AllyNet

Together as Allies, Stronger as One

website platform

ALLYNET

Agenda

- Problem Statement
- Solution
- Key Features
- Target Audience
- Market research
- Competitive Analysis
- Business Revenue
- Market Strategy

Problem

- Lack of Access to Educational Resources
- Limited Mentorship and Role Models
- Cultural and Societal Barriers
- Knowledge Gap about Opportunities
- Lack of a Collaborative Support System

Meet Hana, a 14-year-old girl passionate about technology. Despite her curiosity, she faces barriers like limited resources, societal biases and no access to mentors. Opportunities exist, but she's unsure where to begin. Feeling isolated and unsupported, Hana's story mirrors the struggles of millions of girls worldwide.

Solution

- Providing accessible tech courses and learning resources.
- Connecting them with inspiring mentors in the tech industry.
- Offering a hub for scholarships, internships, and competitions.
- Building a collaborative community to support and inspire them.

· What is AllyNet?

A digital hub designed to empower girls by providing a safe and inclusive space for collaboration, mentorship and skill development

Key Features

- Collaboration Tools: forums, task boards, and file-sharing features that are specifically targeted girls or young womens.
- Mentorship Match: AI-powered mentor-mentee pairing for guidance and growth(by creating girls by girls networking events)
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- Community Forums: A safe space for networking and support.

Target Users

Who are we helping?

- Girls aged 15-30 including students, early-career professionals, and aspiring leaders.

- Prioritize inclusivity for underserved communities or individuals with limited internet access.

Why this audience?

- These groups often face the largest barriers to collaboration, mentorship, and professional development.

Project Impact

Immediate Benefits:
Help girls connect, collaborate, and develop professional skills.

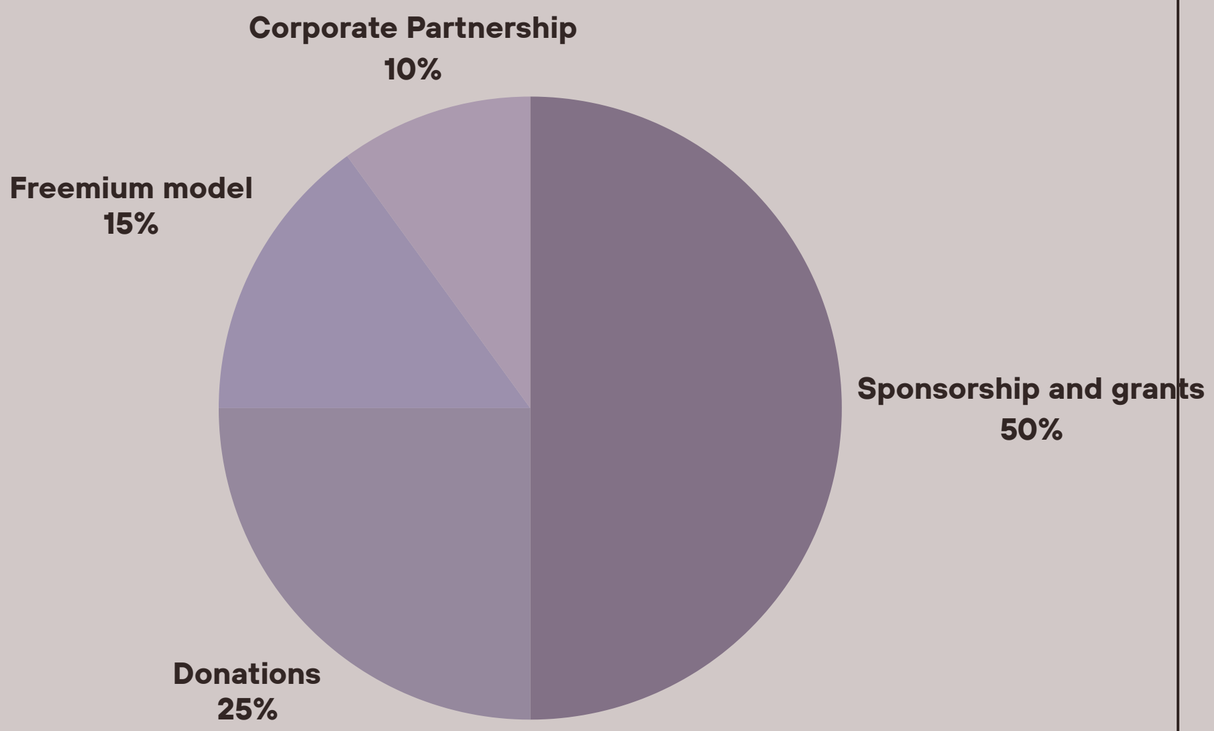
Long-Term Vision:
Empower an entire generation to overcome systemic barriers and thrive in traditionally male-dominated fields.

Market Research	Market Opportunity
70% of girls in underserved Ethiopian communities lack access to mentorship programs.	Access to Resources
60% face barriers to digital tools and skills, limiting personal growth.	Digital Literacy
50% lack supportive networks for collaboration and learning.	Support Networks
80% find current platforms irrelevant to their unique, localized needs.	Localized Solutions

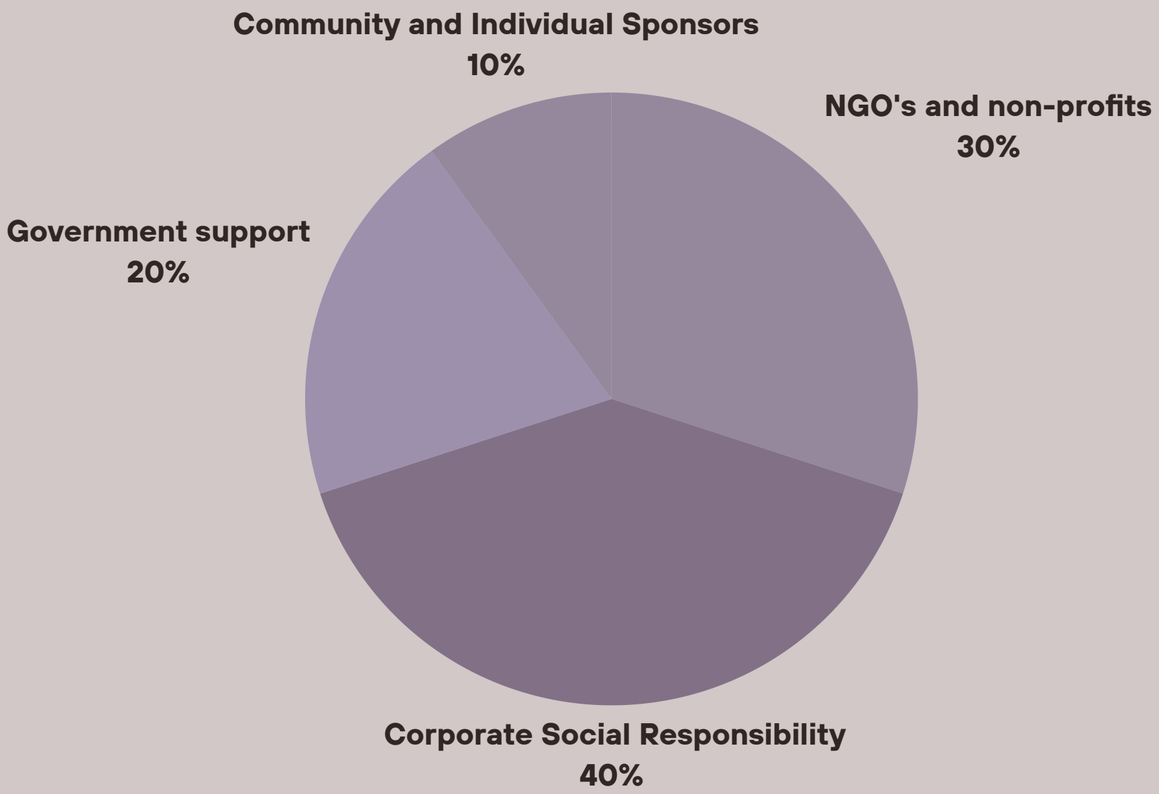
Competitive Analysis

Performance Area	**Hub for Girls**	**girly union**	**Women who code**
Localized Content	✓ (Tailored for Ethiopian girls)	✗ (Global focus, not culturally specific)	✗ (No localized support)
Comprehensive Platform	✓ (Mentorship, education, forums)	✗ (Single-purpose tools)	✗ (Limited features)
Affordability	✓ (Freemium model, accessible pricing)	✗ (High subscription costs)	✗ (No free access)
Community Support	✓ (Safe and collaborative spaces)	✓ (Somewhat supportive)	✗ (Lacks focus on community)
User-Friendliness	✓ (Simple, intuitive interface)	✗ (Complex navigation)	✗ (Designed for advanced users)

Business Revenue



Sponsorship Content Details



Market and sales strategy

Strategy	Approach	Goal
Target Audience	Focus on girls 15–30 in underserved areas.	Build a loyal user base.
Marketing	Social media, local events, NGO partners.	Drive awareness and engagement.
Content	Inspiring stories, skill-building tips.	Empower and connect users.
Sales Funnel	Free basic features, affordable premium.	Convert users into subscribers.
Partnerships	Schools, NGOs, corporations.	Expand reach and gain credibility.

Value Proposition

Feature	Benefit
Inclusivity	space space for underserved young women
Collaboration Tools	Easy task sharing and team work
Free Resources	Access to mentorship and educational content
Empowerment	Boosts confidence and leadership skill

Call to action

Empower girls and create a brighter future!

Join our movement today and make a difference.

Meet The Team

Amira Abdurahman
Frontend developer

Aryam Ezra
UI/UX designer

Abigail Hassen
Full Stack developer

Afomia Dugassa
UI/UX designer

Enqutatash Eshetu
Full stack developer

Tsedey Fiseha
frontend developer

Emnet Teshome
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Thank you for your time.