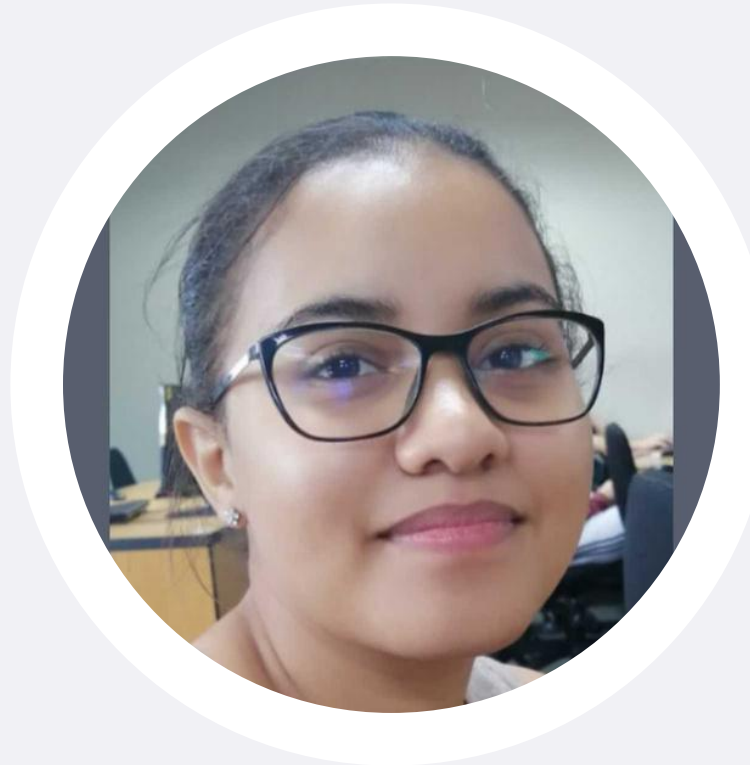


SOTERIA

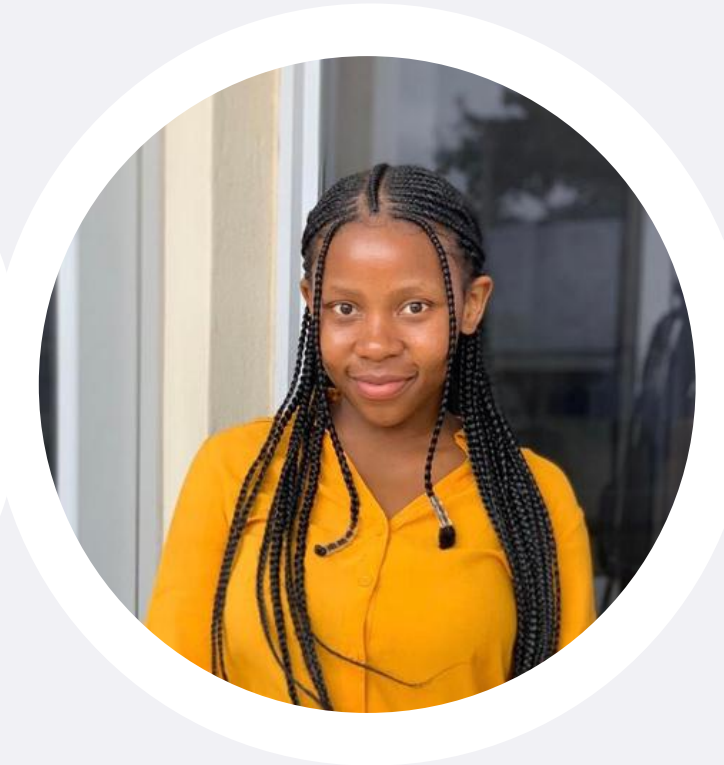
KIDREADY

Meet our Team



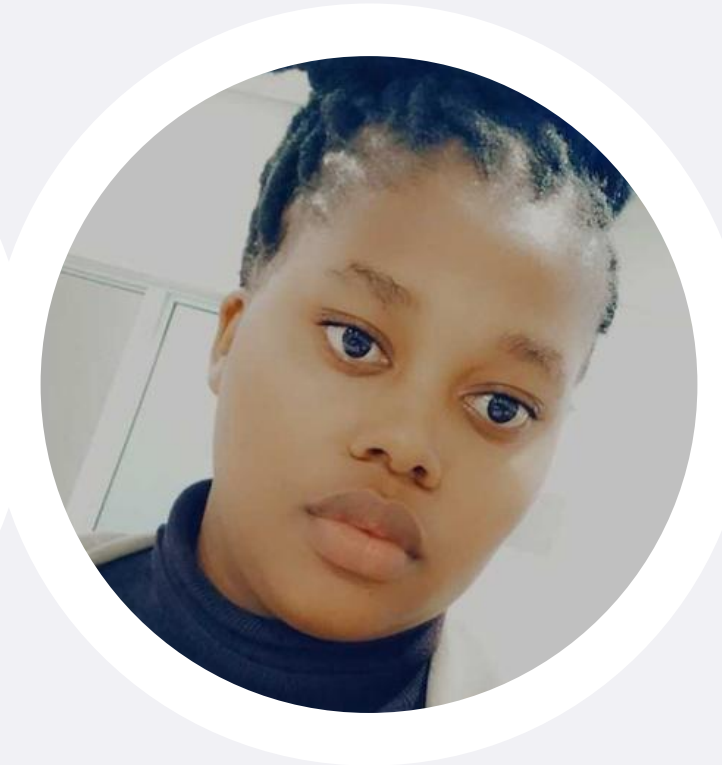
**ASHTON
PADIACHY**

**Scrum
Master/Coder**



**ATANDIWE
THANDWE
NDAMASE**

**Backend coder/
UI**



**SIMAMKELE
SAFALANE**

**Researcher and
Coder**



**RAHDEE
SALIE**

**UI/Design and
Coder**



**MEISHA-
LEIGH
LOFF**

**UI/Design and
Coder**

THE SDG

3 GOOD HEALTH
AND WELL-BEING



**Good Health and
Well-being**

4 QUALITY
EDUCATION

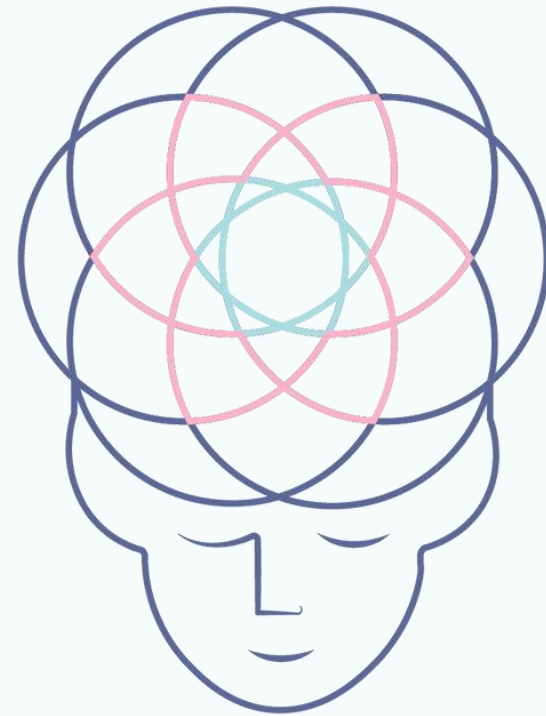


**Quality
Education**

10 REDUCED
INEQUALITIES



**Reduced
inequalities**




KidReady

**KidReady builds a bridge
between parents and
educators, providing
primary care givers with
the information needed to
help their kids.**



South Africans

suffer from anxiety, depression or
substance-use problems

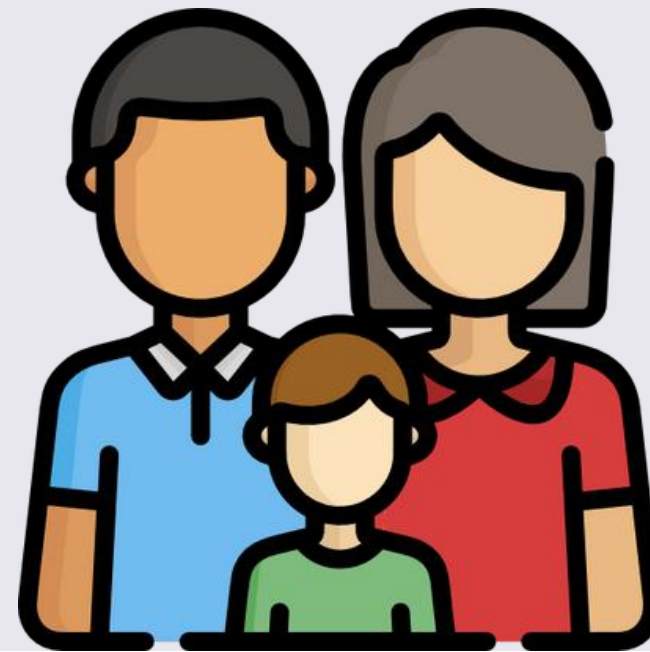
A young boy with dark hair, wearing a blue t-shirt, is shown from the chest up. He is covering his face with both hands, with his fingers spread, suggesting he is crying or feeling distressed. The background is a blurred outdoor setting with green foliage. A semi-transparent grey rectangular box is overlaid on the image, containing white text.

How might we **«destigmatize mental health»** by
bringing awareness to **«teachers, parents and
communities»** so that **«everyone can be more
sensitive and aware about mental health»**

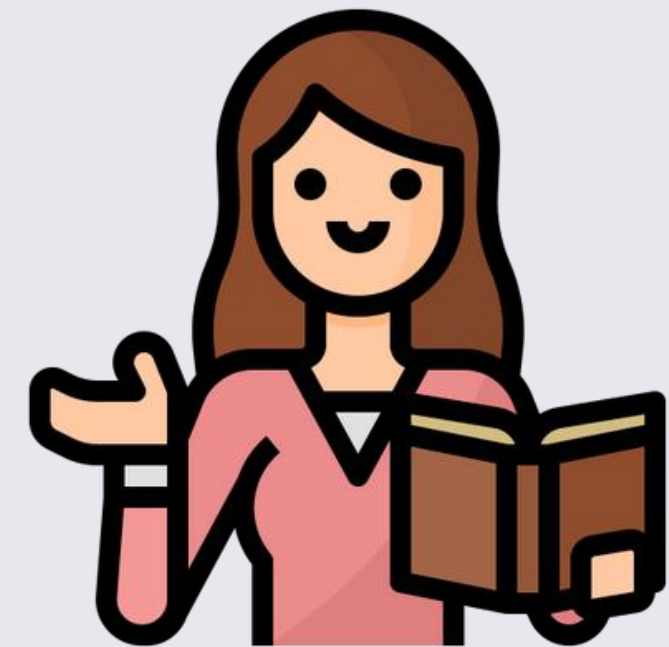
THE PROBLEM



The stigma around
mental health
in SA



Parents
misunderstanding
behaviors in their
kids



Teachers
aren't equipped to deal
with
mental health in young
children.

A blurred background image of a classroom with several children sitting at desks, working on papers. The focus is on the text overlay.

10%

of

have access to
KIDS
mental health
treatment

30

specialist child
and adolescent
psychiatrists in
the country



“A huge problem in South Africa, across all socio-economic areas is a lot of stigma attached to mental health.”

Dr Ronelle Price-Hughes - Child psychiatrist

Skinord @THABOALLEN1 · 22h
Replying to @bongani_mthembu and @johny_theblesd
O weak weak weak



Certified Streets
Replying to @bongani_mthembu
I could have told you
heard in there all for

1

oscar vusumuzi Dlamini @osc...
Replying to @bongani_mthembu
@_mashesha

The black society will ridicule depression many are still in the dark about this topic ..



Bongani Khehla Mthembu
@bongani_mthembu

I was just discharged from Akeso, a mental health facility after suffering from Depression. This day marks the birth of a mentally conscious and emancipated me. My mental health matters and I will forever protect it at any cost.

Dear men, are you really ok?



Dave Sihle Anathi Makhalima ... 20h
Replying to @bongani_mthembu
As African descendents We Don't do depression we solve our problems together as man

edow @ThandoNogwanya · 20h
Replying to @bongani_mthembu
don me for my ignorance guys. But how does a person suffer from depression ?



Nkosi @TumiNkosi · 10h
Replying to @bongani_mthembu
I got into psych when I was 25. Had traumas in my younger life that led me to that. My psych stay was the best thing to ever happen to me - my life started when I left, and I've been doing well ever since.

**Mental health
in children
doesn't even
feature as a
public health
priority in
South Africa.
Therefore...**

OUR SOLUTION



Educate

factors that
impact mental
health in ECD



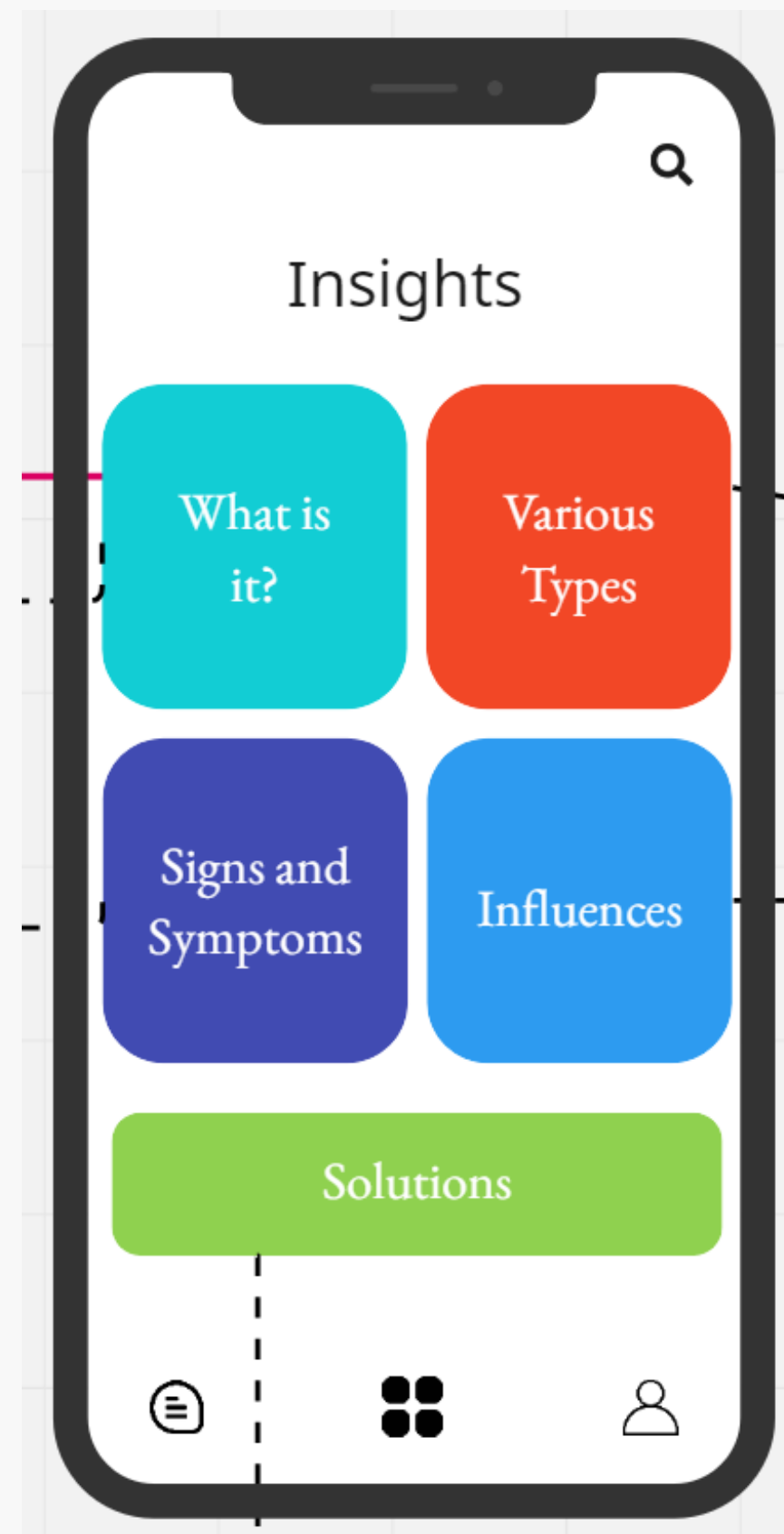
Create awareness

Understanding
to the
stigmatized topic
of mental Health



Provide Tools

Insights with
information and
mental health
reports



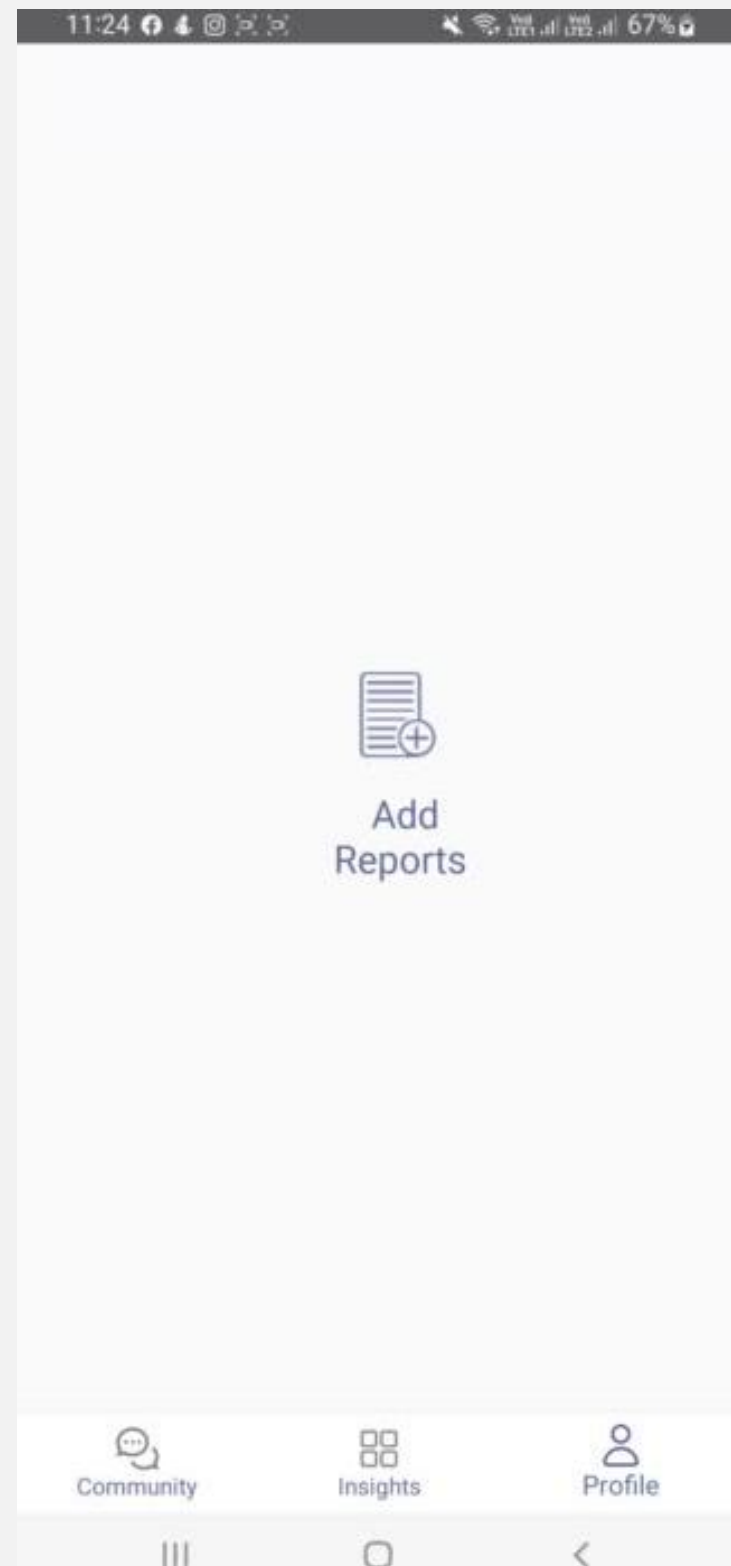
UXDESIGN

INSIGHTS

- What is mental health?
- various types of mental health issues and disorders
- signs and symptoms
- influences and solutions

UXDESIGN

REPORTS



report view

←

↑

David Jonkers

Date: 15/07/2022

Zone: [Green] [Yellow] [Blue] [Red] ▼

Participation : ★★★★★

Comment on participation:

Behaviour : ★★★☆☆

Comment on Behaviour :

Social Skills : ★★★★★

Comment on Social Skills :

Creative Skills : ★★★☆☆

Comment on Creative Skills :

Save

Delete

share via

After teacher fills in report, they click **save** and directs them to **Learners report list**

Pupils Report list

←

Pupil Reports List

David Jonkers
Category

[Empty report card placeholder]

[Empty report card placeholder]

[Empty report card placeholder]

⊕

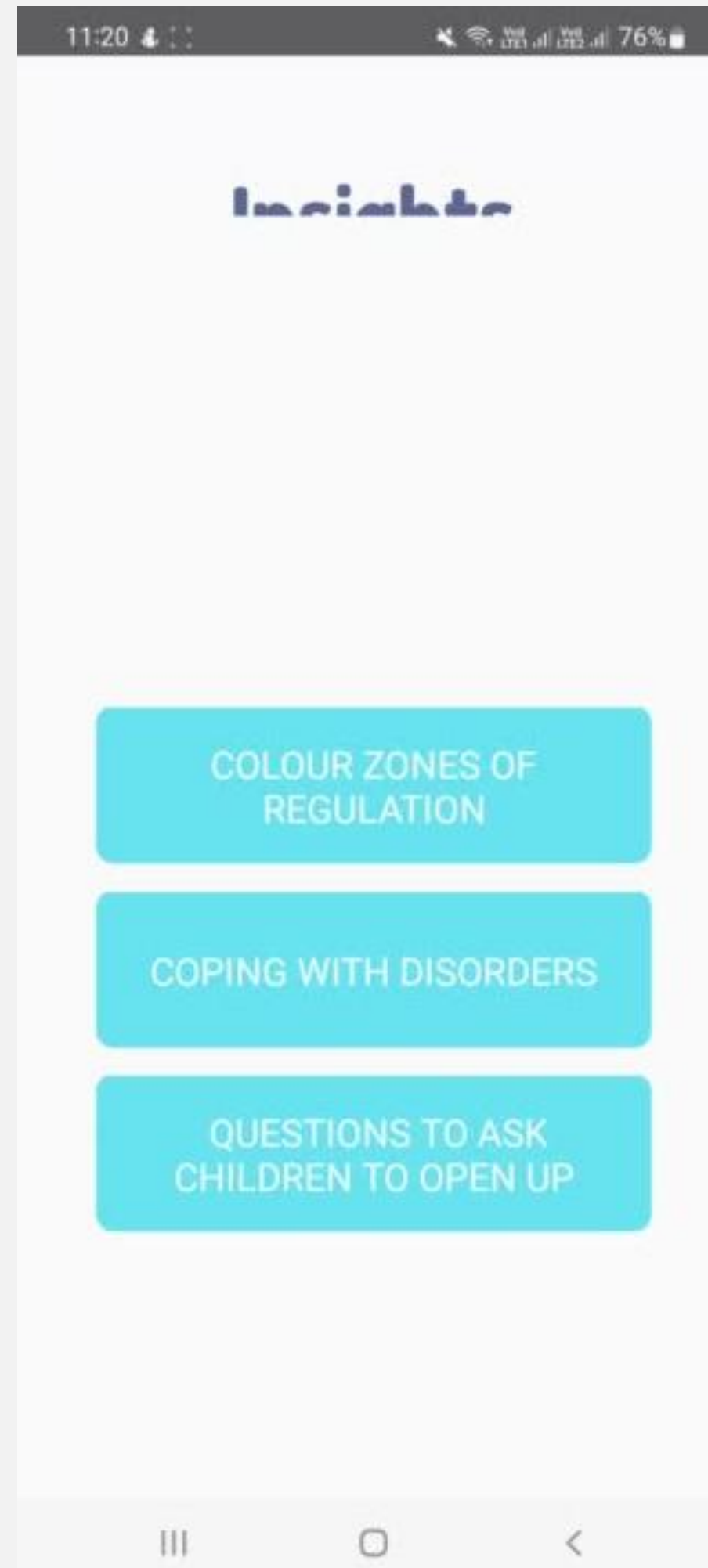
Learners names will be saved and inside learner profile will be all the learner reports

UXDESIGN

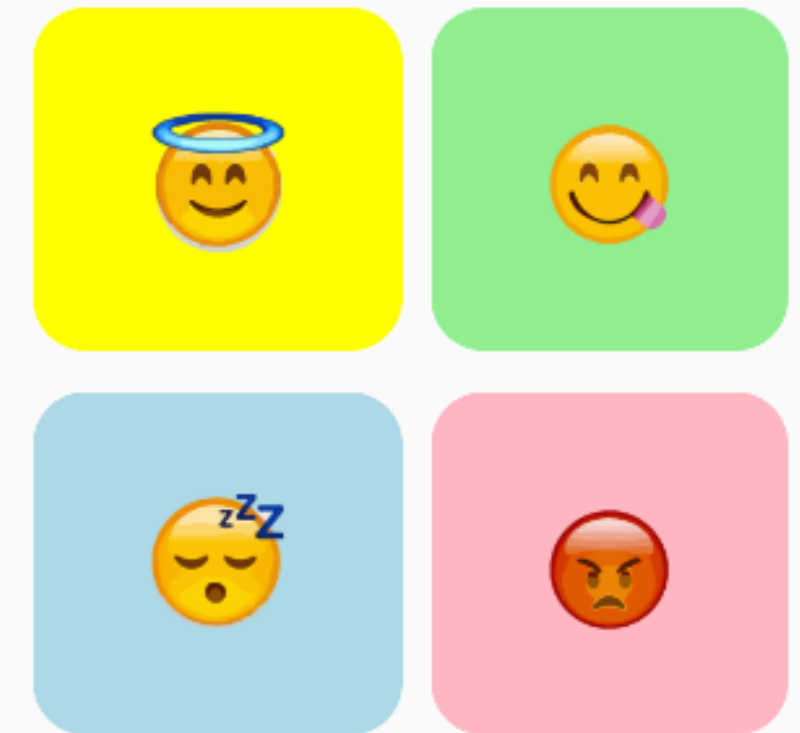
COLOUR ZONES

The Zones of Regulation

creates a system to **categorize** how the body feels and **emotions** into four colored Zones with which the students can **easily identify**.



Colour Zones of Regulation



Green Zone

Used to describe the ideal state of alertness

Child is in a state of happiness

Excited to learn and creative

Focused

Good Attention Span

Playful with other kids

Interactive in Class

Expressive

Yellow Zone

Used to describe a heightened state of alertness

Frustration

Hyper Active

Little Attention span

Easily Distracted

Silly In Class

Attention Seeking

Loss Of Some Control

Blue Zone

Used to describe a low state of alertness

Tired

Sadness

Greater withdrawal from others

Not interactive in class

Plays alone

Not friendly

Less attentive

Red Zone

Used to describe an extremely heightened state of alertness

Very Withdrawn

Not Social with Others

Angry and Irritable

Easily triggered by others

Involved in fights with others

Uses strong language

Out of control

Not interactive in class

Fearful

Not expressive

COMPETITIVE LANDSCAPE

- There aren't that many apps that deal with mental health in ECD
- Grow App and Headspace are different to our App



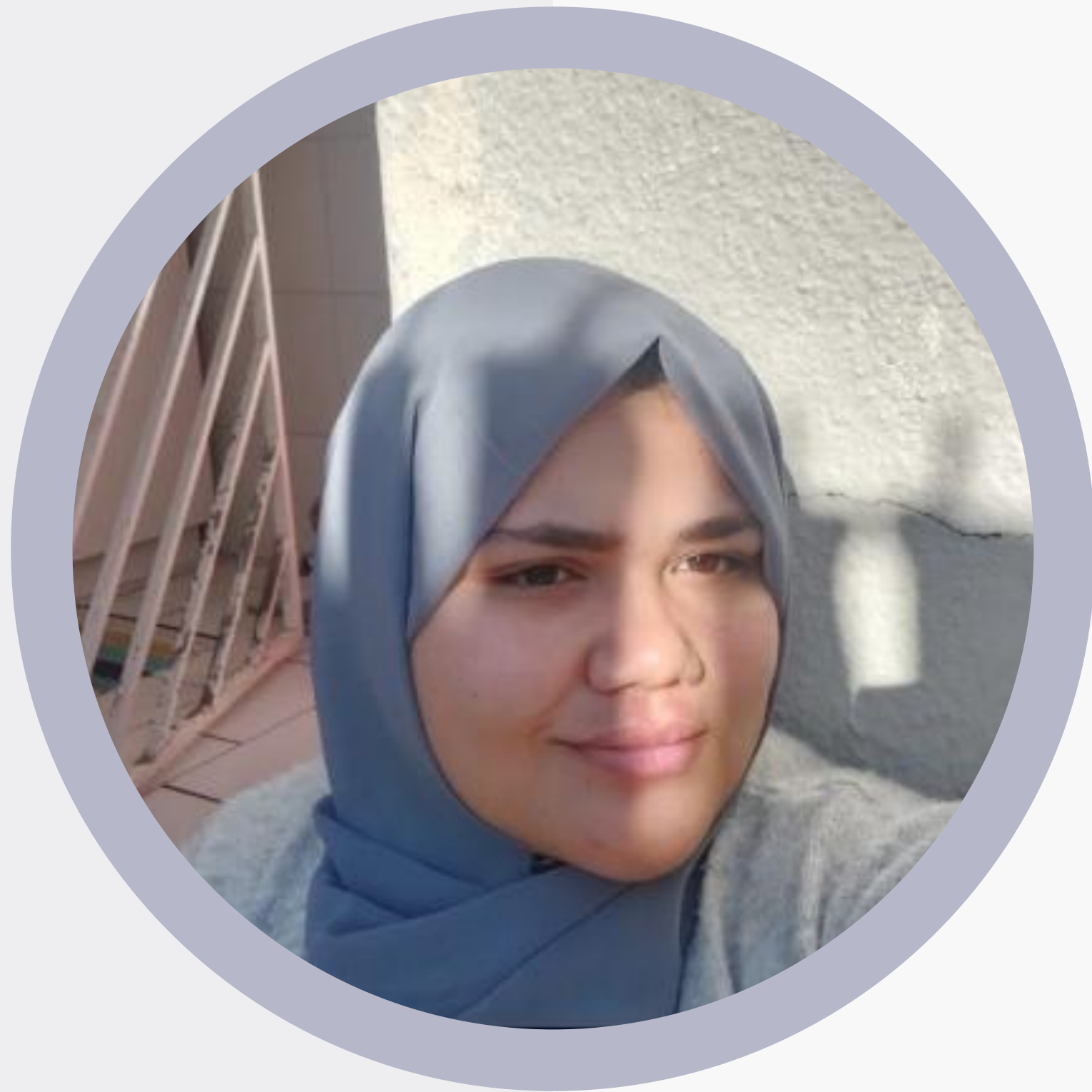


“

“Yes, it helps to see the areas where they struggle the most **so then both the teacher and the parent at home can see what they need more focus on.**”

“Like especially the **behavior, work ethic and performance** because then it could also help them find out if a **child has ADHD sooner.**”

Erin Daniels

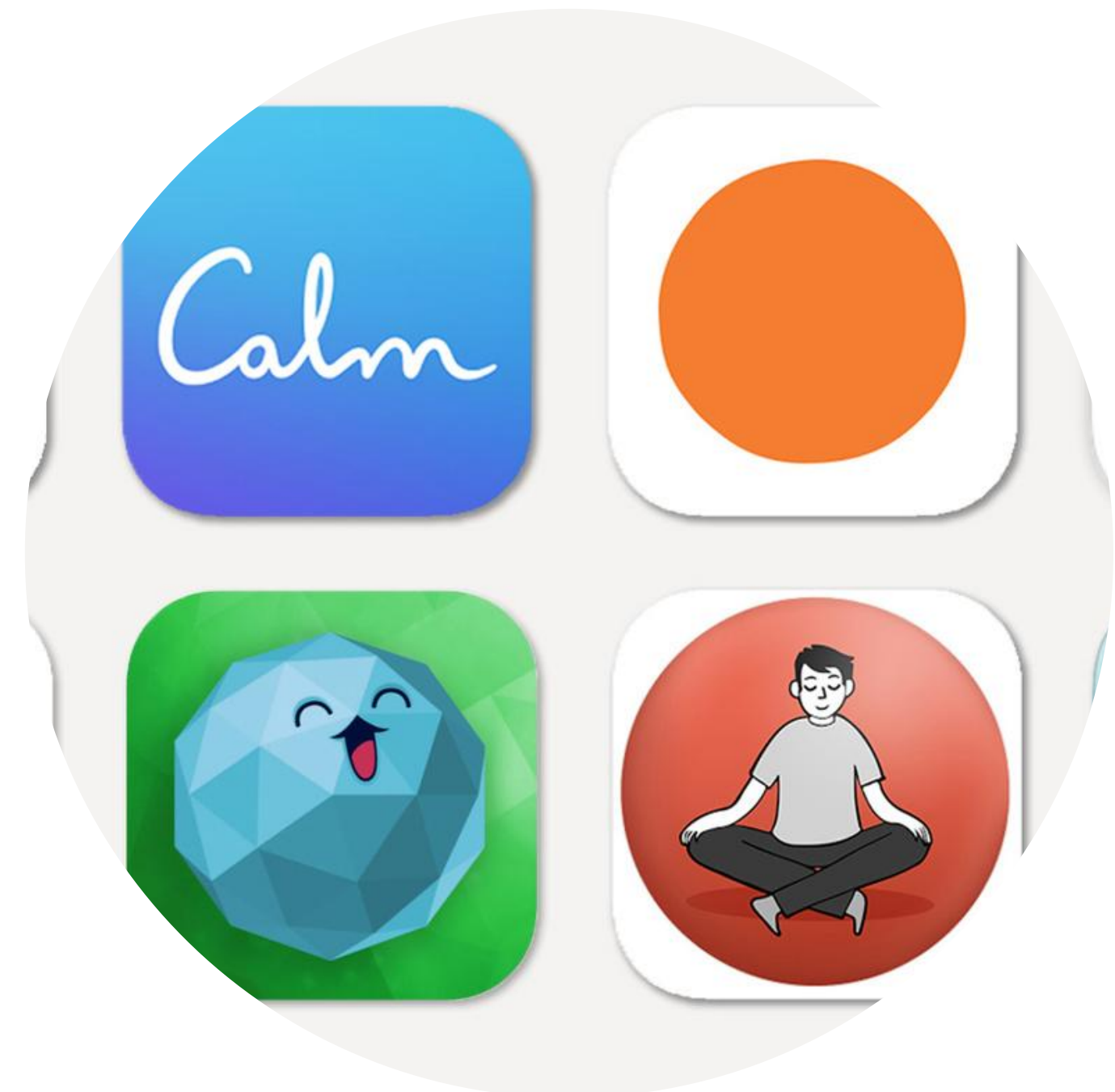
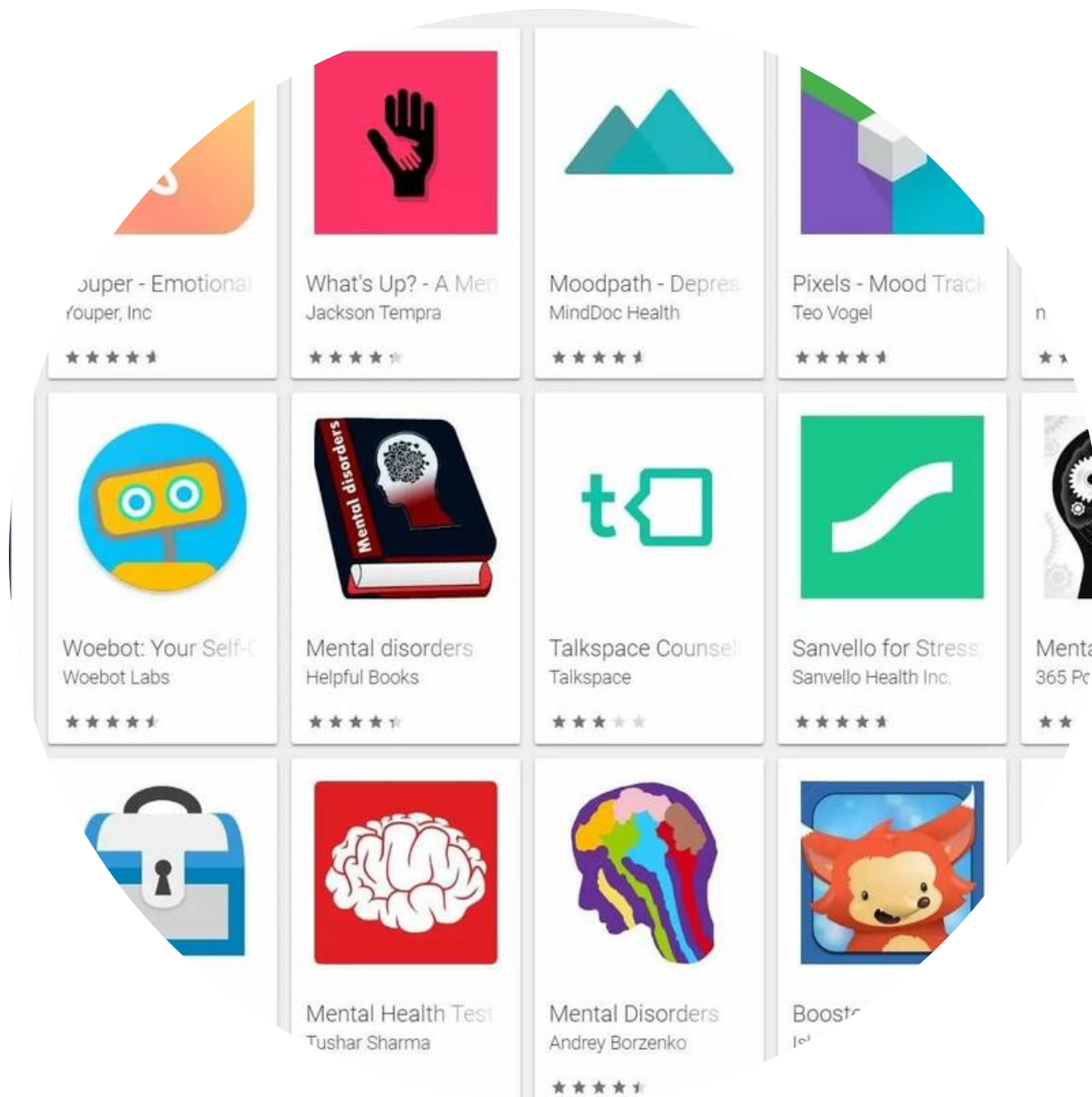


“

"To be honest, personally, I would love that. It's like a digital report then right, which I think is great, it's more convenient in today's day and age "

Zuleigha Samsodien:

MENTAL HEALTH APPS FOR ADULT VS KIDS



COMPETITIVE ADVANTAGES



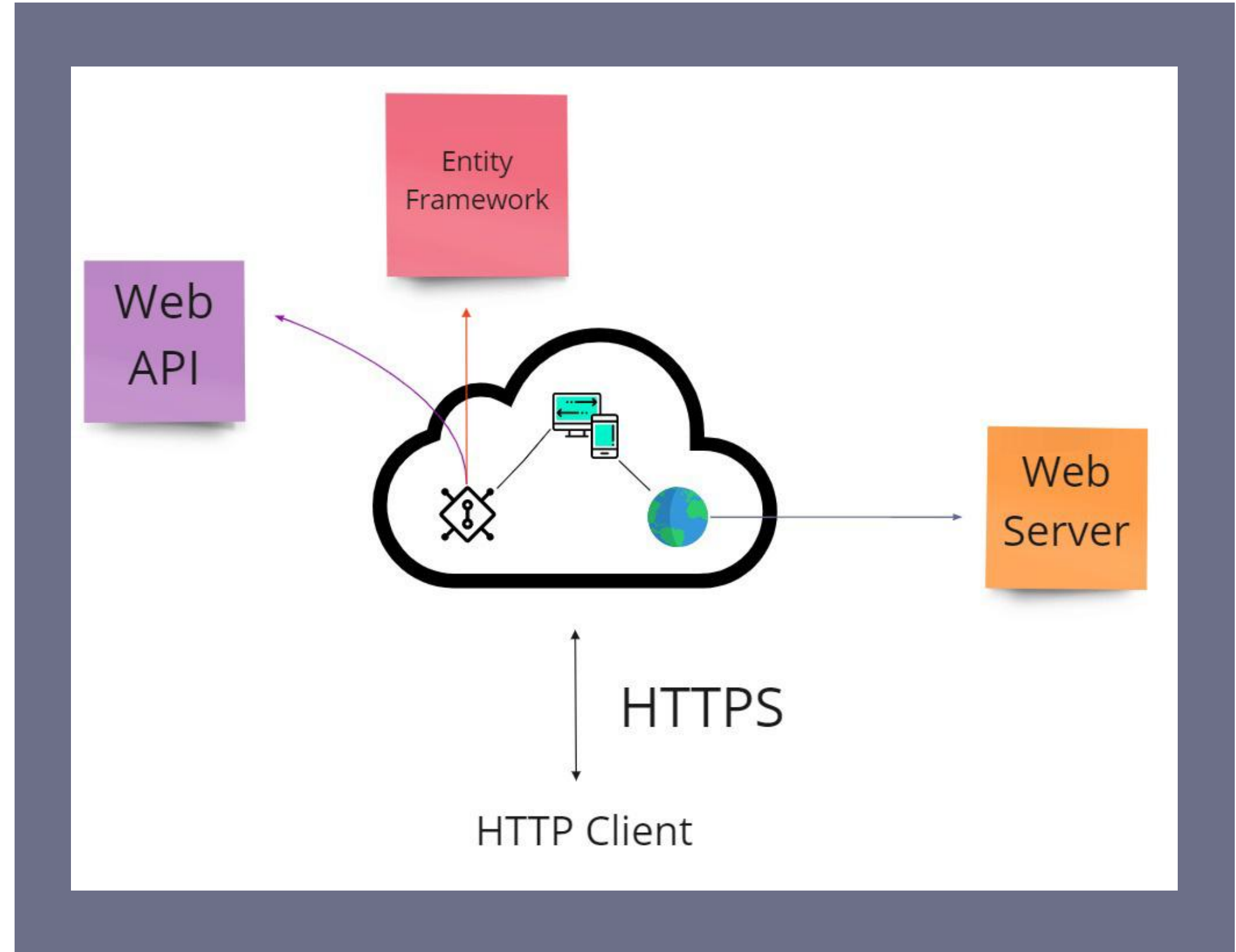
- Teachers gain **knowledge on children's mental health**
- **Parents can be updated** when they are not around
- **Parents and teachers come together**

- Customers who have children or are raising children will help understand

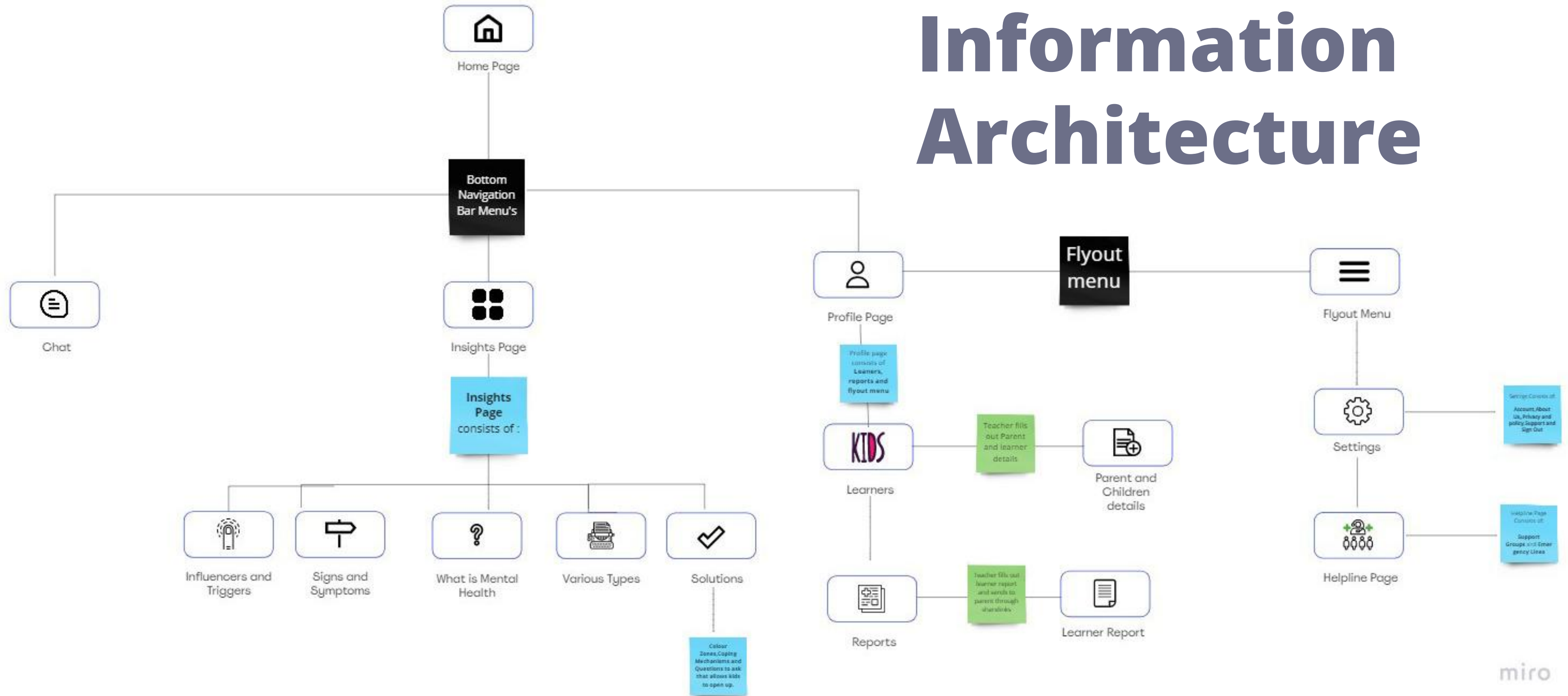


Technology and Process

- DeepLinks
- Sharelinks
- HTML
- Webview
- Prism
- Database
- WebApi



Information Architecture



Opportunity and Market



Psychographic Segmentation

Mental health of **children** in **South Africa** is **neglected**



Demographic Segmentation

Poverty in South African communities results to **inadequate education** and causes **poor mental health**

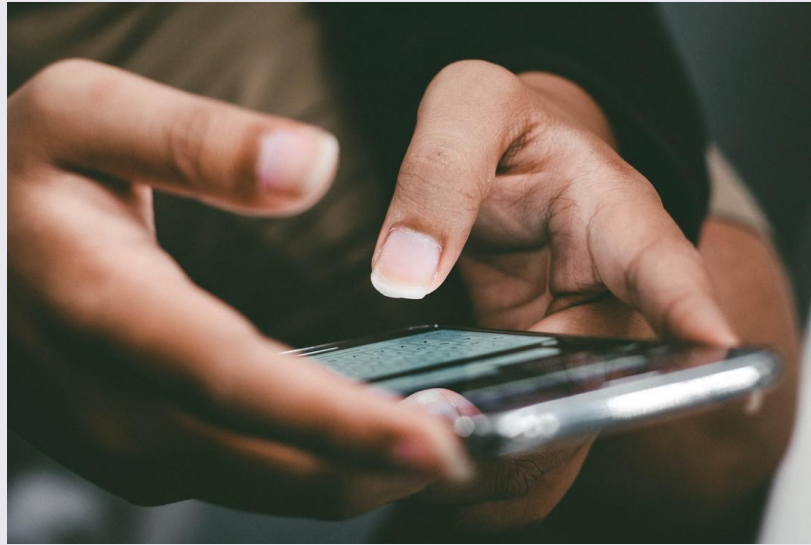


Geographic Segmentation

Cultural beliefs in South Africa impacts **biasness, gender stereotyping and discrimination.**

Commercialisation

Partnering with **NGOs** that have **ties to the government**, like the **Department of Social Development, Department of Basic Education** and **Department of Health** that deals with mental health.



Creating a website



Adding more features



Implementing user testing

SUMMAR

- The Aim is to **bring mental health awareness in ECD** through our app which has the **tools to connect parents and teachers** for the interest of our kids well being.
- The app **provides tools to assist teachers, parents and communities** to be aware of mental health and **know what behaviors to look out for.**

By investing in our app you would be helping to create a society with more acceptance towards mental health.

The Government does not see childhood mental health as a priority in SA.

We made our app an easily accessible resource that anyone can access and gain knowledge about mental health.

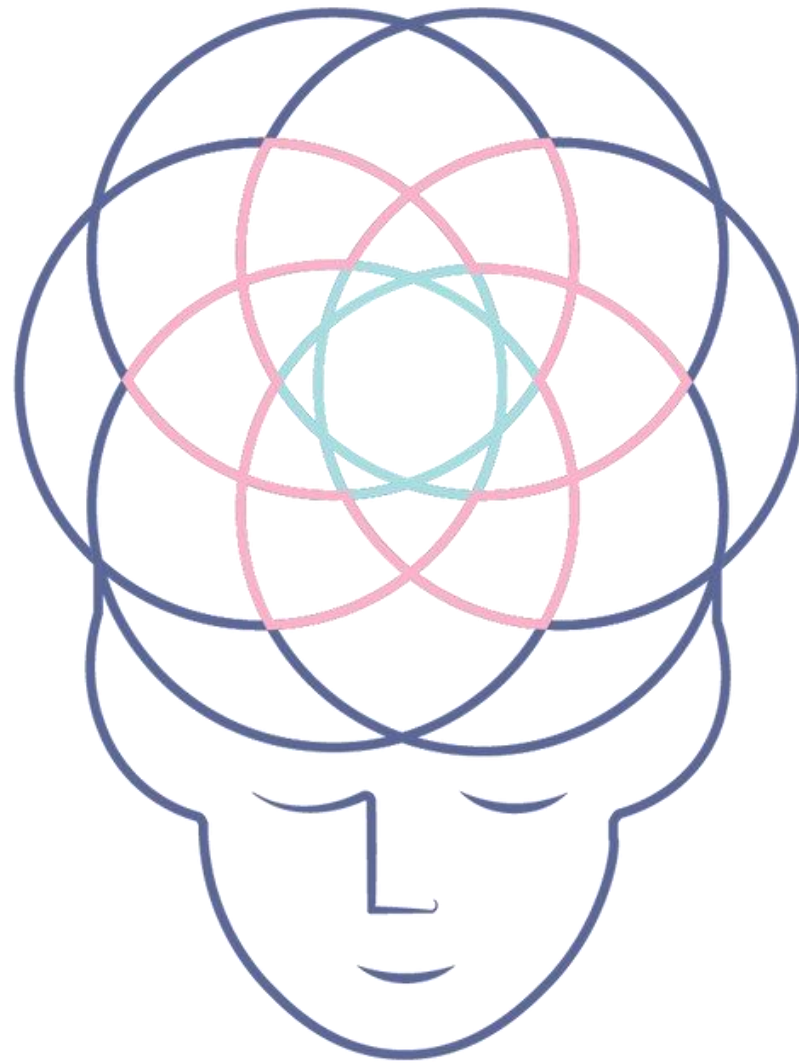
IN THE AGE OF INFORMATION
IGNORANCE IS A
CHOICE

OUR PIZZAS ARE DELIVERED HOT, BUT IF YOU NEED TO RE-HEAT THEN FOLLOW THE INSTRUCTIONS FOR BEST RESULTS.
Please pizza oven, baking tray and pizza stone are sold separately.
200-250°C
2 MINUTES
Enjoy

HEALTH COSTS
LIVES
LIFE IS
FREE



**Parents, Educators and Communities
should be**



KidReady

THANK YOU