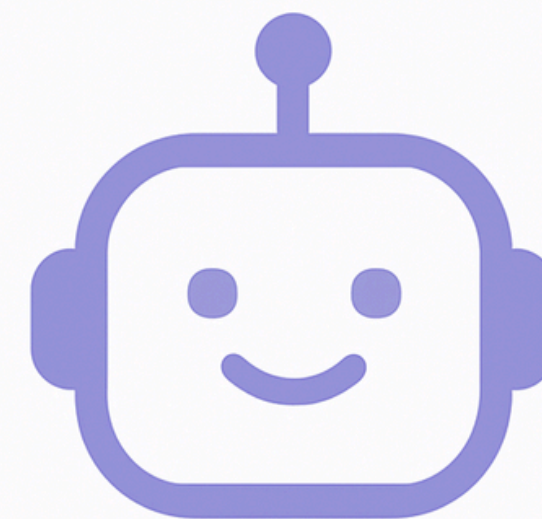# SautiBot

A Safe Space. Your Voice. Your Power.

By Berlyn Mutinda

SautiBot

Problem Statement

- Many survivors of abuse lack safe, immediate, and anonymous channels to report abuse or seek help.
- Social stigma, fear, or isolation keeps them silent.
- There's limited integration of real-time digital assistance with local emergency contacts.

The Solution

- SautiBot, an AI-driven web app, provides anonymous, supportive, and empathetic conversations.

- Recognizes abuse-related keywords and guides users to safe action (e.g., helpline, WhatsApp support).

- Combines Natural Language Processing (NLP) and ethical AI for real impact.
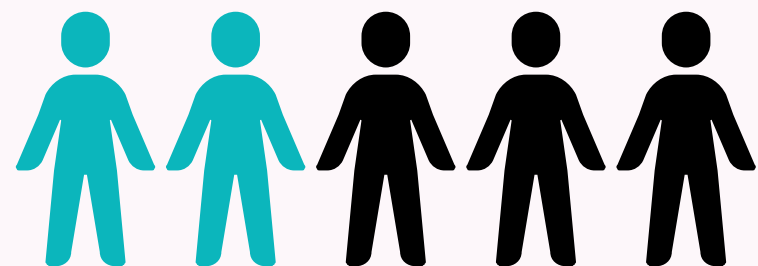
Product
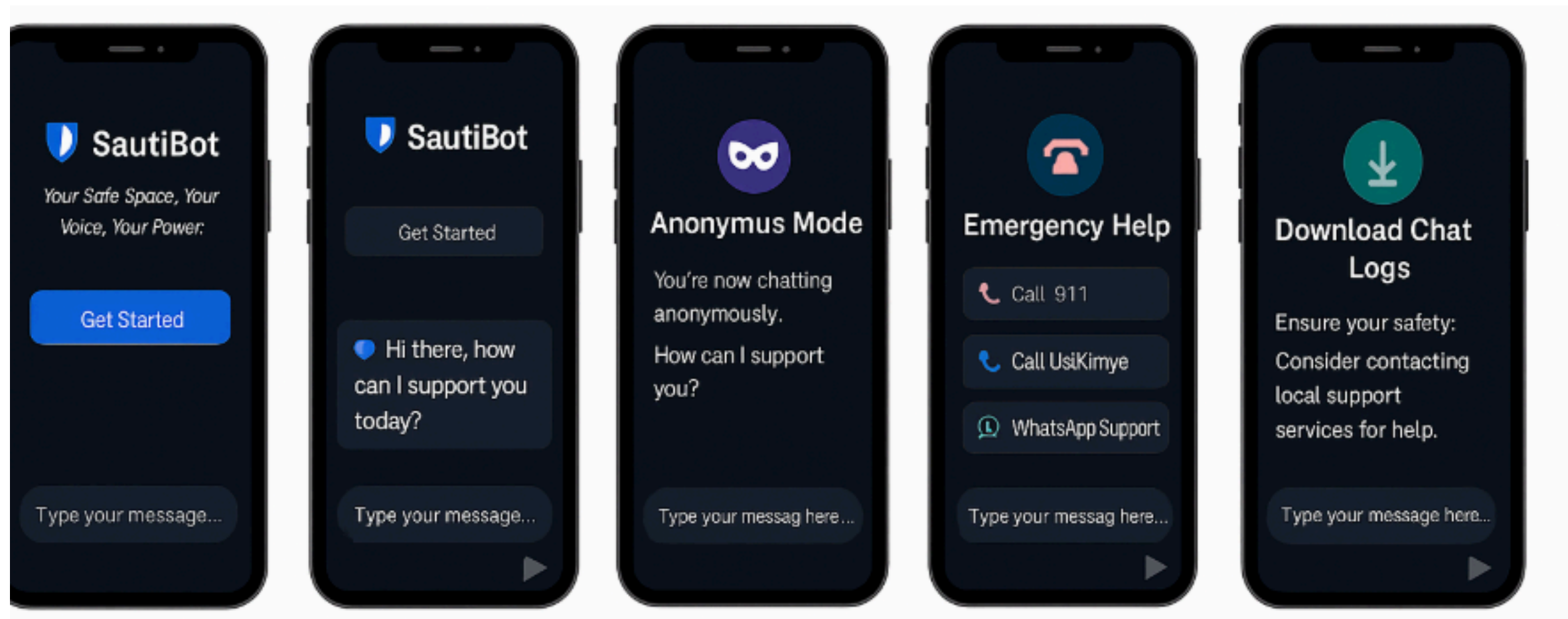
1. _Welcome & onboarding with Quick Help buttons_
2. _Chat interface using empathetic tone, emoji support, typing, user avatars_
3. _Incident classification via NLP + contextual follow-up_
4. _Support linkage—emergency call, helpline, anonymous report, counselor chat_
5. _User history & resources—chat logs, tips, translations_

Target Market

3 out 5 Households

Struggle to access timely support or guidance in distressing situations like GBV or mental health crises.

80.5%

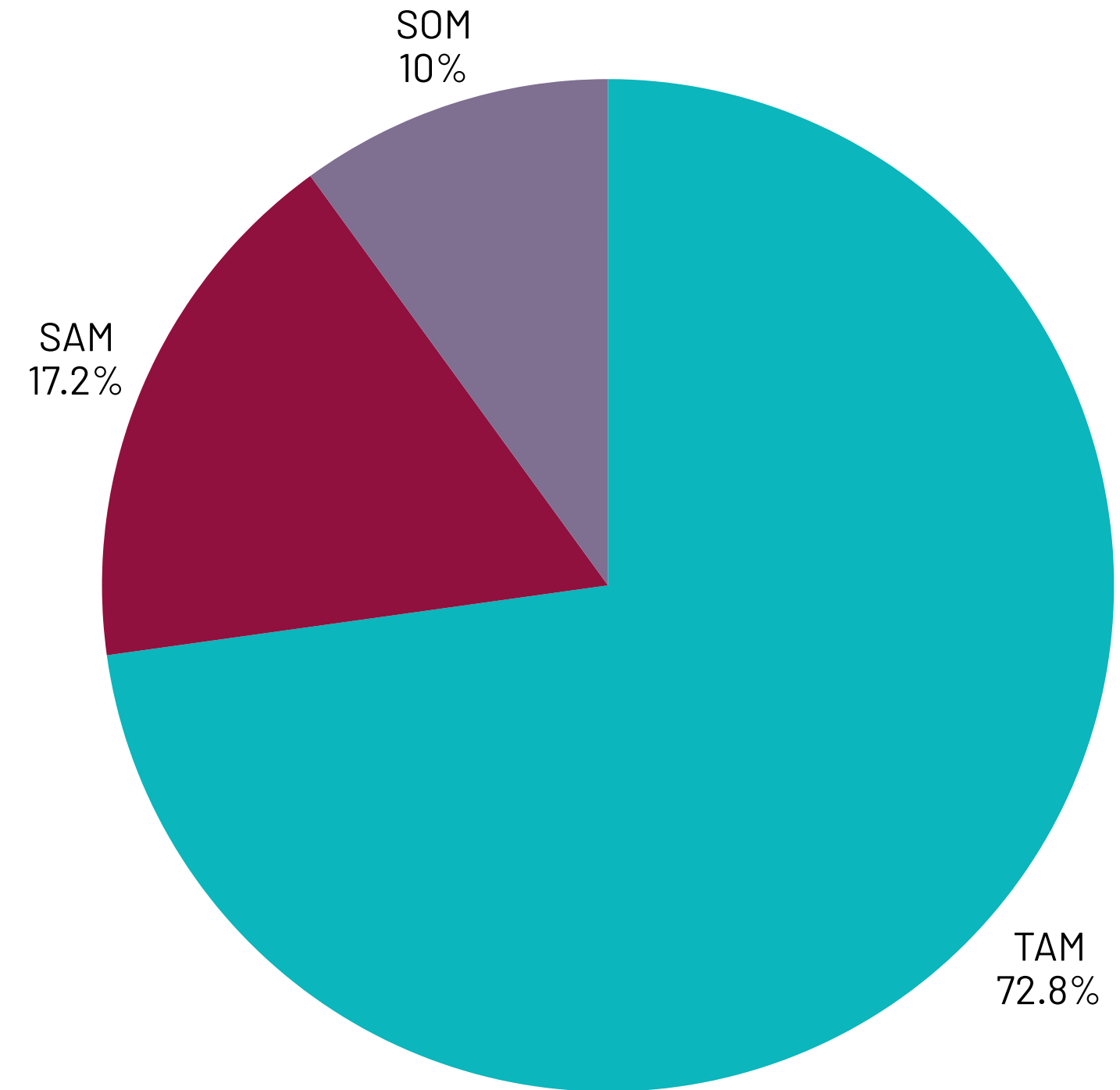Among Kenya's urban population, making mobile-based support highly accessible.

7+ million

Urban smartphone households; initial rollout in Nairobi/Mombasa/Kisumu

Market Size

- **TAM**: ~20 million+ Kenyan households (rural & urban) at GBV risk
- **SAM**: 7 million connected urban households
- **SOM**: ~500,000 households in Nairobi, Mombasa, Kisumu with pilot adoption potential

Competitors

- Usikimye (IG support org) Peer chats via Instagram No 24/7 AI, no classification, not interactive.
- HELBIMB SMS/USSD counseling,Limited dialogue and no NLP.
- Flone Initiative app ,Crowd reporting of public GBV,No individualized chat, no emergency linkage.
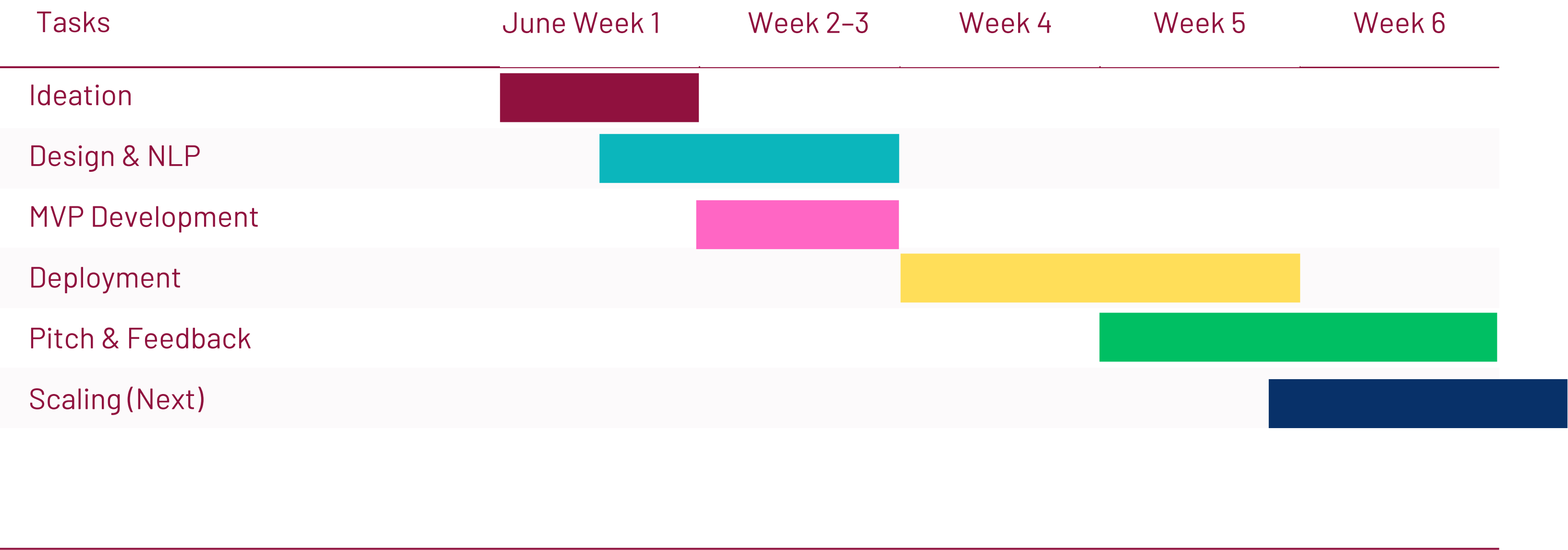
Competitive Advantage

- AI-powered classification © NLP tracks keywords + context
- Empathy-first UI: typing animations, emoji, inclusive avatars
- Multi-channel access: Web + mobile web + USSD fallback
- Seamless escalation: Emergency links, anonymous reports, counselor integration

Project Traction

Tasks	June Week 1	Week 2–3	Week 4	Week 5	Week 6
Ideation	████				
Design & NLP		████			
MVP Development		██			
Deployment			████		
Pitch & Feedback				████	
Scaling (Next)					████

Business Model

1. Freemium Model (Base Layer)
- Free chatbot access for users (anonymous chat, help links)
  💎 Premium services for:
- Legal aid matching
- Fast-tracked counselor chat
- Translated summaries / audio responses
- In-app safety features (disguised mode)
2. B2B & B2G Support Packages
- Subscription/API model for:
  - NGOs (e.g. Usikimye) – to scale support automation
  - Government helplines (GBV desk, Ministry of Gender) – as a smart triage system
  - Hospitals / Social Workers – escalation system for real-time alerts
3. Sponsored Listings / Referrals
- Verified counselors, doctors, or safe shelters pay to be featured as "verified responders"
4. Grants + CSR Sponsorships
- UN Women, Safaricom Foundation, Google.org, and local telcos/CSRs supporting digital GBV tools
Expected Profitability:
- Break-even after Phase 2 launch with NGO subscription and CSR grants
- 30–40% margin from premium features and affiliate services

Go To Market

- Phase 1 (Pilot): Launch in Nairobi, partner with Usikimye & local shelters
- Phase 2 (Scale): Integrate USSD support for non-smartphone users + Swahili translation
- Phase 3: Expand regionally in Kenya, partner with national helplines & government bodies

Social Impact

- 🌟 Enables early, confidential intervention—critical in femicide & child abuse
- 🛡️ Offers equal support regardless of gender, with anonymous safety features
- 🔄 Provides GBV data to NGOs/policymakers to inform prevention strategies

Our Ask

- Funding: KES 5M to enhance AI, run pilot, ensure multilingual/USSD support
- Technical resources: NLP/dev of robust backend integration
- Partnerships: with GBV NGOs, WhatsApp/helpline services
- Mentorship & evaluation: to monitor efficacy and ethical deployment

Team Members

Add team members Names and tiles

BERLYN MUMBUA

–Project lead, AI
implementation & UI/UX

Thank you!

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