

How to Use this Presentation

Present with ease and wow your audience



- Customize with text and photos.
- Add elements from the library or upload from your drive.
- Apply page animations and transitions to emphasize ideas.
- Use point forms and short sentences instead of long paragraphs
- Use the PLP pitch deck guide and follow the protocol on slides

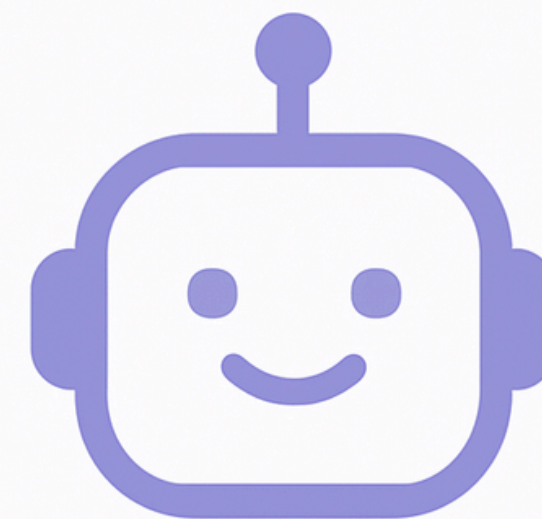
Lastly **"PLEASE DELETE THIS SLIDE WHEN YOU ARE DONE!"**



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.

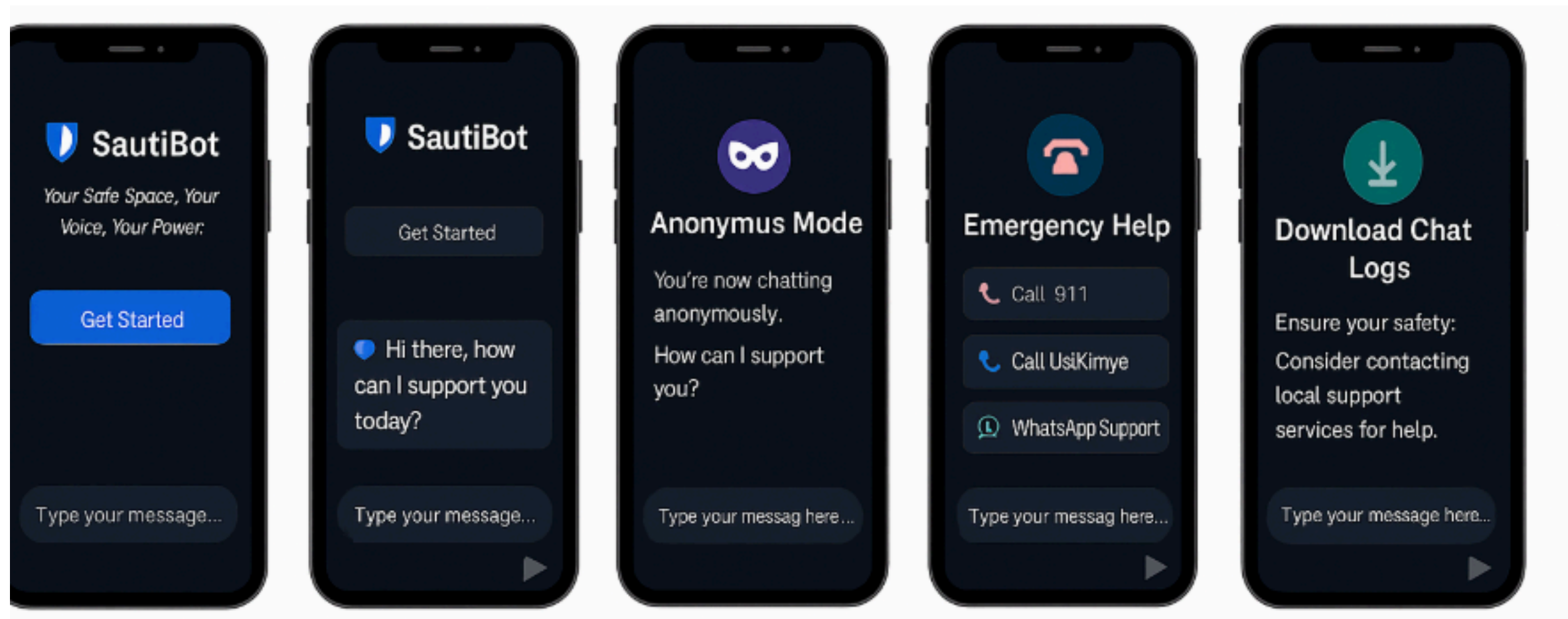


The Solution

- 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.

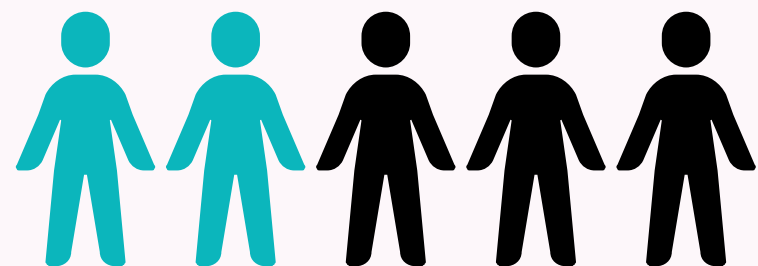


Product



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 of 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.

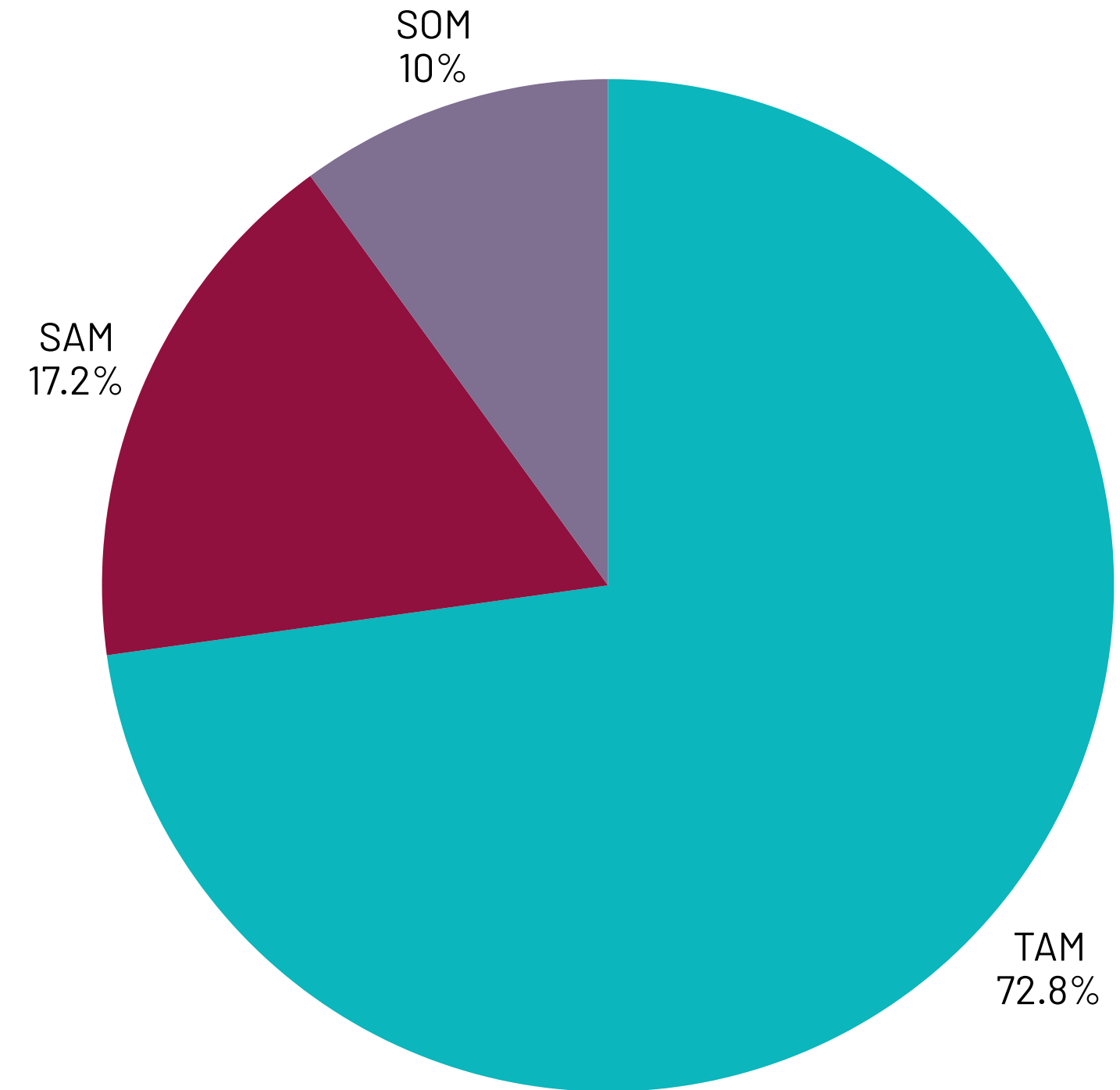


7+ million

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.

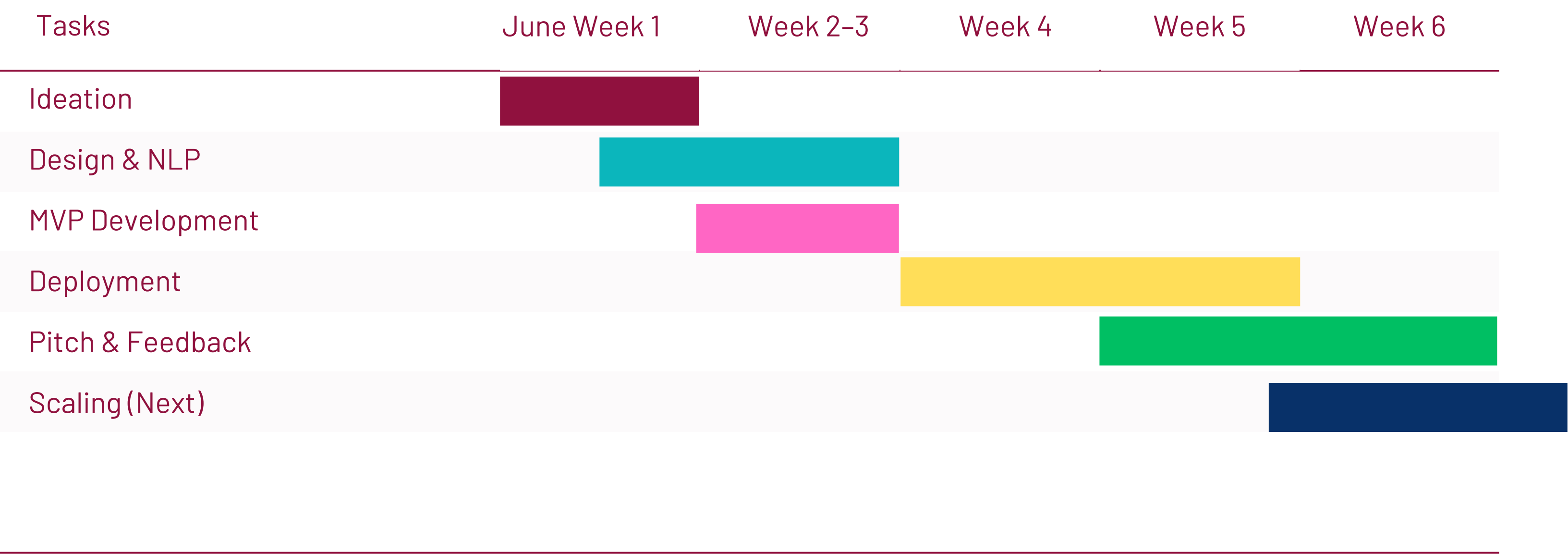




Competitive Advantage

- 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



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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