## PROBLEM

- Short memory retention capacity
- Shortage of data recording day-to-day symptoms
- Perusing health records is a tedious task
- Diagnosis extended since patients forget symptoms

### EXISTING ALTERNATIVES

- Note taking apps
- Recording patient visits (either manually or via custom software)

## SOLUTION

- Voice-based, daily note taking
- Automated data collection & summarized visualizations
- Daily collection of data inherently builds a large dataset

## KEY METRICS

- Number of users
- Time spent on the app (DAU/MAU)
- Premium subscriptions sold
- Data Sales

## UNIQUE VALUE PROPOSITION

- Audio input is easier to provide, and more readily available from people feeling low, or ill.
- Availability of virtual therapist 24/7/365 & fun activities to cheer patients up.
- Visualization of medical history is easier to contemplate, thus aiding diagnosis and faster recovery for patients.
- Enriched dataset of audio & text along with emotions, and detected symptoms

### HIGH-LEVEL CONCEPT

TYLER is essentially an intelligent note-taking app that aims to aid doctors in diagnosis and patients in a quicker recovery.

## UNFAIR ADVANTAGE

- Users simply need to record how their day was, and TYLER's intelligence will make the necessary inferences.
- Doctors don't need to pay, like they had to, in case they build a custom software.

## CHANNELS

- Word of mouth
- User referrals
- PR

## CUSTOMER SEGMENTS

- Patients
- Doctors
- Researchers

### EARLY ADOPTERS

- Teens and adults (18+)
- General Physicians
- Indian Mental Health And Research Centre
- Therapists

## COST STRUCTURE

- Product Development & Hosting
- Advertising & Salaries

## REVENUE STREAMS

- Selling medical data to research organizations & hospitals
- Premium account fees from user, wherein, user can schedule online therapy session with a virtual therapist