



MY GIRLS & ME



JOY WOJIAMBO
TEAM LEAD



TONEE NDUNGU
KYTABU C.E.O.



DENISE WAMBUI
HEAD OF CONTENT



YAFESI MUSOKI
HEAD OF FUN LEARNING



NDINDI NGANGA
HEAD OF PARTNERSHIPS



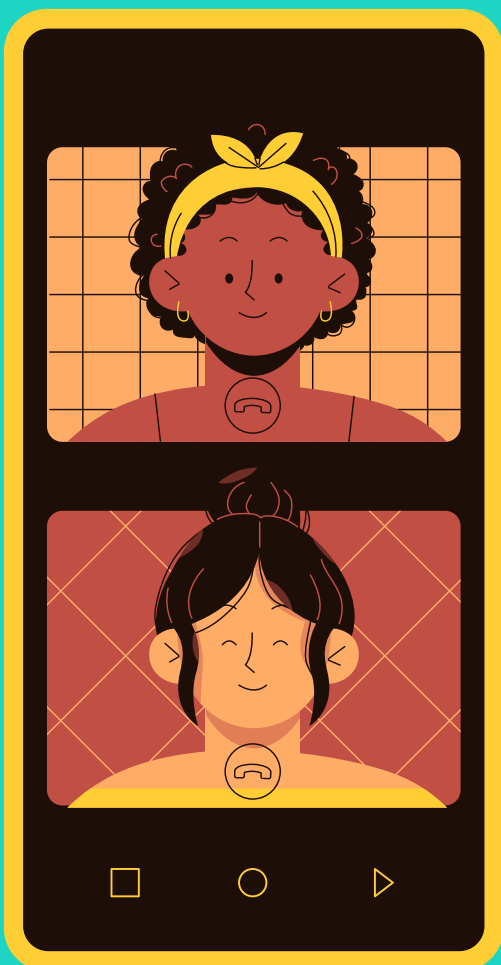
MARSHALL KIGANJO
HEAD OF DESIGN





MY GIRLS & ME

Girls
for
Girls
KYTABU



WHAT IT IS

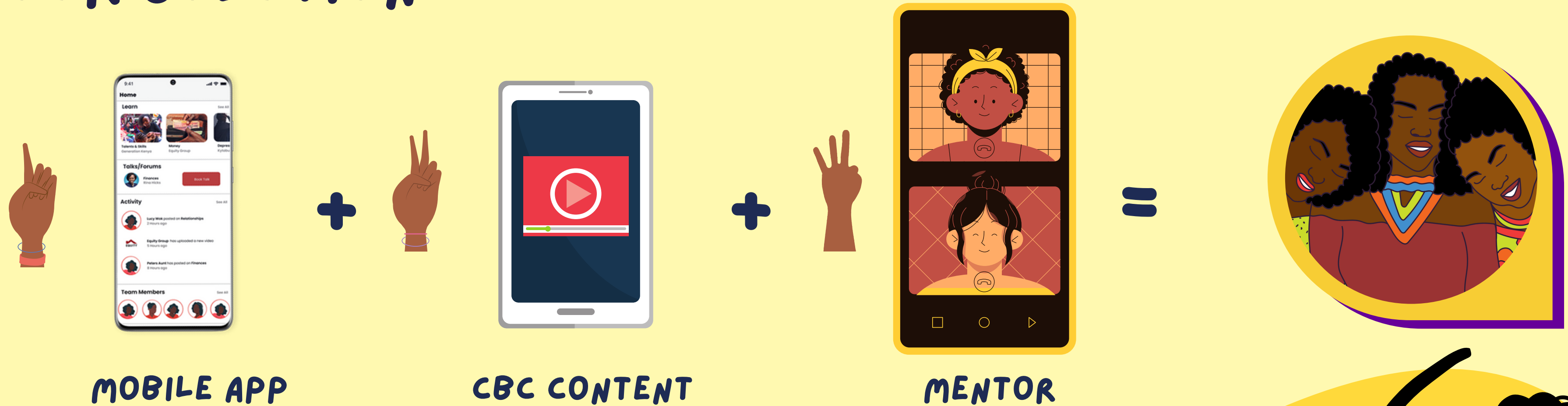
A MOBILE APP FOR
LEARNING, MENTORING AND
PEER SUPPORT TO GIRLS

WHAT IT DOES

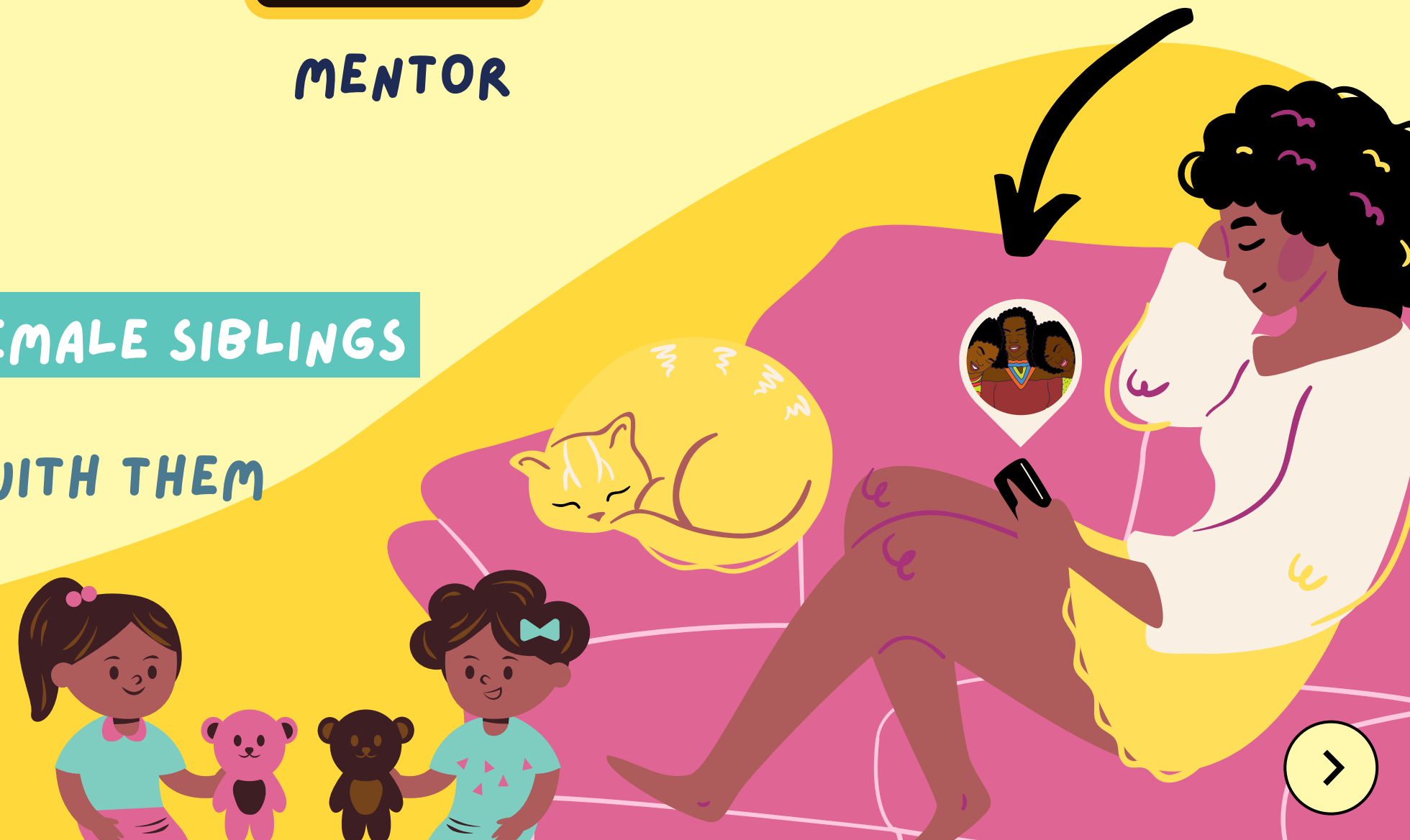
EDUCATES | CONNECTS | CARES



OUR SOLUTION



- **66%** OF 2-12 YR OLDS ARE CARED FOR BY **FEMALE SIBLINGS**
- THEIR **FEAR OF MISSING SCHOOL** IS MESSING WITH THEM
- WE FIX THAT, WE BUILD THEM **BOTH**



WHAT WE BUILT



STAKEHOLDERS

EDUCATORS



KYTABU



MENTOR



GIRLS



OUR REACH

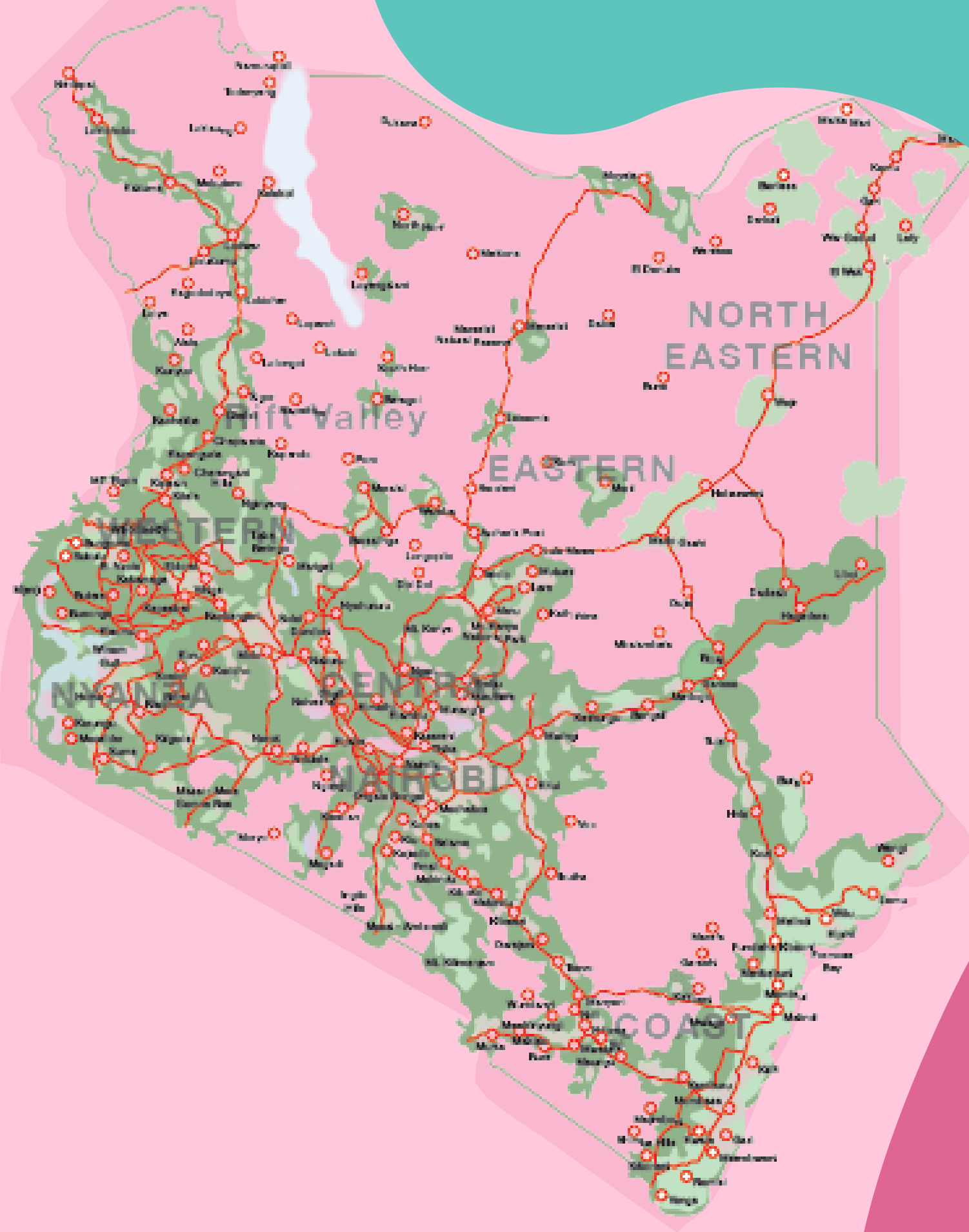
- 78% ON 3G+

- 257,803 USERS

- 1600 HRS

- 32% TO 56%

- FREE DATA



SUSTAINABILITY

- PLATFORM REPLICATION MAKES IT FREE
- FREE DATA PLAN FROM TELCOS
- MENTORS GET ACCESS TO TALENT
- \$1 A MONTH SUBSCRIPTION
- PARTNERSHIPS (MASTERCARD FOUNDATION)
- PAY IT FORWARD PROGRAM

