

Axonic Health - Mental Health Care Providers

<b>PROBLEM</b>  Mental health care has a slow and inprecise feedback loop	<b>SOLUTION</b>  Leverage the devices that patients already have to let them improve their own treatment	<b>UNIQUE VALUE PROPOSITION</b>  Bringing mental healthcare into the modern age of communication	<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>EARLY ADOPTERS</b>  Care providers who want to help design the future of mental health care
<b>COST STRUCTURE</b>  Software development  Software hosting  Support services			<b>REVENUE STREAMS</b>  Subscriptions to software and support services	

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