Dear World

PITCH DECK

An App for Real World Connections

Dear World

Connection is out there.
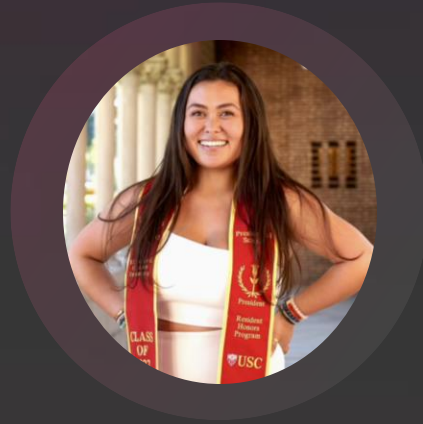
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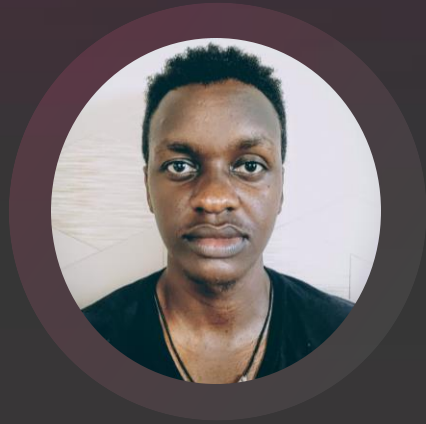M.S. PDE '24
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Our Team

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01

Customer Discovery

Background, motivation, and pain points

Problem

Afghan women,
especially under Taliban rule,
lack platforms to express
themselves creatively,
academically, and emotionally

Target Customers

"I try to have fun with the Internet but it is difficult to access the Internet"

"But now a normal day for Afghan girls is in the most unplanned state because they neither go to school nor are they allowed to leave the house without a man"

"Now I having a hard time because I feel that all my wishes and dreams have been destroyed. In a day I spend most of my time at home in fact I don't do anything else. In this situation it is dangerous for girls to go out"

Many Afghan partners shared that their primary interests include painting, drawing, and reading.

Pain Points

- Inconsistent access to Internet

- Restrictions to women's education under Taliban rule

- Feelings of helplessness

- Limited control over their everyday lives

- Lack of connection to others

- Negative coping mechanisms

02

Product Overview

Innovation solution & product features

Introducing "Dear World"

- For real, genuine global connections

- Inspired by pen-pals and personal diaries

- A digital journal for users to send virtual "letters"

- Can be used with and without internet

- Intended to connect the women and girls through meaningful communication streams

Dear World – Demo

HOME FEED:

- Letters from around the world appear in your "mailbox"
- Mail is addressed based on interest groups
- Anonymity ensures genuine connection
- Stamps indicate where users are writing from
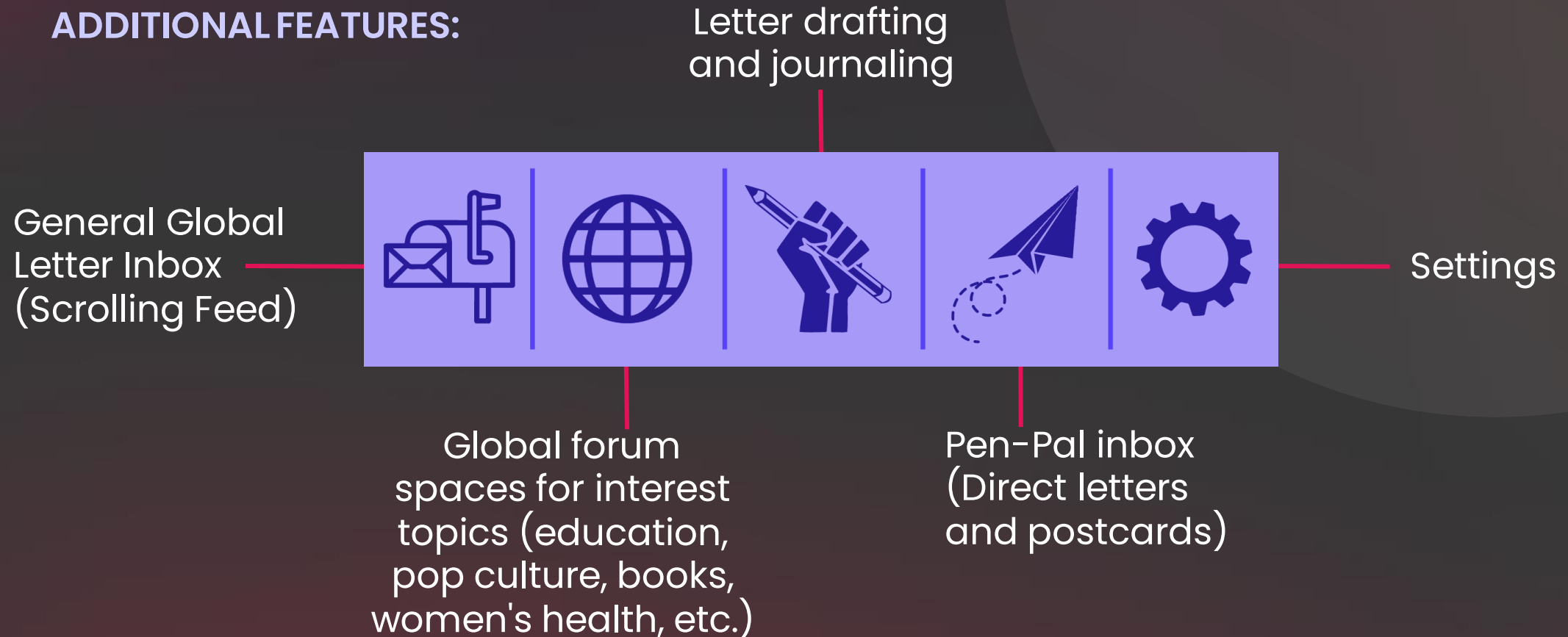
Dear World – Demo

DIGITAL LETTERS:

- Letters are drafted online or offline like in an authentic journaling style
- Templates available for creative styling
- Replies can be sent with virtual postcards or using recommendation buttons
- In-App purchases can be made for books, movies, music, etc. By tapping on the images pasted

Dear World - Demo

ADDITIONAL FEATURES:

Letter drafting
and journaling

General Global
Letter Inbox
(Scrolling Feed)

Settings

Global forum
spaces for interest
topics (education,
pop culture, books,
women's health, etc.)

Pen-Pal inbox
(Direct letters
and postcards)

Meeting User Needs

User Features	App Features
Inconsistent access to internet	Designed for users to draft their posts and access features while offline, letters save for offline access
Users have free time as they are often confined to their homes	Offline journaling format provides a way for users to spend their time on an activity that can provide emotional support
Users are seeking more friends and genuine connections around the world	Dear World introduces users anonymously based on their expressed interests, allowing them to decide this rather than just relying on an algorithm
Users spend their time reading, studying, making art, and watching movies	Dear World allows users to write about their hobbies and form connections based on their true interests; images can be added of art and book quotes, etc.
Users lack educational support	Dear World provides global forums for educational resources as well as safe spaces for information on women's health
Users are predominantly women who want a support community	Dear World is intended to be used primarily by women and girls

03

Market & Competition

Uncovering market demands & competitors

Market Size

19,399,853 women and girls in Afghanistan

50%

Adult Women

50%

Young Girls

https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS?locations=AF

Surpassing Competition

Existing Social Media Platforms

- Focused more on vanity, popularity, and "likes"
- Often contribute to cyberbullying and insecurities
- Not intended to provide safe spaces for women
- Hard to meet people globally

Dear World

- No "likes" – entirely intended for real, global connections
- Made to support mental health through virtual journaling
- Made for girls and women
- Letters enter your inbox from around the world to form new bonds

Competitors Analysis

Our blue-ocean market focuses on women and girls who avoid current forms of social media due to the detrimental impacts they have on mental health, along with those looking for a safe space and global connections. We also are capturing a huge part of the international market that doesn't use social media due to inconsistent access to internet.
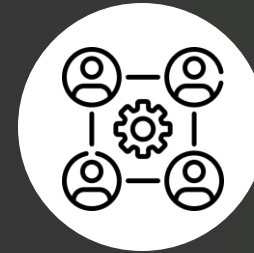
	Dear World	Instagram	Pinterest
Offline access	✅	❌	❌
Intended for women	✅	❌	❌
Made to support mental health	✅	❌	❌

04

Business Model

Launching the innovation solution

Business Model

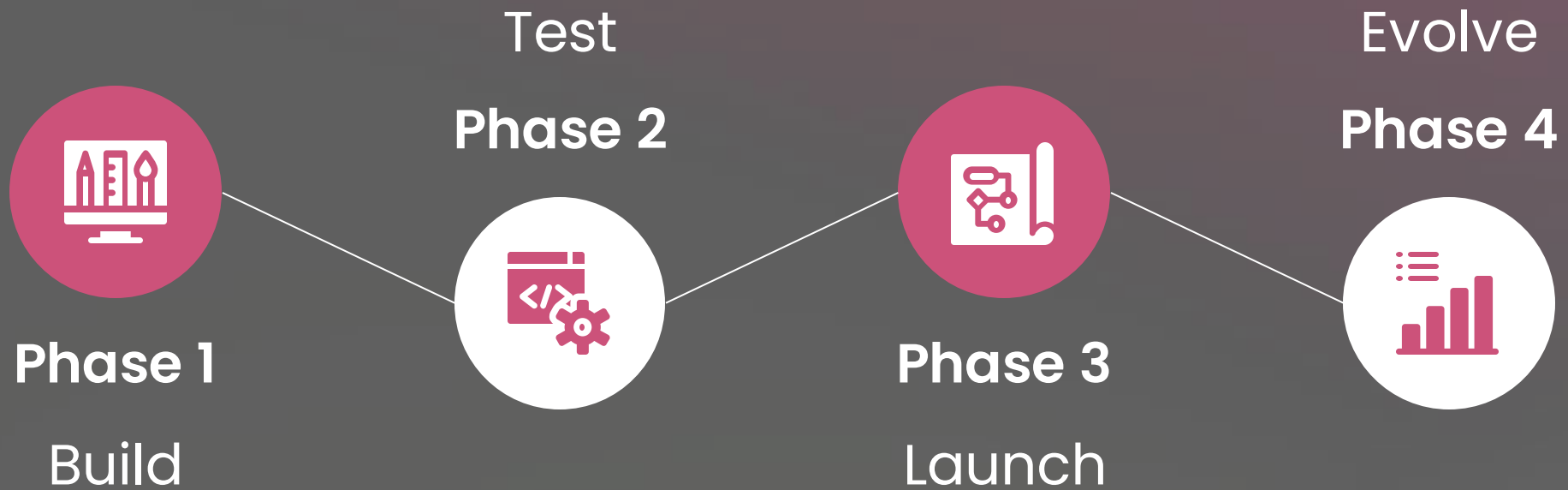| Value Proposition	Revenue Streams	Cost Structure	Key Resources
Genuine global connection, online and offline	Advertisements Data mining In-app purchases	App development costs Deployment costs	Software engineers, on-the-ground partners in Afghanistan to help with product launch

Project Timing

Test

Phase 2

Evolve

Phase 4

Phase 1

Build

Phase 3

Launch

Deployment Strategy

Project Phases	Analysis	Build	Test	Launch	Evolve
Activities	◦ Background Research ◦ Discover pain points ◦ Ideate	◦ Figma prototyping ◦ App inventor ◦ Making the actual app	◦ Lead user testing ◦ UX revisions ◦ Expand testing scale	◦ Market promotion ◦ Customer service ◦ Field investigation	◦ Continuous updates ◦ Expand users worldwide
Cross Stages Activities	Project Management				
	Technical & Infrastructural Support				
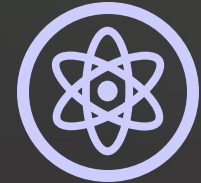
Technology Maturity

➢ **Highly feasible** - will be at advanced maturity with prototyping and lead user testing

- Deployment in other regions initially

- Risks

  - Only a few areas in the capital (Kabul) are connected to 4G

  - Most Afghans' internet access relies on 2G technology

  - Connectivity is spotty & high in price

  - However, the app is intentionally made to be highly accessible for users when they are not able to access the internet (journaling, letter drafting, etc.)

  - The Taliban monitors online content (digital safety is highly related to physical security)

Potential Impact

**Addressing Coping Mechanisms and resulting Mental Health concerns despite
a challenging communications infrastructure**

Finding Solutions to Mental Health Crisis
- 74% of assessed households reported at least one member experiencing behavioral change and mental health conditions
- Women considered more prone for various reasons including cultural barrier's stigma, access to healthcare, and a lack of coping mechanisms
- 37% of women suffering from depression, crying, or hyper-vigilance

Providing an Alternative to Negative Coping Mechanisms in current living conditions
- Dropping out of school
- Illegal or High Risk Activities
- Child Exploitation and Labor

Potential Impact

Navigating A Challenging Infrastructure
- Only 35% of displaced households have a member with internet access
- Less than half of all Afghanistan's districts have cellular coverage

Impact to Consumers
- Start to break the negative cycle of humanitarian conditions
- Not a financial solution, but a positive outlet in difficult living conditions

Potential Impact

- **A valuable tool for content creation and curation in both off-line and on-line environments**
  - Since network infrastructure isn't a solvable problem in the short term, we treat the off-line use case equally important to the on-line

- **A platform to share experiences and hobbies and act as a means of positive coping**
  - Books, Art, and Music are all categories that cross cultural barriers and can be used to support educational efforts

- **Connecting those who feel socially isolated in an unpredictable environment**
  - Displaced households, refugees, asylum seekers all suffer from a degraded mental well-being which can be helped by inclusion and support
  - Psychological distress has direct impact from caregivers to children

- **Information sharing**
  - Shared experiences and connections lead to increased communication and information sharing. This through-line can address examples such as 84% of people not knowing the available locations of mental health services

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Thank You!