



From inner peace to outer beauty, the TAMMIRA app exists to help the youth, LGBTQIA+, women, underrepresented and underserved groups realize, believe, and continuously expand their sense of self-worth and/or advance their economic success.



THE PROBLEM

In today's social media-driven world, it's easy for people to compare themselves to others, fall prey to meritless products and fads, and worst of all, develop unhealthy habits in an attempt to meet unrealistic societal beauty, body and lifestyle standards.

Teenagers at risk of mental health problems after consuming hours of social media per day compared to teenagers who didn't use social media:

3+ hours is **60%** at risk

6+ hours is **78%** at risk

REIMAGINING SOCIAL WELL-BEING AND MENTAL WELLNESS

TAMMIRA's platform pairs entrepreneurs (Personalizers) from all demographics, who are grounding and building their businesses in affirmative wellness and beauty practices, with Gen-Z and Millennial consumers and beneficiaries (Learners) who are seeking personalized and interactive wellness and beauty experiences and discovering custom-tailored solutions in a safe and supportive virtual environment.

Currently, our Personalizers come from a diverse pool of experts at every level—from self-taught volunteers to licensed professionals to entrepreneurs with small business start-ups. Personalizers' businesses include fitness and yoga instructors, hair stylists, make-up artists, skincare consultants, meditation coaches and wellness advisors.

TAMMIRA has a particular commitment to engaging and supporting Personalizers who are members of communities that are underrepresented such as entrepreneurs from communities of color, the LGBTQIA+ communities, and women. This marginalization puts these entrepreneurs at a distinct disadvantage because they have less access to business growth opportunities and support.

TAMMIRA is equally committed to engaging Learners who are also members of these communities that are frequently underserved or exploited in the wellness and beauty services arena.

EMPOWERING KNOWLEDGE & PROFESSIONAL DEVELOPMENT

With a supportive virtual community that promotes holistic wellness and beauty through authentic connections, we're helping self-care entrepreneurs, volunteers and service providers to work together toward a greater good.

| Learners can... | Personalizers can... |
|---|--|
| Easily find and connect with compatible experts | Highlight and monetize their expertise |
| Find personalized support based on their individual wellness and beauty journeys | Attract, book, and communicate with users in one easy-to-use app anywhere, anytime |
| Connect with a trustworthy community of like-minded peers, volunteers and professionals | Host free public live-streamed events and paid private sessions to earn revenue |

CREATING CHANGE, TOGETHER

Through partnerships with inclusive non-profit organizations, non-government organizations, sponsors, foundations and donors who champion mental health and wellness, we can generate revenue while creating social impact. These collaborations may include:

- Awareness events, virtual fundraisers, and/or donation drives
- Social media and/or in-app promotions
- Free or significantly reduced service provider memberships for economic empowerment
- Matched and/or set monetary contributions
- Branded or white labeled access to the TAMMIRA platform

For more information, or to set up a partnership consultation call, email Staci Dao at staci@tammira.com, or schedule a meeting [here](#).

Source: [inverse.com](https://www.inverse.com)

