

Problem

In Guatemala, large segments of the population face barriers to accessing timely, high-quality, and culturally relevant healthcare services, and they lack reliable information to make decisions about their well-being. This gap perpetuates cycles of illness and inequality.

Solution

We develop tools built on ethical technology that bring healthcare services closer to people and empower them with reliable information, closing gaps in the most vulnerable communities.

Value Proposition

FUNDEGUA is a Guatemalan non-profit organization, founded in 2017, that drives the country's development through science, technology, and social innovation. We design responsible, accessible, and inclusive solutions that strengthen health, education, and well-being in the most vulnerable communities.

Business Model

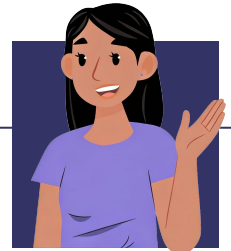
■ **Local fundraising**
Contributions from individual donors, the private sector, and targeted campaigns to sustain the development of modules and tools.

■ **International cooperation**
Projects funded by multilateral organizations and international agencies (IDB, UNFPA, CDC, among others).

■ **Service provision**
Design and implementation of solutions for companies, government institutions, and other foundations seeking to expand the reach of their health programs.

Expertise

Through the responsible and ethical use of technology, complemented by human support, **ALMA** — *Automated Medical Logistics Assistant* — and **tusalud** bring the healthcare system closer to those who need it most. While ALMA optimizes care and logistics, TuSalud facilitates access to validated medical information adapted to the Guatemalan context, including a directory of healthcare professionals and centers. Both initiatives build trust between patients and professionals through user-friendly resources.



ALMA Components:

■ **alma[®] Responde:** Health inquiry support via phone, WhatsApp, and social media.

■ **almacRED:** AI model for the continuous training of healthcare professionals, validated by the Ministry of Public Health and Social Assistance (MSPAS).

■ **ALMA Aprende and Directory:** tusalud.com.gt platform featuring more than 150 health articles and a directory of more than 7,500 healthcare professionals and centers.

■ **Salud Juntos:** Public data portal that helps the population and authorities respond to outbreaks of vaccine-preventable diseases in Guatemala.

■ **ALMA Mujeres:** In development) AI-powered support platform with personalized recommendations on comprehensive women's health.

■ **Línea 1582:** In development) Crisis support and suicide prevention hotline.

IMPACT

+3 millones
Guatemalans reached

+7,500
professionals in
the directory

USD 1.65M
in international cooperation
funding

+2,000
young people trained
across 25 schools

USD 1.1M
in local private
funding

Partner Network

- Ministry of Public Health and Social Assistance (MSPAS)
- National Secretariat of Science and Technology (SENACYT)
- Inter-American Development Bank (IDB)
- United Nations Population Fund (UNFPA)
- Centers for Disease Control and Prevention (CDC)
- Vaccine Safety
- University of San Carlos of Guatemala (USAC)
- Tecnican
- World Pediatrics
- Wayfree

and private sector partners

Roadmap

2017

FUNDEGUA launches with STEAM programs and courses for youth and training programs for physicians. Research begins on chronic childhood malnutrition.

2021

Vaccination information campaigns and the launch of **vacunas.gt** during the COVID-19 crisis.

2023

Expansion into broader health and vaccination topics through **tusalud.com.gt**

2026

Launch of ALMA Mujeres, consolidation of Línea 1582, deployment of ALMARed, and launch of saludjuntos.gt

2020

Launch of ALMA with IDB funding. Children's TV program produced with Jayro Bustamante and Sesame Street (Plaza Sésamo).

2022

National Innovation Award in the health and education sectors.

2024

Development of the AI-powered ALMARed tool, validated by MSPAS.

Funding Needs

■ **almarED**

New clinical protocols added and user base expansion **\$ 20,000**

■ **almaMujeres**

New modules added and user base expansion: **\$ 20,000**

■ **Línea 1582**

Communication campaign and expansion of agents: **\$ 20,000**

■ **Salud Juntos**

Integration of additional vaccine-preventable diseases: **\$ 20,000**

■ **Sistema ALMA**

Closing gaps in healthcare access: **any amount welcomed.**

We are seeking strategic partners to support our 2026–2027 initiatives. Please write to us at jessica.rochmann@fundegua.org

Executive Team



Dr. Gabriela Asturias
Co-founder and Chair of
the Board of Directors



Jessica Rochmann
Executive Director



Ximena Lainfiesta
Board of Directors
(doctoral researcher,
Northeastern University)

www.fundegua.org.gt