

***World's #1 Culturally  
Competent Mental  
Health Care***



I'm beside you

***AI To Elevate the Future of Human Understanding***

**KANIKA UPADHYAY**



# Mental Health Solution using cutting-edge AI

We Get You, We Got You !

## VISION

The whole society becomes a school through revolutionary tech

## MISSION

Global expansion Democratize Personalized, Professional service (to reduce disparity, save all tier people)

## BUSINESS TYPE

B2C|B2B

## PRODUCT CATEGORIES

### PRODUCT



#### Therawin App

- Individual Therapy
- Couples Therapy

**\*Focused towards Indian and Japanese Immigrants**

## MILESTONES



200+  
patents

\$4M  
Funded

\$1Bn government  
grant budget

Finalist-  
SXSW'22

## VALUE PROPOSITION

- mental health detection AI compatible
- with free talk
- 24\*7 365 days support
- Multilingual support
- Immigrant friendly
- Affordable pricing (\$150/therapy)

## ENTERPRISE CLIENTS



mainly in  
Japan now

## ACADEMIC PARTNERSHIPS



浜松医科大学

Hamamatsu University School of Medicine



# Target User Segment

## PRODUCT I: Therawin App (AI-Driven Therapy for Immigrants)

### Immigrant individual seeking therapy



- Age: 30
- Annual Income: \$40,000
- Location: New York City, USA

*It's challenging to find a therapist who understands my cultural background and speaks my native language. Therapy sessions are expensive, and I often feel isolated because of the cultural gap*

**Emma Garcia**

#### PAIN POINTS

- **Cultural and Language Barriers:** Difficulty finding therapists familiar with cultural nuances and language.
- **High Therapy Costs:** For immigrants without health insurance.
- **Limited Access:** Scarcity of mental health services.
- **Stigma:** Cultural stigma around seeking help is discouraging.

#### GOALS

- **Access to Culturally Competent Therapy:** Find therapists who understand their cultural and linguistic needs.
- **Affordable Mental Health Support and therapy solutions**

#### EXPECTATIONS

- **Finding the Right Therapist:**
- **Managing the cost of therapy, dealing with financial constraints.**

### Immigrant Therapist with Cultural Competence



- Age: 30
- Annual Income: \$40,000
- Location: New York City, USA

*I want to reach more clients who need culturally sensitive therapy but struggle with finding the right platform to connect with them. Managing appointments and payments is also challenging.*

**Maria Lopez**

#### PAIN POINTS

- **Client Acquisition:** Difficulty in reaching potential clients who need culturally competent therapy.
- **Platform Limitations:** Lack of specialized platforms
- **Revenue Management:** Challenges with appointment scheduling and financial transactions.

#### GOALS

- **Expand Client Base:** Connect with more clients.
- **Streamline Operations:** Simplify appointment scheduling and payment processes.

#### EXPECTATIONS

- **Platform Visibility:** Difficulty in standing out in crowded market.
- **Operational Efficiency:** Managing administrative tasks alongside.

# Target User Segment

## PRODUCT II : Multimodal Video Analytics Technology for Human-to-Human Communication Monitoring

### HR Manager in a Multinational Corporation



Jane Smith

- Age: 38
- Annual Salary: \$100,000
- Location: Tokyo, Japan

*We need deeper insights into employee engagement and well-being beyond basic productivity metrics. Current tools don't capture the full picture of how our employees communicate and feel, in remote work environments.*

#### PAIN POINTS

- **Inadequate Insight:** Existing tools don't provide comprehensive emotional and communication data.
- **Remote Work Challenges:** Difficulty assessing team dynamics
- **Cultural Diversity:** Need for tools that accommodate diverse communication styles.

#### GOALS

- **Enhance Employee Engagement:** Gain a better understanding of employee well-being and engagement.
- **Improve Retention:** Identify and address potential burnout.

#### EXPECTATIONS

- **Comprehensive Data Collection:** detailed insights into employee interactions.
- **Integration:** New tools with existing HR systems

### Clinical Psychologist in a Healthcare Organization



Anna Green

- Age: 34
- Annual Salary: \$90,000
- Location: Rochester, USA

*Assessing mental health through brief interactions is challenging. We need technology that can help us track subtle communication cues and emotional states more effectively to provide better care.*

#### PAIN POINTS

- **Subjective Assessments:** Current tools lack objectivity.
- **Non-Verbal Cues:** Difficulty capturing and analyzing non-verbal communication indicators.
- **Diagnostic Support:** Need for tools to enhance diagnostic accuracy and patient care.

#### GOALS

- **Enhanced Assessment:** Utilize technology to gain deeper insights into patient emotions and behaviours.

#### EXPECTATIONS

- **Integration with Practice:** Incorporating new technology into established clinical routines.
- **Cost:** Budget constraints for adopting new technologies.

# Pain Point Prioritisation and Solution mapping

Primary Survey (35 users) and RICE Matrix Scoring

## PRIMARY SURVEY

35 potential clients: Average age 38

20 immigrants, 5 Therapists, 5 Healthcare workers, 5 recruiters

IMMIGRANTS



reported difficulty finding culturally competent therapists.



expressed concern over therapy costs



noted stigma around seeking therapy

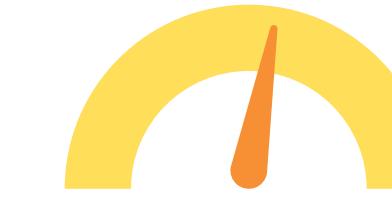


reported frustration with scheduling due to time zone differences.

THERAPISTS AND HEALTH CARE WORKERS



expressed difficulty in acquiring culturally relevant clients

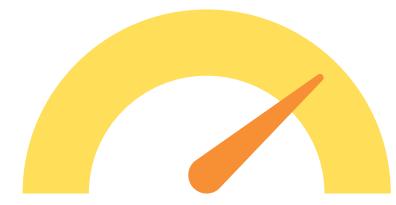


would like to leverage AI for diagnosis

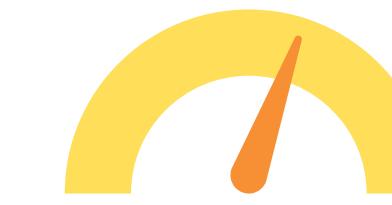


said they spend excessive time managing administrative tasks like scheduling and payments.

RECRUITERS



lacked real-time mental health insights into their workforce



faced challenges detecting early signs of burnout



struggled with employee turnover due to unrecognized mental health issues

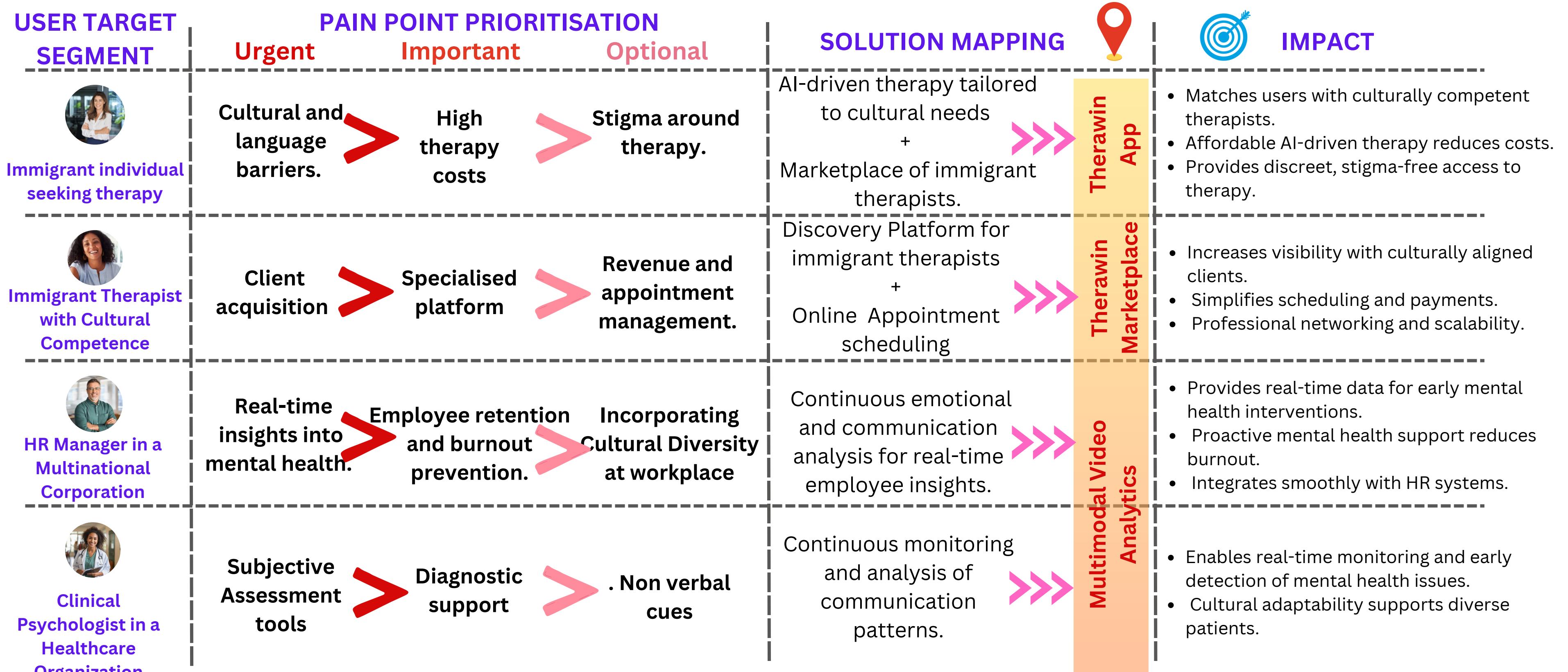
## RICE MATRIX

(R\*I\*C)/E

RICE (Reach, Impact, Confidence, Effort) framework. This allows us to quantify which issues will create the highest value and should therefore be addressed immediately

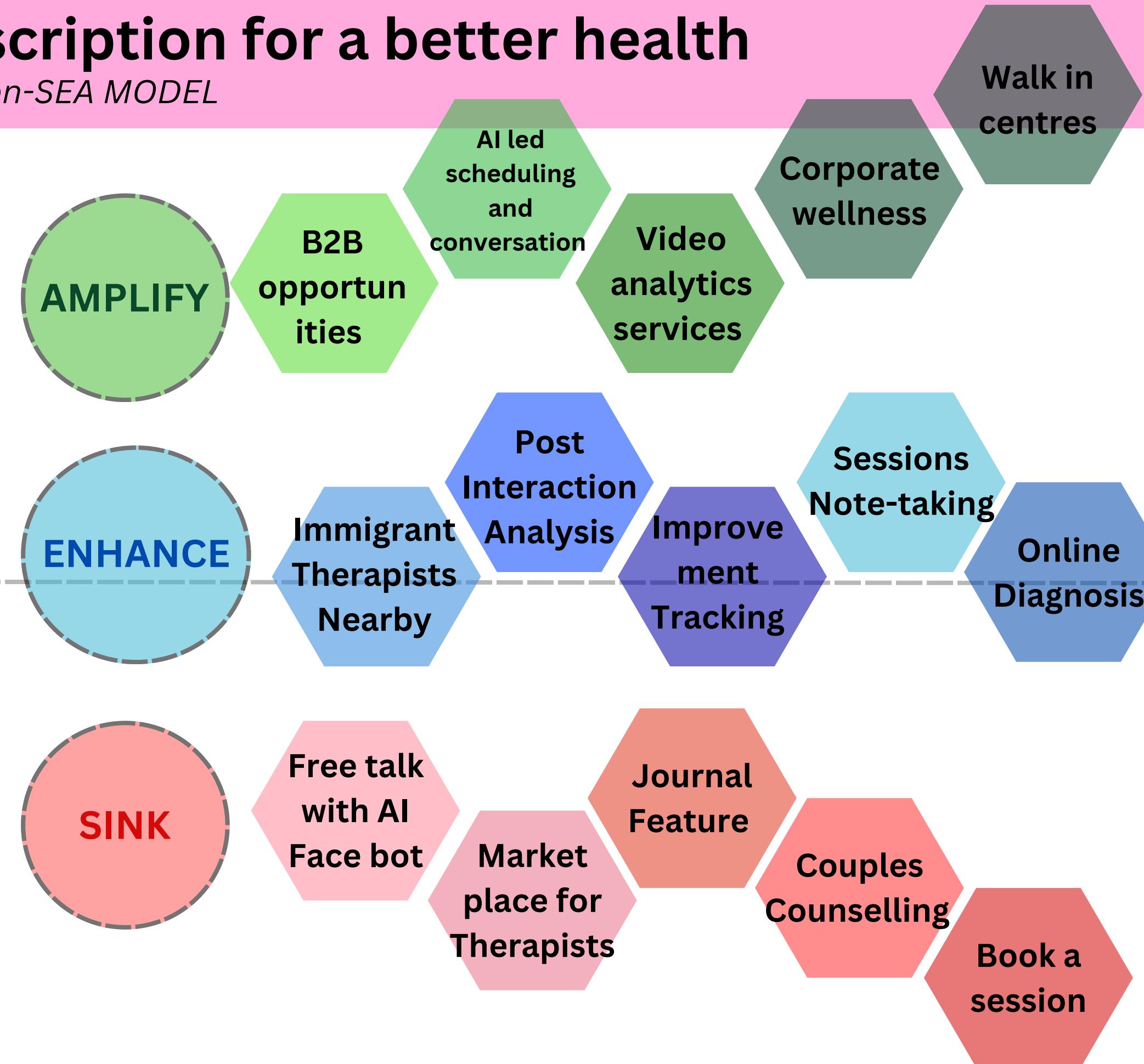
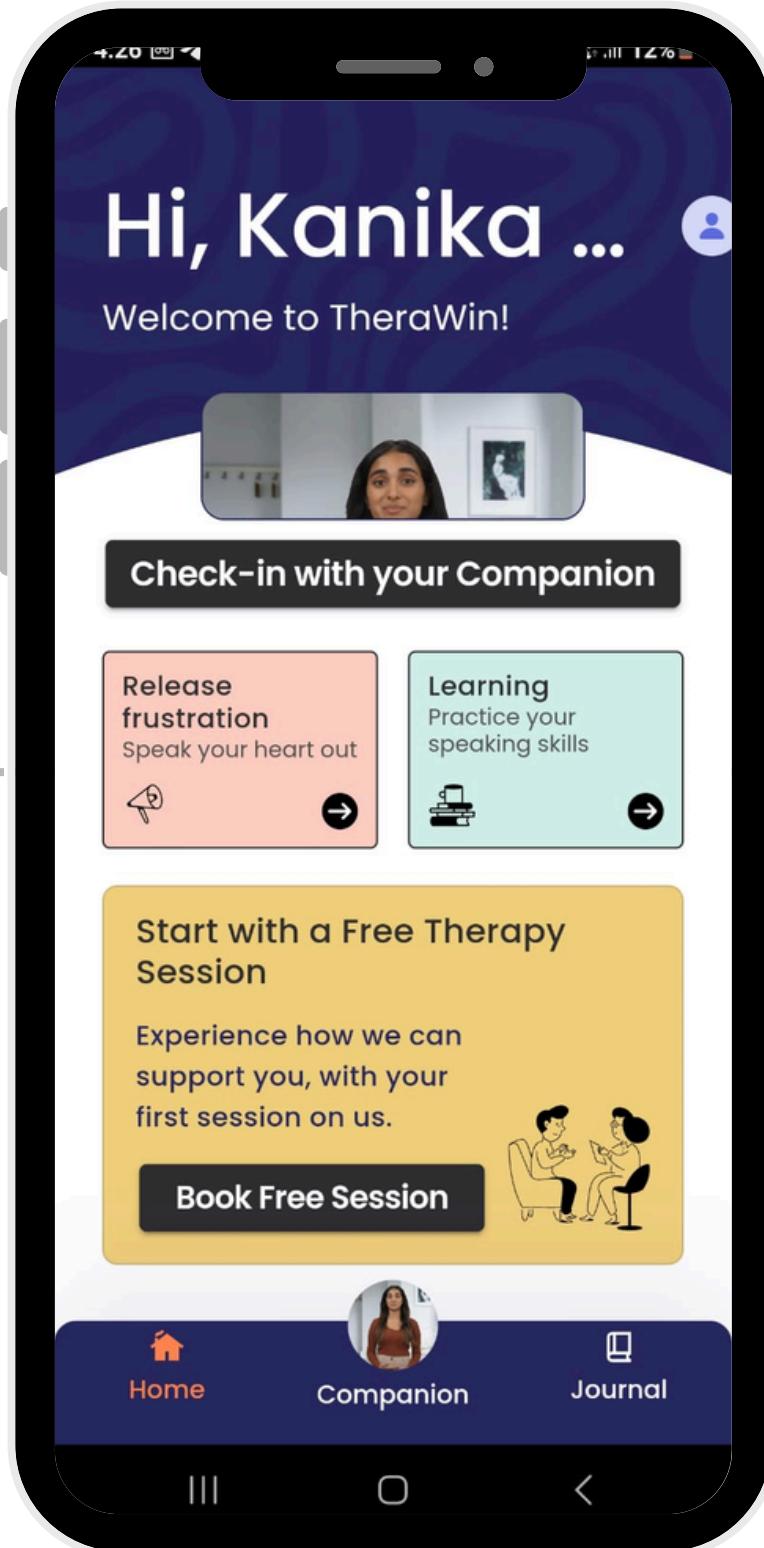
Pain Point	R	I	C	E	(R*I*C)/E
Cultural barriers in therapy access	5	5	5	4	31.25
High cost of therapy	5	4	4	3	26.67
Difficulty acquiring culturally relevant clients	4	4	4	3	21.33
Scheduling burden	3	3	5	4	11.33
Lack of employee mental health insights	4	4	4	3	21.33

# Pain Point Prioritisation and Solution mapping



# Our solution description for a better health

Analysing our current solution-SEA MODEL



## UNTAPPED

Not discovered effectively by 'AI in Mental Health'

*These features must be introduced, though at a later stage*



## POTENTIAL

Better areas to focus on for greater opportunities in market



## CLUTTER ALERT

Good for Starting out but difficult to establish as USP



# Pre Launch and Launch Stage : ROADMAP

GTM Strategy- Step 1

Mode of Entry : Partnerships		Months 1-5	We need to establish partnerships with potential clients and stakeholders	Course of action to condense these partnerships			
ORGANISATION	PRIME TARGETS		EVENTS				
Immigrant Support Organizations	 U.S. Citizenship and Immigration Services  RCUSA Refugee Council USA  JAPAN CENTER FOR INTERNATIONAL EXCHANGE 		<ul style="list-style-type: none"> <li>1. Joint workshops</li> <li>2. mental health awareness campaigns</li> </ul>	 Develop formal partnership agreements outlining mutual goals, responsibilities, and benefits.			
Mental Health Institutions	 MASSACHUSETTS GENERAL HOSPITAL  National Institute of Mental Health 		<ul style="list-style-type: none"> <li>1. Joint workshops,</li> <li>2. University Visits</li> </ul>	 Co-create content that is culturally relevant and of mutual interest			
Therapists' Associations	 AMERICAN PSYCHOLOGICAL ASSOCIATION 		<ul style="list-style-type: none"> <li>1. Conventions</li> <li>2. Offline campaigns</li> <li>3. mental health awareness campaigns</li> </ul>	 Referral programs through partner programs can: free initial consultations, discounts on therapy sessions.			
Cultural and Community Centres	 Indian American Community Services 	<ul style="list-style-type: none"> <li>• Swaminarayan Akshardham mandir in New Jersey</li> <li>• Temples</li> <li>• Japanese Temples</li> </ul>	<ul style="list-style-type: none"> <li>1. Informal sessions</li> <li>2. Celebrations</li> </ul>	 Establish Feedback Loops with Partners for app testing and improvement			
INTRODUCTION	USER PERSONA	PAIN POINT PRIORITISATION	PRODUCT ANALYSIS	GO-TO-MARKET STRATEGY	SWOT ANALYSIS	MARKET SIZE	CONCLUSION

# Pre Launch and Launch Stage : ROADMAP

GTM Strategy- Step 1

## Product finalisation and User Testing

Months 6-8

### Key features :

- AI Facebot for Therapy
- Therapists Marketplace
- Free session booking
- Paid Therapy booking
- Video Analysis



### Remarks:

- Should have interactive UI
- Decide and integrate KPIs

\*Upon reaching this stage of Product development, we will start User Testing, Feedback Collection and Improvement in 3 ITERATIONS \*

### USER TESTING

- Beta testing
- A/B Testing
- Surveys
- Websites

### IMPROVEMENT

- Bugs and errors
- Features
- UI

**3**

### FEEDBACK COLLECTION

- Surveys
- Websites

INTRODUCTION

USER PERSONA

PAIN POINT  
PRIORITISATION

PRODUCT  
ANALYSIS

GO-TO-MARKET  
STRATEGY

SWOT ANALYSIS

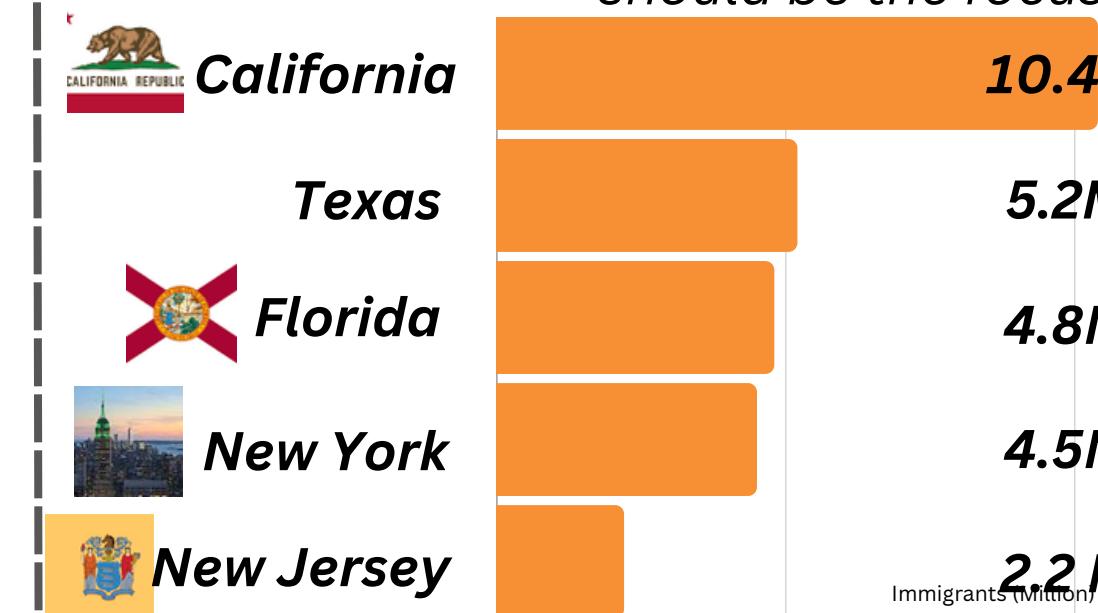
MARKET SIZE

CONCLUSION

## Targeted Marketing Campaigns

Months 9-11

### GEOGRAPHY



### MEDIUM

- Facebook
- Instagram
- WhatsApp
- LINE (for Japanese users)

blogs/ ads/ offline  
campaigns/influencer marketing

### CONTENT

Education  
and  
awareness

Maximum  
number of  
native  
languages

Reliable  
influences  
for  
promotion

## Final pre-launch preparation

Month 12

Server Readiness ,load  
testing and customer care

Ensure smooth functioning  
even after large scale use



Set final monitoring  
analytics in place



Media and PR campaigns

Build excitement



Host Virtual Launch Event

End with a CALL TO ACTION and  
incentives like Early Bird Offer

FINAL LAUNCH

# Next 5 Years : Global Expansion ROADMAP

GTM strategy-Global expansion

## Year 1: Establishing a Strong Foothold in the US

### OBJECTIVE

Achieve significant user adoption among Indian and Japanese immigrants in key US cities

### LOCATIONS

- California
- Texas
- Florida
- New York
- New Jersey

### GROWTH TARGET

**50,000 +**  
app downloads

**0.5 M \$+**  
revenue from  
therapy commission

**5,000+**  
therapists \*70%  
*immigrants*

**500 +**  
Users of Video  
analytics Services

### ACTIONS

- Monetize therapist marketplace through 150\$ /session
- Secure 10 long term partnerships
- Introduce new features based on Analytics and feedback

### KEY METRICS

 **20%** Conversion rate from downloads to booking a call

 **50%** Conversion rate from downloads to opting AI therapy

 **25%** Outreach to adoption of Video analytics services

## Year 2: Expansion to the UK and Canada

### OBJECTIVE

Expanding into the UK and Canada, with a focus on immigrant and student populations

### REASONS

#### Canada

**8 M immigrants**  
20% population

#### UK

**685,000 immigrants**  
16% population

Source: Migration Observatory

### GROWTH TARGET

**200,000 +**  
app downloads

**2.5 M \$+**  
revenue from  
therapy commission

**10,000+**  
therapists

**2,000 +**  
Users of Video  
analytics Services

### ACTIONS

- Free listing by Therapists
- Expand to 15+ partnerships
- Introduce App customisation using available data
- Increase commission % to 15%



### KEY METRICS

 **20%** Conversion rate from downloads to booking a call

 **50%** Conversion rate from downloads to opting AI therapy

 **35%** Outreach to adoption of Video analytics services

# Next 5 Years : Global Expansion ROADMAP

GTM strategy-Global expansion

## Year 3: Entering Australia and New Zealand

### OBJECTIVE

Expand to Australia and New Zealand while improving AI-powered therapy and communication analytics.

### REASONS

#### Australia

494,000 immigrants

30% population

### GROWTH TARGET

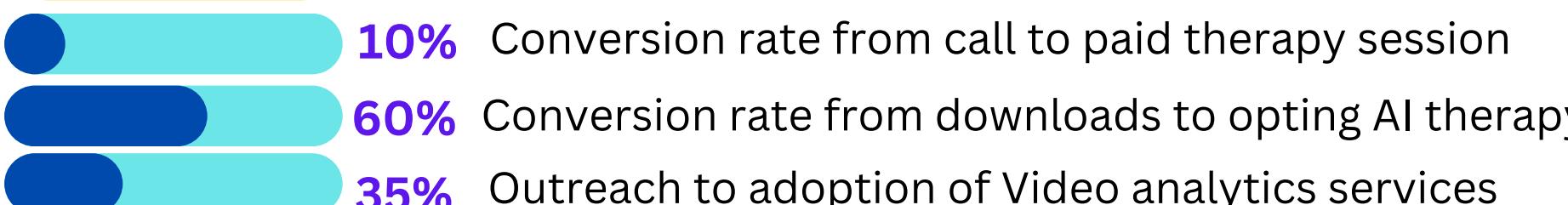
<b>400,000 +</b>	<b>15,000+</b>	<b>250K \$+</b>
app downloads	therapists	Revenue from Therapists marketplace
<b>5.0 M \$+</b>	<b>5,000 +</b>	
revenue from therapy commission	Users of Video analytics Services	

Source: Migration Observatory

### ACTIONS

- Charge for listing Therapists
- Expand to 25+ partnerships
- Improve AI from feedback
- Organise own immigrants meet sessions

### KEY METRICS



## Year 4: Expansion into the Middle East and Southeast Asia

### OBJECTIVE

Launch Therawin services in regions with high expatriate populations, particularly the Middle East and Southeast Asia

### REASONS

The region includes approximately **26 countries** and has a population of about **381 million people**, accounting for **6% of the world's population**

### GROWTH TARGET

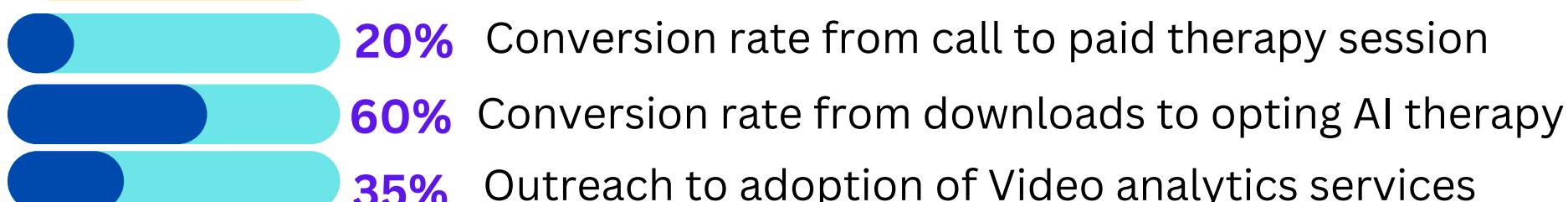
<b>700,000 +</b>	<b>25,000+</b>	<b>300K \$+</b>
app downloads	therapists	Revenue from Therapists marketplace
<b>12.0 M \$+</b>	<b>8,000 +</b>	
revenue from therapy commission	Users of Video analytics Services	

Source: Centre for Study of Middle East

### ACTIONS

- Charge for listing Therapists
- Expand to 30+ partnerships
- Expand to non-migrant population,student population

### KEY METRICS



## GO-TO-MARKET STRATEGY

### INTRODUCTION

### USER PERSONA

### PAIN POINT PRIORITISATION

### PRODUCT ANALYSIS

### SWOT ANALYSIS

### MARKET SIZE

### CONCLUSION

# Next 5 Years : Global Expansion ROADMAP

GTM strategy-Global expansion

## Year 5: Global Scale and Corporate Integrations

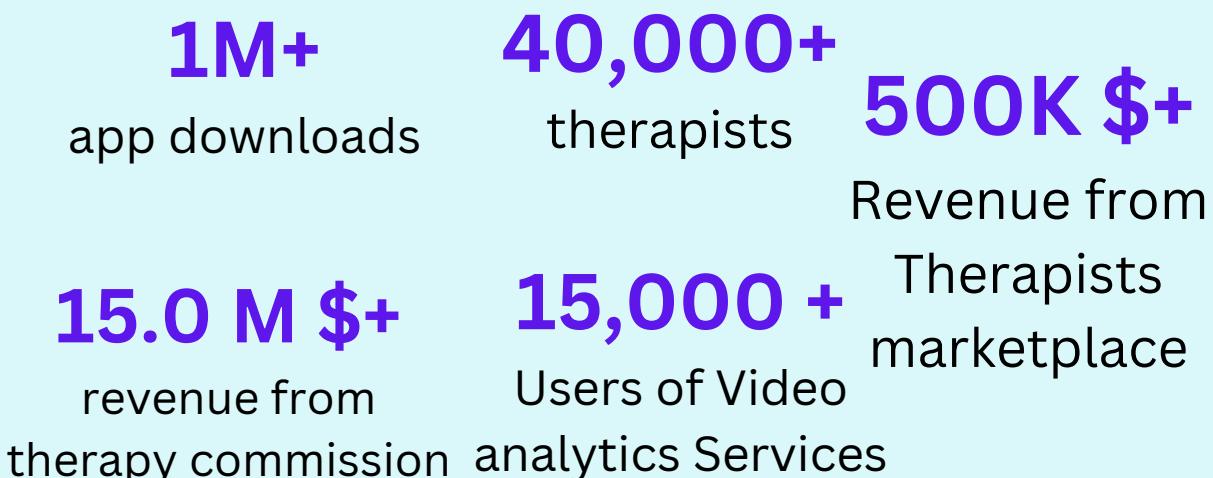
### OBJECTIVE

Become a globally recognized mental health platform, with deep integrations into corporate wellness programs and broad user adoption across multiple continents.

### Expand into

- Europe (Germany, France)
- South America (Brazil, Argentina)

### GROWTH TARGET



Source: Centre for Study of Middle East

### ACTIONS

- Move focus to regions with greater organic traffic of website and app
- Launch campaigns in native languages of newer nations
- Create specialised portal for immigrants and one for general public

### KEY METRICS

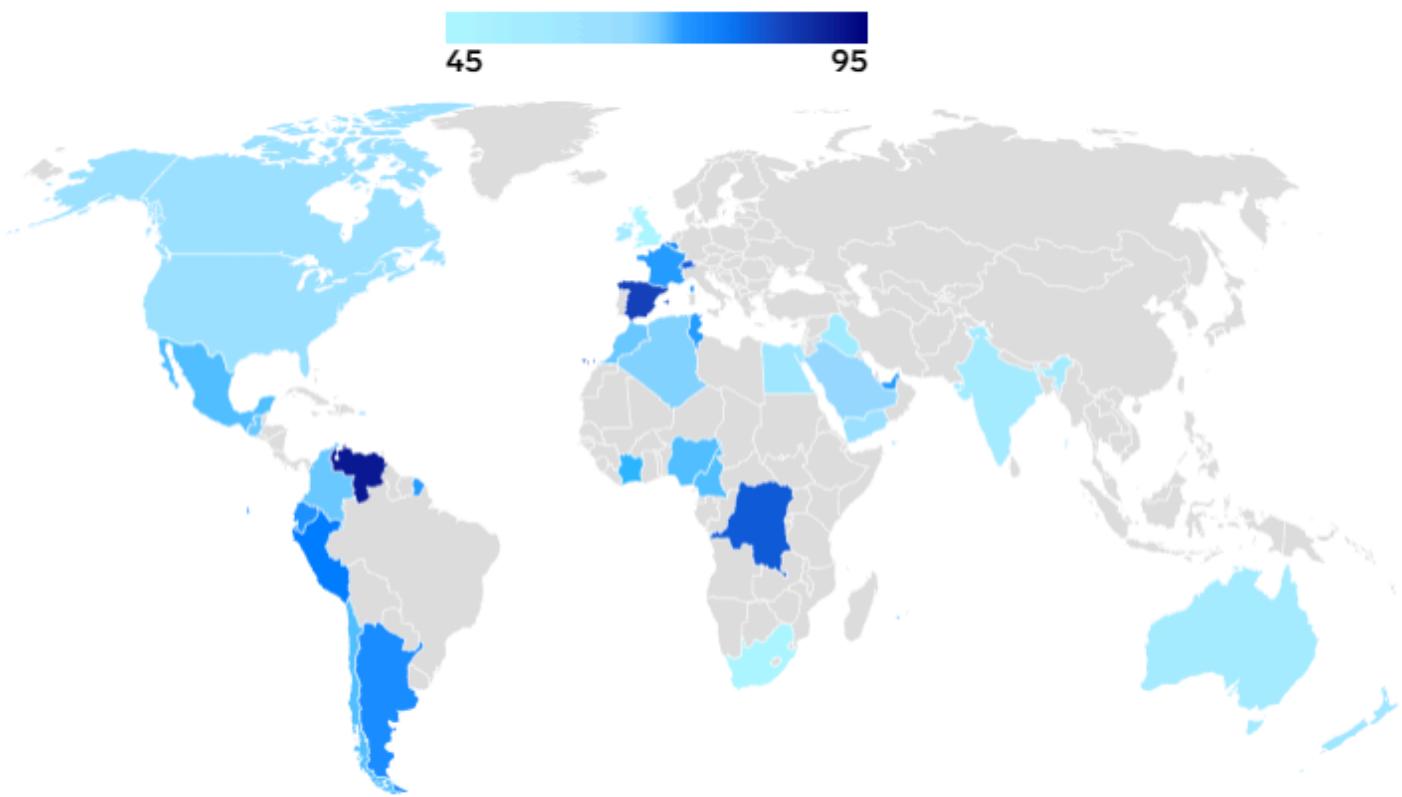
40% Conversion rate from call to paid therapy session

60% Conversion rate from downloads to opting AI therapy

35% Outreach to adoption of Video analytics services

## Further : Shift focus towards countries with bad mental health for greater impact

Enduring to succeeding levels of mental health



Source:BusinessInsider

The Mental Health Quotient (MHQ) survey was designed by Sapien Labs to consider six aspects of overall wellbeing: mood and outlook, the social self, motivation, cognition, adaptability and resilience, and the mind-body connection.

Higher score, better mental health

# SWOT ANALYSIS of proposed GTM Strategy

Analysing Strength, weaknesses, opportunities and threats



## STRENGTHS

- **Niche Target Audience (Indian and Japanese immigrants):** allows for highly tailored marketing and product features.
- **Strong Partnerships:** Planned collaborations with immigrant organizations, NGOs, Mental health institutes and Therapist unions build credibility.
- **Focused geographic location starting from US:** Improves performance, marketing, and operations
- **Gradual expansion into non-immigrant therapy** provides greater customisation opportunity



## WEAKNESSES

- **Limited Initial Geographic Focus:** By focusing only on Indian and Japanese immigrants, the early expansion potential is limited.
- **High Dependence on Partnerships:** A heavy reliance on partnerships for growth may delay market entry if collaborations take longer to finalize.
- **Complex AI Integration and adoption:** The advanced AI and analytics may be difficult to integrate into new markets, slowing down adoption rates .
- **Therapist Recruitment Challenges:** Recruiting immigrant therapists in new regions might require significant time and effort.



## OPPORTUNITIES

- **Growing Demand for Mental Health Solutions:** The increasing awareness of mental health issues globally, particularly among immigrants.
- **AI-Driven Healthcare Adoption:** The healthcare sector is increasingly adopting AI technologies, which positions the product for rapid acceptance by therapists and hospitals.
- **Expansion into Corporate :** Partnering with MNC HRs opens up new revenue streams through corporate wellness initiatives.
- **Global Expansion:** Opportunities exist to expand to new regions with high immigrant populations such as UK, Canada, Europe, the Middle East.
- **Government Support for Immigrant Mental Health**



## THREATS

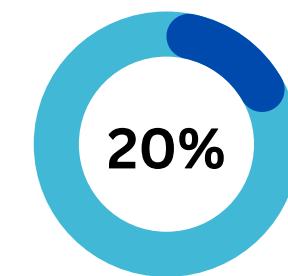
- **Competition from Established Mental Health Apps:** [Mindshift](#), [Happify](#), [Headspace](#)
- **Regulatory and Privacy Concerns:** Different countries have varying regulations on mental health and data privacy, which could delay expansion into certain regions.
- **Cultural Barriers and stigma:** The adoption of mental health apps varies by culture, especially in regions where mental health stigma is prevalent.
- **High User Acquisition Costs:** Marketing and user acquisition costs may be high, especially for a niche market, impacting profitability in the early stages.

# SWOT ANALYSIS of proposed GTM Strategy

KEY strength and obstacle

## Key Obstacle: Recruiting and Retaining Immigrant Therapists

**Limited Pool of Qualified Immigrant Therapists:** A narrow supply of therapists from India and Japan in the U.S. may not meet initial demand



*As per industry data, immigrant therapists constitute less than 20% of mental health professionals, creating a significant supply gap.*



**Regulatory Challenges:** Immigrant therapists face state-specific licensing hurdles in the U.S., which could delay onboarding by 6-12 months.

*Evaluating bodies are established in US for foreign educated counsellors*

**Compensation vs. Affordability:** Offering competitive pay to therapists while keeping user pricing affordable may cause financial strain

**\$79,999** / Annual

Based on 10000 salaries

The average therapist salary in the USA is \$79,999 per year or \$38.46 per hour. Entry level positions start at \$59,196 per year while most experienced workers make up to \$112,190 per year.



Source: Talent.com

*Providing appointments worth 80k \$ to listed therapists is challenging in the beginning and so attracting good therapists to the platform is challenging.*

## Key Strength: AI-Powered Mental Health & Video Analytics

**Scalable AI Solution:** AI enables the app to serve thousands of users without requiring a proportional increase in therapists. This reduces operating costs by 30% compared to traditional therapy apps.

*In 2022, U.S. health care expenditures reached 17.3 percent of the gross domestic product (GDP), which is nearly three times the share of GDP that had been spent on health care in 1970.*

Source: Paragon Health Institute

**Real-Time Mental Health Detection:** Multimodal video analytics monitors

- user behavior
- flagging mental health concerns faster than manual assessments
- improving intervention efficiency

### PATIENTS FEEL :

No judgement

24\*7 ,365 Days support

More comfortable and private

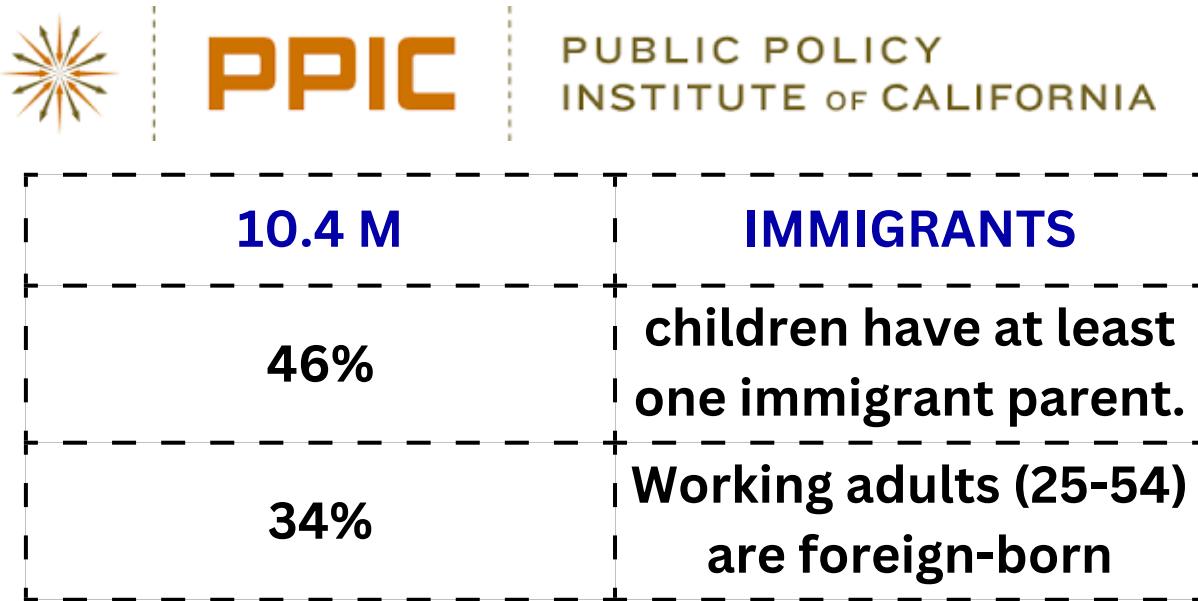


**Real-world analysis suggests that AI-based mental health apps show a 30-50% improvement in early diagnosis and engagement metrics**

# Market Size: SAM

Taking assumptions for Market size calculation

## PRIMARY RESEARCH AND ANALYSIS



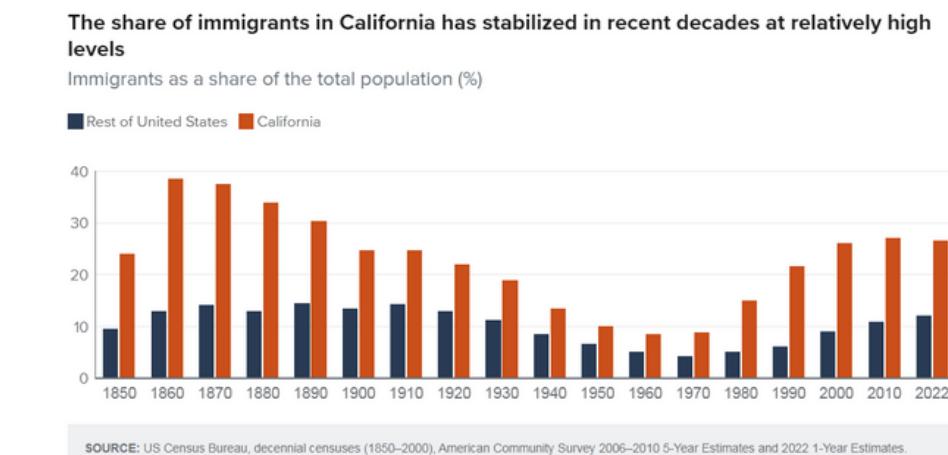
- California has large numbers of immigrants from dozens of countries; the leading countries of origin are Mexico (3.8 million), the Philippines (807,300), China (784,700), **India (580,800)** and Vietnam (521,100).

Source: Public Policy Institute of California

- According to the 2010 census, the largest Japanese American communities were found in California with **272,528**

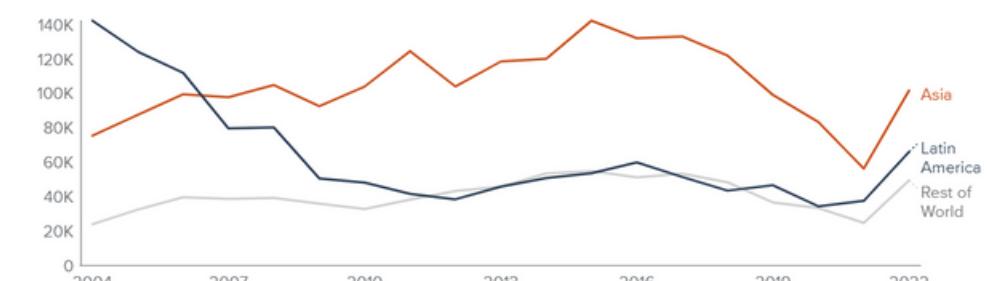
Source: Wikipedia

**TOTAL : 8,53,328**



Asia remains the leading source of recent immigrants to California

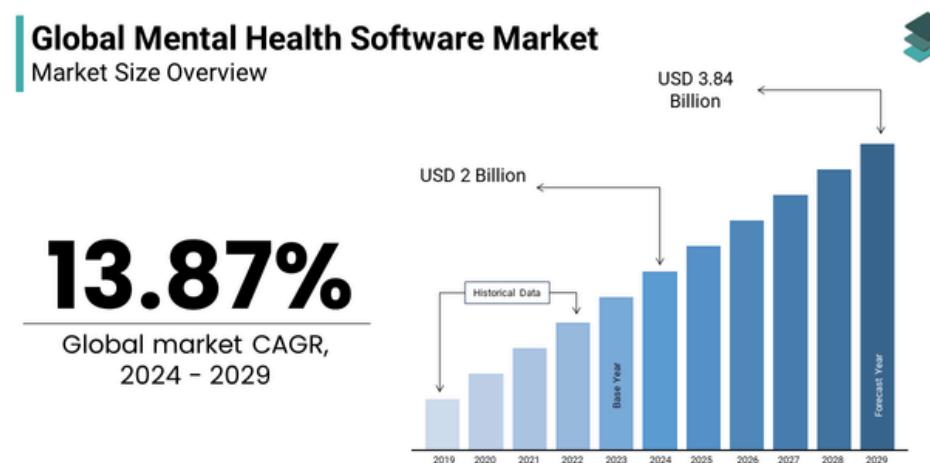
Annual number of immigrants moving to California



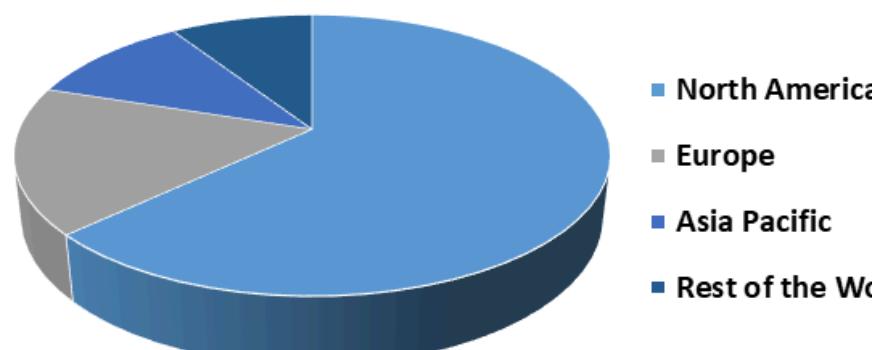
SOURCE: American Community Survey 1-Year Estimates.

NOTES: Annual inflow of persons moving to California from abroad. Based on the country where the person lived 1 year before the survey date.

Source: Public Policy Institute of California



Globally Mental Health Market, by Age Group in 2023 (%)



PRODUCT  
ANALYSIS

GO-TO-MARKET  
STRATEGY

SWOT ANALYSIS

MARKET SIZE

CONCLUSION

**THERAPISIT:1020**

**PATIENTS : 58,212**

Source: Stellar market research

INTRODUCTION USER PERSONA

PAIN POINT  
PRIORITISATION

CONCLUSION

# Market Size: SAM

Revenue Projections for SERVICABLE ADDRESSABLE MARKET

## REVENUE PREDICTION

### ASSUMPTIONS FROM PRIMARY RESEARCH

- Number of Japanese/Indian Immigrants in California: 853,328
- Number of Therapists by FY30: 1,020
- Number of Patients by FY30: 58,212
- Average Cash Therapy Cost: \$150 per session
- Average Number of Sessions per Patient per Year: 10 sessions

- Total Therapy Sessions per Year:  
**58,212 patients×10 sessions=582,120 therapy sessions**
- Total Revenue:  
**582,120 sessions×\$150 per session=\$87,318,000**
- Estimated targeted market size for Japanese and Indian immigrants seeking mental health therapy in California by FY30 is approximately  
**\$87.3 million per year**

## SECONDARY CLAIMS:

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*The global AI in mental health market size*  
**USD 1.13 B in 2023**  
**CAGR :24.10% from 2024 to 2030.**

Source:Grand View Research

# Why now ?



Taboo around Mental Health has always been a major concern and health professionals around the globe have always tried to establish the need to seek professional advice whenever necessary.

The mental health and happiness index of most countries is worse than ever, and we are officially living in the most stressful of times.

But with the changing times, I am glad to find people openly talking about Mental Health, Traumatic experiences and the need to seek professional help without hesitation. With the normalizing of therapy, we are surely headed towards a happier and healthier society.

Similarly, Artificial Intelligence is pacing forward, and we must admit that its integration into all aspects of our lives is a reality not very far away. “AI for good” should hence be everyone’s motto and aim.

What better way to use AI than to address the biggest taboo of Mental Health? Coupling Mental Health and AI, both of which are increasingly being accepted and embraced thus makes a great opportunity!

If there is ever a right time to make affordable Mental Health solutions and Therapy accessible to people, it is now.

**Can't wait to make a difference!**

# Why I'm beside you?

Mental Health and the stigma around it have always been a source of concern for me. Having watched some of my dear ones struggle with anxiety and mental health issues, with no support from professionals because of the taboo, has always bothered me.

Through personal experience, I can vouch for the fact that moving away from home, and travelling miles to pursue our dreams and build careers often leaves us lonely and clueless. The amount of anxiety, stress and homesickness felt after we are left alone to cope with huge cultural shift, leave alone the food , weather and people, is much needed to be addressed.

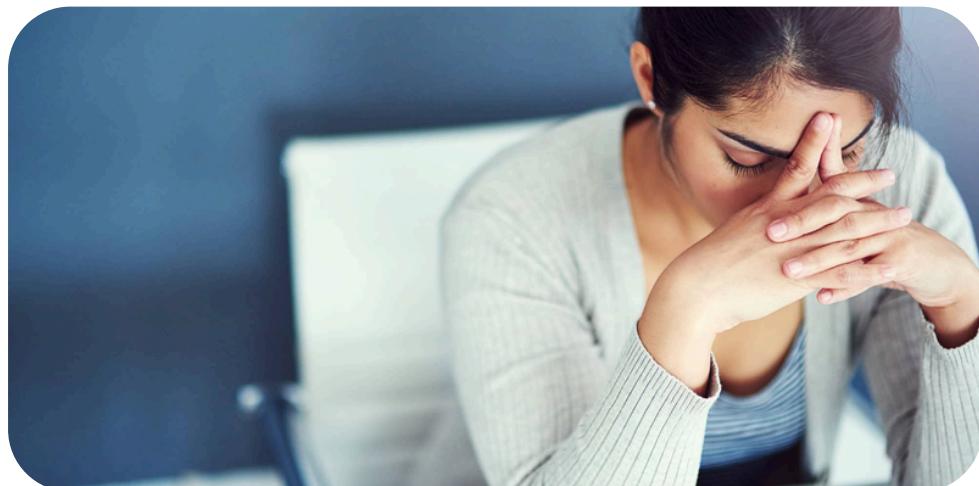
I'm beside you's unique approach towards making culturally compatible therapy possible for immigrants and the motto of "**therapy from immigrants to immigrants**", is wonderful and praiseworthy. A marketplace for therapists, a confidant for immigrants seeking therapy and cutting edge AI make it a one-stop solution for mental health concerns of immigrants.

Numerous awards, accolades and funding truly go on to show the potential of the company.

After going through I'm beside you's promising tech, its mission and the Team's passion towards assisting immigrants in coping up surely leaves me with no doubt about the company's potential.

There is no greater satisfaction than to work with a company that not just does business but cares to leave an impact and give something to the community, and I can't wait to be a part of this revolution!

**Cheers to Tech for Good!**



A photograph of two women in an office environment. One woman, with long brown hair and a brown cardigan, is speaking and gesturing with her hands. The other woman, with blonde hair tied back, is listening attentively. The background shows office furniture and plants.

# THANK YOU

Reach out to me :

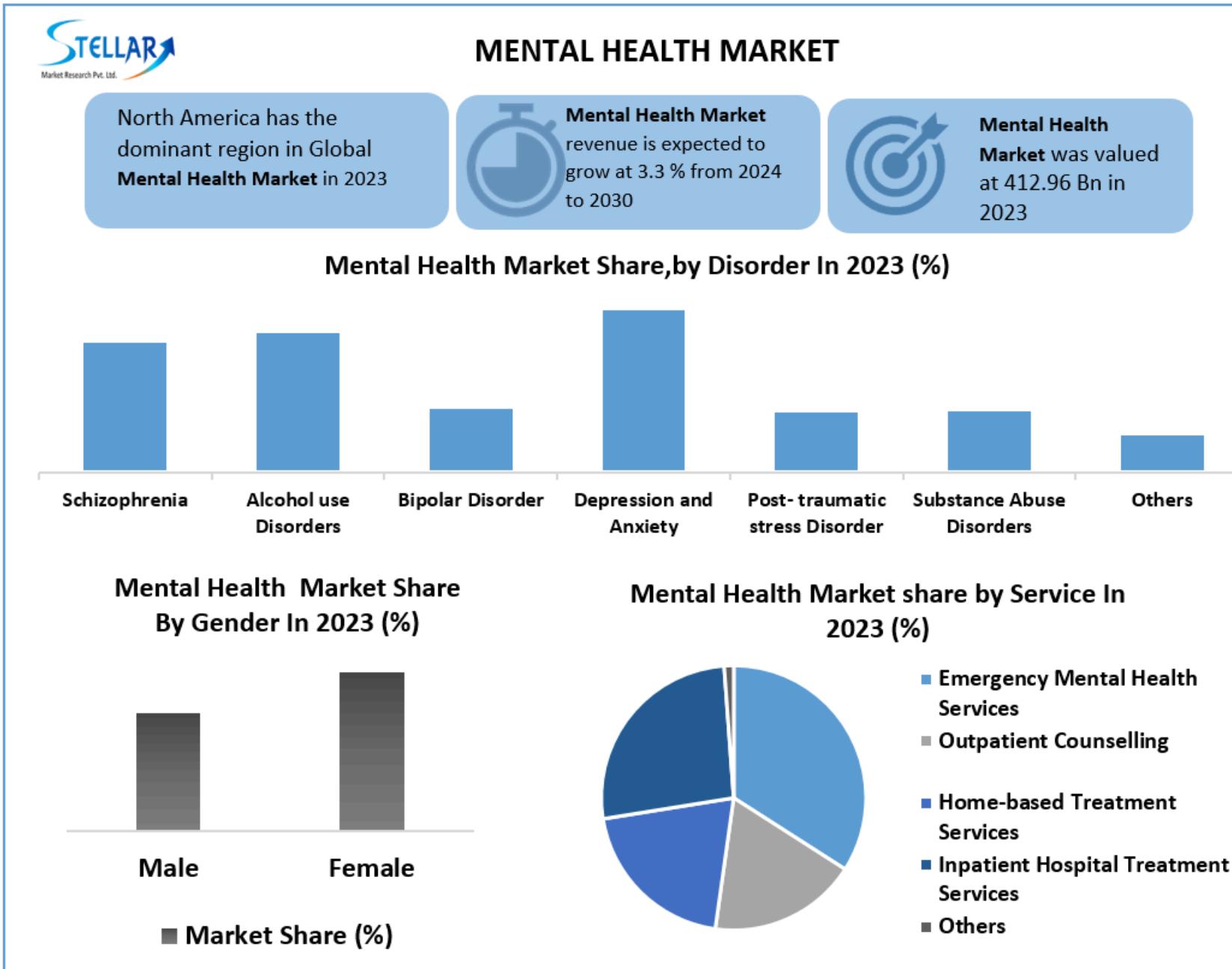


KANIKA UPADHYAY

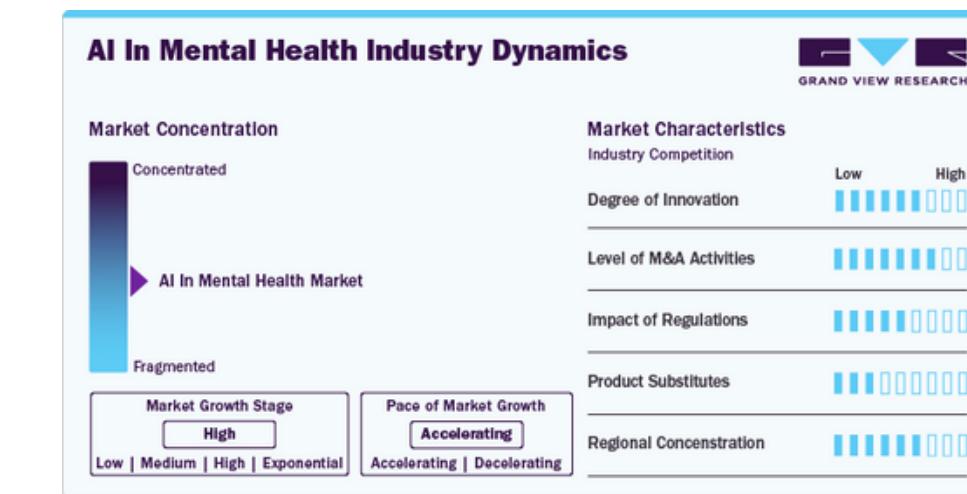
# APPENDIX

Sources: GrandMarketResearch, Mental Health Survey,2023 ,Stellar

## MENTAL HEALTH MARKET CRUX



## AI IN MENTAL HEALTH



## MENTAL HEALTH SURVEY 2023 , CALIFORNIA

