BUSINESS MODEL CANVAS

Designed For: Mental Health

Designed By: EngiCoders

KEY PARTNERS

-Startups
-Students activities
-Colleges' unions
-Hospitals

KEY ACTIVITIES

-Platform Development
-Therapist Recruitment
- AI Integration
- Marketing

KEY RESOURCES

- Technical Team
- Network of Therapists
- Marketing Resources

VALUE PROPOSITIONS

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

TARGET AUDIENCE

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

CHANNELS

-Platform (Website)
-Mobile app

CUSTOMER RELATIONS

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

Therapists :
-Working opportunities

COST STRUCTURE

- 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

REVENUE STREAM

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

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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 AI
- 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