



# TÉRA

**A Mother's hands never lie**

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Téra

# The Gap nobody filled

Postpartum depression is silent, invisible, and almost never detected in time.

## Early detection of PPD is broken.

The window for intervention is weeks 2–6 after birth. Miss it, and the consequences compound; damaged mother-infant bonding, worsening depression, long-term developmental impact on the child. Yet today, no reliable early detection system exists in low-resource settings. Not one.

**Every existing tool depends on her honesty; that's exactly why they fail.**

**Stigma and fear silence her before she can ask for help**

**The midwife never finds out. And when she does, she is already drowning in demand.**

**~80%**

of PPD cases go undetected in time

**1 in 7**

mothers affected by PPD globally

**5 km**

average distance to nearest clinic in Côte d'Ivoire

**1 in 4,500**

midwife coverage ratios of Cote d'Ivoire



Téra

# Five minutes a day. A life changed.

Téra is a daily mobile weaving game, prescribed by a nurse at the clinic during her pregnancy, that passively detects PPD risk. The mother never answers a clinical question. The system observes her behaviour and triggers to her midwife

Before birth, Téra builds a 21-day behavioural baseline during month 7 of pregnancy. After delivery, it recalibrates for two weeks. From there, every session is measured against her own baseline — not a population average.

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## The Motif du Jour

Every day, the mother opens Téra and completes a short weaving puzzle. She chooses her pattern from three tiers named by aesthetic, not difficulty: **Motif Carré**, **Motif Floral**, **Motif Royal**. No scores. No timer. No clinical language. Just a beautiful thing she builds daily.



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## The Midwife's View

The midwife receives a weekly report showing each of her mothers with a simple flagging:

**Graduated** : behavioural patterns within normal range

**Monitoring** : emerging signals worth a WhatsApp check-in

**Critical Alerts** : sustained signals indicating elevated PPD risk

The dashboard does not diagnose. It prioritises for the midwife. Her time is never wasted and the right mother is never missed.

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# A mother weaves while A midwife acts

## Tap Latency

How quickly she responds;  
How is her accuracy; How many redos?

## Session Duration

how long she engages; is she focused on one puzzle; ; is it very frequent?

## Time of Day

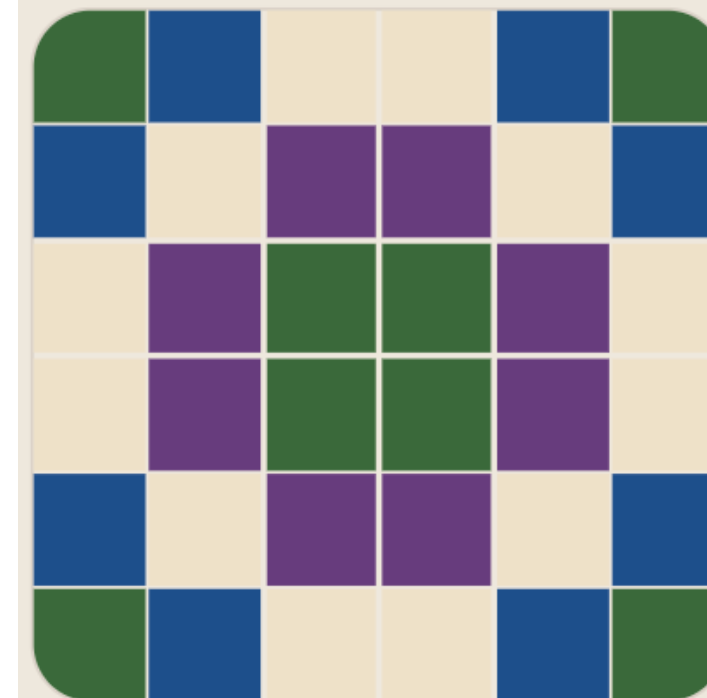
Whether she plays at 3am instead of noon.

## Pattern Abandonment

Whether she gives up mid-way; How many hints does she use; Does she prefer freestyle?

## The Tapestry

Rooted in Ivorian textile tradition, meditative, one-handed and beautiful. Every tap quietly collects the data she never knew she was giving.



## The Midwife

Zero additional training required. Works entirely over WhatsApp. Detects PPD risk days before the next scheduled visit would ever catch it

The four signals are weighted against her personal baseline and mapped to the 10 clinical indicators of the Edinburgh Postnatal Depression Scale that helps generate a risk score that triggers the midwife flag.



# 13 Million Women Zero Tools



The numbers here represent the largest untapped opportunity in maternal health. But more than that, they represent women whose suffering went undetected, unaddressed and unseen. Téra is built to change that at scale and starting now.

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## 1.1 Billion

Women of reproductive age globally in low and middle income countries where PPD detection infrastructure is absent or critically underdeveloped. The global PPD detection and maternal mental health market is growing.

## ~65 Million

Women of childbearing age across francophone West and Central Africa — Côte d'Ivoire, Senegal, Mali, Cameroon, DRC, Burkina Faso — where Téra's French and Dioula language model is directly applicable

## ~13 Million

Women of childbearing age in Côte d'Ivoire. With 6,000 midwives already operating as the primary healthcare touchpoint, and AMANII's existing midwife network as the distribution channel, this is the 3-year pilot and scale market.



# West Africa first. The world next.

## NOW — The Pilot

A 12-week pilot with AMANII's midwife network. 250 mothers, 10 midwives across few health districts. We establish behavioural baselines, validate signal accuracy, and prove that a mother will weave daily. It would be done along with EPDS to quantify the lead time that Tera creates

## NEXT — West Africa

Full rollout across francophone West Africa. Senegal, Mali, Cameroon, Burkina Faso and DRC. Partnership with national health ministries and UNICEF country offices, leveraging AMANII's existing institutional relationships. After ensuring compliance with the relevant regulatory bodies as it falls under medical detection and treatment.

## FUTURE - Reaching the Globe

Téra launches in Côte d'Ivoire and scales across francophone West Africa within 3 years. The platform is then customised for new markets — language, culture, health context — and deployed across the world. Licensed to health ministries, NGOs and maternal health programmes on a per-midwife subscription model. One platform. Infinite markets. Built to scale.