

<div>PROBLEM</div> <div>Lack of accessible and affordable mental health support, especially for youth.</div> <div>Social stigma prevents seeking help.</div> <div>Shortage of mental health professionals for timely intervention.</div>	<div>SOLUTION</div> <div>Text-based chatbot with <b>sentiment and emotion analysis</b></div> <div>Context-aware responses using <b>Google Gemini API</b></div> <div>Emotion-specific mental wellness tips</div> <div>Secure and private conversations</div>	<div>UNIQUE VALUE PROPOSITION</div> <div>“An AI-powered, empathetic chatbot that detects your emotions and provides personalized wellness tips — anytime, anywhere.”</div>	<div>UNFAIR ADVANTAGE</div> <div>Combines <b>AI-powered empathy</b> with <b>emotion detection</b> for more relevant support</div> <div>Focus on mental health with warm, non-clinical interaction</div> <div>Easily integrable into multiple platforms</div>	<div>CUSTOMER SEGMENTS</div> <div>Students and young adults</div> <div>People experiencing stress, anxiety, or mild depression</div> <div>General public seeking emotional check-ins</div> <div>Non-clinical wellness platforms</div>
<div>EXISTING ALTERNATIVES</div> <div>Traditional therapy or counseling (in-person sessions)</div> <div>Helpline numbers for mental health support</div> <div>Self-help books and online articles</div> <div>Meditation and wellness mobile apps (e.g., Calm, Headspace)</div> <div>General-purpose chatbots (without emotion analysis)</div>	<div>KEY METRICS</div> <div>Number of daily active users</div> <div>Average session duration</div> <div>User satisfaction ratings</div> <div>Repeat usage rate</div> <div>Number of emotional check-ins completed</div>		<div>HIGH-LEVEL CONCEPT</div> <div>"Your emotional companion in text form — like a personal wellness coach "</div>	<div>CHANNELS</div> <div>Google Colab (testing)</div> <div>IBM Cloud (deployment)</div> <div>Streamlit Web App</div> <div>Mobile or web integration via API</div>
<div>COST STRUCTURE</div> <div>API usage costs (Google Gemini)</div> <div>Cloud hosting (IBM Cloud)</div> <div>Development &amp; maintenance time</div> <div>Marketing &amp; awareness campaigns</div>			<div>REVENUE STREAMS</div> <div>Sponsorships from mental health organizations</div>	

