



rAInbow

A CHATBOT FOR WOMEN AT RISK OF  
DOMESTIC VIOLENCE

# DV in South Africa

“South Africa is facing a national crisis of violence against women”  
– President Cyril Ramaphosa, 2019

- 1 in 3 women experience will experience GBV in their lifetime (World Health Organization)
- An average of 114 rapes are recorded by police every day (South Africa Crime Statistics 2019)
- Only 10% of rape is estimated to be reported (South Africa Crime Statistics 2019)
- Femicide rates are 5 times higher than global average (Crime Against Women in South Africa Report)
- 784 967 young people are likely to have been victims of sexual abuse by the age of 17

(South Africa Crime Statistics 2019)



# rAInbow Research

Three months of focus groups and beta testing in South Africa showed us the main barriers women face when looking for help and advice are:

**Stigma, shame, victim blaming**

by friends, family, society

**Money and time**

to access support

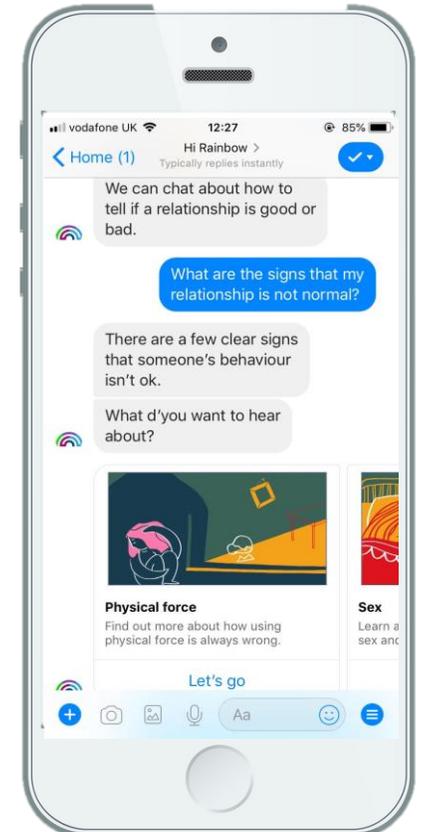
**Lack of understanding or trust in services**

such as police, doctors, or community





facebook Messenger



Hi Kriti, I'm Rainbow, but my friends call me Bo 🌈

I'm here to talk about relationships that don't feel right.

Before we start there's something you should know about me 👁️👁️

I'm a robot, not a real person 🤖



# rAInbow: a smart companion by and for women

## User-led solution

- Available 24/7
- Just need internet connection
- Developed by women, for women
- Users inform content development
- Understanding jargon
- Low literacy levels

## Non-judgmental

- Bo's persona is friendly, empathetic
- People more likely to open up to a digital tool that's non-judgmental
- Language and tone of voice co-created with sector experts

## Intuitive

- Personal conversations at their own pace, in their own time
- Discreet and safe
- Multiple conversation options at each stage
- Continues to evolve to deliver personalised content and responses



# Our approach

## Privacy by design

- GDPR
- Anonymised data that's necessary for product development

## Ethical approach

- Strong safeguarding
- Work with survivors and sector professionals

## Onboarding

- I'm a Bot
- Users give consent and can easily subscribe/unsubscribe



# Unique features

Information is delivered through interactive content that's easy to engage with and offers multiple entry points for learning and building awareness of Domestic Violence

## Quizzes

Is this is healthy or unhealthy?

## Signs

Spotting abuse early on



## Stories

Real scenarios and what to do

## Resources

What help is available nearby



# Phase 1

Since launching in November 2018 rAInbow's had:

**17,500**

unique users

**800,000**

conversations

- 43% subscription rate for re-engagement
- Average 46 messages exchanged per user, average 75 messages exchanged for 'engaged users'
- Engaged users spend an average of 20 mins
- STORIES are the most popular section where 71% (21,600+) of engagement
- QUIZ completion rate is 74%
- Peak user hours are 6-10am and 7-8pm
- Increase in conversations by 10% on Saturdays and 15% on Sundays



# User messages

We have rich insight from user conversation that can shape how we understand this issues

## Themes

users speak about in relation to abuse

Legal rights. Finances. Substance use. Reporting to police. Children. Religion and culture. LGBT+, Immigration and visas, Mental health, disabilities, language barriers.

## 1 in 1,000

mention violence, rape or abuse.  
How they describe their situation:

*“Something’s off with my relationship”*

*“My partner doesn’t show affection in the same way”*

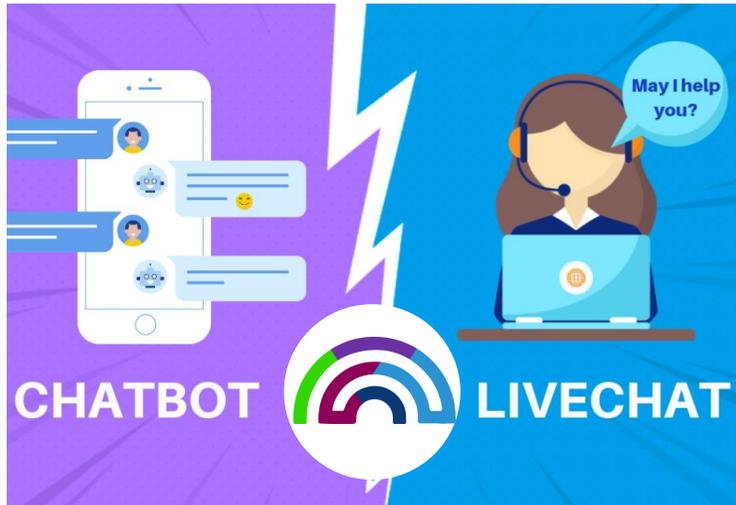
*“My partner always check my whatsapp and when I change my phone's password he freaks out.*



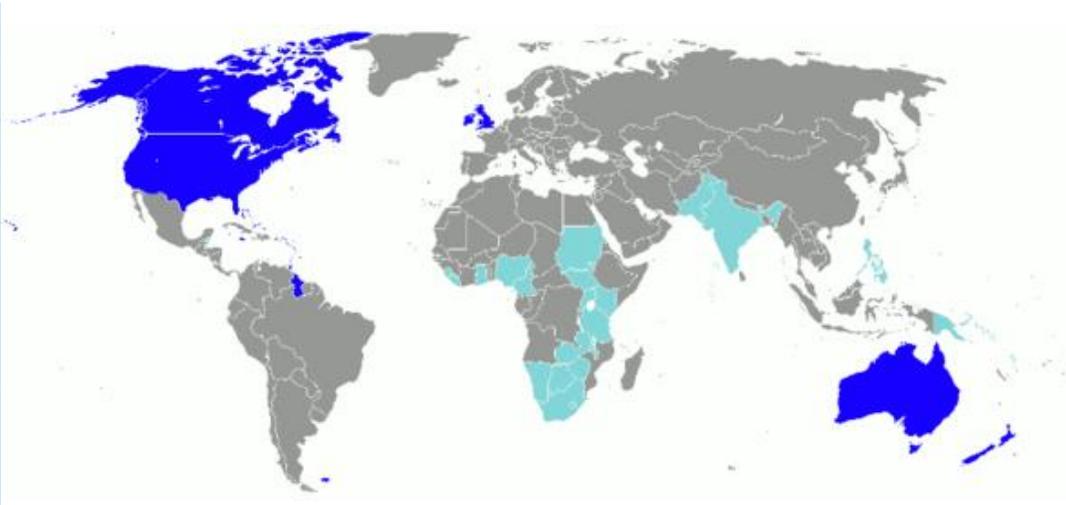
# Future plans

Growth path for rAInbow in the next 5 years

## HUMAN HAND OFF FOR HIGH RISK



## EXPAND TO NEW COUNTRIES



## DATA TRANSLATED INTO POLICY



# Senior Team



Joanne  
Partnerships



Phinah  
Content



Kriti  
AI



Fernanda  
Product



Alice  
Business



Poorva  
Tech

Supported by:



ACCELERATED BY:



# Partnership model



AI for Good

## Product Owner

A social enterprise that creates intelligent, ethical and scalable technology for the most vulnerable and underserved populations. We build AI-powered products and work in partnership with charities and global NGOs working on the ground.



## Content Partner

Delivering support to women since 1992. We reach over 80% of South Africa through our various programmes and our brand – Soul City - is loved and trusted with two generations of South Africans.

sage Foundation

## Founding Partner

Provides time, resources, and technology so non-profit organisations can help more people reach their true potential. Strong focus on women empowerment.



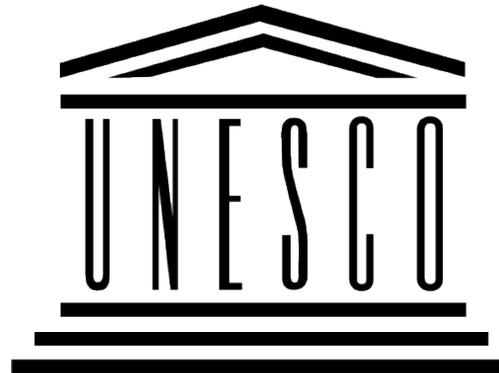
# Awards



Prime Minister's Office  
10 Downing Street

THE  
**SABRE**  
AWARDS

POINTS   
OF LIGHT





rAInbow



[m.me/Chat2Bo](https://m.me/Chat2Bo)

<https://www.hirainbow.org/>