

Proposal of Project Angel

Your Personalised Mental Health Application

Presented by CMSC Solution Limited
2024 December 12



EXISTING PROBLEM

Hong Kong's long psychiatric waiting times and low psychiatrist ratios are contributing to a mental health crisis, **necessitating urgent action to enhance support and reduce stigma.**

3 Consecutive Years

Ranking at the bottom of Asia-Pacific region in **mental health index**

only 7 Psychiatrists

are serving **an average of 100,000 citizens** in Hong Kong.

10 Months

Waiting time for psychiatric cases in Hong Kong





Project Angel



Project Angel

"Experience personalised, confidential mental health support anytime with Project Angel – an AI chatbot mobile application refined by psychiatrists and counselors, providing 24/7 assistance for your long-term well-being."

PROPOSED SOLUTION

Project Angel is a personalised mental health mobile application, providing 24/7 AI-powered mental health support, alleviating stress from insufficient psychiatrists.



Around the Clock

Provide **24/7 support** and **long-term engagement** without waiting for a human counsellor.



AI-Powered Personalisation

Provide **tailored interactions** using **advanced AI**, surpassing the generic responses of human-dependent services.



Confidential Environment

Ensures **complete privacy**, encouraging users to seek help without the stigma associated with traditional services.

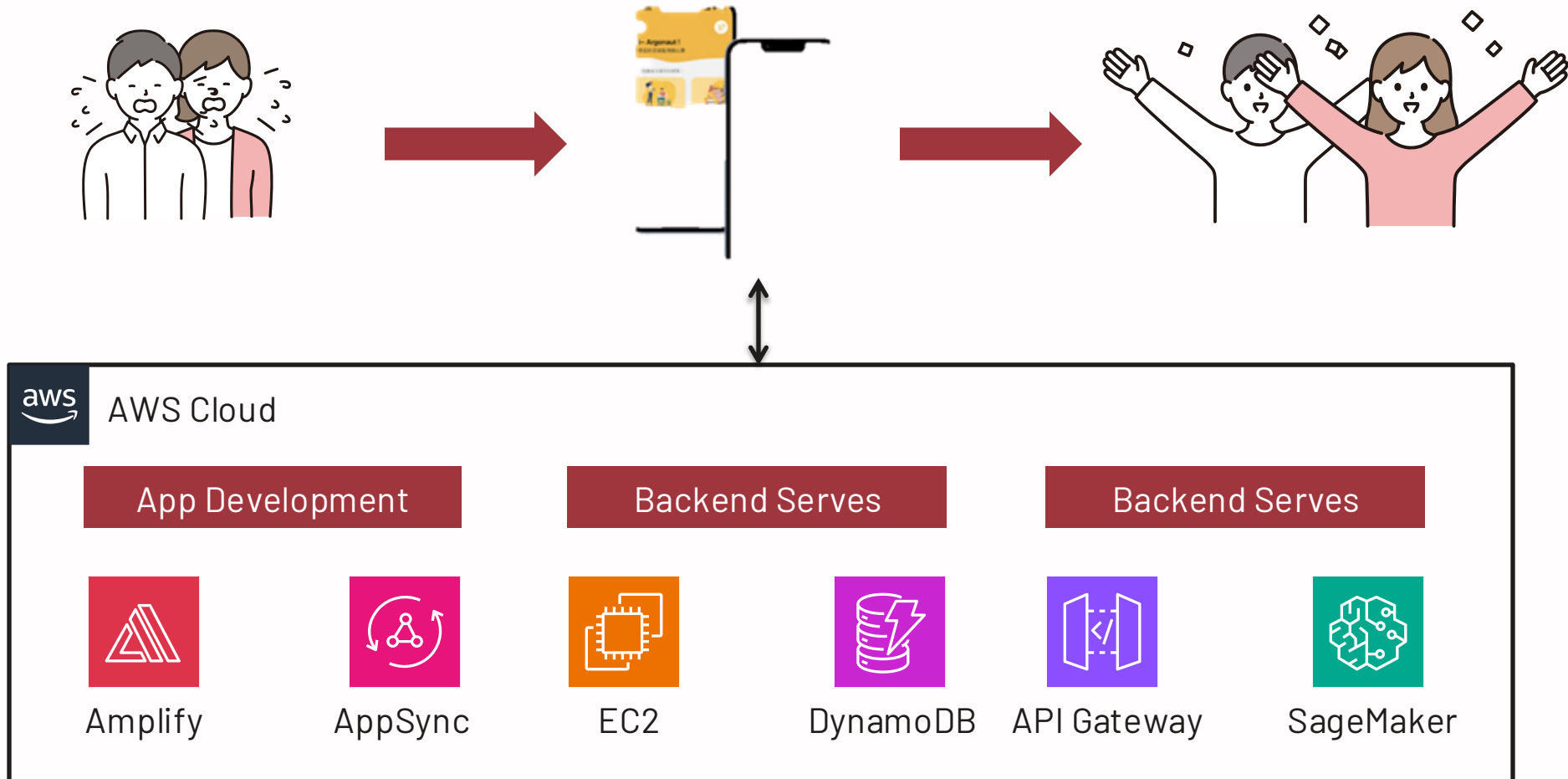


Scalability and Accessibility

Assist **multiple users simultaneously**, unlike existing mental health services that rely on limited human resources.

PROPOSED SOLUTION

Project Angel is not only your counsellor but also acts as a close friend. It is backed by cloud services for its development and operations.



PROJECT SCOPE

The project's success hinges on technical feasibility, user willingness for AI support, data availability, regulatory compliance, and strong stakeholder support for funding and resources.

(1) General

- a. Project management and documentations
- b. Use case development
- c. Conducting User Acceptance Tests
- d. Marketing promotion

(2) Mobile Application

- a. Creation of a multilingual, user-friendly application interface
- b. Integration of a LLM for real-time, personalised counselling
- c. Development of a mental health tracking system for users

(3) Large Language Model

- a. One-off fine-tuning a LLM with psychological therapy datasets
- b. Refining the LLM with professional psychologists and counsellors
- c. Ensuring ethical standards and cultural sensitivity in AI interactions

(4) Maintenance Support Service

- a. Guarantee of operation for at least one (1) year under Defects Liability Period
- b. Resolution of functional bugs and security vulnerabilities



Key Assumptions and Risks

KEY ASSUMPTIONS

By establishing these foundational assumptions, the project aims to create a robust framework that supports effective implementation and fosters user trust in AI-driven mental health solutions.

Technical Feasibility



LLM can be effectively fine-tuned for therapeutic conversations while maintaining ethics.

User Willingness



Individuals are open to using AI chatbots for mental health support.

Data Availability



Adequate psychological therapy data is accessible for training.

Regulatory Compliance



The project meets all legal requirements related to data privacy, mental health services, and AI deployment.

EXPECTED RISKS

The project is expected to face various challenges, but overall, we are optimistic about the identified risks and have proposed several solutions to accelerate and mitigate their impact.



Potential Investors: Project Angel may attract interest from mental health organisations and institutions seeking to collaborate.

- ✓ Actively engage with mental health organisations and institutions.



Lack of User Interest in the Product: Insufficient interest from potential users in adopting the mental health application, particularly in engaging with an AI.

- ✓ Research and understand potential users' needs and concerns regarding an AI-driven mental health application.



LLM Hallucination: Undermine user trust and the effectiveness of the service, potentially leading to negative user experiences and lower adoption rates.

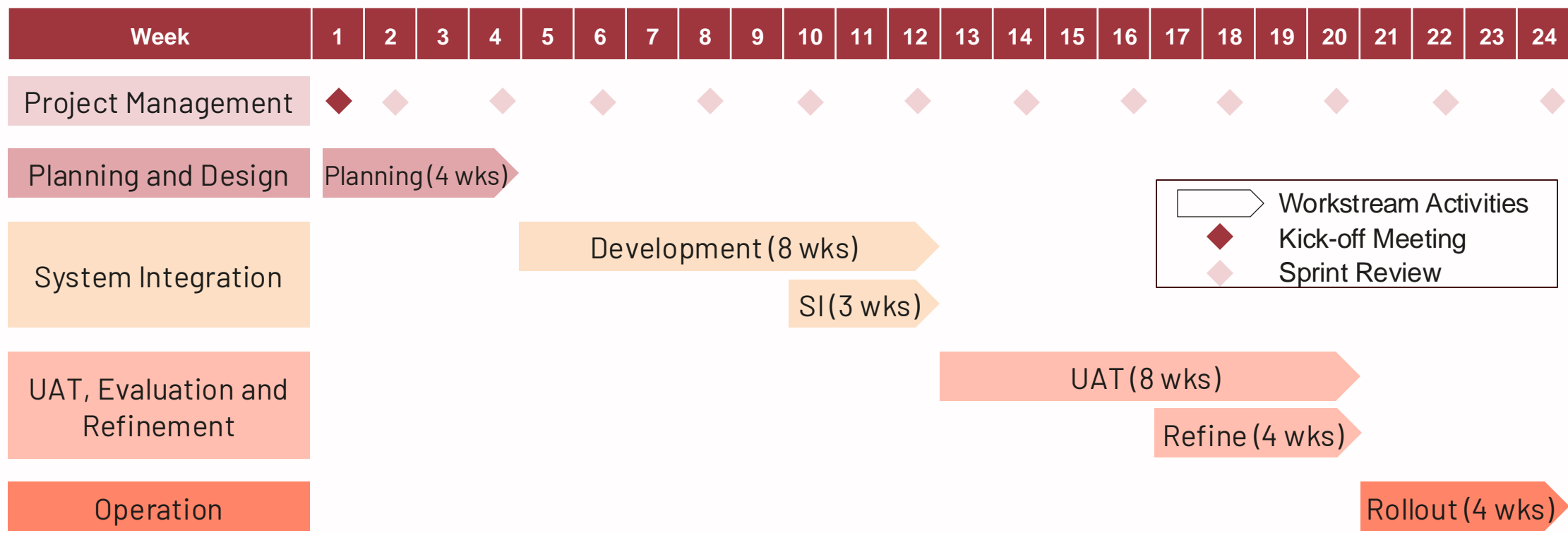
- ✓ Implement a strategy of extensive fine-tuning and prompt engineering.



Proposed Schedule and Budget

PROPOSED HIGH LEVEL TIMELINE

The project is estimated for a period of 6 months, scheduled from December 2024 to May 2025. Each milestone is expected to be met for the experienced team members.



COST ESTIMATION

The project is projected to spend 1 million on development, which will be fully covered by the project funding.

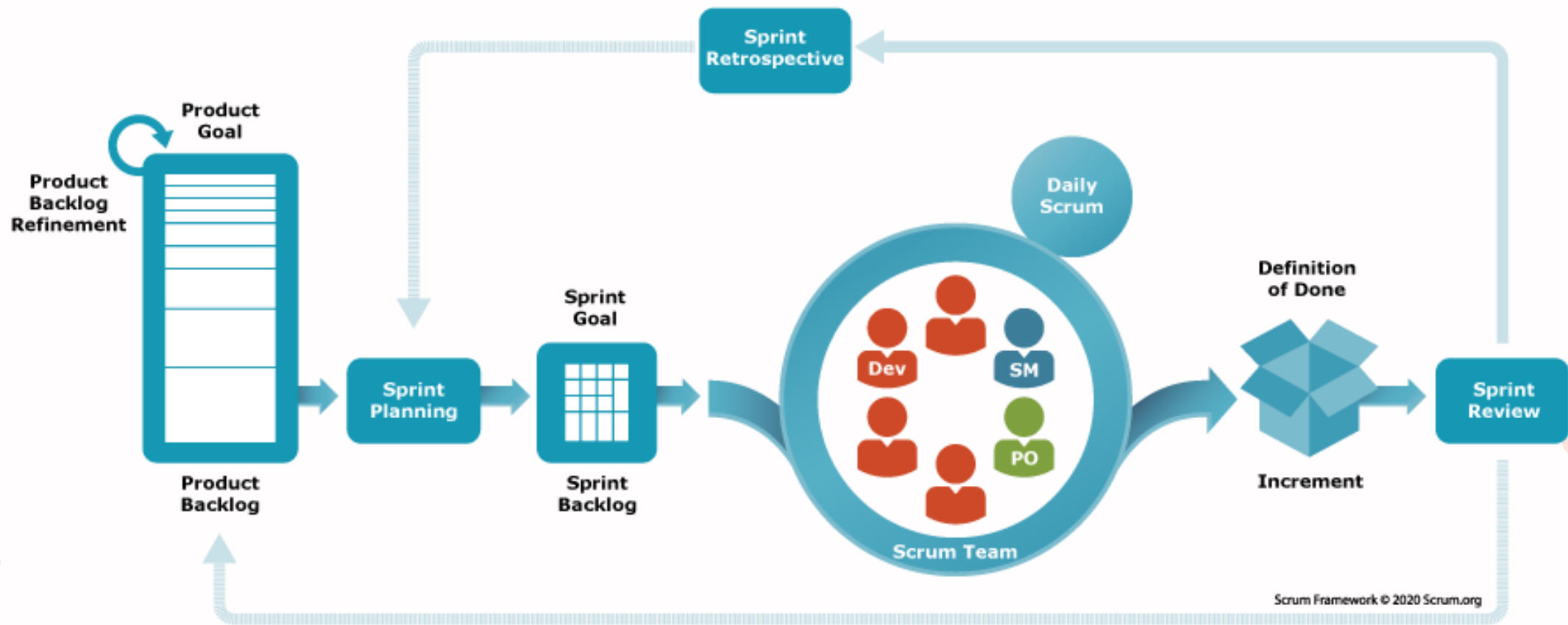
Description	Unit Cost (HK\$)	QTY	Total Cost (HK\$)
Personnel			
- 300 man-days for Development	500,000	1	500,000
- 20 man-days for DLP	30,000	1	30,000
Materials			
- Data Acquisition	30,000	1	30,000
Operation			
- One-off LLM fine-tuning	50,000	1	50,000
- Server hosting per month	10,000	18	180,000
Miscellaneous			
- Cybersecurity audit	30,000	1	30,000
- Licences and subscriptions	20,000	1	20,000
- Psychologist consultancy	70,000	1	70,000
- Marketing and outreach for UAT	30,000	1	30,000
- Contingency fund	60,000	1	60,000
Net-Total			\$1,000,000



Project Approach

IMPLEMENTATION APPROACH

A **2-week sprint** will be adopted for development, allowing for more iterative development and continuous improvement based on expert insights. The **product backlog**, **sprint backlog**, and **(potential) increments** are the major artifacts produced in each loop.



SCRUM ARTIFACTS

We emphasise transparency, inspection, and adaptation in each Sprint, and Jira is helping us to make this possible.

Jira

Your work

Projects

Filter

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Create

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9+

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Beyond Gravity

Software project

PLANNING

Lunar Rover

Board

Roadmap

Backlog

Active sprint

Reports

Issues

Components

DEVELOPMENT

Code

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Releases

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Add shortcut

Project settings

You're in a company-managed project

Learn more

Projects / Beyond Gravity

Backlog

+3

Epic

Label

Type

Insights

Sprint 3

8 Dec - 19 Dec (8 issues)

32+0

Complete sprint

NUC-344	Optimize experience for mobile web	BILLING	TO DO	2	
NUC-360	Onboard workout options (OWO)	ACCOUNTS	TO DO	1	
NUC-337	Multi-dest search UI mobileweb	ACCOUNTS	TO DO	5	
NUC-339	Billing system integration - frontend	AWS SPIKE	TO DO	3	
NUC-340	Account settings defaults	ACCOUNTS	TO DO	4	
NUC-341	Quick payment	FEEDBACK	TO DO	2	
NUC-342	Fast trip search	ACCOUNTS	TO DO	1	
NUC-335	Affelite links integration - frontend	BILLING	TO DO	2	

Create issue

Sprint 3

8 Dec - 19 Dec (4 issues)

32+0

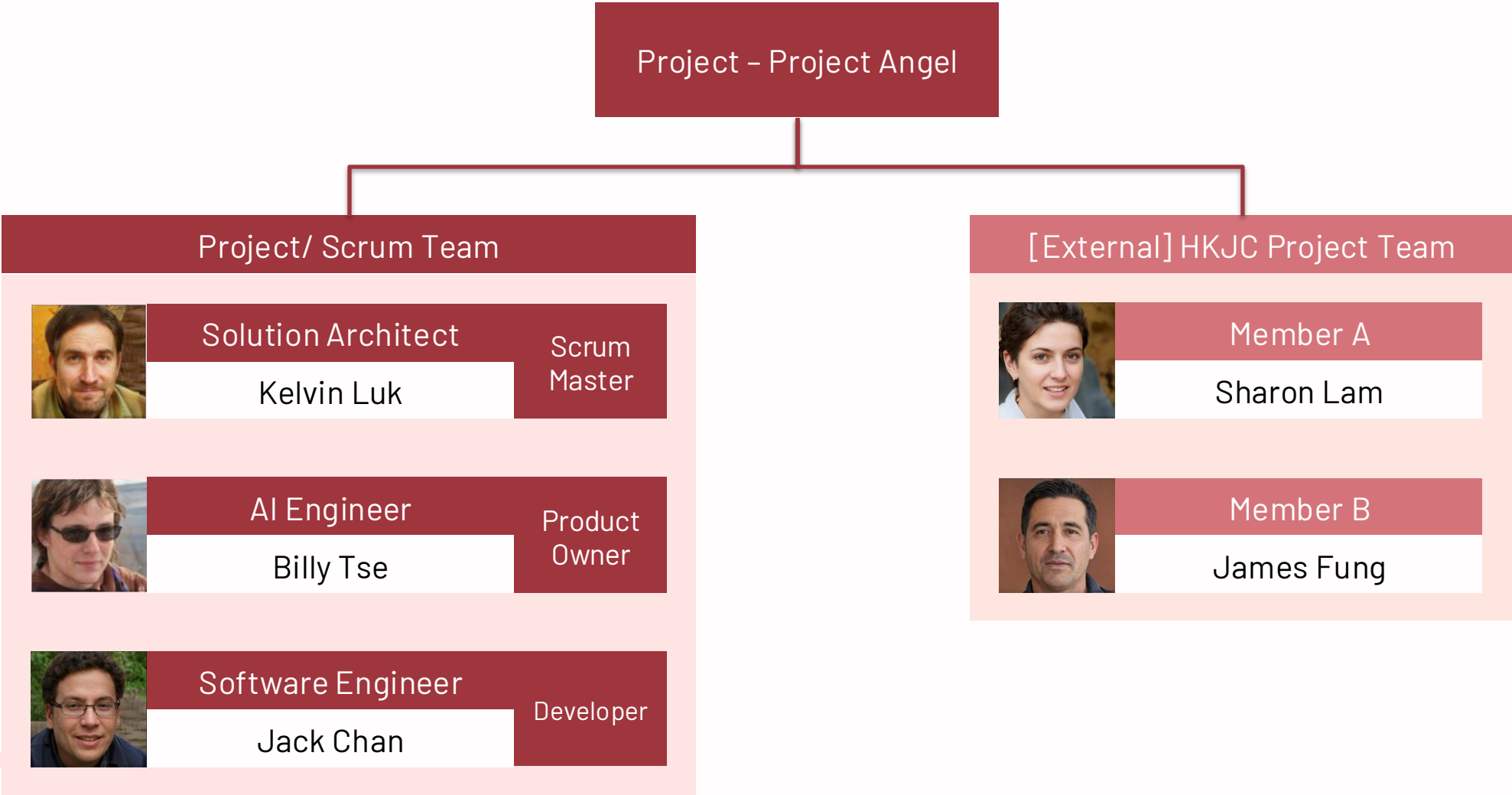
Complete sprint

NUC-336	Quick booking for accomodation	FORMS	TO DO	1	
NUC-346	Adapt web app no new payments	FORMS	TO DO	2	
NUC-343	Fluid booking on tablets	FEEDBACK	TO DO	3	
NUC-354	Shopping cart purchasing error	FORMS	TO DO	4	

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PROPOSED PROJECT/ SCRUM TEAM STRUCTURE

Apart from CMSC Solution Limited, the project involves a project team from HKJC to monitor development progress, provide subject matter expertise, and ensure the project meets the acceptance criteria.



Thanks!

The project idea is modified from a REAL project "**Project Angel**", with the consent of Billy Tse (a member of the project development team).

CREDITS: [Project Ange](#), [Slidesgo](#), [Flaticon](#), [Freepik](#)

FOUNDED BY
ANCHORA
HONG KONG SINCE 2014

Always Near,
Always Here

<PROJECT
ANGEL/>

24/7 Online
Personal Counselor

Keeps your secrets
confidential

Supports
26 Languages

Self-developed mental
tracking system

Virtual missions
with real rewards





Our **Technology**

✓ Large language models trained with over 300,000
real psychological therapy data sets

✓ Three primary counseling methods: Cognitive Behavioral Therapy (CBT),
Emotional Regulation Therapy (ERT), Metacognitive Therapy (MCT)

✓ User-based advanced graph retrieval augmented generation
to achieve truly personalized counseling

Our **Missions**

Until 2024, the **work pressure** and **mental health** situation in **Chinese-speaking regions** continue to be **poor**, with Hong Kong's mental and physical health index **ranking last** in the Asia-Pacific region for **three consecutive years**. Numerous surveys show that the **public places great importance on mental health**, but due to **social stigma** and **treatment costs**, many **hesitate to seek help**.

In the **international market**, mental health apps like Calm, Talkspace, and Headspace have achieved **significant success**, but there is still a **lack of services in local and Chinese-speaking regions**. Therefore, **we need Project Angel** to provide everyone with a **private mental space**, allowing you to share your worries and anxieties **anytime** and **anywhere**, offering **personalized advice** based on your situation, helping you gradually regain your **mental and physical health**.



Website



Instagram



Project Angel (Founded by Anchora Tech.)
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Q&A

