

## FollowUp - Mental Health Care Providers

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