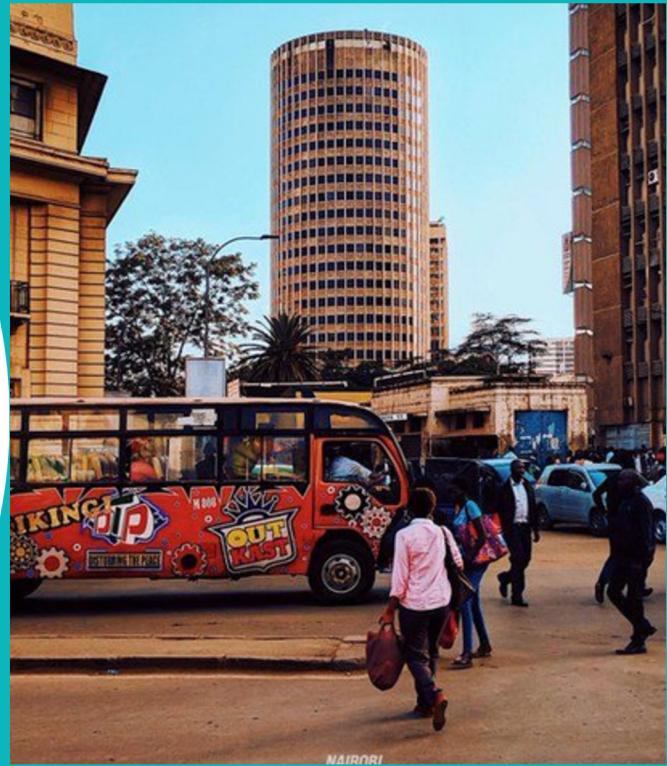


**Title: Ujirani - Empowering Communities Through Technology**  
**Subtitle: A Geolocation-Enabled Platform for Community Issue Reporting**

01

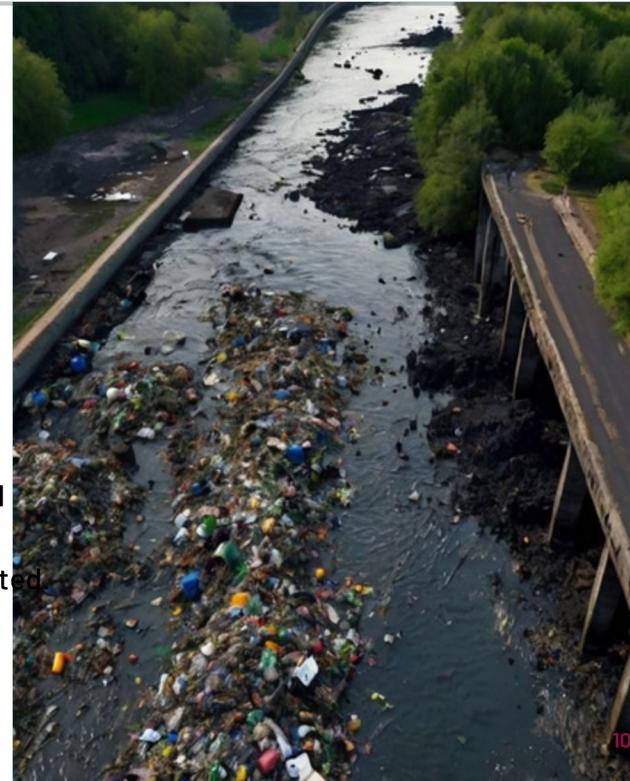


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# Problem Statement

Content:

- Many Kenyan neighborhoods lack ways to report local issues (e.g., garbage, flooding).
- Government response is slow due to fragmented feedback channels.
- Communities feel disempowered and disconnected.



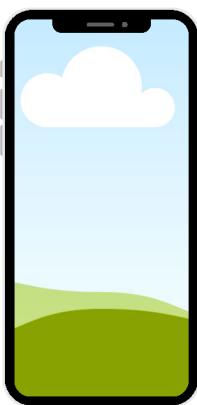
# Solution

## Content:

- A simple, mobile-friendly web platform.
- Citizens can report local issues with auto-tagged location.
- Authorities and NGOs can view & track issues in real time.
- Enables community-driven development.



# Product



## Content:

1. User opens Ujirani, enters an issue (e.g., "open sewer").
2. App captures location automatically.
3. Issue is added to the local feed and seen by neighbors and admins.

<http://127.0.0.1:5500/index.html>

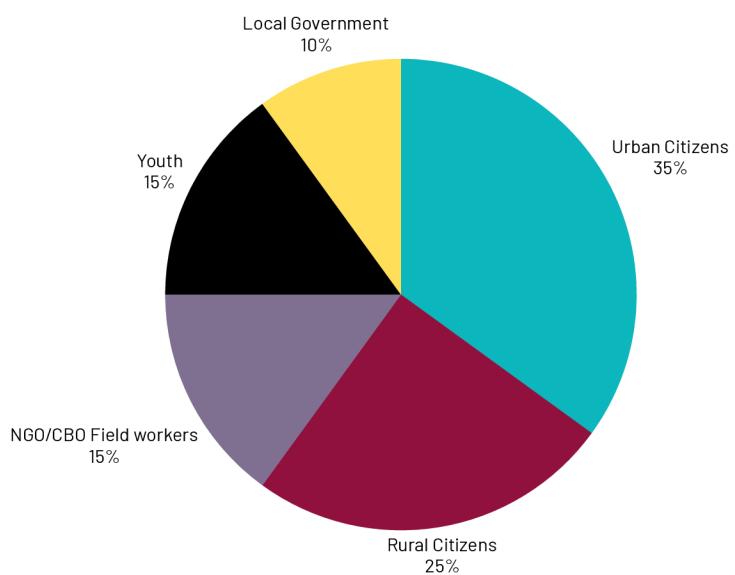
# Target Market

## Content:

- Urban & rural residents (especially underserved communities)
- County governments
- NGOs working on urban development, health, environment

# Market Size

- Numbers based on 2023 Kenyan demographics.
- Youth and NGO segments are early adopters.
- Government and rural communities represent scalable impact.



# Competitors

- Huduma Kenya App – Government app focused on service delivery, not local issue reporting.
- Ushahidi – Powerful crowdsourcing tool, but more for crisis mapping and elections than day-to-day community issues.
- mSurvey / Safaricom Tools – Focused on data collection, not public reporting.
- Facebook/WhatsApp groups – Used informally by communities, but not geotagged or structured.

## Competitive Advantage

### 1. Community-Centric by Design

Unlike top-down apps, Ujirani empowers local citizens to take initiative in improving their own neighborhoods.

### 2. Instant Geolocation Reporting

Issues are automatically geo-tagged, removing the need for users to manually describe locations – a huge advantage in informal settlements or rural areas.

### 3. No App Installation Required

Ujirani is a mobile-first web app – works on any device with a browser, reducing barriers for low-end phone users.

### 4. Transparent & Actionable Data

All reported issues are publicly viewable, encouraging accountability and faster responses by authorities.

### 5. Scalable to All Counties in Kenya

Built with simplicity, meaning it can scale quickly across counties or replicate in other African countries.

### 6. Bridges Citizens & Government

Offers dashboards and analytics to local governments and NGOs to prioritize community needs based on real-time data.

# Business Model



Title: Sustainable Model

Content:

- Free access for all citizens
- Premium tools for counties (dashboards, analytics)
- NGO/Government sponsored features (campaigns, SMS alerts)

# Go To Market

Title: How We'll Reach the Market

1. Community Mobilization

- Partner with chiefs, elders, and local youth groups to introduce Ujirani at the grassroots.
- Run baraza-style demo sessions to show how to report issues with just a phone.

2. NGO & CBO Partnerships

- Collaborate with NGOs working in WASH, infrastructure, and civic engagement to roll out the tool in pilot communities.
- NGOs help build trust and train first-time users.

3. County Government Integration

- Offer local authorities dashboards and training to use Ujirani for real-time issue tracking and response.
- Present as a tool to improve service delivery and public image.

4. Digital Outreach

- Launch social media awareness campaigns using WhatsApp, Facebook, and local influencers.
- Share stories of successful issue resolutions to inspire use.

5. School & Youth Club Programs

- Work with schools, church youth groups, and community centers to train digital champions.

# Social Impact

Subtitle: Sustainable Development Goals

Content:

- SDG 11 – Sustainable Cities and Communities
- SDG 16 – Peace, Justice & Strong Institutions
- SDG 9 – Industry, Innovation & Infrastructure

# Our Ask

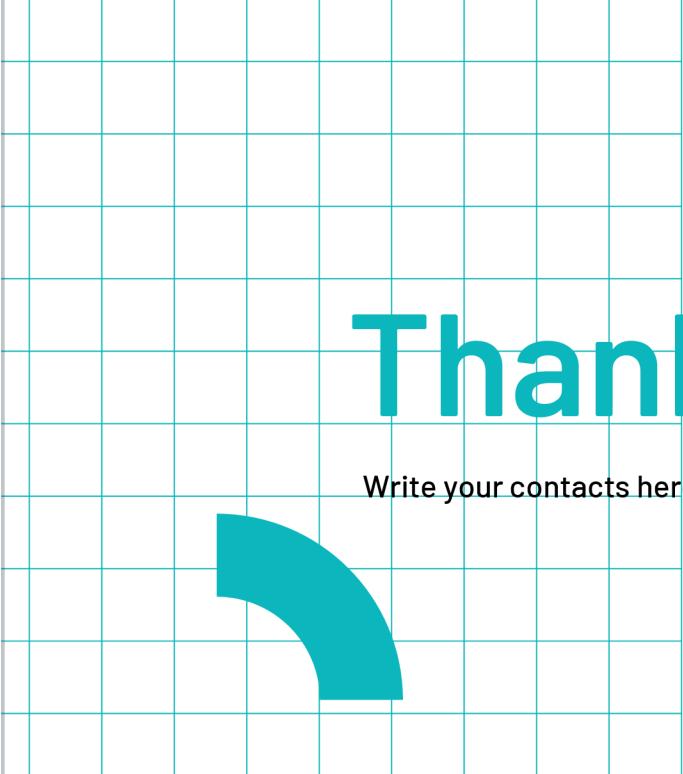
Subtitle: We're Seeking...

Content:

- Pilots in 2–3 Kenyan counties
- NGO or government grants
- Tech/field partners to expand community onboarding

# Team Members

- Nelson Mnari- Founder & Full-Stack Developer
- John Chelse - Community Liaison & Local Partnerships
- Cynthia Lucy – Urban Governance Consultant



# Thank you!

Write your contacts here, social media accounts

