

# **ABSOLUTE**

# **TECH**

## **Introduction**

Social media and many other platforms have transformed the way this generation thinks and reacts. We are almost 8 to 10 times more anxious than our previous generation, and the suicide rates all over the world triple every year, and we have to do something about it. So much negative energy tends to disturb young minds like us. We have come up with a solution which will help consumers to detect early signs of mental illness.

## **The Absolute Tech.**



**Mission & Vision – To provide quality mental health treatment solutions for everyone.**

We strongly feel the product has the potentiality to have a place in humongous segments and these are the applications where the product can be implemented ranging from the minute stress level management to complex mental health problems.

## **Market research**

The market research was conducted with the following questionnaire-

1. Are you aware of the term ‘mental illnesses’?
  - a. Yes,
  - b. No

2. Do you know anyone who has suffered from it?
  - a. Yes
  - b. No
3. Do you feel that proper attention is being given to mental health of the people?
  - a. Yes
  - b. No
  - c. Not sure
4. Which source do you prefer to find out about mental health?
  - a. Family and Friends
  - b. Online
  - c. Other:
5. Would you prefer therapy/consultation via?
  - a. By visiting a clinic
  - b. Online
  - c. Other:
6. Do you believe that there is a need for a product to detect mental illnesses?
  - a. Yes
  - b. No
  - c. Not sure
7. Will you be interested in using a product that helps you to cope and detect early signs of mental illness?
  - a. Yes
  - b. No
  - c. Not sure

Total responses received - 47

The Problems identified:

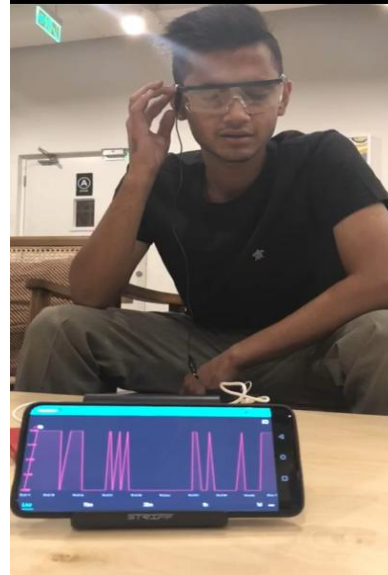
- Lack of concise and advanced psychological technology such as Neuro Pulse Transmitter that bridge the gap between data collection and accurate analysis
- No other platform that connects patient data and mental health professionals.
- No dialogue regarding mental health.

## **The Product & Service**

The main product is the pair of glasses or headband with the diodes on either side of the glasses (frame) that are further connected to an external device where the projections are shown.



Product



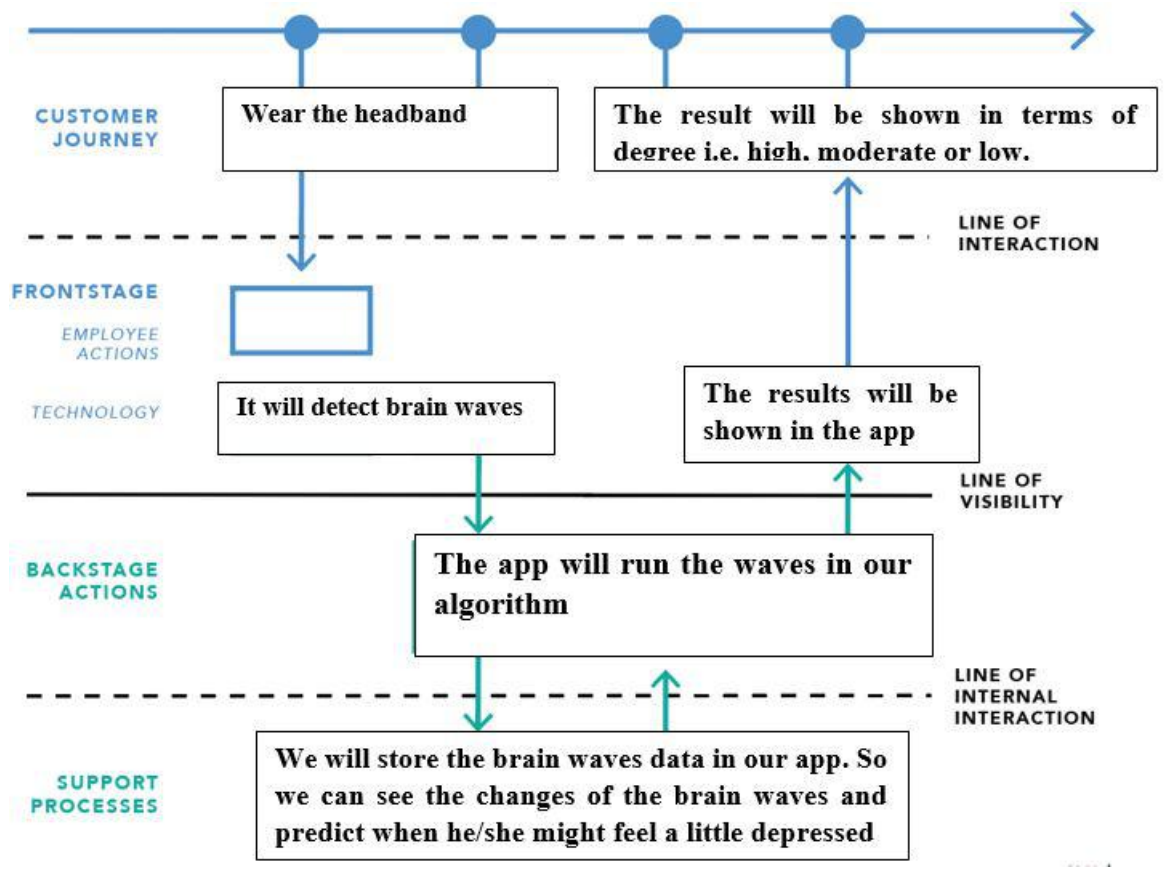
Demonstration

The main function is to detect the neural signals generated by the neural processes. These also have the capability to fore sight the impressions of depression as the product is capable of analyzing the signs of depression and the intensity of the stress or depression that the person is going through and help the therapist to use it as a scale, this helps them to prescribe the right amount of medication thus increasing the quality of mental health treatment. The materials that have been used in the product are completely environmentally safe and skin-friendly where the materials just comes in contact with the skin and there is no chance of piercing or any other irritation.

We provide our service in one single platform ranging from the analysis and the detection of the early signs of depression to conducting a full-fledged a physiotherapy session via online or to book offline sessions, and the therapist gets to have the complete data of the patient which is been communicated in real-time can be utilized to improve the standards of mental health treatment to the most remote areas. This will be offered in a subscription based model or timely paid sessions.

All this data is kept private and is inaccessible by us

## Service Blueprint

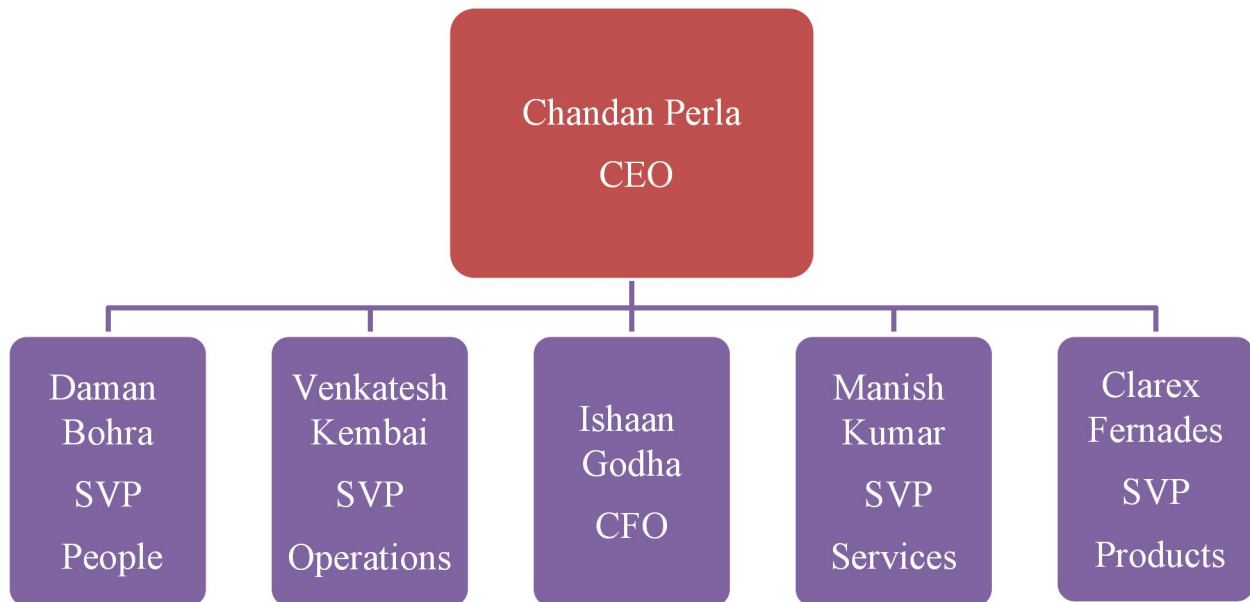


## Introduction to the market & Marketing Strategies

1. Leasing the product to hospitals and local clinics to let both the doctor and the patient to realize the benefit of using the product.
2. As a promotional offer, the product will be sold at a lower to both Hospitals & Clinics and to the general public at lower rates and providing free subscription or paid sessions.
3. We will partner with different companies to improve and help their employees in need by proving the HR departments our product and even social media pages on mental health.
4. One of our strategy will be encapsulating a message (poem) through a video which can be advertised in public platforms. The message will make people talk with one another and share their feelings and thoughts and will also be used to promote the product.

5. Organizing a campaign on a monthly or weekly basis to create awareness about mental health and to promote the usage of the product by inviting health professionals to address the gatherings.

### **Organizational Structure & Executive Profiles**



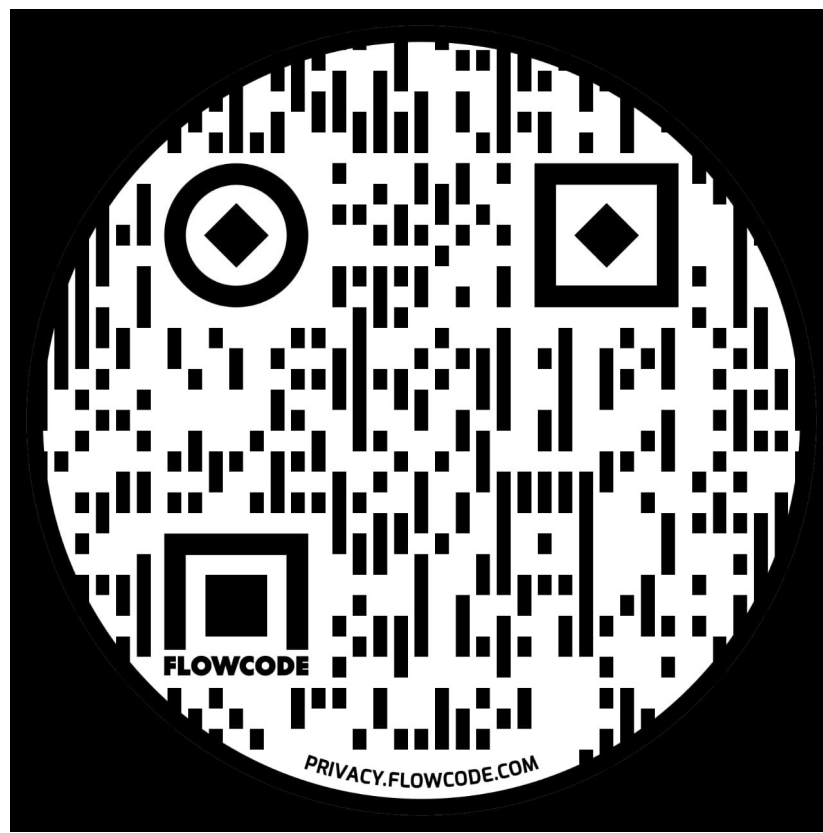
### **Role of the leader in promoting innovation**

Our product is of a scientific nature, constant innovation with the betterment of the technology is a very important source to achieve the required growth. The following are the important roles the leader plays for promoting constant innovation: -

- 1) Mr. Chandan (C.E.O) is the innovator of the products and he continues to play an important role in making the product more and more efficient by contributing equally in all of the sessions.

- 2) The C.E.O makes sure that all the employees drop in their views about the product and use it as a source to innovate the product to the needs of the customers. And also provides insightful feedback to all the employees.
- 3) Injecting creativity is one of the most important roles that the leader plays, here he makes sure that innovation never stops flowing in the organization.
- 4) The CEO promotes a healthy environment for the R&D department for the constant improvement of the product.
- 5) The leader promotes innovation by providing internships to young minds to get in their view and perspective.
- 6) Motivates the employees to pursue new ideas and to pay attention to the minutest things.

### QR Code



### Product Video