

Zurispac

Inspiring Mental Wellness for Africa's Young Generation

Zurispac is a vibrant digital platform dedicated to empowering young Africans by helping them embrace their self-worth, engage meaningfully in safe, supportive communities, and access affordable, high-quality mental health care designed specifically for their unique experiences.

Founded in Kenya with a vision for a global audience, we are committed to redefining what it means to be seen, heard, and mentally resilient—one step, one voice, one vibe at a time. Our platform combines cutting-edge technology and community to dismantle stigma and open pathways to holistic well-being.

Through innovative tools, peer support networks, and culturally relevant resources, Zurispac nurtures a safe space where Africa's youth can flourish emotionally and psychologically. We firmly believe mental wellness is a fundamental human right and strive tirelessly to make it accessible for all.

Affirm. Connect. Transform. #ACT.

The Urgency: Kenya's Youth Mental Health Crisis



1 in 4 Kenyan youth experience anxiety or depression.



Less than 10% receive professional support.



Barriers include stigma, high costs, lack of providers.



Rural inaccessibility further limits care.



The World Health Organization reports mental health disorders are among the top causes of disability for Kenyan youth.



Suicide is the second leading cause of death among 15-29 year olds in Kenya.



The ratio of mental health professionals to population in Kenya is approximately 1:500,000, contributing to the care gap.



Why We Started Zurispace

Behind every smile and social post lies a silent struggle. We've all experienced moments of feeling alone, unheard, and hesitant to reveal our true selves.

Zurispace was created from this shared reality: a safe space where you don't have to pretend, perform, or face challenges alone.

A place to be affirmed, to connect with those who truly understand, and to begin transforming your story—together.

Mission

To empower individuals to Affirm their worth, Connect with others, and Transform their mental wellness by providing tools for self-affirmation, personal growth, community support, and access to therapy.

Vision

To build a world where mental wellness is accessible, empowering, and embraced daily—especially by youth. We envision a community where everyone can Affirm, Connect, and Transform their mental health journey.

Aspiration

To foster a world where mental wellness becomes a natural part of everyday life, helping people affirm themselves, build meaningful connections, and transform their mental health journey for the better.

Why Now?

Kenyan youth are facing an escalating mental health crisis. Increasing rates of anxiety and depression collide with persistent stigma and limited access to care, forcing many to endure in silence. Across Africa, these challenges are even more acute, yet the rapid rise in smartphone usage connects millions of young people daily to digital platforms.

This growing digital connectivity presents a powerful opportunity to build safe, stigma-free spaces for mental wellness where young people can **affirm, connect, and transform** together.

Meanwhile, governments and NGOs are stepping up their commitment to mental health, unlocking new funding and support for innovative solutions.

Zurispace is uniquely positioned to address this urgent need—starting in Kenya, expanding throughout Africa, and reaching a global audience.



Our Solution

Zurispace is an all-encompassing mental wellness platform that empowers users to **Affirm, Connect, and Transform** through a simple, community-driven experience.

Zuri Vibes Feed: Engaging, TikTok-style affirmations and motivational content designed to cultivate positive daily habits.

Community Groups: Safe, text-based spaces for peer support and shared mental health journeys, carefully moderated to ensure quality and care.

Therapy Access: An integrated booking and payment system that seamlessly connects users with certified professional therapists.

Challenges & Growth Hub: Fun, interactive mental wellness challenges aimed at fostering resilience and personal development.

Personal Growth Dashboard: Visual progress tracking that inspires users by celebrating their milestones and achievements.

By combining social connection, positive affirmation, and professional support in a single platform, Zurispace delivers a stigma-free, accessible path to mental well-being.



Zurispac – Key Features



Zuri Vibes Feed

Daily affirmations and uplifting content in a scrollable format.



Community Groups

Safe text-based spaces for support and healing.



Therapy Access & Booking

Connect with certified therapists directly in-app.



Challenges & Growth Hub

Interactive challenges promoting healthy habits and growth.



Personal Growth Dashboard

Visual tracking of milestones and moods.



Anonymous Posting & Avatar

Post anonymously with avatars to reduce stigma and encourage openness.



AI-Powered Personalization

Content tailored to user mood and goals.



Smart Therapy Matching

AI pairs users with compatible therapists.



Live Sessions & Talks

Real-time interaction with experts for deeper engagement.



Tiered Community Engagement

Active users become moderators and leaders.



Product Roadmap & Key Milestones

Q3 2025 – Laying the Foundation

- Finalize MVP: Zuri Vibes, community tab, therapy access
- Soft-launch website, onboard initial users
- Start private alpha testing & realtime feedback

Q4 2025 – Beta Launch & Real-World Traction

- Release Zurispace mobile app with core features
- Anonymous posting & avatars for safe expression
- Partner with universities & youth groups

Q1 2026 – Optimize, Personalize & Monetize

- Growth dashboards & performance analytics
- Test premium subscriptions & AI content personalization
- Host live expert-led wellness sessions

Q2–Q4 2026 – Scale with Purpose

- Full AI therapist matching & scheduling
- Expand B2B wellness solutions for institutions
- Launch sponsored challenges, reach 100K+ users

Affirm. Connect. Transform.

Market Opportunity: Kenya, Africa, and Beyond

Kenyan Market Opportunity Overview

Population: Approximately 75% of Kenya's 55+ million people are under the age of 35, representing a large youth demographic.

Mental Health Gap: Kenya has fewer than **500 registered mental health professionals** serving the entire population, highlighting a significant care shortage.

Stigma: Over 70% of Kenyan youth cite stigma as the primary barrier to seeking mental health support.

Digital Access: There are more than 10 million smartphone users in Kenya, with expanding mobile internet penetration fueling digital connectivity.

Mental Health Budget: Less than 1% of Kenya's health budget is currently allocated to mental health services.

Pan-African Scaling Potential

Youth Population Growth: Africa's youth population is projected to double by 2050, creating a vast potential user base.

Digital Health Market: The African digital health sector is growing at a robust **20% CAGR**.

Access to Services: Only **1 in 10** people in low-income African countries currently receive mental health care.

Government & Tech Interest: Increasing engagement from governments and growth of mobile-first platforms are driving adoption of tech-enabled health solutions.

User Engagement: High usage of platforms like **WhatsApp, TikTok**, and community apps demonstrates readiness for digital peer support services.

TAM, SAM, and SOM Overview

30M

Total Addressable Market (TAM)

This represents the entire youth population across Sub-Saharan Africa, highlighting a massive opportunity for expansion beyond Kenya. With many countries experiencing rapid population growth and increasing access to digital technologies, the potential user base for mental health services is vast and growing steadily.

12M

Serviceable Available Market (SAM)

This reflects the youth population specifically in Kenya that can be reached through current digital platforms. As mobile internet penetration and smartphone usage increase in Kenya, this market forms the initial, focused target for delivering Zurispace's services efficiently.

1.5M

Serviceable Obtainable Market (SOM)

These are the realistic initial users within selected launch regions of Kenya, serving as the foundation for early growth. This segment considers factors such as platform adoption, regional accessibility, and initial marketing reach, setting the stage for scaling the service nationally and eventually continent-wide.

Revenue Model & Go-to-Market

Revenue Model

How Zurispace Generates Revenue:

1. Therapy Booking Fees

- We earn a commission for each therapy session booked through the platform (B2C).

2. Subscription Plans *(Coming Soon)*

- Offering premium features such as advanced progress tracking, personalized content, early access to sessions, and exclusive group participation.

3. B2B Partnerships & Institutional Access

- Providing tailored mental wellness programs for schools, universities, and organizations.

4. Sponsored Challenges & Brand Collaborations

- Collaborating with brands to sponsor mental health challenges or awareness campaigns within the app.

Go-To-Market Strategy

How We'll Reach and Grow Our Users:

1. Digital Community Launch Campaign

- Utilizing WhatsApp, TikTok, and Instagram to launch with micro-influencers and mental health advocates.

2. Strategic University & School Partnerships

- Engaging student mental health clubs and peer support organizations as early adopters.

3. Expert-Led Events & Webinars

- Hosting free online talks to raise awareness and build trust in the platform.

4. Viral, Shareable Challenges

- Designing daily and weekly mental health challenges that users can share socially and use to invite friends.

5. Organic Growth via Word-of-Mouth

- A simple onboarding process and a safe, supportive environment to encourage high referral rates among youth communities.

why zurispace: Competitive advantage

Youth-Centered by Design

Created specifically for youth in Kenya and across Africa — not just another generic wellness app. We communicate in their language: mobile-first, bite-sized content, social engagement, and an emotionally safe space.

Culturally Relevant & Locally Grounded

Zurispace blends affirmations, peer support, and therapy tailored uniquely for African youth — addressing needs that Western apps often overlook.

Scalable, Accessible & Affordable


Our digital-first approach enables us to reach millions despite limited infrastructure. With low data consumption, freemium access, and direct therapist connections, true accessibility is achieved.

Prevention Over Crisis

We empower youth to manage stress, build resilience, and foster connections **before** mental health challenges escalate. Encouraging daily mental wellness — not just crisis intervention.

Mission-Driven, Business-Backed

Combining social impact with sustainability. Revenue streams include subscriptions, therapy sessions, and institutional partnerships. Our team integrates technology, mental health expertise, and community insight.

 Zurispace is uniquely positioned to bridge the critical gap in youth mental health in Kenya and Africa — delivering empathy, scale, and sustainable impact.



Objectives & Goals

At Zurispace, our mission goes beyond numbers — we strive to create meaningful social change. Our objectives embody our dedication to transforming mental well-being and reshaping cultural perceptions.

1 Measurable Impact Targets

Reduce anxiety scores by 25% among active users within two years.

Achieve 80% user satisfaction to foster a genuinely supportive community.

Engage over 100,000 teens and young adults by Year 2.

3 Social Impact Goals

Reduce mental health stigma by promoting open dialogue and education through Zurispace content and challenges.

Empower youth with tools and confidence to seek help, support peers, and act as mental health advocates.

Foster a culture of empathy and understanding in digital spaces by challenging misconceptions and promoting inclusion.

2 Community & Partnership Goals

Establish partnerships with 50+ schools, NGOs, and youth organizations within three years.

Cultivate active, supportive peer groups that encourage shared growth and accountability.

4 Platform & Growth Objectives

Launch engaging mental health challenges that encourage daily affirmations and positive habits.

Integrate access to licensed therapists for professional care connections.

Expand from Kenya into key African markets within five years with localized content and support.

Develop sustainable revenue streams that uphold platform accessibility and trust.

Our Team



Jane Wanjiru

Founder (ex-Safeboda, child psychologist).



Kevin Otieno

CTO (ex-Twiga Foods, mobile specialist).



[Team Member 3]

[Role and brief description]



[Team Member 4]

[Role and brief description]



[Team Member 5]

[Role and brief description]

Mental Health Advisers








Fueling the Future of Mental Wellness.


We are seeking to raise **\$250,000** to fund an 18-month runway that will bring Zurispace from concept to a thriving, impact-driven platform supporting thousands of youth across Kenya and beyond. This investment will enable us to **build a robust MVP, drive adoption, and establish a foundation for scalable social impact.**


- 1

Launch MVP
Featuring the Zuri Vibes feed, Community Groups, and Therapy Tab within 6 months
- 

Establish 20+ school and NGO partnerships
For early distribution and real-world validation
- 

Monitor decreases in anxiety and improvements in self-confidence
Through platform insights
- 

Garner 50,000+ active users
Across Kenya in the first year
- 

Deliver daily mental health challenges
Fostering empowering peer-led support networks
- 

Strategically prepare for regional expansion
Across East and West Africa by Year 2

250K

18-month

100K



Ready to Join the Movement?


We're excited to elevate Zurispace and invite our partners, champions of youth mental health, and mission-driven investors to join us in this impactful journey.


Together, let's create a future where mental wellness is accessible, inclusive, and transformative for all young people.

Contact Us

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