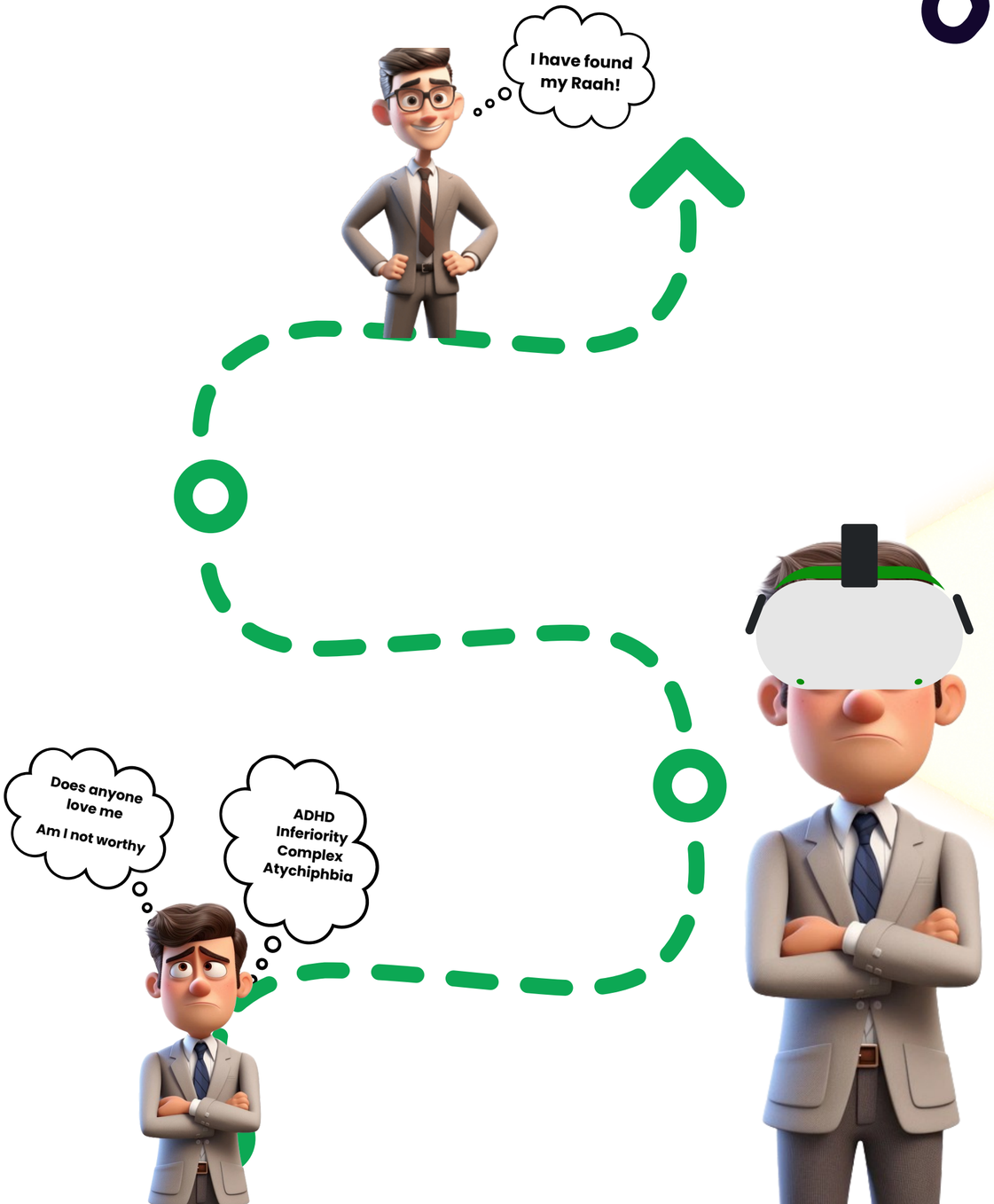
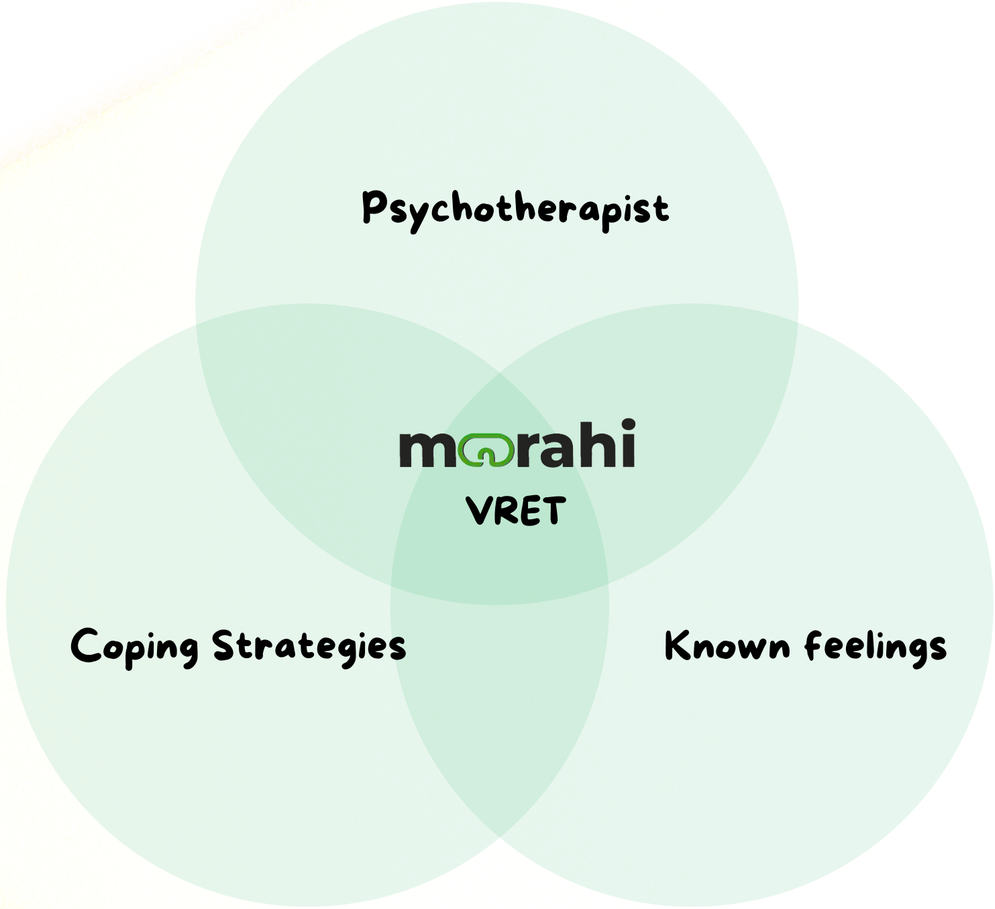
HULT PRIZE

# morahi

# Our Raahi


I have found my Raah!
Does anyone love me
Am I not worthy
ADHD
Inferiority Complex
Atychiphbia


Psychotherapist
morahi
VRET
Coping Strategies
Known feelings

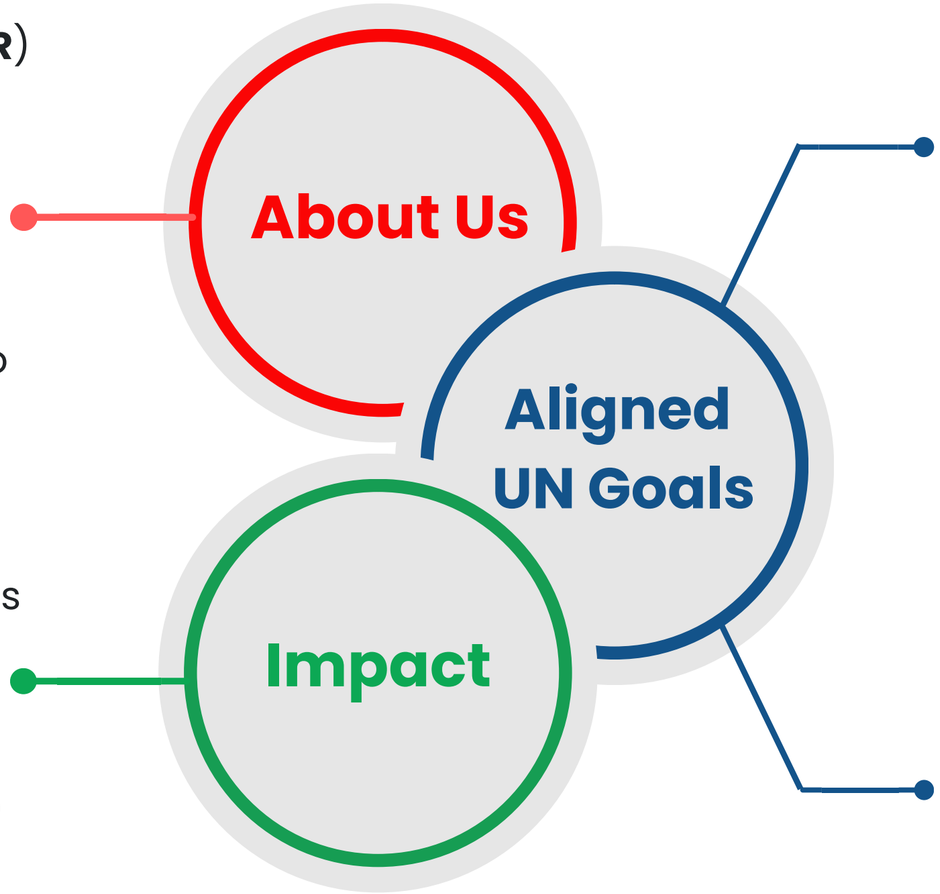
# Introduction

At **Meerahi**, we harness the power of virtual reality (**VR**) to deliver innovative therapy solutions across a spectrum of needs - **anxiety, addictions, behavioral issues, phobias** and **rehabilitation.**

We simulate environments based on the principle of **exposure therapy** to create a safe space for raahis to find their raah.

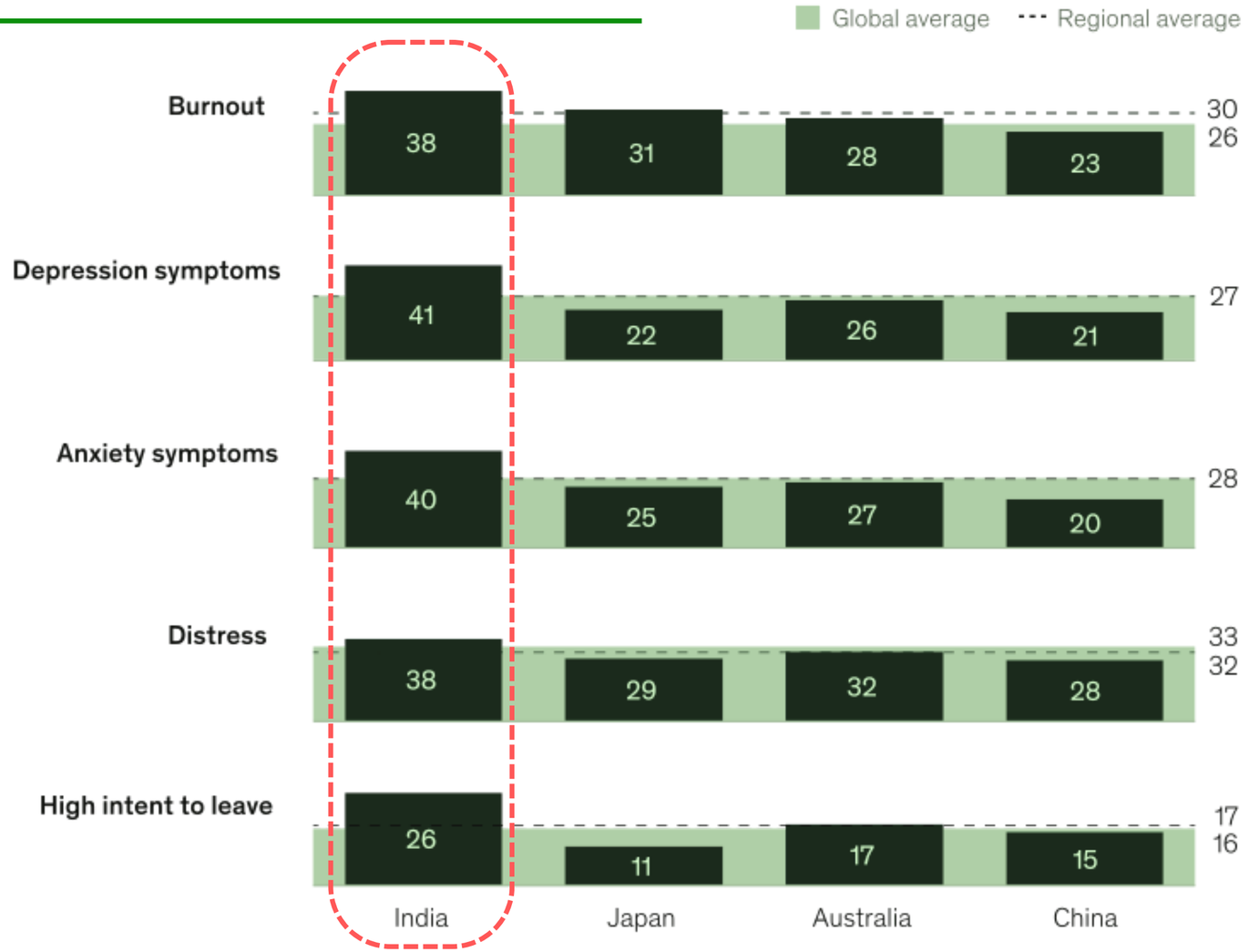
**Revolutionizing** mental health industry by improving effectiveness of traditional treatments, covering issues ranging from mild **cravings** to disorders like **ADHD**.

Also providing **immersive simulations** for soft skill development, safety training, employee well-being to empower organizations.

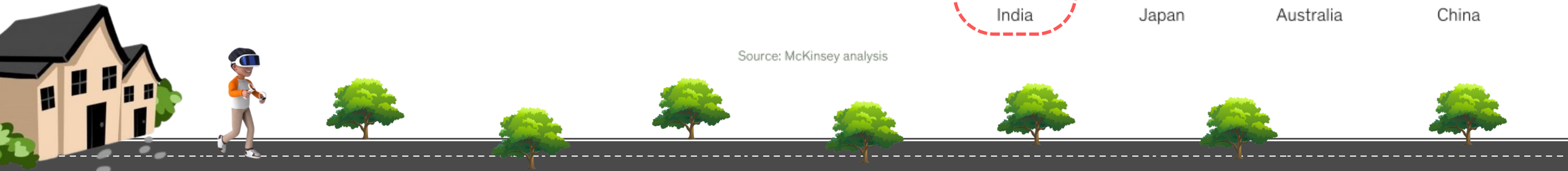


# The Global Lens

Ineffective and inaccessible traditional therapies leave **millions struggling** with addiction, mental health issues and stigmas.



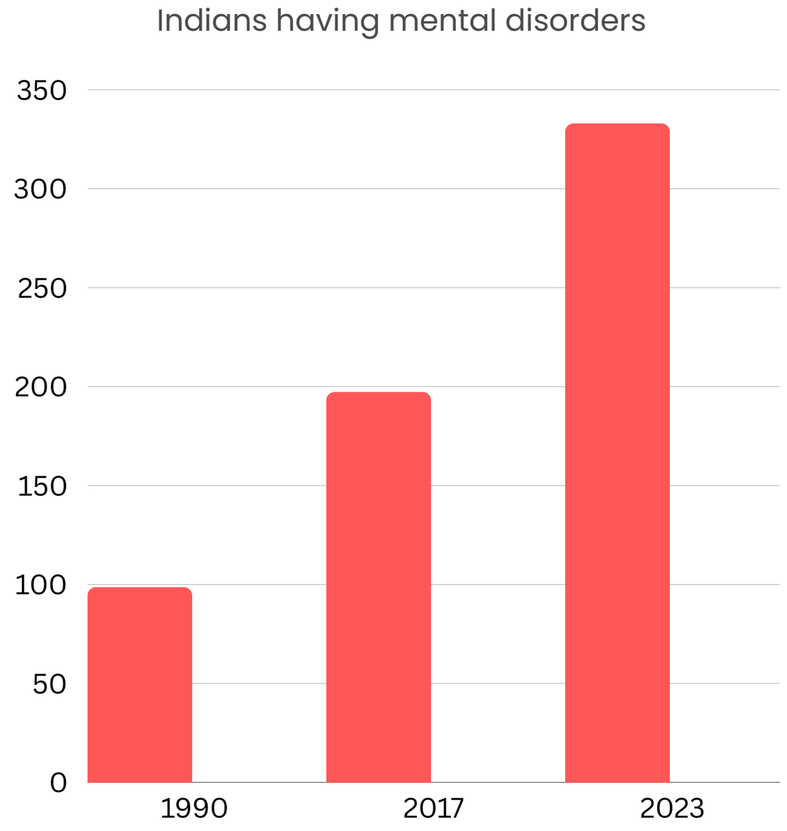

Source: McKinsey analysis



# The Indian Scenario

**The Indian government allocates only 0.06% of its total health expenditure to mental health with only 0.75 psychiatrists per 100,000 people**

**The prevalence of mental disorders among Indians is massive, affecting 197.3 million individuals in 2017, marking a twofold increase in India's overall disease burden related to mental disorders since 1990.**



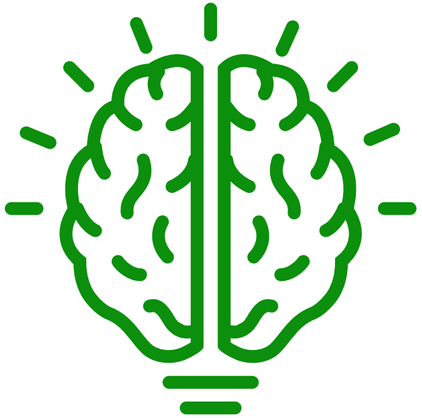
# How is MEƎRAHI relevant?

## More than 16%

**increment in the number of student suicides on year-on-year basis**

## Every 8th person

**in the world lives with a mental disorder according to WHO**



## About 65%

**of adults who suffer from any psycho--logical, behavioral or emotional disorder do not actually seek help**

## 280 Million

**people worldwide suffer from depression as of 2023 according to Institute of Health Metrics and Evaluation**

# How do we know it's viable?

And how we calculated the market size.

Global Market

Indian Market

Prime Growth Hubs

**TAM**
2439 Cr

**SAM**
232 Cr

**SOM**
29 Cr

- **Private Practices (Psychologist and therapist)**
- **Hospitals**
- **Wellness Centres**
- **Corporate Enterprise**
- **Educational Insititutions**
- **% of Conversion**

# The morahi World: A First Glimpse

Demonstrating our prototype to our colleague, Arushi and measuring its effectiveness.

Arushi's heart rate throughout the process is varying since she is made to confront her fears.

# Arushi's Experience: Our Analysis

Explaining the process of systematic desensitisation which makes our therapy effective.

## Arushi's experience: Systematic desensitisation

1

***STAGE 1***

Fueling thoughts to create exposure to the fear

2

***STAGE 2***

Increase intensity of **exposure therapy** in the presence of a specialist

3

***STAGE 3***

**Analysis** of **thoughts and imagination**

4

***STAGE 4***

Relaxation in periodic intervals

## Psychiatrist's experience

1

***STAGE 1***

Client approaches for diagnosis and subsequent treatment

2

***STAGE 2***

Psychiatrist will enforce **guided visualization** : an important technique in treatments

3

***STAGE 3***

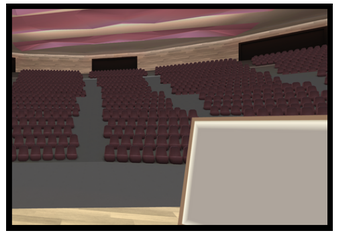
Psychiatrist will create tailormade modules for the client and increase intensity

4

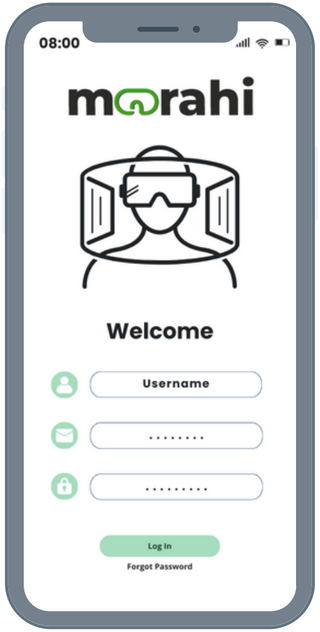
***STAGE 4***

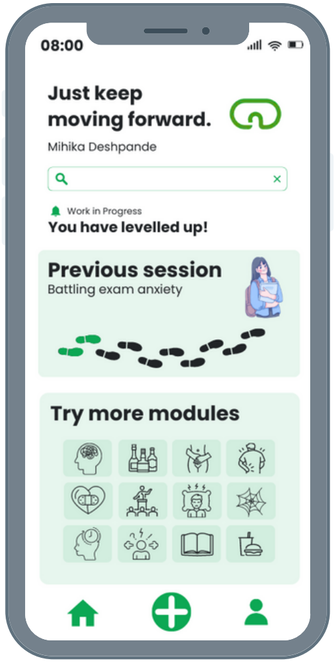
Analysis of the progress and effectiveness

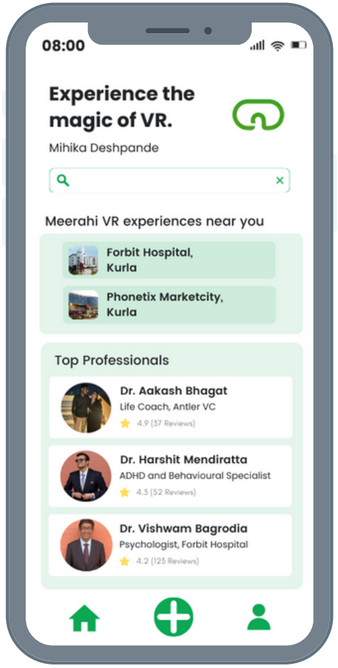
# Prototype Testing

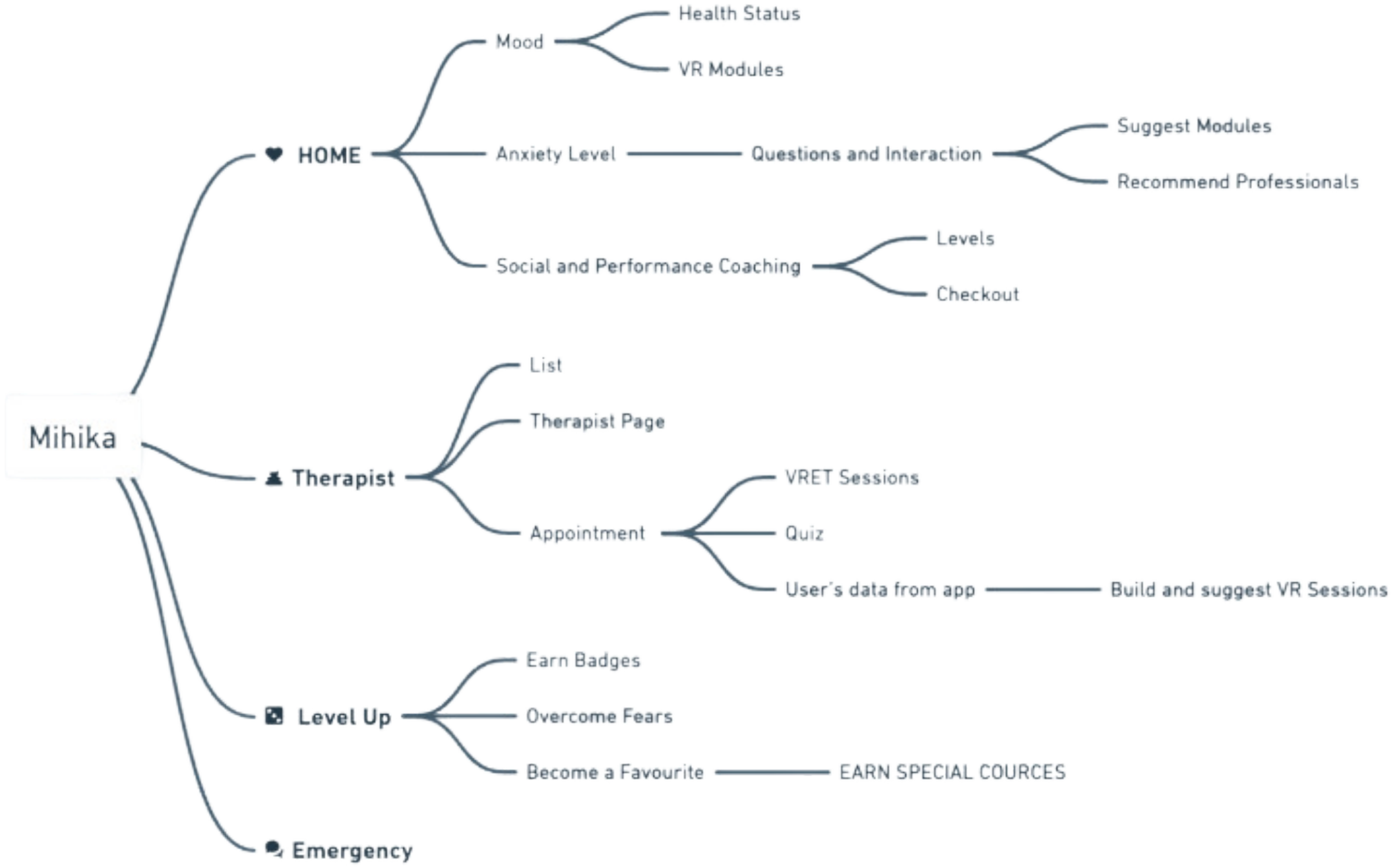


# User Journey through Meerahi App



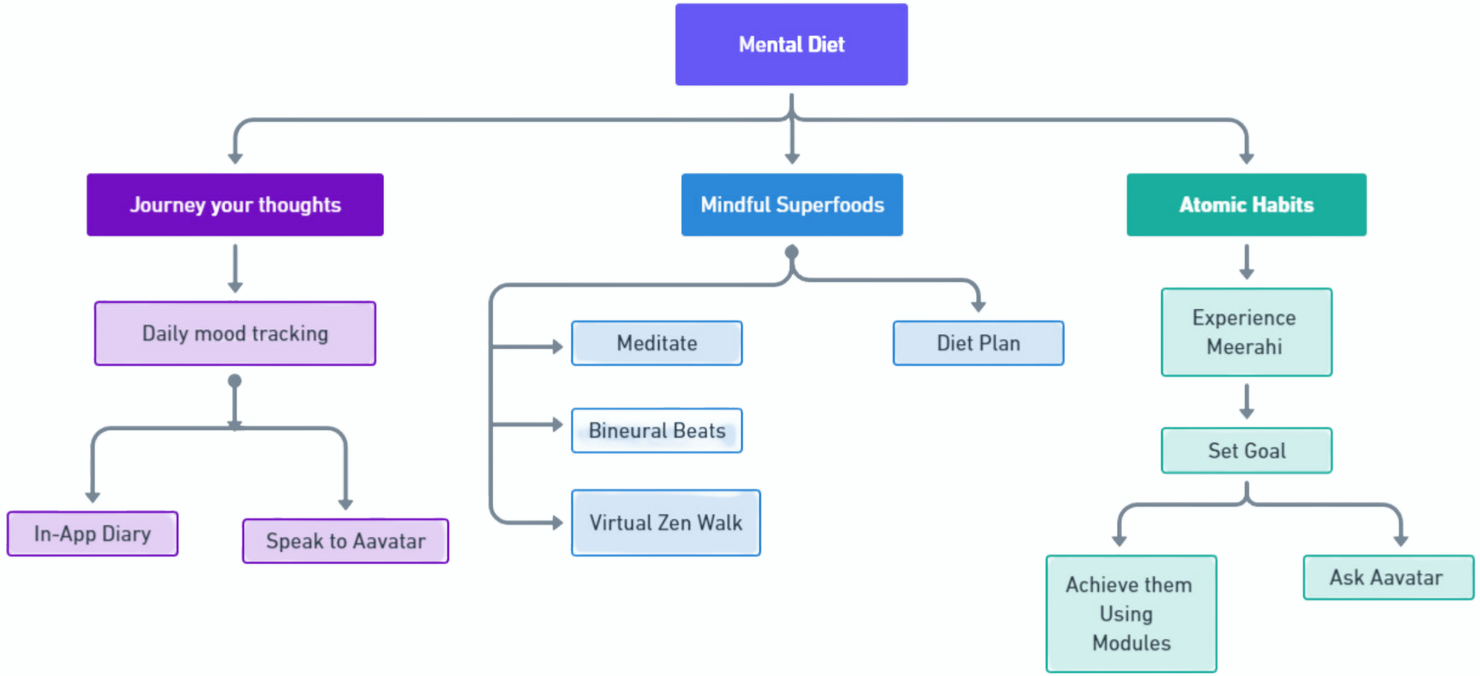
# Theory of Psychology in our App

Our app is based on principles of **Sigmund Freud**, prominent neurologist who believed in importance of engaging all parts of the mind: **conscious, unconscious and preconscious.**

Our **app engages all parts of the mind** by asking the user meaningful questions and rate their feelings on a scale of ten.

Based on their rating, we calculate a **"Freudian score"** that is a holistic metric for measuring mental state. The Freudian score is **stored regularly** to monitor progress.

Based on this score the following the app devise a mental diet suited for the user



# Proof of Concept: Research Papers

## Virtual Reality Applications for the Treatment of Anxiety and Mental Disorders

Saeed Safikhani
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https://ieeexplore.ieee.org/document/9459356

SYSTEMATIC REVIEW OPEN

Check for updates

## Virtual reality: a powerful technology to provide novel insight into treatment mechanisms of addiction

Massimiliano Mazza[1]✉, Kornelius Kammler-Sücker[2,3], Tagrid Leménager[1], Falk Kiefer[1] and Bernd Lenz[1]

© The Author(s) 2021

https://www.nature.com/articles/s41398-021-01739-3

## Virtual reality as a clinical tool in mental health research and practice

Imogen H. Bell, PhD Clin Psych; Jennifer Nicholas, PhD; Mario Alvarez-Jimenez, PhD; Andrew Thompson, MBBS, MD; Lucia Valmaggia, PhD

Virtual reality (VR) is a potentially powerful technology for enhancing assessment in mental health. At any time or place, individuals can be transported into immersive and interactive virtual worlds that are fully controlled by the researcher or clinician. This capability is central to recent interest in how VR might be harnessed in both treatment and assessment of mental health conditions. The current review provides a summary of the advantages of using VR for assessment in mental health, focusing on increasing ecological validity of highly controlled environments, enhancing personalization and engagement, and capturing real-time, automated data in real-world contexts. Considerations for the implementation of VR in research and clinical settings are discussed, including current issues with cost and access, developing evidence base, technical challenges, and ethical implications. The opportunities and challenges of VR are important to understand as researchers and clinicians look to harness this technology to improve mental health outcomes.

© 2019, AICH - Servier Group

*Dialogues Clin Neurosci.* 2020;22(2):169-177. doi:10.31887/DCNS.2020.22.2/lvalmaggia

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7366939/

International Journal of *Environmental Research and Public Health*

MDPI

*Review*

## Virtual Reality for Addressing Depression and Anxiety: A Bibliometric Analysis

Nuru Jingili [1], Solomon Sunday Oyelere [1,*], Frank Ojwang [2], Friday Joseph Agbo [3,4] and Markus B. T. Nyström [5]

https://www.diva-portal.org/smash/get/diva2:1754289/FULLTEXT01.pdfTest

# The Meerahi Effect

At Meerahi, we aim to create a better world outside the realm of just our users. **For every task successfully completed by the user, they are awarded some Meerit tokens.**

On a monthly basis, if a milestone number of cumulative tokens are collected by the users by completing various modules and following the mental diet, we **donate** a percentage of our profits to support the cause of one of the 17 UNSDGs.

The users thus by using meerah, not only create a better mental space for themselves, but also a better world for everyone aroud them.

95%

# Impact Analysis

## *Patient Raahi*

**20%** Faster treatment & results

**50%** Decrease in treatment cost

*Serving **4,50,000** patients*

## *Student Raahi*

**33%** Increase in motor skills

**54%** Reported decreased alcohol consumption

***90%** of students avoid seeking help, Meerahi can be their guide*

## *Employee Raahi*

**25%** Increased productivity levls

**50%** Increased satisfaction with work

***66%** Decrease in time spent on non essential tasks*

**Increased community happiness and less stress, more collaborative and sustainable environment**

# How do we know its working?

With professionals on board, we promise results.

**Riya Mendiratta**
MSc Counselling Psychology
Indian Institute of Psychology and Research

> *I've seen countless people hold back anxieties fears of flying, public speaking, even spiders!* **VRET** *can change that. Integrating it with* **exposure** *therapy is revolutionary.*
>
> *Now, my clients can safely confront their fears in virtual worlds, breaking free from their limitations. This technology is truly* **groundbreaking**, *and I would be thrilled to see it accessible.*

# How do we know its working?

With professionals on board, we promise results.

**Dr. Moumita Nandy**
Senior Clinical Psychologist
Dr. Nandy's Mind Studio

Dr. Nandy's
Mind Studio

> *Traditional exposure therapy often faced limitations. VR therapy, however, has emerged as a **game-changer**.*
>
> *Its immersive environments allow patients to **safely confront fears**, while the engaging and personalized nature increases **motivation** and **effectiveness**.*

# Developer and User Feedback

Tried and tested with relevant stakeholders

**Aryan Bakshi**
President and Lead Developer
AR/VR Lab, BITS Pilani

> *As the President of the AR/VR Lab at BITS Pilani, I think Meerahi is definitely a **standout player** out of all VR companies I have interacted with.*
>
> *Their **tech fundamentals** and **development** are solid, and their idea can potentially **revolutionise** the tech-in-healthcare scene*

# Developer and User Feedback

Tried and tested with relevant stakeholders

Conducting a study with a **diverse** group of students, we carefully listened to their individual challenges.

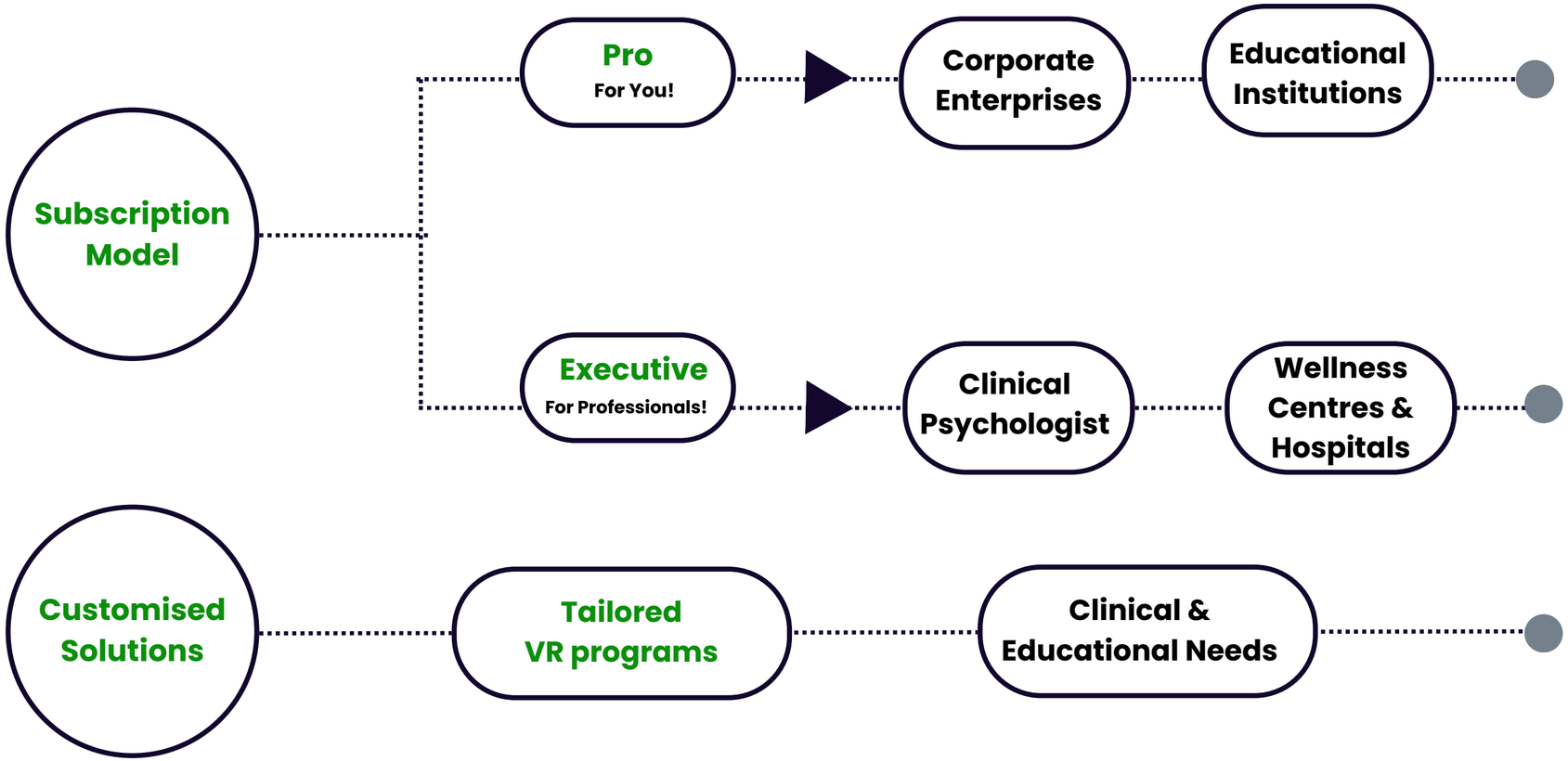
Upon further **testing** our preliminary model, Meerahi, it became apparent that this innovative solution is indispensable for the modern youth.

Given the daily **stresses** and **pressures** students encounter, Meerahi emerged as a crucial tool, providing tangible benefits to help navigate the complexities of today's life.

# How morahi is efficient?

And how we are buillding a B2B business model.

Efficient processes are **cost effective**, they have a **wider reach** and can allow f**aster transactions**



# Go-To-Market Strategy for success!

| Segment | Value Proposition | Marketing Strategy |
|---|---|---|
| Educational Institutes<br>Corporates | Increased Wellbeing & Performance<br>Provides Self Directed Support<br>Reduced Healthcare Cost<br>Address Mild Unaddressed Concerns | FREE TRIAL<br>Partnership with Parent Organisations<br>Live Demo at Events |
| Hospitals & Clinics<br>Mental Health Professionals | Provides Data Driven Insights<br>Reduced Treatment Time<br>Engaging and Holistic Treatment<br>Helps provide Personalised Plans | Community of Professionals<br>Research Conference<br>FREE MIUM |

# Become a part!

Revolutionary tiered pricing model.

## Personal

**FREE**

forever free for individuals

- Unlimited Access for 10 days
- Preview to modules
- Limited access to Meerahi Avatar
- Unlimited Health Analysis

**Get for free**

## Pro

**₹250**

per license/day billed yearly
**₹280**/day billed monthly

- All in Personal +
- Upto 5 Guests Login
- Priority Support
- Complete access to Meerahi World

**Get Pro**

## Executive

**₹500**

per license/day billed yearly
**₹550**/day billed monthly

- All in Pro +
- Bulk Export
- Advanced Analytics
- Advanced Security

**Get Executive**

# The Bottom Line: Cost Breakdown

All amounts in INR.

## Fixed Costs

**21,50,000**

- App Hosting Fee: **10,540**
- Employee Salary: **14,00,000**
- Overheads: **1,00,000**
- Maintainance: **50,000**
- Office Rent: **6,00,000**

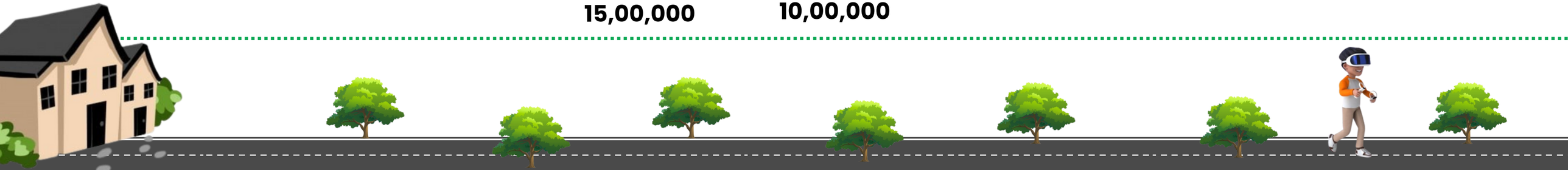
## Variable Costs

**1,10,200**

- Customer Service: **20,000**
- CAC: **30,000**
- Server Costs: **200**
- Customisation: **50,000**
- Bug Fixing: **10,000**

## One Time Investment = R & D + Testing = 25,00,000

- R & D: **15,00,000**
- Testing: **10,00,000**



# Breakeven and beyond!

And how we reach our break even.

**Break Even Units**

$$\frac{\text{Total Fixed Cost}}{\text{Selling Price - Variable Cost}}$$

$$\frac{46,50,000}{1,56,000 - 1,10,200}$$

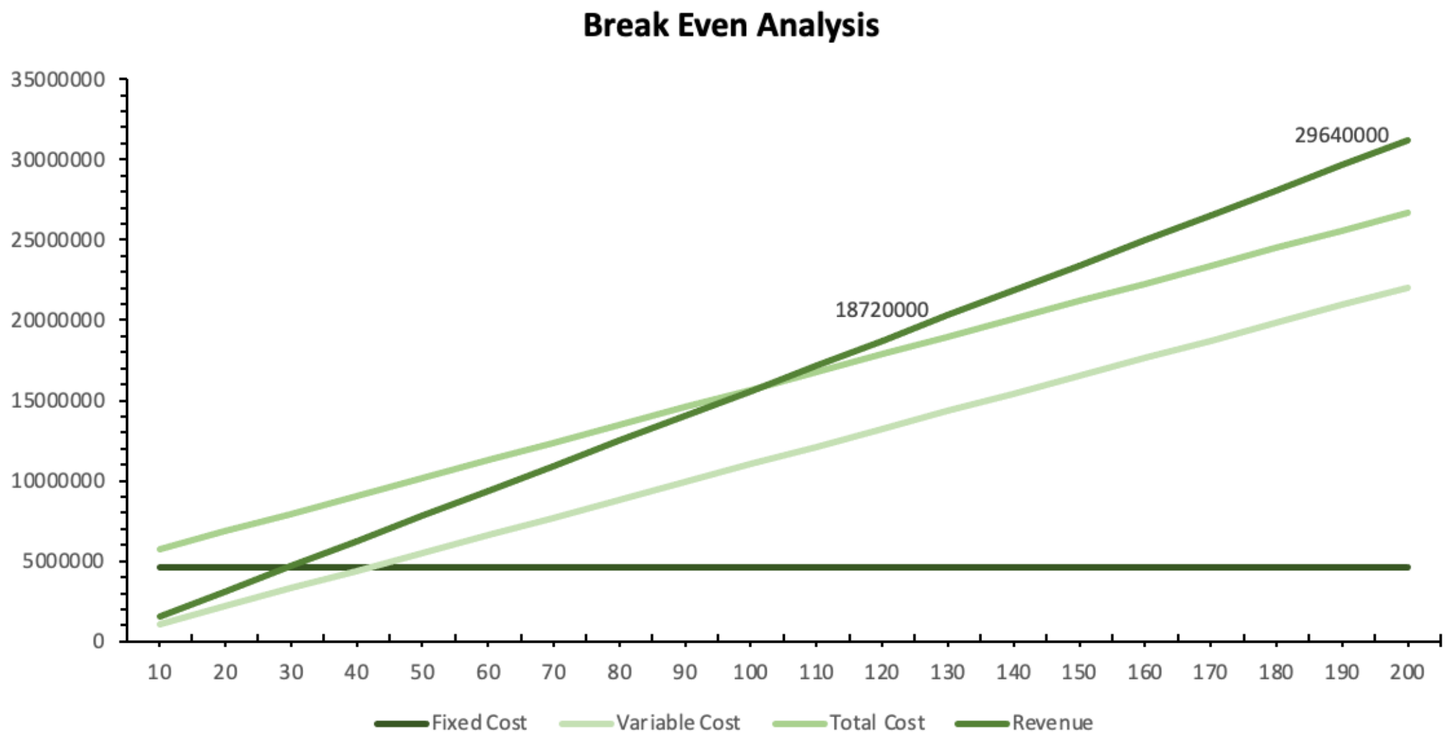
**= 102 Annual Subscriptions**

**Break Even Revenue (in Rs)**

Break Even Units x Selling Price

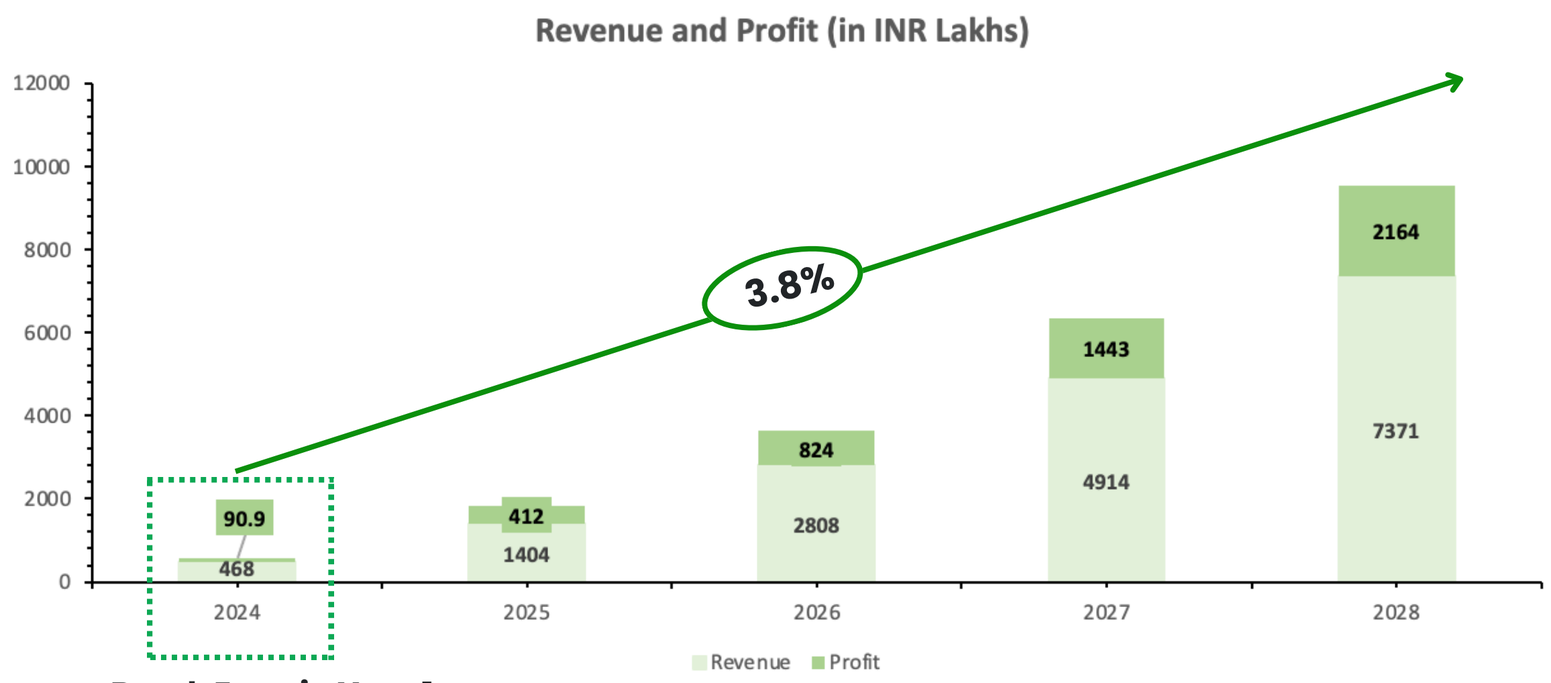
= 102 x 1,56,000

**= 1.58 Cr**



# Year-over-Year: Scaling Heights

And how we grow exponentially.




**Break Even in Year 1**

**50** **Crores** profit generated over 5 years

**49** **Lakhs** contributed addionally to SDGs (1% of 5 year profits)

**36%** VRET
5 year- CAGR

**5%** Global Psychology Market
5 year- CAGR

# Potential Partners

Meta

medanta

Narayana Health

Fortis HOSPITAL

Apollo HOSPITALS

manipalhospitals LIFE'S ON

VMCH

The Bridgespan Group

Dalberg

CITADEL

RE-IMAGINING FUTURES
भविष्य की पुनर्कल्पना
TISS

COLUMBIA ASIA

INDIAN INSTITUTE OF TECHNOLOGY BOMBAY
ज्ञानम् परमम् व्यसनम्

अखिल भारतीय आयुर्विज्ञान संस्थान
ALL INDIA INSTITUTE OF MEDICAL SCIENCES
शरीरमाद्यं खलु धर्मसाधनम्

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI
ज्ञानं परमं बलम्

धर्मो रक्षति रक्षितः

...and many more

# Thank You

morahi