



ECO-MAMA PITCH DECK

Slogan: ECO-MAMA Where wellness meets sustainability

<https://www.ecomma.info/>

Project Name: ECO-MAMA

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Pitch competition theme: Digital health, Data analytics & AI, climate data

Agenda

- Introduction
- Problem statement
- Solutions
- Market Analysis
- Business Model & Growth projection plan
- Comparison Matrix: Competitor analysis
- Impacts
- Financials
- Roadmap
- Focus Areas
- Founding team
- Call for Action & contacts

Introduction of ECO-MAMA

Overview

ECO-MAMA is a digital mental health platform designed to assist African women, especially those in Rwanda, in overcoming the negative effects of climate change on their mental health

MISSION

To empower women impacted by climate change by providing accessible, innovative, and mental health solutions, ensuring early intervention, individualized treatment, and a supportive community to improve well-being and resilience

Vision

To be a transformative digital platform where women impacted by climate change can find mental health support, utilize cutting-edge technology in healthier communities worldwide, and shape a sustainable future

Problem statement

- Climate change is a global challenges disproportionately affecting women in vulnerable communities across the world, it' impacts both economy, and health particularly Rwanda, It's Impact on mental health is undertreated in Rwanda, but need action to be tackled on .and Climate-induced stressors such as droughts, high temperatures, floods, and resource scarcity are leading to increased mental health challenges in Rwanda such as Anxiety, depression and PTSD.
- EcoMama is a promising solution to this problem as it is works are to help women deal with those mental health challenges related to climate change.

Solutions

AI-driven Mental Health Assessments, and AI chatbot:

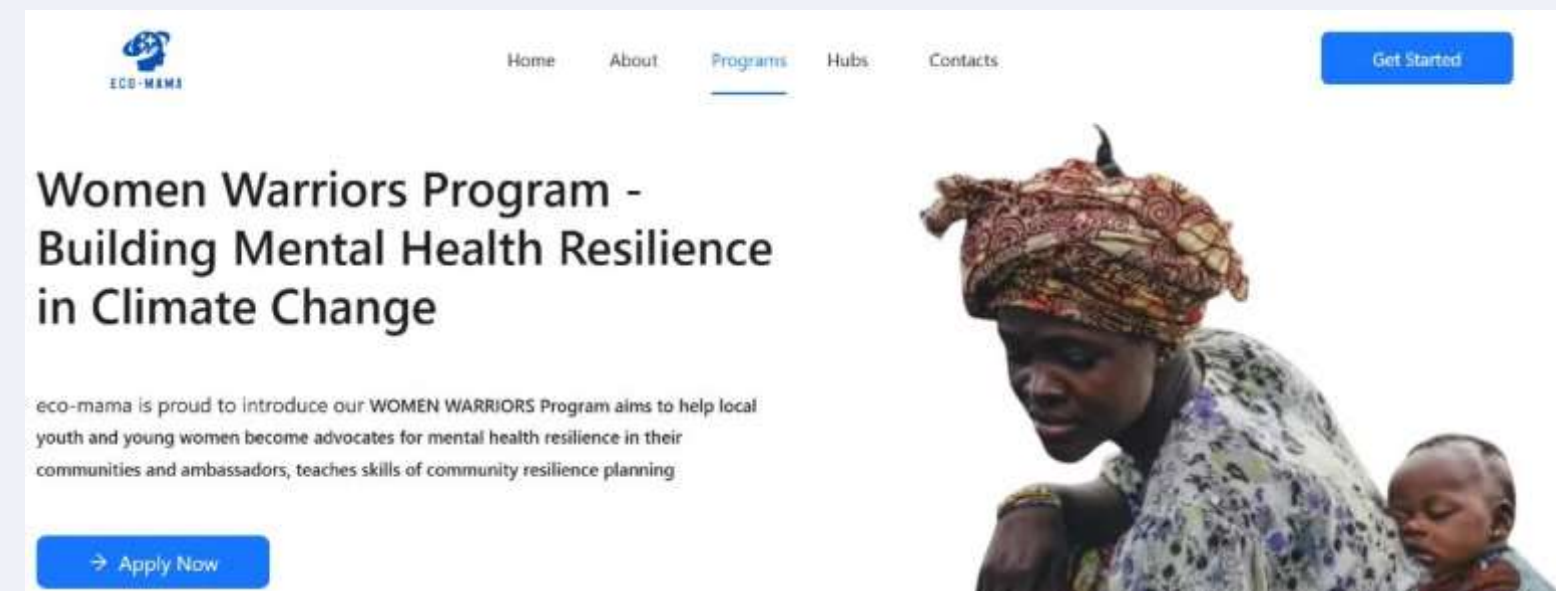
Identify needs, detect early signs of Eco-anxiety & depression

Eco-community hubs: Culturally specific content to manage stress, anxiety, and climate resilience techniques

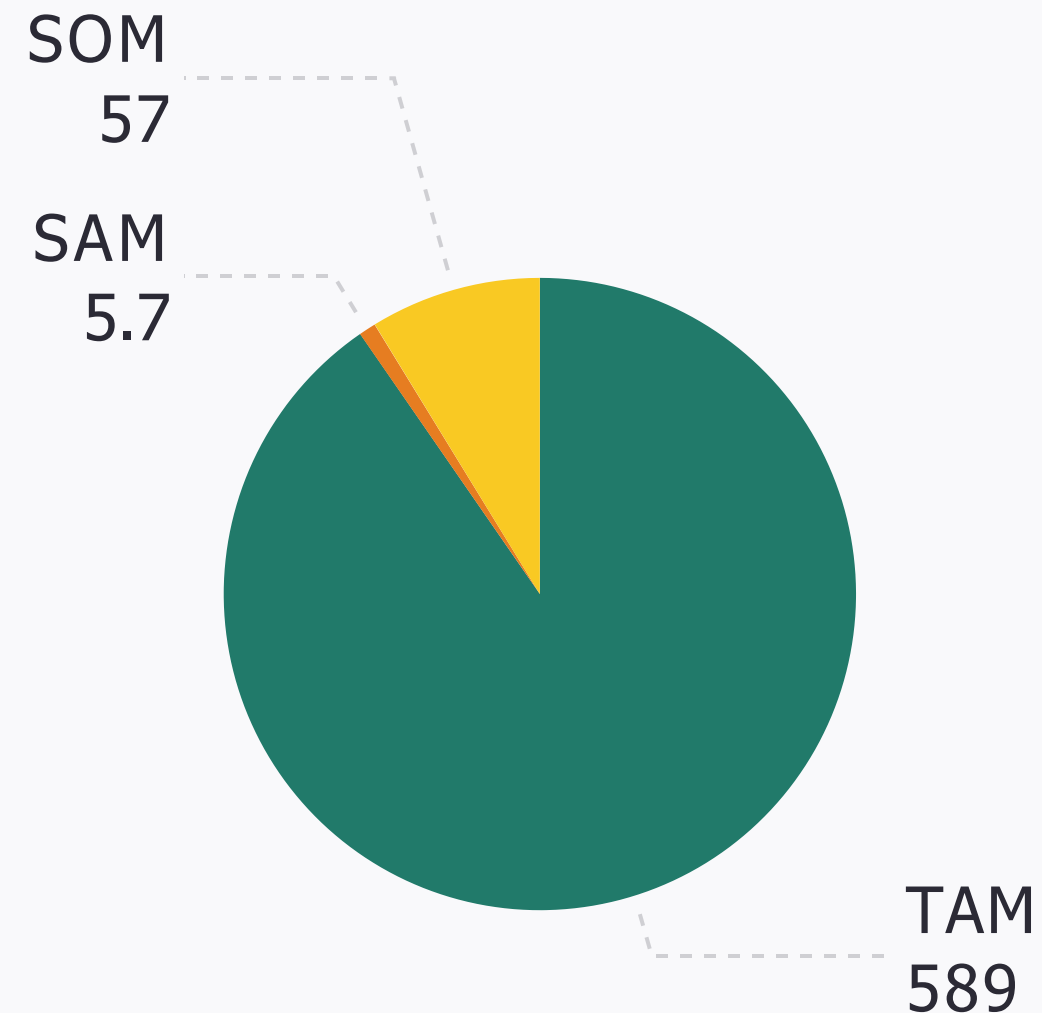
Telepsychiatry: virtual consultations and online counseling support.

Mobile app development with safe space for women's forums

Programs: The women warriors program aims to train women to be mental health advocates, and climate-resilient.



Market Analysis

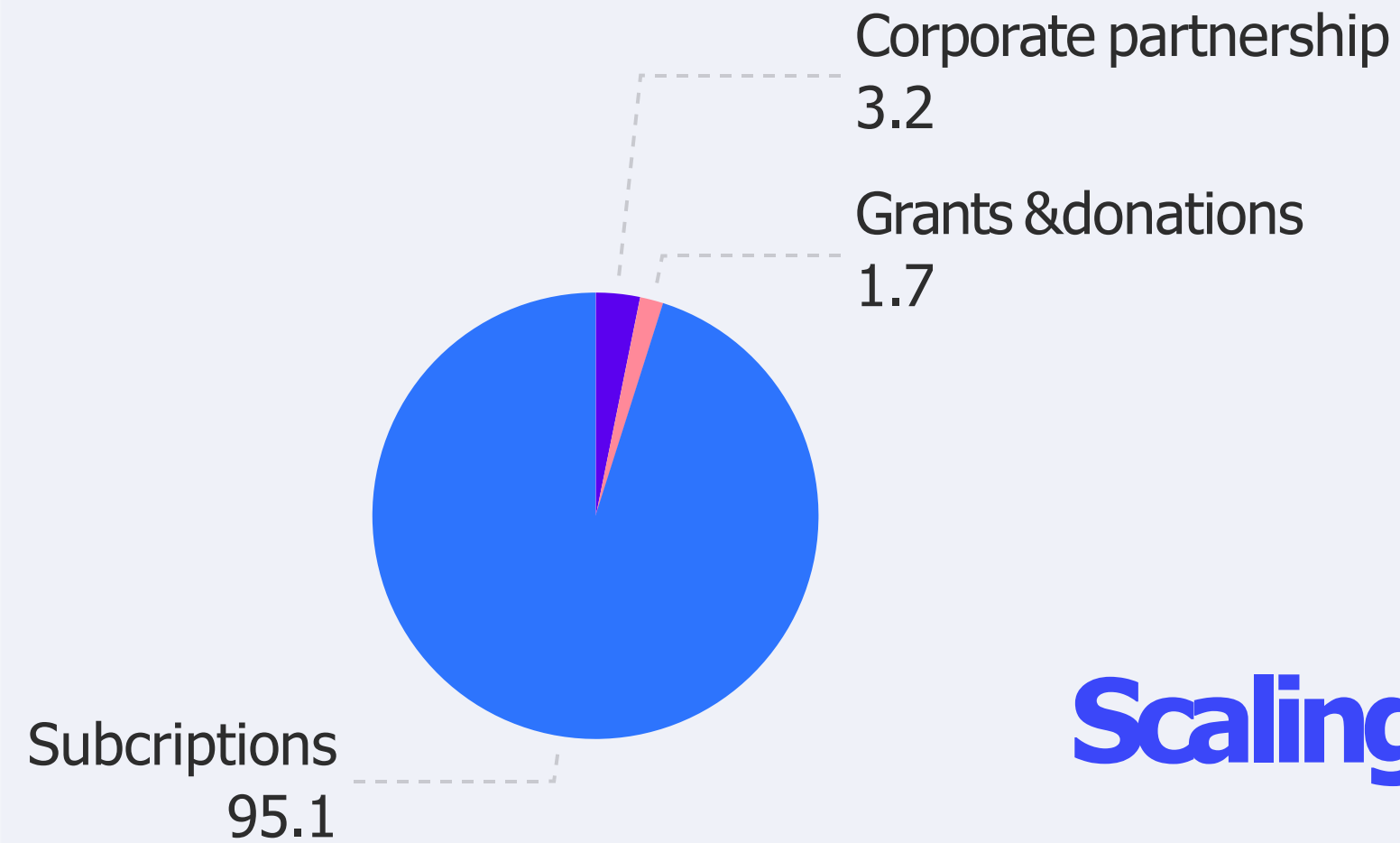


Market opportunity

- ~75% of Africans have mobile access
- In Rwanda, 53.2% of the population has a telephone
- 86% of houses in Rwanda have a telephone
- 36% of houses in Rwanda have a Smartphone.
- Limited access to mental health professionals, especially in rural areas.

Business model

Revenue streams



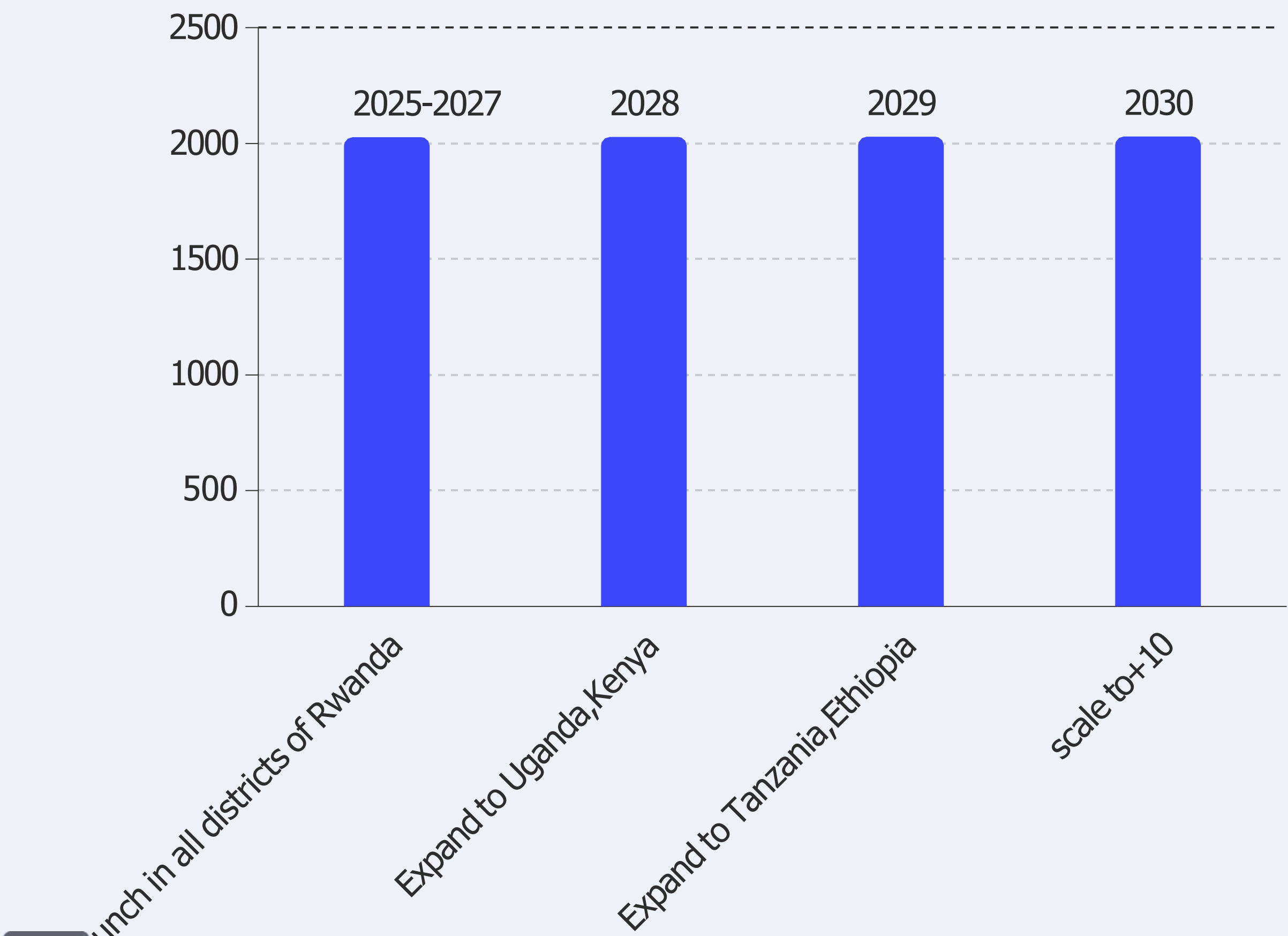
Operational model: How we deliver value

- AI-driven platform: accessible for mobile devices, personalized mental health care across Africa
- local & international partnership: collaboration on outreach, summits, and trainings
- Women Warriors program, and telepsychiatry.

Scaling of the ECO-MAMA

- Free subscriptions for 5 days of trial for new users
- \$3 for each user in the telepsychiatry service free chatbot
- \$8 for each user for a month
- \$5 for each participant to register in the Women Warriors Program

Growth Projection Graph



Comparison Matrix:ECO-MAMA Vs competitors				
Features/Services	ECO-MAMA	Debbo Africa	StrongMinds	FriendshipBench
AI-chatbot for self care	Available	Not available	Not available	Not available
Telepsychiatry(mental health support only	Available	Not Available	Not available	Not available
Women Warriors program	Empowerment,leadership,development	Not Available	Not available	Not available
climate change focus	focus on climate change	not available	not available	not available
Community development	strong emphasis on women, and community driven solutions	focus on women only	community-based therapy with local facilitators	community-based therapy focus on grandmothers
Try Pitch				

Impacts

Social benefits

- Improved Mental Health
- Empowerment
- Community Strengthening

Environmental benefits

- Climate Resilience
- Eco-Advocacy
-

Economic benefits

- Job Creation
- Productivity Boost
- Scalable Revenue Streams



Quantitative metrics

- **100,000+ Women Empowered** in Rwanda within 2 years.
- **70%** reduction in stress levels for users accessing telepsychiatry services.
- **50 Women Warriors Program Established** across Africa by Year 3

Qualitative metrics

- Testimonials from women who Eco-mama supported
- Case studies of climate-resilient communities
- Positive feedback on AI-chatbot efficiency and accessibility.

Financials

Revenue growth forecast

Year	Target women	Monthly revenue	Annual Revenue	Growth(%)
Year 1	57,000	\$171,000	\$2,052,000	-
Year 2	68,400	\$205,200	\$2,462,400	20%
Year 3	88,920	\$267,600	\$3,211,200	30%

Total Funding Allocation:\$500,000	FUNDING REQUIREMENTS		
	Categories	Percentage (%)	Amount in \$
	Reasearch&development	20	\$100,000
	Marketing&outreach	30	\$150,000
	Operational Expansion	40	\$200,000
	Miscellaneous expenses	10	\$50,000

ROADMAP

Timeline of key milestone

Short time goals

Phases	Duration
Finalizing MVP	Months 1-6
Pilot testing	Months 7-9
Offical launch	Months 10-12

Long time goals

Phases	Duration
Expanding across the world mainly (Latin America, South Asia	3-5 years
Develop Global Partnerships	3-5 years
Serve as a thought leader in the space.	After strong scalibility

Focus areas

1.Product Development

2.Market Entry

3.Scaling Operations.

4. Impact Measurement

- Set KPIs

Key achievements of ECO-MAMA 2024

- **In November 2024** , ECO-MAMA won Marc Mitchell Awardee 2024 over 250 applications as on the top, this award are offered by D-tree& Global digital

health Network in partnership with Techchange

- **December 2024**, ECO-MAMA recognized as First added project on new digital health atlas by Geneva Digital Health Hub in partnership with WHO, foundation Fabre de Pierre& university of Geneva

- **December4-6 2024** , ECO-MAMA CEO attended Global Digital Health Forum in Nairobi/Kenya

Founding Team

Meet our Team

A team dedicated to empowering vulnerable women globally through AI-driven mental health support and telepsychiatry, addressing climate change's psychological impact.



Joie Sophia Umuhoza
Founder, and CEO of Eco-mama



Jospine Sonia Uwimena
Women program lead



Jovise Solive Umuhir
Social media manager

She is a 23 Y.O girl
Mental Health advocate
with more than 1 working
in Global NGO as volunteer

She is 24 Y.O licensed midwife
working in Teaching level II hospital
with expertise in women health

She is 20 Y.O
with more expertise
in communication skills
& writing



CEO of ECO-MAMA

She is a visionary leader and innovator in digital health, and beyond
Joie Sophia is an experienced project writer with over one year of expertise in both project writing and creation.
Recognized for her transformative contributions to digital health, Joie received the 2024 Marc Mitchell Award, celebrating her leadership, and innovation under ECO-MAMA Project

Call to action

We are seeking **\$500,000 in funding** to:

1. Scale our platform to reach 57,000 women in Rwanda within the first year.
2. Expand operations to support 600,000+ women across Africa in the next five years.
3. Drive innovation in mental health and climate resilience through localized, user-focused digital tools.
4. Partnerships, investors, and collaboration for both local, and international organizations.

Contact us :



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Kigali City/ RWANDA/AFRICA

Thank you