haven.
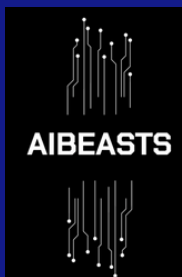
PITCH DECK

AIBEASTS

Members:

- Tanush Changani
- Kanav Mehta
- Khasiba Bibi
- Ishaank Chopra

Theme & Problem

Social media has become an essential aspect of our daily lives, fueling record growth and profits through the use of Big Data and Artificial Intelligence. Nevertheless, the harmful effects of social media on mental health have not yet been fully addressed, representing a critical challenge. In light of this, we aspire to capitalize on the potential of Big Data and AI to address the challenges posed by social media.

Our objective is to utilize these technologies to gain a more profound understanding of these issues and offer customized solutions to improve the well-being and life satisfaction of social media users.

Fear Of Missing Out (FOMO)

Distorting reality, promoting social comparison, and creating a sense of urgency around social events.

Loneliness

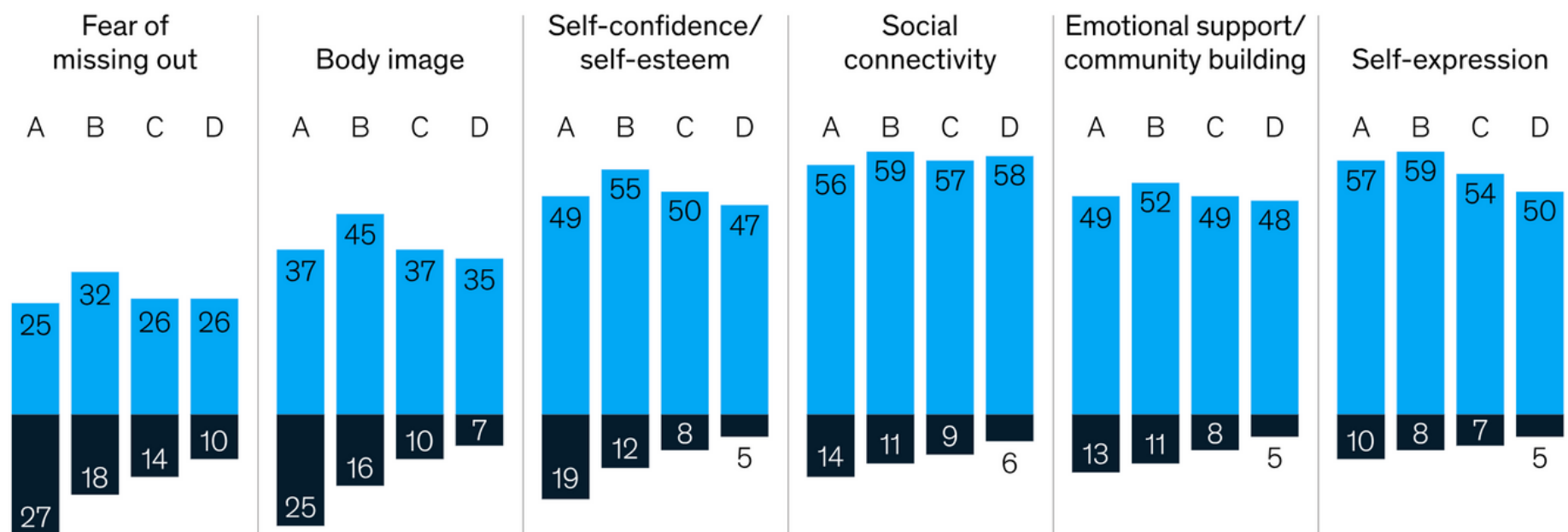Having nobody to talk to or relate to, feeling estranged and a sense of depersonalisation.

Self-confidence/Self-esteem

Promoting comparison, cyberbullying, and pressure to present a perfect image.

Reported impact of social media on aspects of respondents' lives,[1]
% of respondents who use social media (n = 30,928)

Positive
Negative

A Gen Z   **B** Millennials   **C** Gen X   **D** Baby boomers

	Fear of missing out				Body image				Self-confidence/ self-esteem				Social connectivity				Emotional support/ community building				Self-expression			
	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
Positive	25	32	26	26	37	45	37	35	49	55	50	47	56	59	57	58	49	52	49	48	57	59	54	50
Negative	27	18	14	10	25	16	10	7	19	12	8	5	14	11	9	6	13	11	8	5	10	8	7	5

credit: Gen Z mental health: The impact of tech and social media. (2023, April 28). McKinsey & Company.

Our Solution

1 **DATA COLLECTION**
Collect data from users' social media profiles, including posts, comments, likes, and other interactions.

2 **DATA PRE-PROCESSING**
Clean and preprocess the collected data to remove noise and irrelevant information. This step may involve data normalization, feature extraction, and data transformation.

3 **PERSONALITY ANALYSIS**
Use an AI model to analyze user data (e.g. posts, comments, and other interactions) to determine the user's personality traits.

4 **GROUP RECOMMENDATION**
Based on the user's personality traits, recommend a support group that matches their interests and personality.

5 **EVALUATE AND IMPROVE**
Collect feedback from users and improve the recommendation engine based on the feedback.

Key Technology Features:

Recommendation engine

Used to recommend a group or support group that matches the user's interests and personality. The engine uses algorithms such as collaborative filtering, content-based filtering, and hybrid filtering.

Natural language processing (NLP)

NLP is used to analyze the user's text data (e.g. posts, comments, and other interactions) to determine their personality traits.

What Makes Our Solution Special

SIMPLIFIES STATISTICS

Helps in better understanding the impact of social media on users mental health.

PERSONALIZED FOR USERS

By providing personalized recommendations, our solution can help users find groups that align with their interests and needs

INCREASED SOCIAL SUPPORT

Positive impact on mental health outcomes, including reducing symptoms of depression and anxiety

MAKES AN IMPACT

Promotes a supportive and empowering environment, resulting in positive mental health outcomes.

Impact

The solution can bring positive impacts by providing personalized peer support and support group recommendations based on the user's social media activity and personality traits.

By matching users with like-minded individuals who share similar experiences and challenges, the solution can create a supportive and empowering environment that promotes positive mental health outcomes.
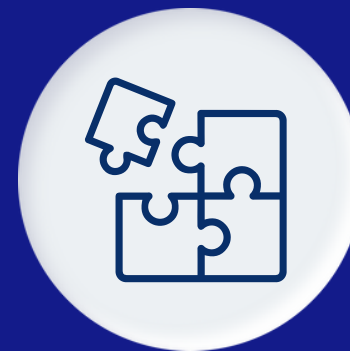
Improved Mental Health

Potential to improve mental health outcomes, including reducing symptoms of depression, anxiety, and stress.

Prevention of Negative Interactions

Promote healthy group dynamics, which can reduce the risk of cyberbullying and other harmful behaviors.

Improved Self-Esteem

Improve users' self-esteem by providing positive feedback, validation, and encouragement within peer support and support groups.

OUR BUSINESS MODEL

Freemium	Partnerships	Advertisement
• Free version of our service to social media users with limited features • Charge social media platforms for premium features and advanced analytics • Pricing per-user basis	• Charge social media platforms a monthly or annual subscription fee • Basic package with standard features • Premium package with more advanced analytics and customization options	• Charge businesses a fee to prioritise their event or activity when making suggestions to group • Unlocks the ability to share more information and give deals to persuade users to attend this event
Free	**$499 / Month**	**$100 per group**

Premium Services are Subject to extra charges

Market Viability

Our project has a clear market opportunity and potential for growth and scalability.

There is a growing demand for **personalized mental health support** and resources. The solution offers unique **AI-powered technology** for personality analysis and group recommendations.

1.

TARGET MARKET

The target market for the solution includes **social media platforms, mental health organizations**, and **mental health professionals**

2.

COMPETITIVE LANDSCAPE

Direct competitors: Mental health platforms that offer mental health resources, such as therapy services and coaching or online support groups
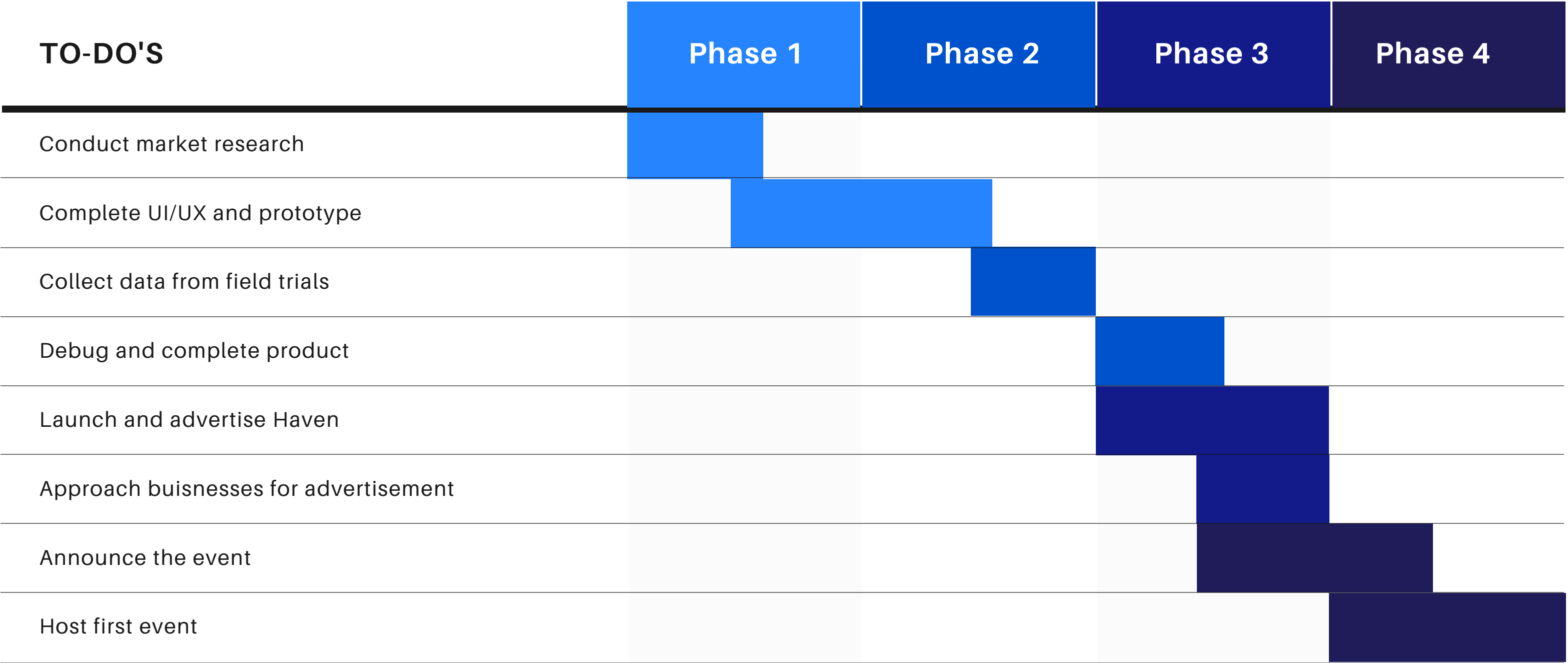
3.

POTENTIAL BARIERS

Data Privacy Regulations: The solution will require access to user data from social media platforms, which could be subject to data privacy regulations like GDPR or CCPA.

Brand Awareness: Building brand awareness and trust in the mental health space can be challenging, as users may be hesitant to share personal information or join support groups.

Projections and Milestones

TO-DO'S	Phase 1	Phase 2	Phase 3	Phase 4
Conduct market research	■			
Complete UI/UX and prototype	■			
Collect data from field trials		■		
Debug and complete product		■		
Launch and advertise Haven			■	
Approach buisnesses for advertisement			■	
Announce the event				■
Host first event				■

Note: Each Phase will necessitate funding and investment in order for the project to be completed.

Team Competence

Meet the people behind the **haven.**

TANUSH CHANGANI

CityU | Computer and Data Science Engineering

ISHAANK CHOPRA

CityU | Computer Science

KHASIBA BIBI

HKU | Decision Analytics

KANAV MEHTA

HKUST | Aerospace Engineering