

YOU ARE POSITIVE

The pace our world is moving at is only increasing the complexity of issues individuals must deal with in their lives. Saudi youth are no different than many of their peers around the world who live in socially evolving countries. Out of 33.4 Million citizens in Saudi Arabia, 70% are below the age of 34 (GASTAT 2019).

Saudi Arabia is known for its conservative culture where individual's struggle to build their own identities in an environment where collective decision-making take place and individual identities are not nurtured nor encouraged. Zahra Almohanna a young Saudi entrepreneur realized the need to support the youth in building their own identities and deciding for themselves on topics like relationship, career, financial and others. She created YouPositive back in 2017, a startup that supports individuals in their life journey through certified coaches who can support them during the process. YouPositive is an online platform that facilitates the interaction between individuals who need help navigating their lives and certified life coaches who are offering their services through the platform.

Life coaching started to gain momentum in several parts of the world and proved to be useful for individuals who want to pursue their interests and achieve more in their lives through understanding themselves better. Interested clients can easily browse YouPositive website and choose a coach based on the area of support needed and the coach pre-assigned time availability.

YouPositive's platform was designed to ensure maximum convenience for customers where they can easily pick a time slot that suits them and do payment online in a secured environment. "YouPositive offers a safe and stigma free environment for clients where they can speak about their issues freely" Zahra describing the unique value proposition of her company and the process that



YouPositive at the GESALO Start-up competition award ceremony.

was designed to facilitate a smooth and frictionless customer experience.

Zahra is excited to spread the life coaching culture and the expand the possibility for individuals to reach out for help in Saudi Arabia as a first step and potentially take her business internationally. Every human being deserves the opportunity to live a happy and positive life. YouPositive strives to achieve that by committing to the enrichment of this world one human at a time.

CONTACT

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