to premium services for a limited duration of one week.
- ❖ Strategic Partnerships: Collaborations with government agencies, corporate sponsors, and international organizations for funding and resource sharing.

GTM STRATEGY

- Social Media Advocacy: Leveraging the power of social media to raise awareness and drive app downloads.

  KPIs: Engagement Rate, Number of Downloads.

- Local Community Outreach: Partnering with community groups and organizations to promote the app and provide on-ground support. KPIs: Number of Partnerships, User Acquisition Rate.

POTENTIAL OUTCOMES

Worst Case: The SALAMA APP fails to gain traction, struggling to reach a significant number of users in Kenya due to lack of awareness or trust in the system.

Realistic Case: The SALAMA APP becomes a respected tool in Kenya, helping thousands of GBV victims report incidents and access support, gaining the attention of other African countries facing similar issues.

Best Case: The SALAMA APP revolutionizes GBV incident reporting globally, serving millions of victims across multiple continents, and expanding into related social justice and safety market

COMPETITIVE ADVANTAGE

Advantage 1: Multimedia Evidence Reporting

✓ Real-time, secure uploading of evidence.

✓ Boosts credibility of reports with tangible proof.

✓ Makes the reporting process more transparent.

Advantage 2: Community Support Integration

✓ Connects users to local support groups.

✓ Encourages shared experiences and mutual support.

✓ Enhances the healing process through community engagement.

Future Advancements: Integration of AI in Gender-Based Violence (GBV) Support

1. AI-Powered Reporting and Documentation

- Automated Incident Logging: Utilize natural language processing (NLP) to allow users to report incidents verbally or through text. The AI can convert these reports into structured data, maintaining detailed logs for legal purposes.
- Voice and Text Analysis: AI can analyze tone, keywords, and emotional cues to better understand the severity and context of the incident.

2. Predictive Analytics and Risk Assessment

- **Pattern Recognition:** Machine learning algorithms can identify patterns in behavior and historical data to predict potential risks and provide early warnings.
- **Personalized Risk Assessment:** AI can assess the risk levels for individuals based on their unique circumstances, offering tailored safety plans and recommendations.

3. Real-time Support and Resources AI Chatbots: 24/7 availability of intelligent chatbots to provide immediate support, answer common questions, and guide users to appropriate resources.

Resource Matching: AI can match users with the most relevant local services, shelters, and legal aid based on their specific needs and location.

4. Emotional and Mental Health Support

- **Sentiment Analysis:** AI can monitor and analyze users' emotional states over time, providing mental health support and alerting professionals if there are signs of severe distress or depression.
- **Virtual Counseling:** AI-driven virtual assistants can offer counseling sessions and therapeutic interventions, providing immediate emotional support.