FollowUp - Mental Health Care Providers

PROBLEM Mental health care has a slow	SOLUTION Leverage the devices that patients already have to let them improve their own treatment	UNIQUE VALUE PROPOSITION Foster patient engagement to help predict and prevent missed appointments and increase the efficiency of mental health care overall. HIGH-LEVEL CONCEPT A Fitbit for mental health		UNFAIR ADVANTAGE A design conceived and developed with the doctors who will be using it (Will have been) Tested and proven in the field	CUSTOMER SEGMENTS Psychiatrists
and inprecise feedback loop					General Practitioners Mental Health Care Personnel
EXISTING ALTERNATIVES Patient self diagnosis Paper records	KEY METRICS Care providers using the software per day Patients using the software per day			CHANNELS Word of mouth Talk to potential customers personally	EARLY ADOPTERS Care providers who want to help design the future of mental health care
COST STRUCTURE			REVENUE STREAMS		
Software development			Subscriptions to software and support services		
Software hosting					
Support services					

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