

Wave is a mobile app that helps users find accessible mental health services, targeting Millennials and Gen Z. Mental health has been a rising topic of importance, with many doctors giving equal value to physical and mental health. Although mental health is becoming more normalized with more resources and open conversations, there is still an undeniable stigma for seeking help. A survey by the National Council for Behavioral Health (NCBH) found that many Americans have heard of telehealth services for mental health, but only 7% have reported using it. Wave aims to be that open door for people seeking mental health services and simply want to test the waters.

Considering how technology has enabled people to connect for a range of reasons such as e-learning and dating, Wave provides a simplified way of connecting mental health providers and users who need such services. It aims to streamline a personalized experience, especially those who are worried about judgment or stigma. Wave fosters a sense of casualness and low commitment when compared to the more “traditional” method of networking to find a therapist. Wave works by having users, either mental health service seekers or licensed therapists, create their respective profiles. Once the profile is created, seekers can see a pool of therapist matches based on filters such as location or type of service provided. Although users may have concerns regarding privacy, Wave will keep information encrypted. Once users have matches, they can chat on the platform with the therapists. If any conversations are a match, users can take the conversation offline to possibly receive mental health services in-person.

In terms of making this a sustainable business, we rely on sponsorships with organizations such as Boston Public Schools (BPS) who believe in our mission as well as charge a small fee for therapists to use our platform. Given that the target users are Millennials and Gen Z who use the Internet for almost any service, we believe Wave will capture the proper audience’s attention. There will always be the old school way of finding therapists through word of mouth, but that will require being extremely open about one’s needs. We believe Wave will be able to target specific users and create a safe space to find the help best suited for them.