

idegystoryou

HEAL. EMPOWER. ADVOCATE.



MY POSITIONALITIES



Bisola-Mariam (or BM) She/Her

Nigerian
2nd Year MSW at
UChicago
Previously Worked with
Apna Ghar & Family
Rescue (Domestic
Violence Agencies in
Chicago)
A Survivor of Domestic
Violence

WE COULD HAVE SAVED THEM!



Gabby Petitio Died of DV in 2021 in the USA (NY Times, 2024).



Agnes, Tirop, Kenya, 2021(Olympics, 2024).



Karabo Makoena, from South Africa, was killed and burnt by an abuser in 2017 (Medium, 2024).



William Gay, experienced childhood trauma due to mother's death from DV (si.com).



Osinachukwu Gospel Artise, died of DV in 2022 in Nigeria. (BBC, 2024).

DEFINITIONS OF CONCEPTS

- ***Our social venture is named ideyforyou, which means “I am here for you” in Africanized pidgin English. It is An app that provides***



What is domestic violence? A pattern of control in any relationship (Justice.gov, 2024).

Who is a survivor?

- **Those in abusive relationships**
- **Children (born/adopted), or other family members.**
- **No longer in those relationships but experience digital abuse.**
- **Those co-parenting or have family court cases**
- **People of all gender and sexualities with these experiences**

Survivor

PROBLEM STATEMENT

Our Software is targetted to solve the problems caused by Domestic Violence.
Some of those problems are:

LIFE EXPECTANCY

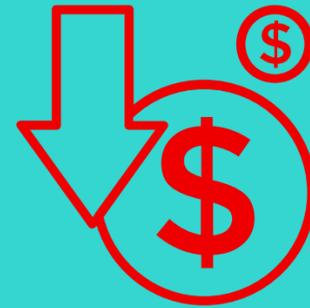


24+ people per minute suffer domestic violence. 12 million+ per year in the US only. ([NCADV, 2024](#)).

Lack of trust in law enforcement ([Johnson, 2007](#)).

Only 22% of survivors have their needs met. (NNEDV, 2023).

ECONOMIC IMPACT



- 32,000+ survivors in the US lose their full-time jobs due to domestic violence.
- 1 survivor loses 137 hours of work yearly. ([Workplace Fairness, 2024](#)).
- 70%+ of survivors continue to suffer DV post-enrollment ([Center on Budget and Policy Priorities](#)).
- 91% of employees say DV affects their company. 70%+ workpalces have no formal anti-domestic violence programs.

INTERGENERATIONAL IMPACT



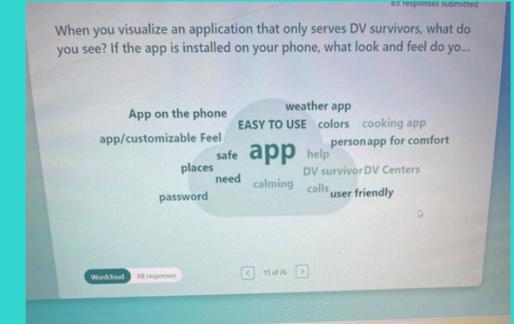
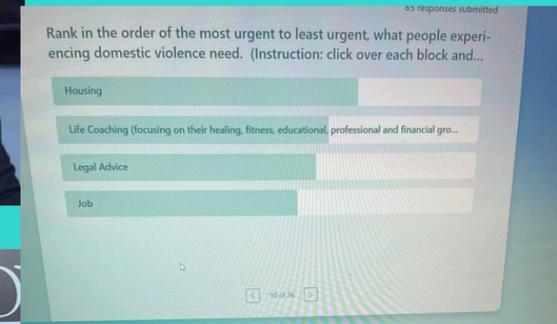
Exposure to childhood trauma impacts adulthood. ([Substance Abuse and Mental Health Services Administration, 2024](#)).

Exposure to trauma leads to 12 times more likelihood of using drugs. ([Felitti & al., 2019](#)).

OUR FINDINGS ON PROPOSED SOLUTION

Visited Ghana, Kenya, Ivory Coast and some part of the US (CHICAGO & WASHINGTON DC) to validate proposed solution

We are currently administering online surveys, with concrete feedback on what an innovative solution against domestic violence should include. See some screenshots here:



Scan to view survey responses live!

OUR MODELS FOR CHANGE BASED ON RESEARCH

Based on the feedback recieved, we are developing a software that employs two models of change:



FEEDBACK

- Accessible everywhere
- Control-Free, Quick, And Safe
- Provides Immediate Evacuation Or Transportation When Escaping Violence
- Emergency Housing And Or Long-Term Safe Affordable Housing
- Mental Health, Legal, And Career Support
- Economic Empowerment And Community



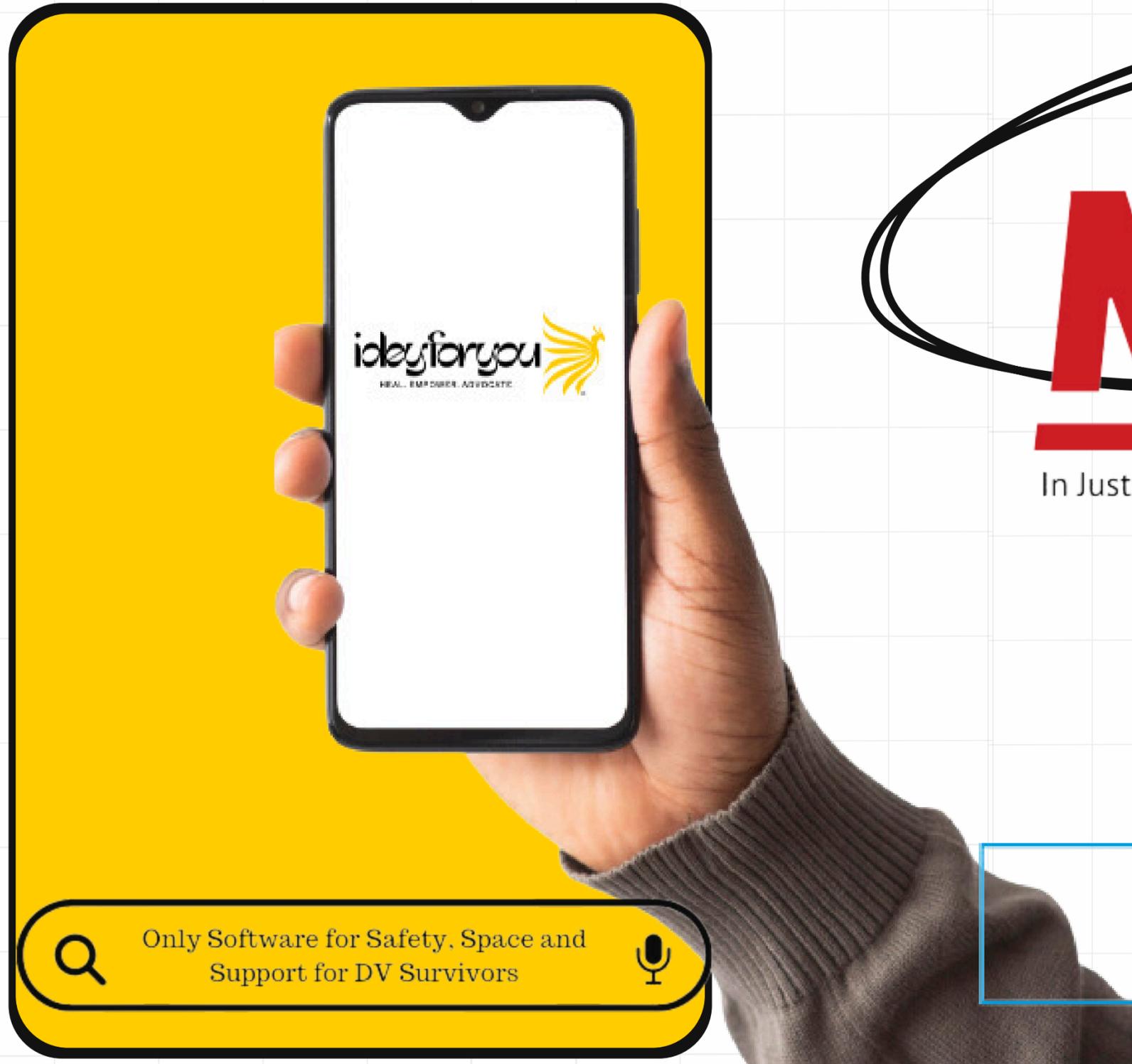
QUALITY OF LIFE (QL) MODEL

The QL model seeks to meet the core needs of safety, space and support of survivors leveraging Gen AI chat bot, professional coaching, and community centred approach.

ECONOMIC PROSPERITY (EP) MODEL



The EP model seeks to create economic prosperity within the ecosystem, using an e-commerce system, professional coaching, community giving and investing as strategies.



A graphic with a blue globe at the top. Below it, the word "BREAKING" is in blue and "NEWS" is in large red letters. A hand-drawn black oval encircles the text. To the right of the oval are three horizontal black lines. A red horizontal bar is positioned below the "NEWS" text.

In Just 5 Minutes, You Will Never Need to Call
a Hotline To Get Help!

Search

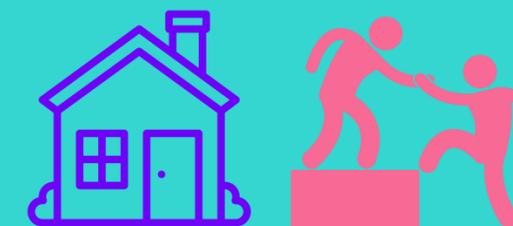
The First & Only App A DV Survivor Needs

A blue search bar with a magnifying glass icon on the right side.

HOW DOES THE PROPOSED SOLUTION WORK?



THE SOFTWARE APPLICATION WILL PROVIDE SAFETY, SPACE AND SUPPORT TO SURVIVORS



IDEYFORYOU SOFTWARE APPLICATION FEATURES

PHASE 1 (CIRCE, GIDA & CHALE)



CIRCE
Pronounced Sir-See. Greek Goddess of safety. Alert system for emergency evacuation. Uses GenAI chat bot for long term safety planning. Trigger mechanism, location tracking, communication and escalation protocol systems. Notifies community members/contacts with phone's side button is pressed or after a loud smash or scream.



GIDA
Gida (Pronounced Geeda- G sound in God). Means Home in Hausa. Uses Gen AI to answer housing questions & inform community members of a survivor seeking housing assistance within 1-5 miles. Connection with landlords/sublanlords. No paper work, credit score or cosigner required.



CHALE
Chale as in (Church) Means friend in Twi. Provides life coaching books and courses online self paced learning. Feature also facilitates real-time virtual consultations with therapists, family lawyers, and personal/professional development consultants.



KUDI
Kudi translates as money. Functions as a marketplace for finding & listing zero contact and zero coding tech jobs. Also a place for survivors to buy or sell custom/ novelty/ rare everyday items.



RAFIKI
Rafiki is Swahili word for loyal friend. Feature facilitates community based connections, connection with potential date/partner through a fitness goal.

PHASE 2 (KUDI, RAFIKI & SAFARI)



SAFARI
Safari Swahili for traveller. A Gen AI travel advisor; real time consultations with consultant survivors for survivors. Uses Circe safety feature to protect travel information/history. Also features Afriventure at ideyforyou mansion. A travel-reward system for our investors to visit and enjoy luxury vacation at our vacation villas, managed by domestic violence survivors in our ecosystem. We currently are developing luxury styled mansions in Nigeria and Kenya to launch end of 2025.

OUR GO TO MARKET STRATEGY



- Identification Through Customer Unique Features
 - DV survivors of all genders, sexualities, and cultural/religious backgrounds
 - Between the ages of 16-65 and above.
 - Have a level of digital literacy
 - Immigrants/Non-immigrants
 - Low-middle-high income (as they have different needs)
-
- Key Identifiers
 - Interact with family courts
 - Interact with DV agencies
 - Use other social services (now or in the past)
 - Never use traditional services
 - Part of support groups in their communities (now it in the past)
 - Religious groups
 - Academic institutions



OUR GO TO MARKET STRATEGY CONTINUED



- Leads Generation Strategies
- A Reality Show for DV Survivors that highlights their experiences of trauma, abuse and systemic retraumatization
- Partnering with other groups to host events for survivors
- Annual Survivor Fest Events
- Influencer Marketing
- Content Marketing on Business Accounts
- Sponsored Ads Campaign to Social Media Content
- Upselling to Existing Customers



SCAN FOR SAMPLE LIVE SHOW ON RADIO

THE IDEYFORYOU SURVIVOR'S 2025 FEST
Invest as low as **\$4,999**
By December 31st, 2024, 11:59 PM WAT, 5:59 PM CST, and **win a fully funded Summer 2025 experience in Nigeria and Kenya!**
+ Exclusive 12 Months Publicity on our Software's Market Place

ideyforyou fest (if) presents a collection of events and experiences to celebrate the resilience of domestic violence Survivors globally.

Survivors in Tech Global Exhibition, Chicago Micro-, Small and Medium-sized Enterprises Day	JUNE 27 2025
Survivors' Global Retreat, South Africa, Nelson Mandela International Day.	JULY 18 2025
The Survivors' Global Conference, International Day of Non-Violence.	OCT. 02 2025
The Survivors' Global Gala & Movie Premiere Night Nigeria International Day For The Eradication Of Poverty	OCT. 17 2025

Learn more at www.ideyforyou.com/invest
Or send ideyforyou Fest to +12058876495 on Whatsapp or email bisolamarlam@ideyforyou.com.

- Product Differentiation
- Our software product provides quick, globally accessible, control-free intervention.
- That we are targetting a diverse group of survivors allows for potential sales m and multiplication.
- 80 percent of domestic violence services are offered in person (NNEDV, 2024) which does not offer survivors flexibility and protection.

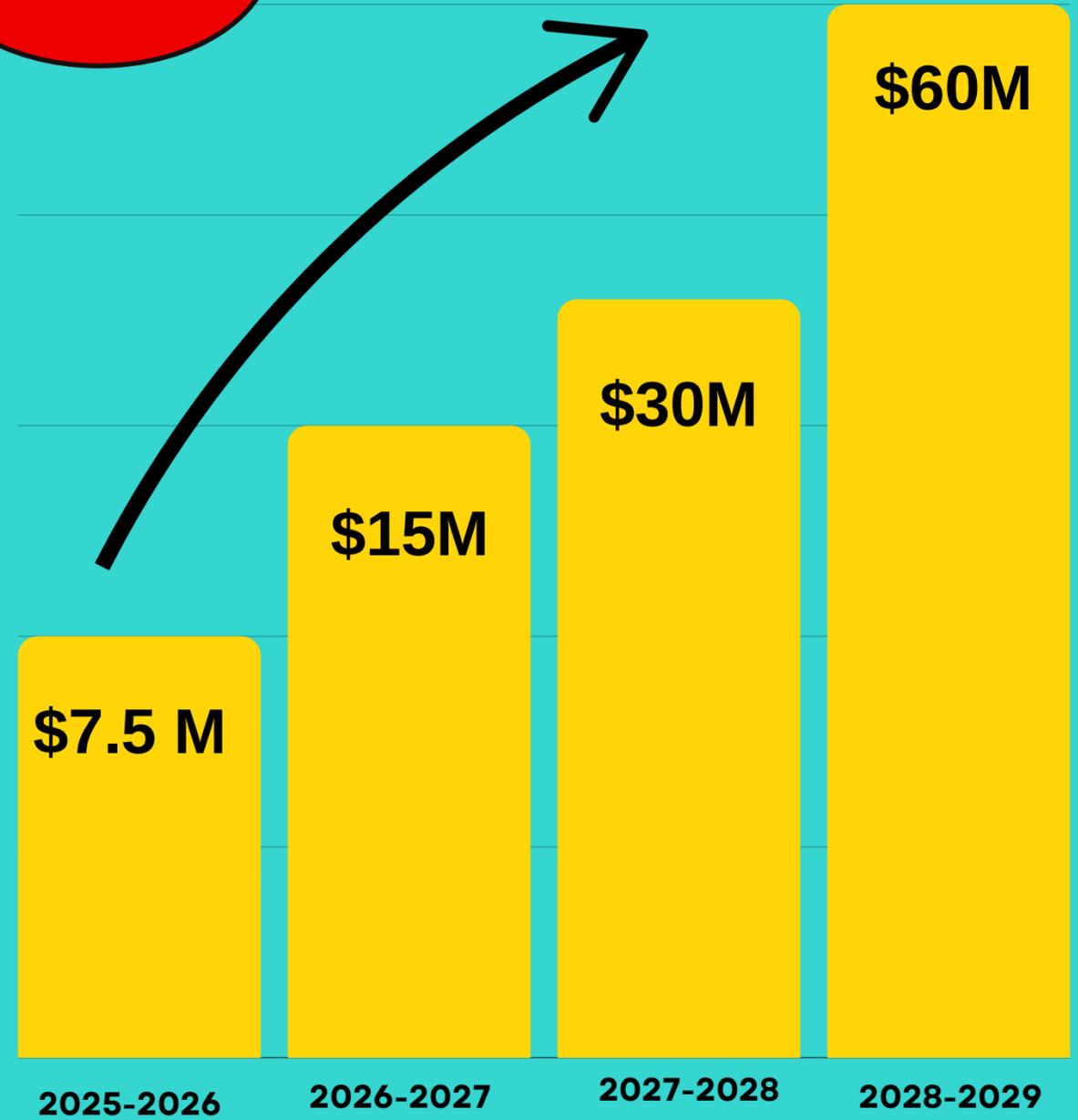


FINANCIAL PROJECTIONS & OFFERS



**\$5 ONLY
SUBSCRIPTION**

OUR JUNE 2026 SALES PROJECTION (12 MONTHS POST LAUNCH DATE) IS TO SELL AT LEAST SUBSCRIPTION TO 1.5 MILLION USERS. WITH A 100 PERCENT ANNUAL SALES POST LAUNCH GROSS PROFIT



SUBSCRIPTIONS ONLY OVER 4 YEAR PERIOD

AVERAGE OF 736 MILLION SURVIVORS GLOBALLY. WITH APPROXIMATELY 80 PERCENT OF UNMET NEEDS (WHO, 2024); (BUSINESSOFAPPS, 2024).

- 80 PERCENT OF 736M LACK ACCESS TO SSS ONLINE
- OUR MARKET OPPORTUNITY IS AVERAGELY 588 MILLION PEOPLE
- GOAL IS REACH 10 PERCENT OF 588M PEOPLE; WHICH IS 5.8 OVER 4 YEARS. 1.45 M (APP 1.5M) PEOPLE PER YEAR (TAM THEORY, 2024)

OUR ASK FOR BUILDING MVP BY MARCH 2025

**\$30K BY DEC
31ST 2024**

Will Build the 1 app 1.0 & 2.0 in phase 1 of fund; & defray core marketing & recruitment cost in phase 1 & 2 of funds recieved

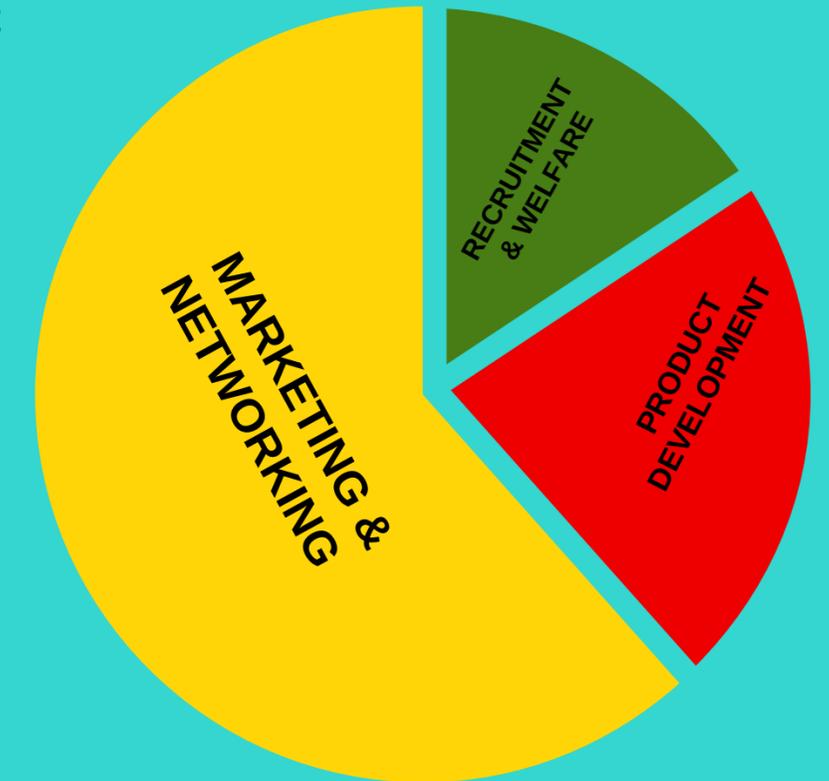
B2C MODEL



B2B MODEL



15k for product development
\$10k for marketing and networking
\$5k for recruitment & welfare



**\$50K BY JAN.
31ST 2025**



VIEW MVP BUDGET HERE

BENEFITS FOR EARLY STAGE INVESTORS

\$10000- 2 openings. One Fully funded Afriventure experience in 2025; merchandise, business support, and all other benefits.
\$5000- 1-2 openings. Business support (website branding & management, social media management and video content editing)
\$1000- or less. 5 openings. Free ideyforyou workout merch/ merchandise and mention on our website and other promo materials.

THE IDEYFOR YOU SURVIVOR'S 2025 FEST
INVEST AS LOW AS \$4,999
 By December 31st, 2024, 11:59 PM WAT, 5:59 PM CST, and win a fully funded Summer 2025 experience in Nigeria and Kenya.
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Learn more at www.ideyforyou.com/invest
 Or send ideyforyou Fest to +12058876495 on Whatsapp or email bisolamariam@ideyforyou.com.

Exclusive Afriventure 2025 Experience
IN NIGERIA AND KENYA

Special Perks

- Experience Authentic Adventure in Nigeria and Kenya
- Participate in the Survivors Global Gala and Movie Premiere in 2025
- Exclusive Access to the ideyforyou Mentions Grand Opening in 2025

Learn more about afriventure at www.ideyforyou.com/invest.
 Or send ideyforyou Fest to +12058876495 on Whatsapp or email bisolamariam@ideyforyou.com.

With as low as \$1000, you can reach 10 million people, on the No.1 App for DV survivors
INVEST BY DECEMBER 31ST, 2024, 11:59PM WAT, 5:59PM CST.
 You, your product or service will be featured for 12 months, for your investment in our software

BENEFITS OF INVESTING AT THIS EARLY STAGE

- This product has received early stage funding from Monro-Kiva in the United States and you will be getting the attention of these companies, by investing in our app
- Access to a diverse population of survivors, who will need your product/services
- You will be helping over 10 million DV Survivors access Safety, Support and Support
- Your investment or company will feature during the June 2025 Survivors' Innovation Exhibition in Chicago and other pitch competitions we participate in.
- Recognition at the ideyforyou Survivors' Fast Gala Night in October, 2025.

Ready to invest? Send ideyforyou app or IA as a text message to +12058876495 or email bisolamariam@ideyforyou.com if the latter is preferred.
www.ideyforyou.com/invest

\$10,000



PARTICIPATION IN SURVIVOR FEST & FULLY FUNDED AFRIVENTURE

\$5,000



1 MONTH BUSINESS SUPPORT

\$1000



CUSTOM ITEMS



SCAN TO INVEST IN MVP

INVEST AT
WWW.IFUNDWOMEN.COM/PROJECTS/IDEYFORYOU

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INVEST AS LOW AS \$999.99 & GET 2 WEEKS BUSINESS SUPPORT (BRANDING & MARKETING). OFFER VALID FOR 24 HOURS ONLY

OUR TRACTIONS SINCE 2020

We have achieved the following organically and self funding

2020-2021
Net Profit \$3k
2k plus digital products on life coaching sold
2-day Event with 250+ participants
2 one-one clients impacted
Started as SAC

2022
Net Profit \$5K
Incorporated in Nigeria as ideyforyou
Expanded service to include mental health and business coaching
Impacted 10 private clients

2024-till date
NP \$15K
Launched a Reality Show
Created Afriventure
Business support from Mona-Kiva
Market Research & Strategy in DC, Chicago, Lagos, Ibadan, Osogbo, and Akure in Nigeria, Abidjan in Cote d'Ivoire, Nairobi, and Thika in Kenya, as well as Accra Ghana, providing
Completed 7 fully edited books manuscripts and online courses for Chale

2023
Net Profit \$10K
Incorporated in the US, as ideyforyou
Expanded service to include fitness program
Impacted 20 private clients
2 contracts from a US government official & George Washington University



REAL TESTIMONIES THAT OUR MODELS WORK



KAFUTI T.



TINA E. D

NAME	IDENTIFIERS	YEAR OF IMPACT	OUTCOME
Tina Davis	60+ years. Afri. Amer. Chicagoan	2024	EP model to perfect fitness business goals. 10-15 new leads weekly
Kafuti Talahumbu	30+ years. Congolese. Washington DC.	2023	EP model and got over \$40k sponsorship for project. QL model for mental health
Busola Oladosu	30+ years. Nigerian. Lagos, Nigeria.	2022	QL model & won educational grant worth \$60k for MSW
Samuel Babatunde	30+ years. Nigerian. Moline, Illinois	2020	QL model to secure fully funded scholarship at Western Illinois Uni. Now a Dr. of Enviromental Management.



BUSOLA O.



SAM B.

OUR COMPETITIONS & COLLABORATORS

The value differentiation between our software solution, and other competitors is divided into three unique selling propositions. Namely
 Service distribution (SD)
 User Privacy (UP)
 Product Advantage (PA)

TRADITIONAL PROVIDERS

NON-TRADITIONAL PROVIDERS

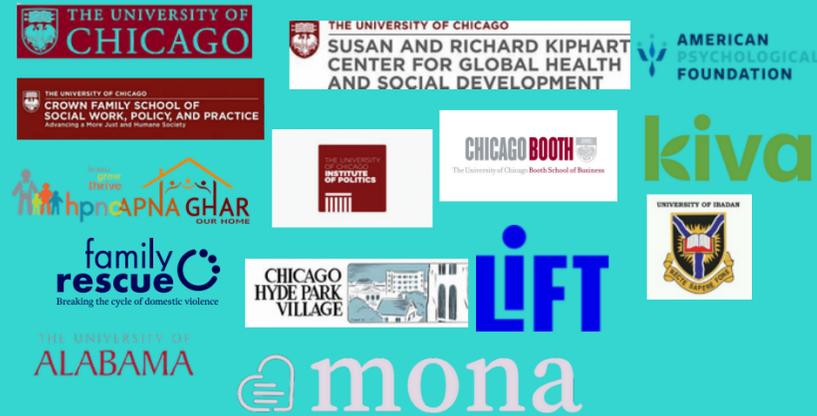
COMPETITION	SD	UP	PA
	No paper work. Accessible globally	In person meetings not required.	Simplified info. system. Remote tech jobs. No risk of termination
	Paper work required. Not global	Housing assistance/ parent visitations require in person meetings.	Complex info. system. In person job referrals. Risk of termination
	Paper work required. Not global	Housing assistance/ parent visitations require in person meetings.	Complex info. system. In person job referrals. Risk of termination
	Paper work required. Not globally accessible	Housing assistance/ parent visitations require in person meetings.	Complex info. system. In person job referrals. Risk of termination
	Not globally accessible	Involves information sharing with case managers	Complex info. system.

COMPETITION	SD	PA1	PA2
	Globally accessible. Speaks to diverse DV survivors	Meets 3 critical needs: safety, space and support	Custom made for survivors only
	Globally accessible. Speaks to mostly black audience	Serves generic audience & does not meet 3 intersecting needs	Not custom made for survivors only
	Globally accessible. Focuses on life coaching only	Serves generic audience & does not meet 3 intersecting needs	Not custom made for survivors only
	Globally accessible not affordable. \$100-\$240 to subscribe	Serves generic audience & does not meet 3 intersecting needs	Not custom made for survivors only

OUR TEAM



BISOLA-MARIAM FOUNDER & CEO



10+ YEARS EXPERIENCE IN SOCIAL SERVICE, NONPROFIT LEADERSHIP, HIGHER EDUCATION, LIFE COACHING, CONSULTING & DIGITAL MARKETING. BA. & M.A CLASSICS. M.A COMMUNICATIONS. MSW (2025). EMBA & JD/PHD IN VIEW.



**ABA BOADU
CHIEF TECHNICAL OFFICER/ CHIEF
PRODUCT OFFICER**



10+ YEARS EXPERIENCE IN PRODUCT MAANGEMENT. BSC ECONOMICS. MS INFORMATION MANAGEMENT. MSC BUSINESS ADMINISTRATION & MANAGEMENT



**YANZE WANG
SOFTWARE DEVELOPER**



5+ YEARS EXPERIENCE IN SOFTWARE ENGINEERING AND DEVELOPMENT. B.S IN SOFTWARE MANAGEMENT. MASTER'S OF COMPUTER SCIENCE AT UCHICAGO.



**KAFUTI TALAHUMBU COO &
STRATEGIC PARTNERSHIPS**



10+ YEARS EXPERIENCE IN INVESTMENT RELATIONS. MBA GRADUATE. ASSOCIATE DIR. OF CORPORATE RELATIONS AT GW. HE ALSO HAS A BACKGROUND AS SNR. TECH CONSULTANT

Currently Looking to recruit



Chief Financial/Marketing Officer
Data Analyst
Risk Assessment Officer

Digital Branding Team &
Social Media Marketers.
Talents have been
identified

Software Development & Data Aquisition Team

THESE INDUSTRY LEADERS/SURVIVORS WILL PROVIDE DATA FOR OUR SOFTWARE DEVELOPMENT & WOULD ALSO SERVE AS A PART OF OUR CONTROL & EXPERIMENTAL GROUP

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Maria Zaragoza. M.Z



Anike Adegoke .A.A.



Anngladys Gichuhi. AG.



Bukola Oladeji. BO.



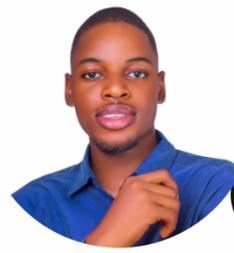
Dhalia Sustrino. DS.



Doria Qu D.Q



Elijah Adeleke. E.A.



Rosheedat Busari. R.B.



Njoki Mambo. N.M.



Mike Kagwanja. MK.



Wumi Bankole.W.B



Savannah Hinde-seeley.SHS.

Rosette Ansima. R.S



Temi Pink.T.P



Wellington Harris.W.H.



River Coello.R.C.



Omolola Adeyemo. OA.

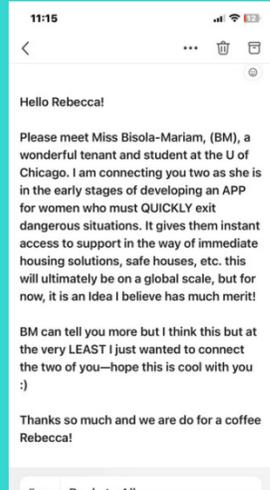
IDENTIFIERS	ROLE
A.A. Lives in London. 23 yrs. travel experience. Visited 30+ countries	Provide travel information & safety tips
AG. Lives in Kenya. 10+ years experience as publisher & IT expert.	Provide info. on zero coding tech jobs & business development
B.O. Lives in Nigeria. Psychotherapist	Provide information on safety planning & trauma recovery
D.S. Lives in Newyork. Survivor & 15+ years in Career & Leadership Coaching	Provide info. on safety planning, career tips and exec. coaching
D.Q. Lives in Chicago. Social Worker & DV Advocate	Info on safety planning & emergency resources
E.A. Lives in Nigeria. Financial Literacy Advocate & Investment Manager.	Info. on safety planning, savings & investments.
R.B. Lives in Nigeria. Digital Marketing Expert.	Info on safety planning online. Tips on zero coding tech jobs & business dev.
N.M. Lives in Kenya. DV Survivor & Advocate.	Info. on safety planning with children. Tips on evacuation & trauma recovery.
M.K. Lives in Kenya. Real Estate Consultant & Developer.	Info on safe & affordable housing/rentals.

IDENTIFIERS	ROLE
W.B. Lives in Nigeria. Early Childhood Educator	Provide safety planning information with children
SHS. Lives in Chicago. Social Worker & Animal Assisted Interventionist	Provide AAI information & role of pets in DV/recovery for survivors
O.A. Lives in Nigeria. High School Teacher.	Information on teen abuse/safety planning for young adults
R.C. Lives in Florida. LGBTQ Advocate & Researcher.	Information on safety planning/resources for Queer-Survivors
W.H. Liberian lives in India. Student & Entrepreneur	Information on professional development for survivors
T.P. Nigerian. Lives in Chicago. Nurse & DV Advocate	Information on free/affordable rentals/housing for DV survivors
R.A. Congolose/South African. Lives in Chicago. Educator & OAP.	Information on safety planning for children & community resources
M.Z. Chicagoan. Nurse	Information on medical emergency tips for survivors

OUR MENTORS/ADVISORS & PARTNERS

Our Mentors/Advisors are industry leaders who have not verbalized their full commitment but have strong interest. Our partners are those who have made verbal/written commitment to begin working with us on our MVP/Beta version.

Mentors/Advisors



The Network, Amanda Pyron, President and CEO, Illinois, USA.



Radhika Sharma Gordon, Apna Ghar, Education & Outreach Dir.

River Coello, LGBTQ Activist & Social Researcher



Melody Spann-Cooper, CEO, Midway Broadcasting Corporations



Vachon Harper-Young, Regional Manager, BMO



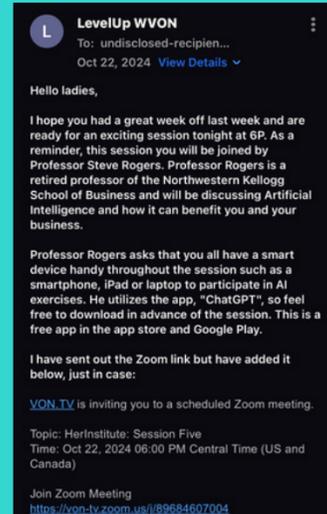
**Aba Boadu, Ghana
Adetutu Mayowa-Idowu, Nigeria**



Bukola Oladeji, Nigeria

Rebecca Darr, CEO, Wings Inc

Neha Gill, CEO Apna Ghar



Dahlia Sustrino, Indonesia & Singapore

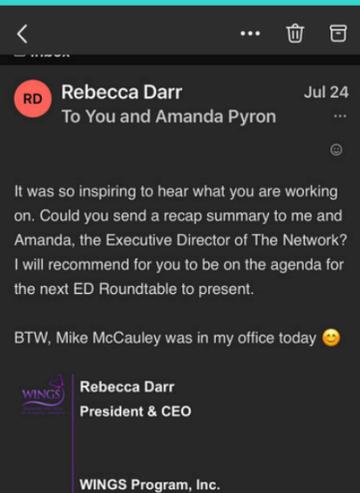
Anngladys Gichuhi, Kenya

Njoki Mambo, Kenya

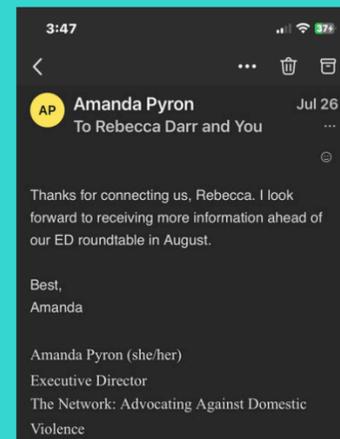
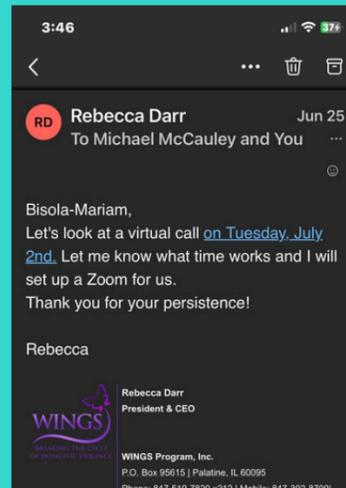
Temi Pink, Chicago, USA

Kafuti Talahumbu, Congo DRC

Rosette Ansima DRC & South Africa



Micheal McCauley, CEO, Glangevlin Properties



Partners

IMPACT AND RISK ASSESSMENT

We will measure impact across three categories: Safety, Space and Support



We will analyze software KPIS to determine the number of downloads, time spent on the app, accessibility, and the feature that people use the most, or have the most challenge with.



Collaborative Reporting with agencies social, legal and law enforcement agencies.



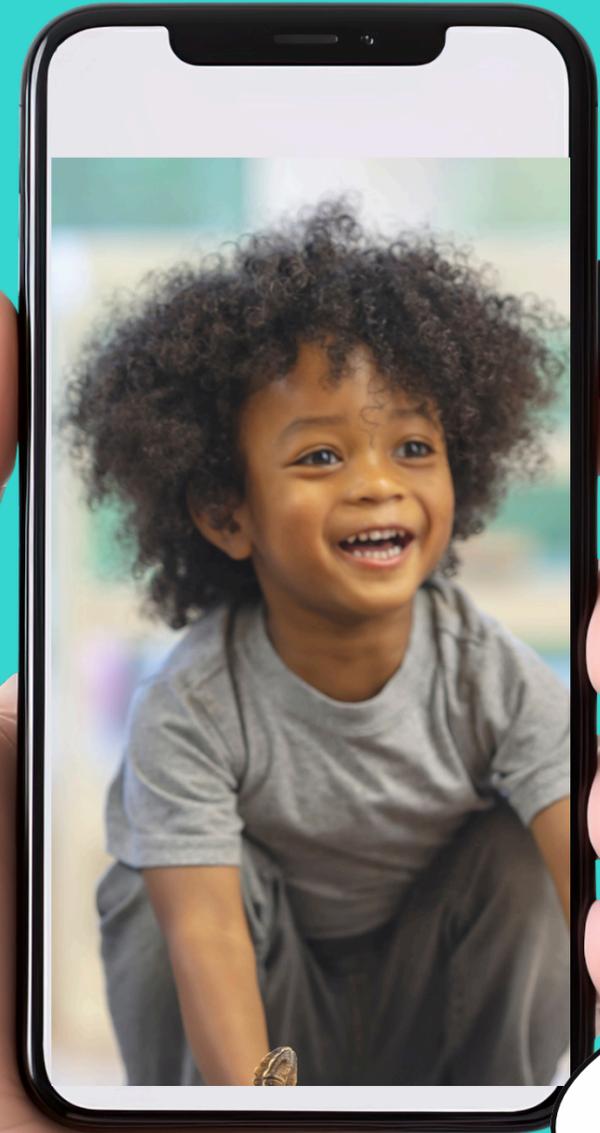
Through surveys, focus groups, interviews among other mixed method approaches, we will collect feedback from users.



Through Digital Campaigns, will also collect responses using digital campaigns, such as sponsored ads.

Tools for Assessment





**When The Storm Rages,
No One is Left Behind!
Even Children are
impacted!**



**Let's bring back
the smile!**



GET IN TOUCH WITH US

ideyforyou
HEAL. EMPOWER. ADVOCATE.

Bisola-Mariam
Founder & CEO

bisolamariam@ideyforyou.com
+12058876495

www.ideyforyou.com



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Or Invest at

WWW.IFUNDWOMEN.COM/PROJECTS/IDEYFORYOU

Check us out at www.ideyforyou.com

