**Portfolio Case Study: Butterfly Learnings – Strategic Initiatives & Operational Excellence in ABA Therapy Delivery**

At Butterfly Learnings, the core mission is to revolutionize ABA (Applied Behavior Analysis) therapy delivery through a comprehensive digital platform that includes a dedicated web application for therapists and parents, alongside a mobile application for parents. The company is firmly committed to an evidence-based ABA therapy approach, integrating technology across the entire therapy process, from initial pre-assessment to ongoing service delivery.

**The Strategic Imperative: Addressing Market Gaps and Driving Innovation**

The traditional ABA therapy landscape often grapples with challenges such as inconsistent progress tracking, limitations in highly trained staff availability, and a lack of tailored insights for BCBA (Board Certified Behavior Analyst) practices [Pre-analysis context]. While existing ABA SaaS solutions are present in markets like the USA, they frequently fail to provide the deep, personalized data insights crucial for optimizing therapy outcomes. Recognizing this, Butterfly Learnings identified a clear market gap for a more affordable yet feature-rich alternative, particularly in regions such as India and, GCC.

Butterfly Learnings' strategic response was to develop a robust digital ecosystem designed to streamline and enhance every step of the ABA therapy journey, pivoting towards a technology-driven, data-centric approach. This involved:

Custom-built web application: Designed for therapists and supervisors, this tool was developed by leveraging insights.

ML-driven personalized therapy: A key strategic initiative involves using collected therapy data to train Machine Learning (ML) engines. These ML engines are designed to aid therapists, supervisors, and BCBAs in designing and editing personalized programs for each child, allowing therapy to be precisely tailored to session-by-session progress.

Predictive analytics for clinical outcomes: A significant objective is to build a predictive system that closely mimics a BCBA's judgment. This system aims to significantly improve the ratio of therapists, supervisors, and BCBAs by streamlining decision-making and also monitors child improvement to flag or predict poor clinical outcomes to supervisors/BCBAs, enabling proactive intervention.

**Strategic Initiatives & Product Evolution**

Butterfly Learnings product evolution demonstrates a clear strategic roadmap focused on technological integration and future scalability.

Integrated Product Suite: The core of the digital ecosystem includes a web application for therapists and parents and a mobile application for parents. The web application facilitates effective and efficient supervision for BCBAs overseeing numerous centers. It also enables parents to track child progress regularly, securely chat with the care team, and upload challenging behavior videos/images. The parent mobile app allows parents to track progress, collect session data, sign up, subscribe, schedule pre-assessments, join video sessions, message the care team, and view progress graphs.

ML-Powered Algorithms: The platform generates data at every step of the therapy process, from pre-assessment to ongoing delivery, which feeds into the ML engines.

Child Screening: Based on protocols like CARS and VB-MAPP, designed to be clinically relevant, practical, and quick (under 15 minutes. For low/mid ASD kids, M-CHAT or a new algorithm will be used for screening.

Therapy Protocol Development: Algorithms connect pre-assessment results to therapy protocol development using Learning Classifier models, including personalized training pedagogy based on VB-MAPP assessment.

Progress Tracking: Algorithms track child progress and levels with changes to therapy, feeding into the predictive system.

Compliance & Scalability: The architecture of the platform has been built with HIPAA and GDPR guidelines in mind, with an audit planned for Q3 2022-23 to prepare for institutional SaaS customers.

Future SaaS Vertical: Butterfly Learnings plans to pursue the SaaS vertical in the second half of 2023, after strengthening its product within its own centers and with partners in India.

**Operational Framework & Transition Management**

The operational strategy at Butterfly Learnings involves a structured, data-driven process and a clear transition from traditional to tech-enabled delivery.

End-to-End Therapy Process: The platform integrates technology throughout a structured five-step therapy delivery process: Screening, Pre-assessment, Defining therapy, Delivering therapy, and Monitoring.

Flexible Service Models: Butterfly Learnings offers diverse therapy models to cater to different needs: in-center therapy, in-center therapy with gradual weaning to parent-mediated tele-therapy, and pure play tele-therapy with significant parent training modules.

Web Application for Therapist and Parent developed in 2023. This included sprints for video calling, onboarding, program/protocol setup, parent app linking, workflows, assessments, session recording, chat, scheduling, payment gateway integration, resources, and progress analytics.

Mobile App for Parents was developed in 2023.

Algorithm developments initiated in 2023.

Operational Monitoring (UXCAM Data): The company utilizes UXCAM data to monitor application usage and performance, providing insights into operational efficiency. Metrics tracked include sessions, active users, top events, rage taps, time in app, and screen visits. While average session durations vary (e.g., 1.1 to 2.0 minutes), areas for optimization, such as UI freezes and rage taps on "Main Activity" and "Profile Screen," have been identified. The platform is predominantly used in India on Android devices, with crashes reported as zero in some views.

Operational Scale: Butterfly Learnings currently operates with 75+ centers across India.

**Product Marketing & Market Positioning**

Butterfly Learnings' product marketing strategy focuses on clear positioning, specific targeting, and strong proof points to differentiate itself in the ABA therapy market.

Target Demographics & Niche: Butterfly Learnings serves a diverse range of children, including low, mid, and high functioning ASD, as well as normal development with significant or few/manageable problem behaviors. For its digital product, Butterfly Learnings specifically targets normal children with significant problem behaviors, based on the belief that low and mid-functioning children on the spectrum do not significantly benefit from tele-therapy.

Strategic Brand Messaging: The digital product is strategically positioned as an "Evidence-based framework based on ABA for pediatric behavioral health and development," consciously avoiding terms like "Autism" or "Special Needs" due to parental discomfort. The company also proudly asserts its position as "India's Only Evidence-Based ABA Therapy Center".

Value Proposition & Proof Points: The company strongly emphasizes guaranteed progress, claiming "results within 6 months" and "80% improvement within 6 months". They report "80+ kids discharged with results," showing 80% verbal improvement. Furthermore, Butterfly Learnings highlights "100% parental involvement" and boasts a "4.7 rating on Google" from satisfied parents.

Therapy Goals: The four primary goals of their ABA therapy are clearly communicated as communication, social, daily living, and academic skills.

Conclusion

Through its strategic integration of advanced technology, data-driven insights, and a focus on personalized, evidence-based therapy, Butterfly Learnings' Therapist App and broader digital ecosystem are poised to revolutionize ABA therapy delivery. The company's clear strategic initiatives, effective operational management, and targeted product marketing position it as a significant innovator, making therapy more efficient, effective, and accessible for both practitioners and families.