

Aura Pura

Business Model Canvas

PROBLEM

- Cultural Stigma and Societal Barriers in Egypt
- Lack of Accessible and Private Mental Health Services
- Unengaging Traditional Assessment Methods
- Limited Awareness and Acceptance
- Fear of Exposure in Traditional Settings

SOLUTION

- An Anonymous, Secure Mobile Platform Tailored to Egypt
- Engaging Game-Based Assessments Validated Locally
- First Free Professional Consultation with Egyptian Therapists
- Accessible Therapy Summaries and Progress Tracking
- Immediate Support via Bilingual Chatbot and Professional Help
- Motivation Through Rewards and Personalized Feedback
- Culturally Sensitive and Inclusive Content
- Secure Data Management Compliant with Egyptian Regulations
- Easy Access via Mobile Platforms

TARGET SEGMENT

- University Students
- Employees in High-Stress Jobs
- Stay-at-Home Moms
- Divorced Individuals
- Unemployed Men

ADDED VALUE

- **INNOVATIVE GAME-BASED ASSESSMENTS**
- **FIRST FREE CONSULTATION**
- **ANONYMITY AND PRIVACY**
- **ACCESSIBLE THERAPY SUMMARIES AND PROGRESS TRACKING**

- **PERSONALIZED SUPPORT AND FEEDBACK**
- **CONVENIENT PROFESSIONAL HELP**
- **MOTIVATION THROUGH REWARDS SYSTEM**
- **EASY ACCESS VIA MOBILE**