Baby Blues App Business Model canvas

Baby Blues app focused on enhancing the parenting experience by providing valuable resources, expert advice for new parents navigating the challenges of parenthood.

Key Partners ✗

Healthcare Institutions and Professionals :
- Hospitals and Health Care facilities.
- Obstetricians, psychologists, and psychiatrists.

Content Providers :
- Mental health experts, psychologists.
- Organisations that host educational materials and courses, such as Yayasan Pulih, Postpartum Support International.

Marketing and Advertising Partners :
- Research Institutions or Universities: Research institutions or universities interested in research on mental health after birth.

Key Activites

Value Propositions:
- identify postpartum depression or baby blues,
- Interactive game aimed at treating symptoms of depression.

Distribution Channels :
- On the Google Play Store
- Managing email campaigns and newsletters, social media.

Customer Relationships :
- Improve the application in response to feedback from users,
- Implement customer loyalty programs.

Key Resources

Intellectual Resources :
- Relevant Data and Research .
- Educational content, workout therapies, and therapeutic games.

Brand and Reputation :
- Brand Patents and Copyrights.

Physical Resources :
- Operating & Maintenance Model.
- Research & Development.
- Cloud Infrastructure.

Human Resources :
- Experts and Professionals.
- Customer Support.

Value Props

Detect Baby Blues Or Postpartum

Personalize the Sleep Reminder

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