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Proposal for Project Confidence

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Summary

Project Confidence is an app that allows people to find a source of help to build self-confidence. After the pandemic, mental health apps have become a very popular way for people to cope with social anxiety and mental instability.

The difference between Project Confidence and other mental health apps is the fact that we focus on the root cause of anxiety in today's world, which is low self-confidence and self-esteem. Project Confidence's clients are people who suffer from anxiety or low

self-esteem. The average age of people who suffer from this are teens and all the way up to 40 and sometimes even over. The app will be developed using Swift.

Gap in the Market

In the current market, there's not a lot of options for software that helps people deal with all types of mental health issues and anxiety. The software in the current market is very limiting, usually only focusing on one thing or the other. For example some software focus on sleep alone, while forgetting about other issues.

Mental health is becoming more of an issue in our world today especially after the pandemic, and therapy is becoming a lot more acceptable. Our app will combine a lot of solutions for different types of issues people are dealing with. We could help with sleep, different social situations that lead to anxiety, low self-esteem etc. Instead of customers downloading multiple software to deal with each problem, our software puts it all in one convenient place.

Meeting The Market Needs

“Project Confidence” will meet the need by providing a cheap, simple to use, user-friendly app and help with different kinds of mental health issues compared to other mental health apps out there which are focused on one issue . Our goal is to help people deal with mental health by providing the platform to help build self-confidence and self-esteem by providing step by step guidance. Apps can be used by a wide range of age groups.

Implementation

Management

“Project confidence” will be managed by its contributor's

Development

Workday will be Developed using the following technologies;

- Frontend (User Interface);

- React - "A JavaScript library for building user interfaces."
- Relay - "A JavaScript framework for building data-driven React applications."
- Backend (Web Server / Database);
 - Express- "Fast, unopinionated, minimalist web framework for Node.js"
 - GraphQL - Query language, alternative to REST API
 - MongoDB - MongoDB - NoSQL database
 - Node - "A JavaScript runtime environment."

Marketing and Distribution

Our app will be marketed by first allowing people to test our app with a 7-day free trial with limited access to the app. Distribution will be via website and app store for apple users and play store for android users.

Monetization

Monetization of the app will be accomplished through Monthly, one time payment subscription, or one time payments.

The Problem and Our Solution

The problem that the app addresses is the growing number of anxiety cases that are occurring in Western countries like the United States, Canada and the European countries due to increase body image issues due to the increase use of social media apps. Teens and Young Adults are growing up in a more competitive world where everything about you is judged publicly. This creates a need to essentially keep up with trends whether that's clothing or social activities.

The solution that the app gives users is a step by step guide on how to build confidence through reassurance methods and concepts that increase self-confidence in one's mind.

Industry Need for our Technology

In corporate America, giving a presentation on your work is a very common practice and oftentimes people are not confident enough to present their work in front of people. Inside Project Confidence there is a feature called Situational Categories where people can seek a solution for a certain situation that they are mentally not able to do.

Our app also has a meditation feature that allows stressed out workers to seek peace and mental stability by having voice and visual guided meditation that calms them down.

Market Analysis/Primary Market/Secondary Market

Overview

The main competition for Project Confidence is Calm and Headspace. Calm and Headspace are both very well established mental health apps that focus on reducing anxiety and stress through voice guided playlists featuring stars like Lebron James and others.

Marketing Strategies

Overview

Project Confidence wants to envelop the meditation and anxiety market. To make this goal reality we will want to make the best app possible and while also making it more affordable compared to our competition. We want Project Confidence to have a low cost model that will allow customers to not overpay for a product while allowing the flexibility of app subscription plans.

Primary Customer Customer analysis and entry strategy

The strategy that Project Confidence is going in the market with is that we are focusing on the root cause of anxiety which is low self-esteem and low self confidence. Apps like Calm and Headspace show you ways to temporarily decrease anxiety while we are addressing the real issue. We are giving users a step by step guide to increase confidence in their daily

lives. Our app also has a situational specified feature that allows users to find confidence during big moments in their lives such as: a date, big presentation, job interview, asking a partner to marry, or starting a business.

Core Competency

The core competency of Project Confidence is to allow customers to have a more personalized and situational help when it comes to help with anxiety, sleep, and meditation.

Our strategy to expand our brand and app will be to constantly add more features and content to allow for those with situational problems with their anxiety and daily life to also be able to find help.

Sales Strategy

Pricing

We want our customers to have a flexible payment program that can start with a free seven day trial. The client then can either choose to pay on a monthly subscription plan, a yearly subscription plan, or to buy a one time payment. Our prices will be lower than our competitors in the market while also providing better features.

Positioning

We plan to make Project Confidence to be one of the most affordable and diverse anxiety helping apps on the market.

Place

Project Confidence is an app that can be run on any cell phone device and can be used anywhere.

Competition

Calm

Calm is an app for sleep and meditation that will compete with our app. They are one of the leading apps in the stress and anxiety relievers market.

Headspace

Headspace is an app that teaches users guided meditations that helps users manage their stress, anxiety, sleep, and focus.

Development Strategy

Project Confidence will develop our app in stages so that we can ensure that the functions of the app work as intended. Each stage focuses on implementing a certain criteria.

Seed Stage; We will begin with a very simple prototype that will serve as a ideal view of what the app would look like and function as to serve as a path for us to follow

Startup Stage; We will use the prototype to finalize a basic version of our app

Development Stage and launch; We will launch the app and listen to vital feedback given to us by the customers to make changes and to further help us push the app on the right path.

Barriers

Project Confidence has many problems that it will face when entering the market. Some of these are;

- **Competition with other mainstream apps**
 - **Cost to market app**
 - **Software creation**
 - **May need to make partnerships with other companies or apps**
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Critical Risks

A major risk in creating Project Confidence is that some may not want to move over from other apps like Calm and Headspace due to them having already bought the lifetime purchase. The customer also may already have a firm grasp of how these other mental health apps work and may not want to get used to a new app. Certain competitor apps may also have a strong grasp on the market and may have features we do not have on our app.

Our team will need to create an app that does good on their promises and adds the features that people will most want. We will need a high standard for quality and ease of use while having our app being functionally sound with quality content that can not be found anywhere else.

Interviews

The following questions were asked to LSU students on campus who have used either calm or headspace

What is your name and what is your major? 6 Responses

Have you ever used calm or headspace? What features do you like about them? 6 responses

I enjoy the diverse types of meditation in calm. I like being able to choose what type of meditation I want for specific feelings, needs, or anxieties.

I really love how not serious headspace is. The Visualization the app uses makes the experience less serious and more calming and natural.

The progress timer on calm really helps me keep track of my meditations and I enjoy seeing my user stats.

My favorite thing about headspace is the focus music that I listen to when studying.

The app(headspace) has a really simple and cute interface.

The sleep stories section of Calm really helps me sleep and I really enjoy the ASMRs.

What do you dislike about calm or headspace? What would you change? 6 responses

I wish calm was a little cheaper per month and year to be honest.

The price for headspace could use a little tuning.

The free trial of calm is not very good and only offers one session for different series.

Headspace can be a little overwhelming with the amount of content.

The sessions on headspace always seem to exceed 20 minutes which is not always ideal.

The calm reminders aren't very strong and it's pretty easy to miss something.

What features in an app would you look for when using a meditation / anxiety app?

A favorites tab for meditations or songs on calm.

Headspace should probably allow us to skip the basic content since I have already done meditation before.

I wish I could download some calm's music and meditations for when I don't have access to the internet.

More options for different voices on the app.

Having short exercise or meditations I can do in the morning is super helpful when I am busy.

Perhaps the ability to cast to my tv.

Do you think that pricing is a big factor in which app you use?

Oh ya definitely a huge factor for me.

I don't really have much money so it always helps to choose a cheap one.

No, not really. It just depends on features they have.

The app has to be somewhat affordable if I'm gonna pay for it.

I really determine its worth by what they give but sometimes I do feel like I am overpaying.

Not really.

Would you be interested in an app that has all those features and the ones you mentioned you wanted?

Oh ya definitely.

Depends on the price. If it's cheaper than yes.

Definitely.

As long as I can do everything I can and more.

If they have a good sleep section then yes.

If the price is right.