

PROBLEM

In Egypt, a significant number of individuals suffer from personal disorders and mental health challenges.



SOLUTION

a platform that connects the Therapist with the patient integrated by the AI (رِفْق)



VALUE PROPOSITIONS

- Provide accessible sessions
- Comfort the users with Al
- Offer therapists the flexibility to work from home.
- Feedback system for each therapist
- -interview for each therapist by professionals



TARGET AUDIENCE

-Patients with mental disorders, with anxiety, anger issues, sleep issues

BUSINESS MODEL CANVAS

Designed For: Mental Health

Designed By: EngiCoders



-Startups

-Hospitals

-Students activities

-Colleges' unions

KEY PARTNERS



KEY ACTIVITIES



VALUE PROPOSITIONS



TARGET AUDIENCE



CUSTOMER RELATIONS

-Platform Development -Therapist Recruitment

- Al Integration
- Marketing



KEY RESOURCES

- Technical Team - Network of Therapists
- Marketing Resources

- Accessible sessions
- -Al usage
- -Flexibility
- Feedbacks
- -Therapists selection

-Patients with mental disorders, anxiety, anger issues, sleep issues and all

Patients:

- -Warming environment
- -Continuous following
- -AI support for additional warmth
- -Ratings for therapists



CHANNELS

-Platform (Website)

-Mobile app

Therapists:

-Working opportunities



COST STRUCTURE



REVENUE STREAM

- App Programming: 20000k egp

-Hosting: 1500 egp/month

-Domain: 500 egp

-HR (for interview): 4000 egp/month -Technical support: 4000 egp/month

-Marketing: 8000 egp/month

-from getting a percentage from sessions fees (increasing by time): 75000 egp/month