

# EduMental

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- Michael Malonza – Social Media Manager

# Empowering Kenya's Youth: EduMental's Holistic Approach to Mental Health Education

EduMental is a pioneering initiative that aims to address the critical mental health needs of Kenya's school-going population. With over 14.3 million children in the education system, and an estimated 2.4-4.5 million experiencing emotional and behavioral disorders, EduMental offers a comprehensive solution to support students, teachers, and parents in fostering mental well-being.



# Addressing the Need for Mental Health



1

Emotional Awareness and Intelligence

2

Academic success

3

Resilience and Coping Skills

4

Holistic Development

5

Mental Health Awareness

# Transforming the Education Landscape



- 1 Proactive and Preventive Education
- 2 Tailored and Integrated Curriculum
- 3 Modular Curriculum with Progressive Difficulty
- 4 Technological Innovation
- 5 Multi-stakeholder engagement
- 6 Data-Driven Approach

# Target demographic

## Curriculum Integration

Aligns seamlessly with Kenya's Competency-Based Curriculum (CBC) and 8.4.4.

## Client base

14.3M school going children, nationally.

## Consumer insights

Overwhelming numbers and structured approach.

## Regulatory and social trends

National concern ,increased awareness and timely solution.

## Societal relevance

Kenyan values and norms

## Government Initiatives

Complements the Kenyan government's Mental Health Policy and with public health initiatives.

## NGO Partnerships

Leverage existing resources and expertise to expand its reach.

## Fit into Digital Ecosystem

Increased digitalization and rise of e-learning.





# Empowering the Next Generation

Improved Academic  
Performance

Promote workforce  
readiness

Job creation

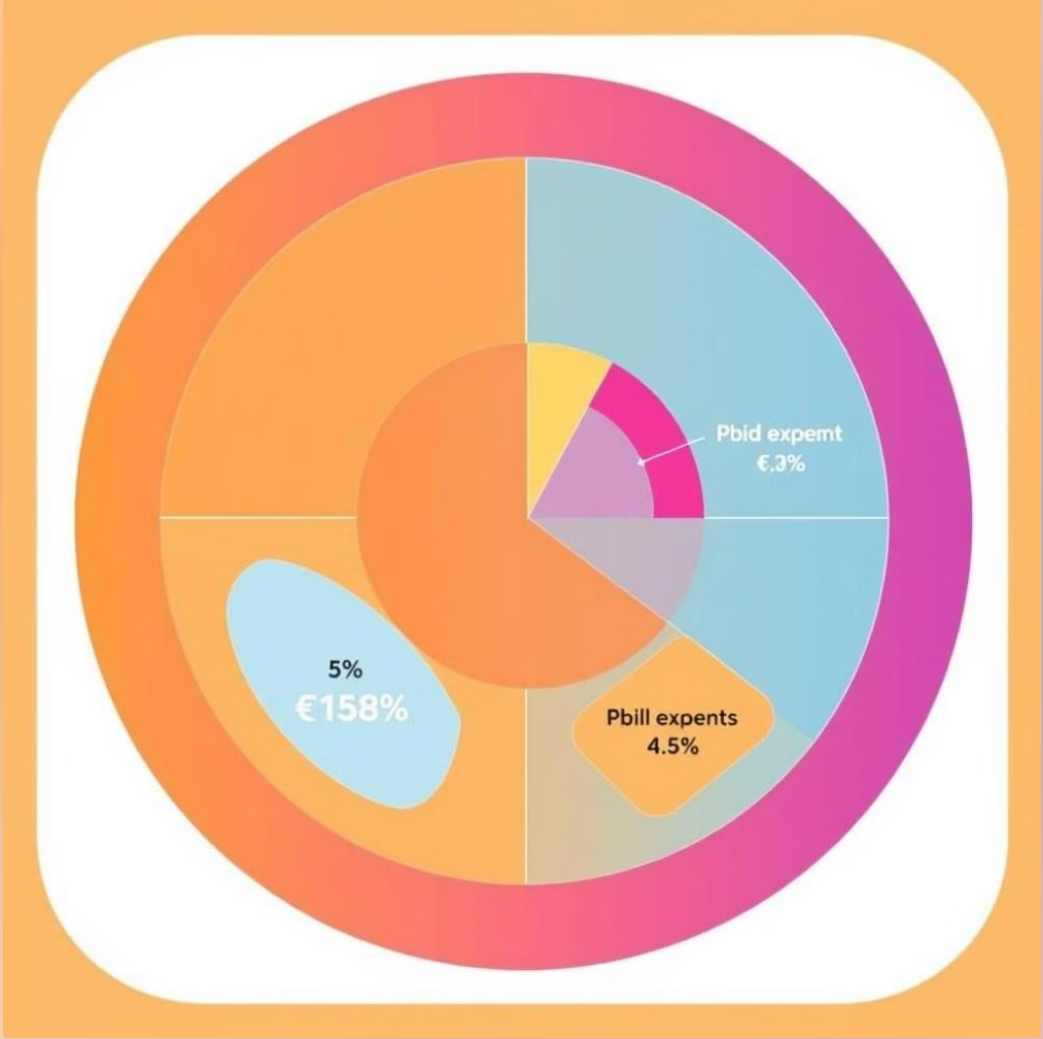
Lower healthcare costs

Improved mental health  
awareness

Community empowerment

# Business Model

| Customer segments           | Marketing and sales strategy   | Channels  |
|-----------------------------|--------------------------------|---|
| Students                    | Targeted advertising (adverts) | Digital marketing (SEO , Pay Per Click, social media) |
| Educators                   | Content marketing (traffic)    | Direct sales  |
| Parents                     | Partnerships                   | App stores (web, iOS, Android)                        |
| Mental Health Professionals | Referral programs              | Partnership networks                                  |
| Advertisers                 | Social media campaigns         |   |



# Financials and Market Potential

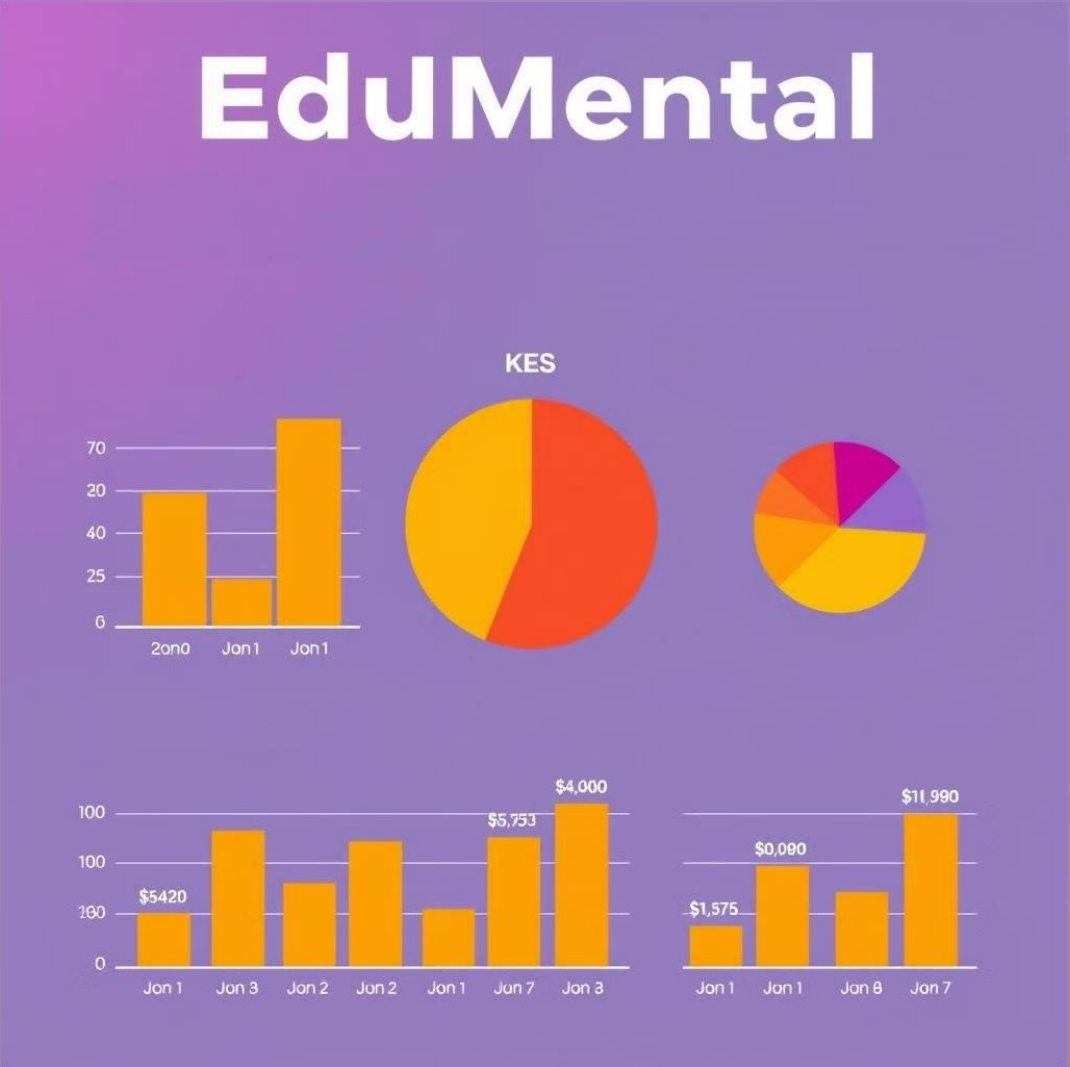
| Revenue Streams                          | Pricing   | Pilot Phase Projections |
|--|---|-------------------------|
| School Subscriptions<br>(tiered pricing) | Primary: Ksh<br>80,000/school/year<br>Secondary: Ksh<br>120,000/school/year | Ksh 2,000,000           |
| Teacher Training                         | Ksh 100,000/school/year   | Ksh 1,000,000           |
| Government ,grants and<br>NGOs           | Ksh 10,000,000  | Ksh 10,000,000          |
| Advertisements                           | Ksh 400,000   | Ksh 400,000             |
| Total Revenue                            |   | Ksh 13,400,000          |





# Financials and Market Potential

| Expenses   | Pricing                                 | Pilot Phase Projections |
|--|---|-------------------------|
| Development tools (computers, internet, S/W licenses )                   | Ksh 800,000                             | Ksh 800,000             |
| Office Rent and Utilities  | Ksh 1,200,000                           | Ksh 1,200,000           |
| Platform development (License, backend, frontend, testing and debugging) | Design and development<br>Ksh 1,000,000 | Ksh 1,000,000           |
| Cloud Hosting  | Ksh 150,000/year                        | Ksh 150,000             |
| E-learning platform integration with payment services                    | Ksh 500,000                             | Ksh 500,000             |
| Professional consultation (10ppl)  | Ksh 4,800,000/year                      | Ksh 4,800,000           |
| Miscellaneous  | Ksh 200,000/year                        | Ksh 200,000             |
| Total Expenses   |   | Ksh 8,650,000           |
| Estimated Profit   |   | Ksh4,750,000            |



# Customer relationship



Dedicated Support.



Community Forums



Engagement –  
Regular updates  
Newsletters .



Feedback loops

# Sustainable impact

1

## Pilot and Validation

Pilot program  
Training of teachers  
Integration  
Post implementation

2

## Nationwide Expansion

Scaling up  
Delivery options

3

## Sustainable Growth

Long-term financial viability and impact.





Dashboard

Modules

Inbox

Notifications

Challenges

Calendar

Submissions

My Account



Welcome Back Jack

Great to have you back

Enrolled



3

Completed



2

Points Earned



50

Recent enrolled modules



Understanding Anxiety

4/10 Lesson



Coping Strategies

4/20 Lesson

Daily progress

Coping Strategies

Mindfulness Techniques

Emotion regulation

Module Summary

All



Upcoming Session



Emotional Intelligence

2:30hr

14 Lesson

Practice Assignment



Developing emotional maturity

2:30hr

14 Lesson

Practice Assessment



Understanding your purpose

5:30pm



Redefining yourself

2:8pm



Dashboard

Modules

Inbox

Students

Educators

Scheduler

Submissions

My Account



Welcome back Admin

Great to have you back

Enrolled Students



500

Completed Modules



10

Points Generated



200,000

Active modules



Understanding Anxiety

4/10 Lesson



Coping Strategies

4/20 Lesson

Statistics

Coping Strategies

Mindfulness Techniques

Emotion regulation

Module Summary

All



Onboard modules request



Emotional Intelligence

2:30hr

14 Lesson

Practice Assignment



Understanding your purpose

5:30pm



Developing emotional maturity

2:30hr

14 Lesson









Practice Assessment



Redefining yourself

2:8pm




-  Dashboard
-  Jack's Modules
-  Inbox
-  Notifications
-  Jack's Evaluation
-  Student Sessions
-  Feedback
-  My Account



Welcome back Jack's Mom


Guardian Profile

Enrolled




3

Completed




2

Points Earned




50

Recent enrolled modules



Understanding Anxiety


4/10 Lesion





Coping Strategies

4/20 Lesion

Daily progress

 Coping Strategies


 Mindfulness Techniques

 Emotion regulation


Suggested Modules


All  


Assigned to student




Emotional Intelligence


 2:30hr


 14 Lesson


 Enroll Student




Developing emotional maturity

 2:30hr

 14 Lesson


 Enroll Student



Educator

Class Teacher . Mrs Njagi









Contact info +254 11678 987




Mental Health Professional


Dr. Hellena Ezmelda

Contact info +254 139 68048


-  Dashboard
-  Modules
-  Inbox
-  Notifications
-  Student
-  Scheduler
-  Student Submissions
-  My Account




**Welcome Tr.**  
Great to have you back

**Assigned Students** 

20


**Active Students** 

12

**Points generated** 


200,000

**Modules assigned**



**Understanding Anxiety**  


4/10 Lesion





**Coping Strategies**  

4/20 Lesion

**Students Progress**

 **Coping Strategies**


 **Mindfulness Techniques**

 **Emotion regulation**


**Module Summary and Mgt**


**All**  


**Upcoming Session**




**Emotional Intelligence**  


 2:30hr


 14 Lesson


 Practice Assignment




**Developing emotional maturity**  


 2:30hr

 14 Lesson

 Practice Assessment



**Understanding your purpose**  
5:30pm



**Redefining yourself**  
2:8pm

# Demo

Test data. Email - Hanah@edumental.com password - password123

Thank You

