

KijaniCare360



Building a Greener Kenya, One Tree at a Time

A comprehensive AI-powered tree conservation platform for Kenya

NeuroAlpha | Emmanuel Kiriinya, Team Lead |

emmanuelkiriinya4229@gmail.com



KijaniCare360

Kenya's Forests Are Disappearing



The Crisis We Face

Kenya lost **50,700 hectares** of humid primary forest between 2002 and 2022. Across Africa, 4.4 million hectares vanished from 2015 to 2022 alone.

Our forest cover remains below the constitutional 10% minimum. Communities lack access to tree-care knowledge, there's no centralized platform for monitoring community planting, and engagement in conservation is fragmented and unmotivated.

Real-time forest coverage data is scattered. Communities need tools, knowledge, and inspiration to act.

Trusted Sources & Evidence

Green Belt Movement

51+ million trees planted since 1977,
pioneering grassroots conservation
across Kenya

Kenya Forest Service

Official forest cover data and
national reforestation targets

Global Forest Watch

Satellite monitoring and
deforestation analytics for Kenya
and East Africa

UNEP Africa

Climate impact reports and
sustainable forestry research

Peer-Reviewed Studies

Scientific evidence on deforestation
drivers and conservation solutions



Introducing KijaniCare360

A Modern, AI-Powered, Community-Driven Tree Conservation Ecosystem



AI Tree Expert

Instant advice on species, care, and regional recommendations



Smart Tracking

Log every tree planted and watered with streak tracking



Gamified Engagement

Badges, leaderboards, streaks, and achievements that inspire action



Real-Time Analytics

Visualize forest coverage, CO₂ absorption, and community impact

Fully mobile-optimized PWA with English and Swahili support, built for every Kenyan.

Our Unique Position in the Market

Where Innovation Meets Impact

KijaniCare360 occupies a unique niche at the intersection of **environmental technology**, community engagement, AI advisory, and gamification.

- Tailored to Kenya's diverse regional ecosystems
- Bridges citizens, NGOs, schools, county governments, and environmental bodies
- Modernizes 40+ years of grassroots conservation work
- First comprehensive digital platform for community-driven reforestation in Kenya

We're not just planting trees—we're cultivating a *movement*.



Platform Features

Core Capabilities



Streak Tracker

Build daily habits with tree planting and watering streaks that keep users engaged



AI Species Expert

Powered by LangChain and Groq for instant, intelligent tree care guidance



Community Forum

Connect with other tree champions, share experiences, and learn together



Impact Analytics

Track personal environmental contributions with beautiful visualizations



Smart Notifications

Timely reminders for watering, care tips, and community events



Regional Recommendations

Get species suggestions optimized for your specific location and climate

Advanced Features

01

Gamification System

Badges, leaderboards, and achievements that transform conservation into an engaging experience

02

Environmental Impact Calculations

Real-time CO₂ sequestration and oxygen production metrics for every tree

03

User Growth Tracking

Visualize your conservation journey and celebrate milestones

04

Multilingual Content

Full English and Swahili support for nationwide accessibility

Market Opportunity



SOM: 50K–100K Users

Early adopters: youth groups, NGOs, community organizations, teachers, county partners



SAM: 8–10M Kenyans

Active smartphone users interested in conservation and environmental technology



TAM: 20–25M Kenyans

All citizens engaged in environmental conservation, climate adaptation, farming, and planning

Kenya's digital transformation and climate awareness create unprecedented opportunity for environmental tech platforms.

Business Model & Revenue Streams

Sustainable Growth Strategy

Individual use remains **free** to ensure mass adoption and maximum environmental impact. Revenue comes from institutional partnerships and premium tools.



1

NGO & Government Partnerships

Collaborative programs with conservation organizations and county governments

2

Premium Analytics Dashboards

Advanced monitoring and reporting tools for institutions

3

County Environmental Monitoring

Regional forest coverage tracking and management systems

4

Data Insights Licensing

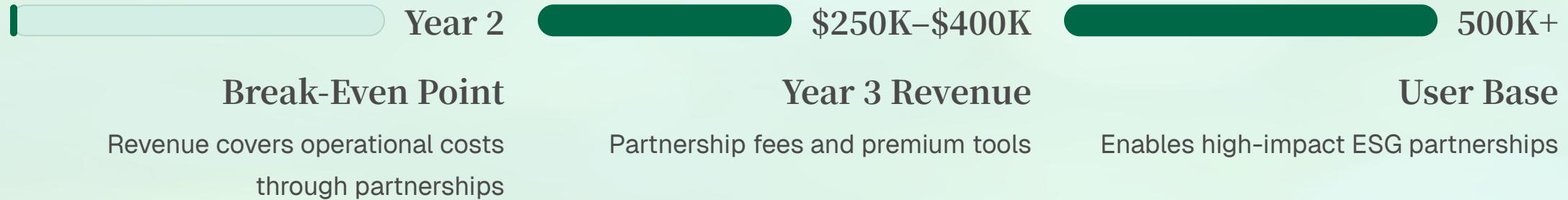
Aggregated environmental data for research and policy development

5

Corporate ESG Partnerships

Tree-planting programs for companies meeting sustainability goals

Budget & ROI Projected Returns



Social ROI: Measurable carbon impact, improved tree survival rates, and empowered communities across Kenya

Let's Build a Greener Kenya Together

"Every Kenyan becomes a custodian of the environment—one tree, one action, one future at a time."

Our Goals

- **MVP Development:** Build and launch the core AI Tree Expert platform with chatbot, monitoring tools, and farmer onboarding.
- **Technical Mentorship:** Partner with senior engineers to ensure scalability, reliability, and strong product architecture.
- **Environmental Guidance:** Get direction from ecosystem and climate-tech leaders to align with national and global reforestation priorities.
- **Pilot Region Access:** Test the solution in real communities and refine the model using real-world feedback.
- **County Partnerships:** Collaborate with counties for rollout, adoption support, and environmental reporting.
- **Organizational Partnerships:** Work with NGOs and government agencies for training, community reach, and long-term sustainability.

NeuroAlpha Team: Emmanuel Kiriinya (AI Lead), Rose Wabere (Frontend & Data Engineer), Evalyn Njagi (AI/ML Scientist), Joseph Hinga (Data Analyst)

[Get In Touch](#)