



7/03/2024



RAFAH AI

Your Wellbeing Assistance



Problem To Solve :

Individuals with mild psychological distress face significant challenges :

- 01 Lack of Self-Awareness**
to recognizing and expressing their needs .
- 02 Limited professional Support**
from family, friends, community.
- 03 Financial barriers**
therapy and support services inaccessible.
- 04 Fear of judgment**
seeking emotional support





Key Numbers :



4 out of 10

For young Saudis experiences mental health issues once in their life

19.4 for 100K

Developed countries have 64 mental health practitioners for every 100K people, while KSA has only 19.4 practitioners.

80 %

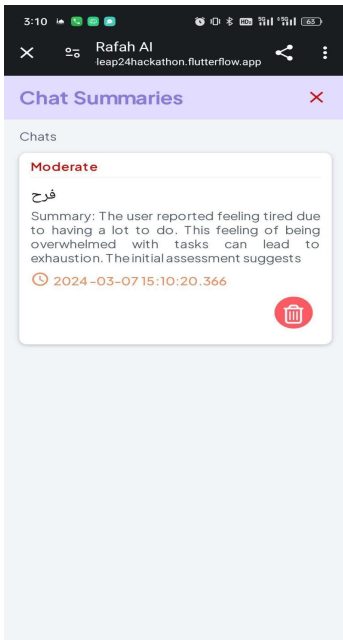
Diagnosed with mental health issues do not receive any kind of treatment



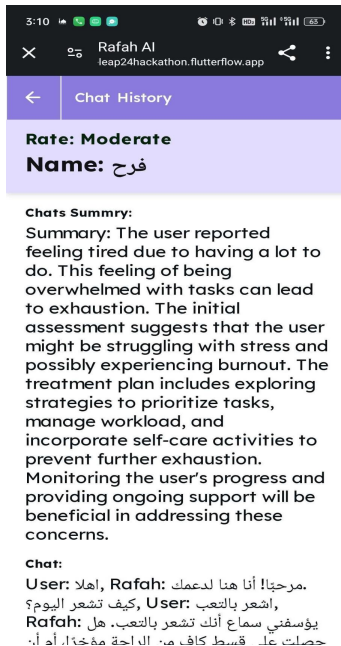
Our Solution :



Delete chat



Conversation analysis



AI chat bot



AI Chatbot to support your psychological and emotional wellbeing

Customer Journey :

01

User Interaction :

Users engage in open dialogue with our AI chatbot, discussing emotions, challenges, and experiences.

02

Data Analysis :

analyze the conversation. By detecting changes in language, sentiment, and behavioral patterns

03

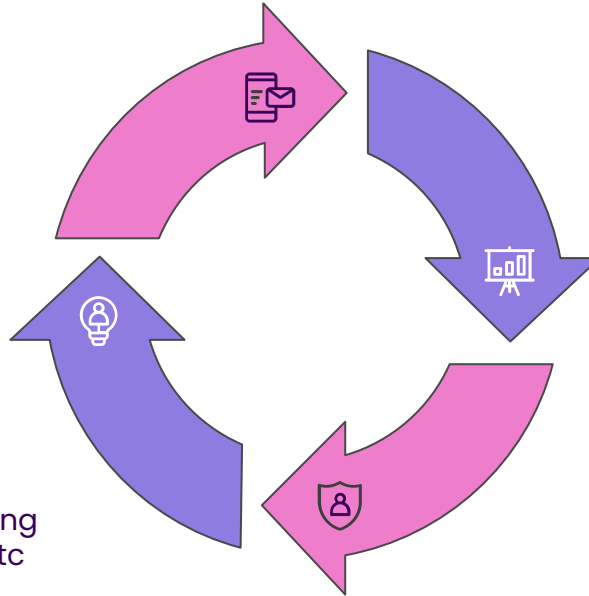
Detecting Signs :

Identify potential indicators of a need of support, such as symptoms of stress, low mood, and other emotional challenges.

04

Personalized Care :

encompass self-help resources, coping techniques, mindfulness exercises etc



We prioritize user data privacy and confidentiality, promoting trust and open communication.



Our Goal

Is to **prevent**, **NOT** replace psychologists.
For moderate to severe cases,
We encourage them to see a **SPECIALIST**.

Validation Idea :

Psychologists, Entrepreneurs , Students , Mothers , Employees

Rafah AI met their expectations

55%

60%

Interested in employing AI chatbot for psychological and emotional assistance

Agreed to use Rafah AI as a regular tool for mental health support

73%

63%

Rafah AI communication psychologically and emotionally beneficial

Rafah AI users preferred Text messages

54%

70%

Availability 24/7 psychological support Rafah AI important

60 Participant
14 - 35 years



Target group :

B2C

Young individuals who lives in Riyadh city at Ages : **25 - 35**

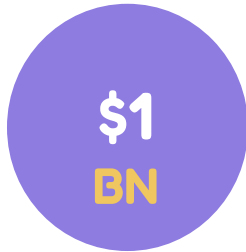
B2B

Enhance the wellbeing of their customer **service staff**





Market Size :



TAM

Digital Health - Saudi Arabia

- annual growth rate **6.67%**
- US\$1,304.00m by 2028
- The average revenue per user US\$38.95



SAM

Digital Fitness & Well-Being - Saudi Arabia

- annual growth rate **6.52%**
- US\$505.20m by 2028
- The average revenue per user US\$54.83



SOM

10% Saudi market share of mental health and well-being

- **2 million** User in Saudi Arabia
- +21 million Saudis are using digital health services in 2024 and grow



Main Competitors :

Competitive Advantage :



RAFAH AI

Labayh

كيبورا

Famcare

Mind

Sanar

قرييون

موعدي

AI / ML Tech	✓	✗	✗	✗	✗	✗	✗	✗
Availability 24/7	✓	✓	✗	✗	✗	✗	✗	✗
Affordability	✓	✗	✗	✗	✗	✗	✓	✗
Analyzing behaviors	✓	✗	✗	✗	✗	✗	✗	✗
Personal care	✓	✓	✓	✓	✓	✓	✓	✓



Business Model :

Revenue streams: Subscription-based model.

- Freemium : (\$0)
30 message per day .
- Open Your heart : (\$ 10 US)
Unlimited conversations per month .

★ **Customization options for each B2B needs.**

Our Team :



Ms.Omymah Al-Junaydil

CEO of Rafah L.L.C
Front-end programmer & designer
Former directors from various
organizations in charge of over 1,000
people.



Mr.Yousef Aljohani

Certified Senior Clinical
Psychologist, Ms of Clinical
counseling Monash University
Former Medical Director of
Labayh
(Healthcare Tech-startup)
Digital Mental Health Innovator
Investor at Tech-startups



Ms.Monica Sukarno

Digital Marketing Officer
Performance Marketing
Strategist
SEO strategy



Mr.Hamid Haras

Software Engineer
AI & ML
Full Stack Developer



2030 V :



Accessibility

Provides all people with better mental health services



Innovation

Uses tech for personalized mental health care



Empowerment

Supports mental health providers by intelligent tech



Quality of life

Enhances well being of those with mental health problems



Thanks

Do you have any questions?

rafah@rafah.tech
+996 55 503 3268



rafah.tech



Rafah AI



rafah.tech0



TRY IT NOW

