



Powered by  *Mães Amigas*

a safe place for young women to share personal experiences

junt@s is a digital platform to match anonymous users so they can have supportive conversations, share experiences, personal advice, and support each other safely and privately.

we are building a social movement to power empowerment, from women to women.



junt@s

www.juntas.co.mz
info@juntas.co.mz



available for all
online devices

With Support From





our story

In 2011, Alexandra Marques Abdula, a young Mozambican, was experiencing motherhood for the first time and struggling to find other women she could talk to about her frustrations, and get practical information that could help her overcome the challenges of being a young mother. What she needed was compassionate understanding of her situation, and she felt that her family and friends could not provide it without some sense of judgement, which she wanted to avoid.

Like many young women her age, she was on Facebook, and decided to create a closed Group for young women to share their experiences and support one another through chatting - she called it Mães Amigas (friends and mothers).

To her surprise, there were thousands of other young Mozambican mothers facing similar challenges, and eager to participate in the Group, which quickly grew to more than 14.000 members, all young mothers, and all from or living in Mozambique. The thought that there was nothing wrong with her, that others felt the same, that she was not a bad mother, just someone that was overwhelmed by it all was comforting.

She found herself opening up to people she had never met before, that were not judgemental or dismissive of her feelings, but rather supportive and compassionate, that had experienced it before and were sharing practical tips on how they overcame and how she could do it too. She felt liberated, and others were feeling it too, thanking her for creating this safe and useful place to share and get support.

Throughout the years the conversations became more varied, beyond depression there was so much to talk about, food allergies, pre-schooling, dealing with tantrums, and so many more. But there were some topics never discussed openly, most noticeably gender-based violence, which was only talked about when group members would approach her in private chats, fearful of what other members would think.

By then she had decided to become a mompreneur, after attending the FemTech program from IdeiaLab in 2016.

Junt@s was her idea.



our process

In late 2017, Maputo hosted the SeedStars Africa Summit, a gathering of the best startups in Africa, where one of the events was the UNFPA Health Tech workshop, a lively showcase and discussion about the potential and challenges of Health Tech Startups (HTS) in the Continent. Upon hearing the fascinating stories of young entrepreneurs trying to solve big problems with tech, UNFPA's Country Representative Andrea Wojnaer decided to create a support program for 2 Mozambican HTS, with the lead of Pascale Barate, UNFPA's Technical Specialist.

Junt@s was one of the selected startups, and the dream of having a platform to support young women victims of GBV was nearing reality.

A support program was created and structured to provide practical guidance and holistic support, so that the end product would not only look good and work well, but also have a sustainable business model that would help it carry through after the program.

A team of local young developers, designers, illustrators, and entrepreneurs was put together to tackle this challenge.

There were many meetings, talks and workshops, covering topics like Service Design and Project Planning, hundreds of emails were exchanged, payments were done to service providers, and happiness turned into frustration and then elation. In true start-up fashion, the process was a rollercoaster, but things kept moving forward and the platform was slowly becoming a reality. Meetings with the Mozambican Ministry of Health ensured their support and endorsement, so all the barriers to launching the product were now surpassed and it was time for the roll-out.

For the Beta test of the application, a post was made on Mães Amigas Facebook Group, and within a few days, more than 100 young women were already using the app and chatting with one another and providing feedback.

We are now scaling the app and preparing the official launch with local and international development organizations that can make use of the platform to empower young women.



our innovation

Online digital platforms are the most cost-effective and practical channels to reach wide audiences, allowing people in any given location to connect to one another using their personal devices like smartphones, computers or tablets. We wanted every woman to be able to access this platform, so it works perfectly on any connected device.

The platform is based on very simple, yet powerful premises:

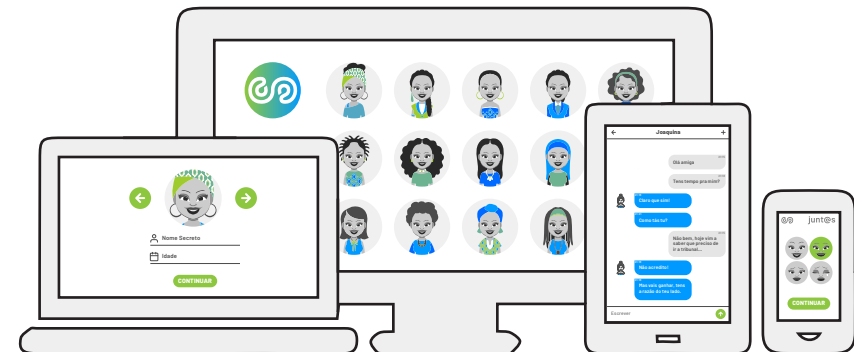
- Women want to share their experience to empower others;
- Women need and want a safe space to talk with each other;
- Women must be at the forefront of female empowerment.

We apply these premises following our guiding principles:

- Use anonymity to promote secure and private sharing;
- Match women in opposing moods to support each other;
- Use group chats to inspire women to openly share;
- Allow women to report user abuse inside the platform;
- Allow women to save favorites to create trust bonds;
- Embrace and celebrate diversity and self identity.

Our innovation was designed to connect and mutually support young women across Mozambique in all the areas that are of importance to them. For example, Junt@s helps to prevent gender based violence by allowing women to join safety contact groups on the platform.

Additionally, Junt@s wants to engage with Civil Society to allow support initiatives to use the platform as a channel to engage at risk women, by moderating groups on Premature Marriage, Pregnancy, and other relevant topics to women.





our mantra

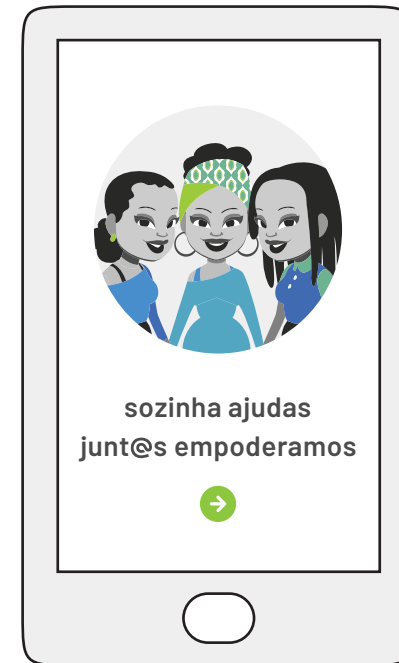
When you start juntas.co.mz our mantra is always there, a set of phrases that inspire you to be empowered by using the platform.



Alone you wait
Together we share



Alone you feel
Together we understand

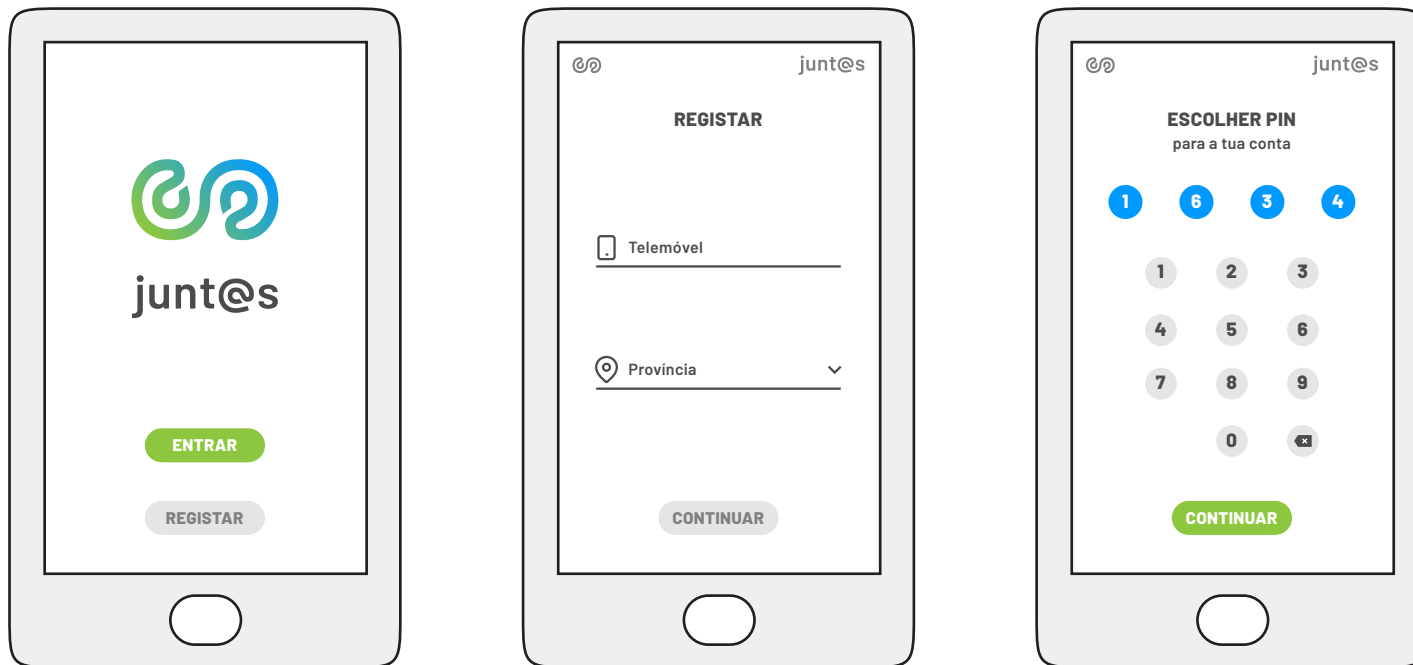


Alone you help
Together we empower



your profile

To create your account you insert your mobile phone number, select your province, and choose a PIN number to secure your profile.

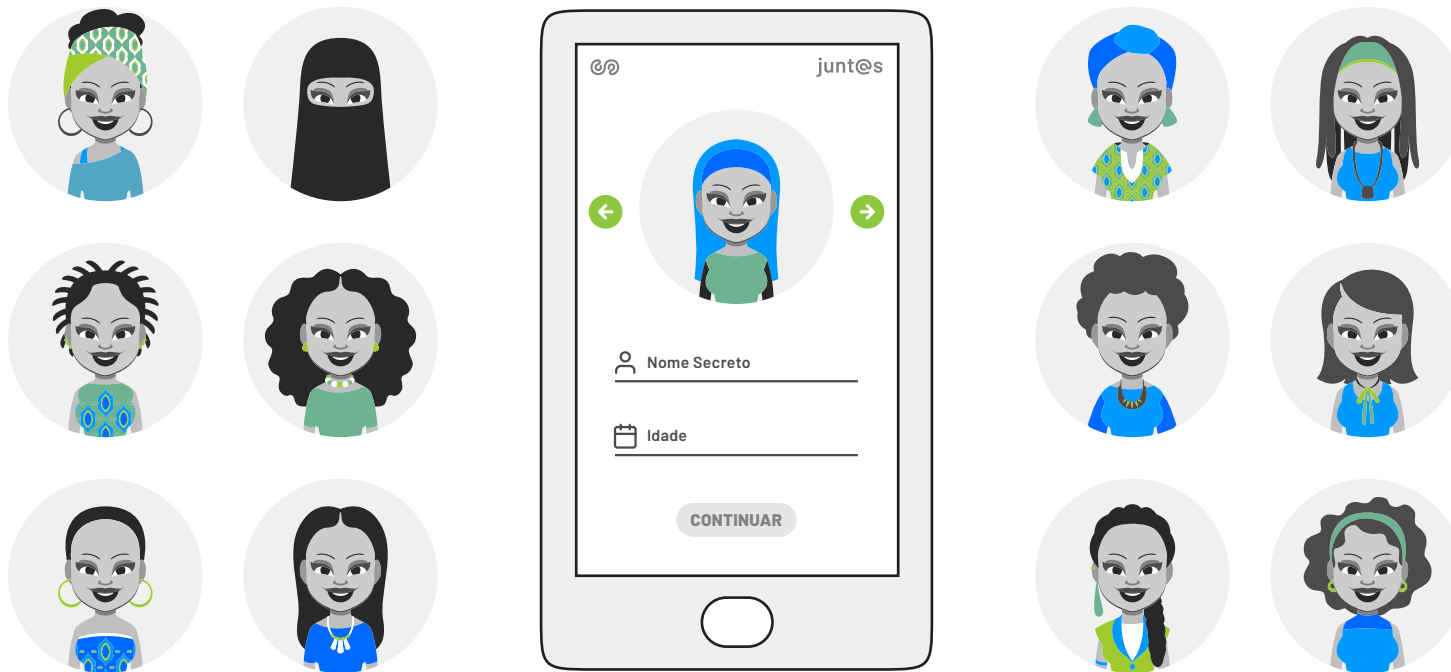


All your information is private and never shared with anyone inside or outside the platform without your permission.



your identity

Your account is further customized with your age, nickname, and avatar, so you can proudly share your self identity even in anonymity.



Our avatars were custom made to reflect all the different Mozambican identities.



your match

In order to match you with someone who needs or can provide support, you choose your mood and we display users in opposite moods.

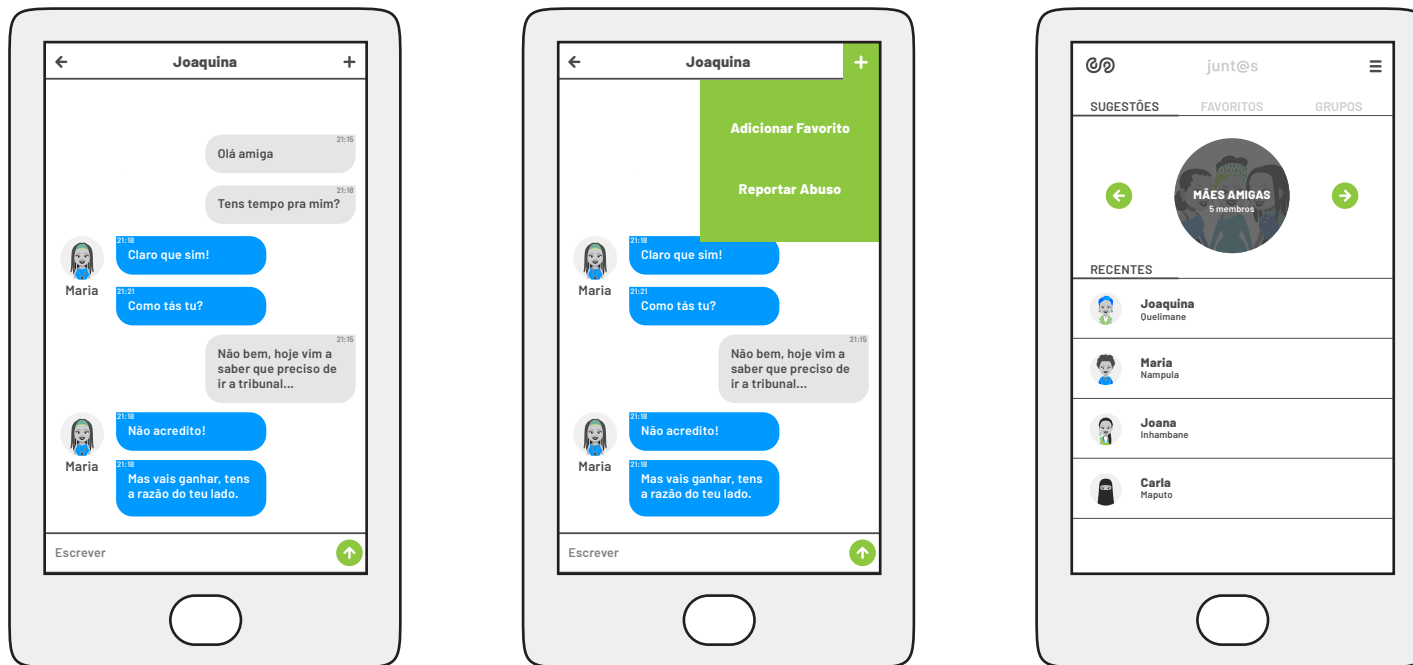


Your mood setting can be changed whenever you login into your account.



your chats

Once you are matched you can start chatting, add a peer to your favorites, report them for abuse, and your chats are all neatly organized.



You will always have a history of your chats, and can also join one of our support Groups chats.



our dashboard

We have a management platform for Junt@s, which allows us to manage the users and ban those that were reported for abuse.



Our platform is managed by a group of volunteer women who are responsible for the community.



our vision

We want to live in a world where women are not afraid of sharing their opinion for fear of judgement, and get the support they need, when they need it without bias or reprisal.

We are fully conscious that our solution is but the first step in a long journey to achieve our vision of female empowerment. Our approach is to start by demystifying the fear of openly talking about women-specific issues using our chat platform to get women interacting and supporting one another.

From here we want to partner with other initiatives that aim to empower women, by having them leverage our platform to connect and interact directly with Mozambican women.

These partnerships will foster further development of our platform, including the ability to do surveys, opinion polls, and provide valuable information on support centers and other services that are valuable for women.

Finally, our dream is to have our own physical safe space that is dedicated to female empowerment, with regular meetups, workshops, and other initiatives for all Mozambican women.

In order to reach our goals, we need to ensure that our movement can become sustainable and self-funded, without having to rely exclusively on volunteer work, which is how we currently operate.

Our immediate priority is to create partnerships with other development programs that can use our platform as an alternative channel to reach women, while creating tailored features that can help these programs reach their goals.

Because no solution can be truly sustainable using donor funds alone, we want to provide paid for workshops on female empowerment at the workplace for the private sector, allowing companies to improve work relationships and boost their productivity, by inspiring women to lead.

Our ambition is to eventually scale our platform beyond Mozambique and become a reference digital service that truly supports and empowers women worldwide.



our features

Version 1

- Progressive Web-App (multiple platforms);
- Mantra Screens;
- Profile Builder with Avatars;
- Mood Match Algorithm;
- Individual Chat Engine;
- Group Chat Engine;
- Recents Chat Screen;
- Favorites Chat Screen.

Version 2 (future development)

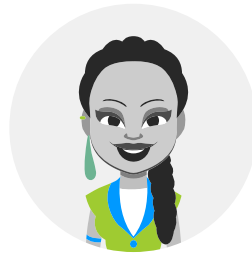
- Custom Targeted Surveys (for users in a specific Province);
- Support Services Map (geo-referenced Public Services);
- Support Services Directory (Public Services);
- Real-time Data Dashboard (for Monitoring & Evaluation).



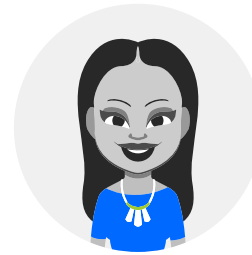
our team



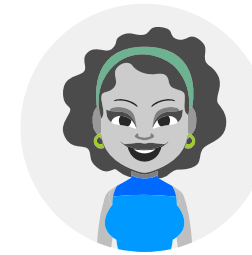
Alexandra Abdula



Edna Phulchand



Maisa Chaves



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