

# Aura Pura

# Business Model Canvas

## KEY PARTNERS

1. Licensed mental health professionals for consultations.

2. Organizations focused on mental health awareness and education.

3. Universities and companies for marketing collaborations.

## VALUE PROPOSITIONS

1. Game-based tests to replace traditional mental health screening methods.

2. First consultation is free to attract new users.

3. Private and anonymous experience to encourage users who fear stigma.

4. Progress tracking and reward points instead of an online community, motivating users through tangible milestones.

5. Easy access to mental health resources and professionals via mobile.

## CUSTOMER SEGMENTS

- 1. University students.
- 2. Employees in high-stress jobs.
- 3. Stay-at-home moms.
- 4. Divorced individuals.
- 5. Unemployed men.

## COST STRUCTURE

- 1. 50% - App Development
  - Design and development of the application, including frontend and backend.
  - Maintenance and updates for new features.
  - Building and managing the user database.
- 2. 20% - Launch, Testing, and R&D
  - Testing the games with specialists to ensure accuracy.
  - AI-based system development for initial diagnoses.
  - Research and development for future features, such as VR integration.
- 3. 15% - Marketing
  - Social media campaigns targeting identified customer segments.
  - Partnerships with universities, companies, and mental health organizations.
  - Content creation to promote mental health awareness.
- 4. 15% - Licensing and Partnerships
  - Licenses for collaboration with certified therapists and professionals.
  - Partnerships with mental health organizations and institutions.
  - Obtaining certifications to enhance app credibility.