



# SAAR

**Support, Awareness,  
Acceptance and Recovery**

**MIND AT EASE  
LIFE AT PEACE**



# Members (Group 7)



|                          |      |
|--------------------------|------|
| Anirudh Halder           | 1904 |
| Ankita Shaw              | 1907 |
| Anushka Dey Sarkar       | 1909 |
| Anushree Mishra          | 1910 |
| Arpita Dash              | 1914 |
| Apurva Bhagat            | 1924 |
| Chandan Jha              | 1929 |
| Dheeraj Kumar Kaushik    | 1938 |
| Harshita Mahapatra.      | 1955 |
| Iyer Dikshitha Nagarajan | 1962 |
| Mathew Abraham           | 1993 |



# KEY FEATURES

**To create a safe and supportive mental health ecosystem that promotes emotional well being, social connection and positive reinforcement.**



- Physical moderated support groups
- Positive news feed and motivational notifications.
- Mental health assessment through interactive activities.
- Integration with wellness and therapy apps.

# MACRO ENVIRONMENT

A rise in government initiatives towards mental health.

- Expected to be \$62.86 billion market in 2032
- CAGR - 28.16% from 2024 to 2032.

- Increased Digitalization

- Social stigma
- Demographic user adoption

- Data Privacy
- User Consent

# MICRO ENVIRONMENT

## **COMPETITORS**

- Existing Mental Health and wellness apps
- Mental Health Professionals

## **CONSUMERS**

- Students
- Retired People
- Working professionals
- People suffering from mild to moderate mental health concerns

# SWOT ANALYSIS

## **STRENGTHS**

- Holistic support system
- AI Analytics
- Positive Reinforcement features
- Community driven model

## **OPPORTUNITIES**

- Rise in mental health Awareness
- Corporate Social Responsibility

## **WEAKNESSES**

- User Trust & Adoption
- Moderation Challenges

## **THREATS**

- Competition from existing apps
- Misuse of information



# SEGMENTATION



## GEOGRAPHIC

- Urban (Tier 1 & 2) Cities

## DEMOGRAPHIC

- All genders
- 16 & above
- middle to high income group

## PSYCHOGRAPHIC

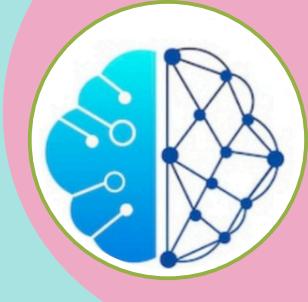
- High stress individuals
- Sedentary lifestyles

## BEHAVIORAL

- Health & wellness seekers
- Preventive users
- Corporate wellness users

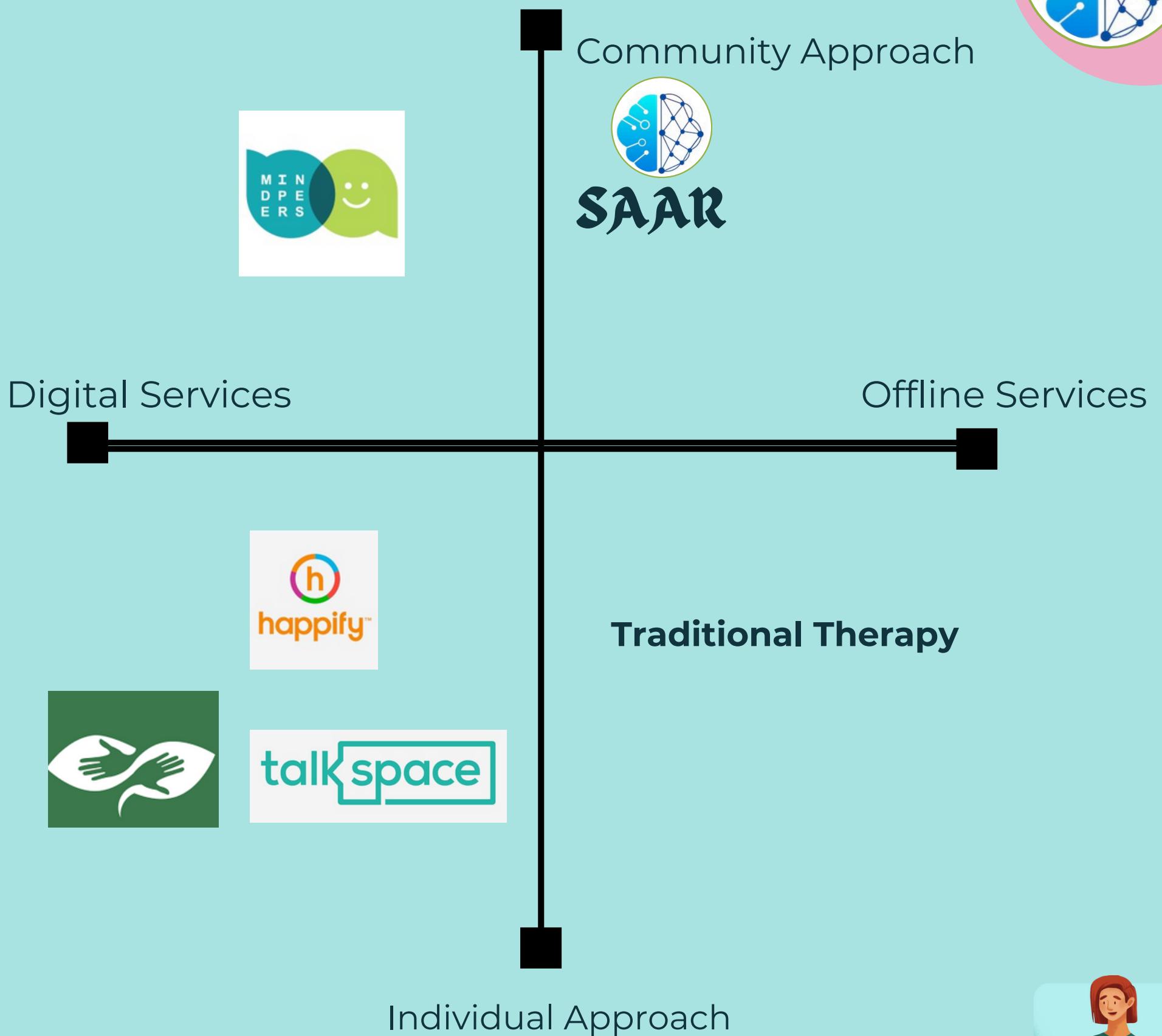


# POSITIONING

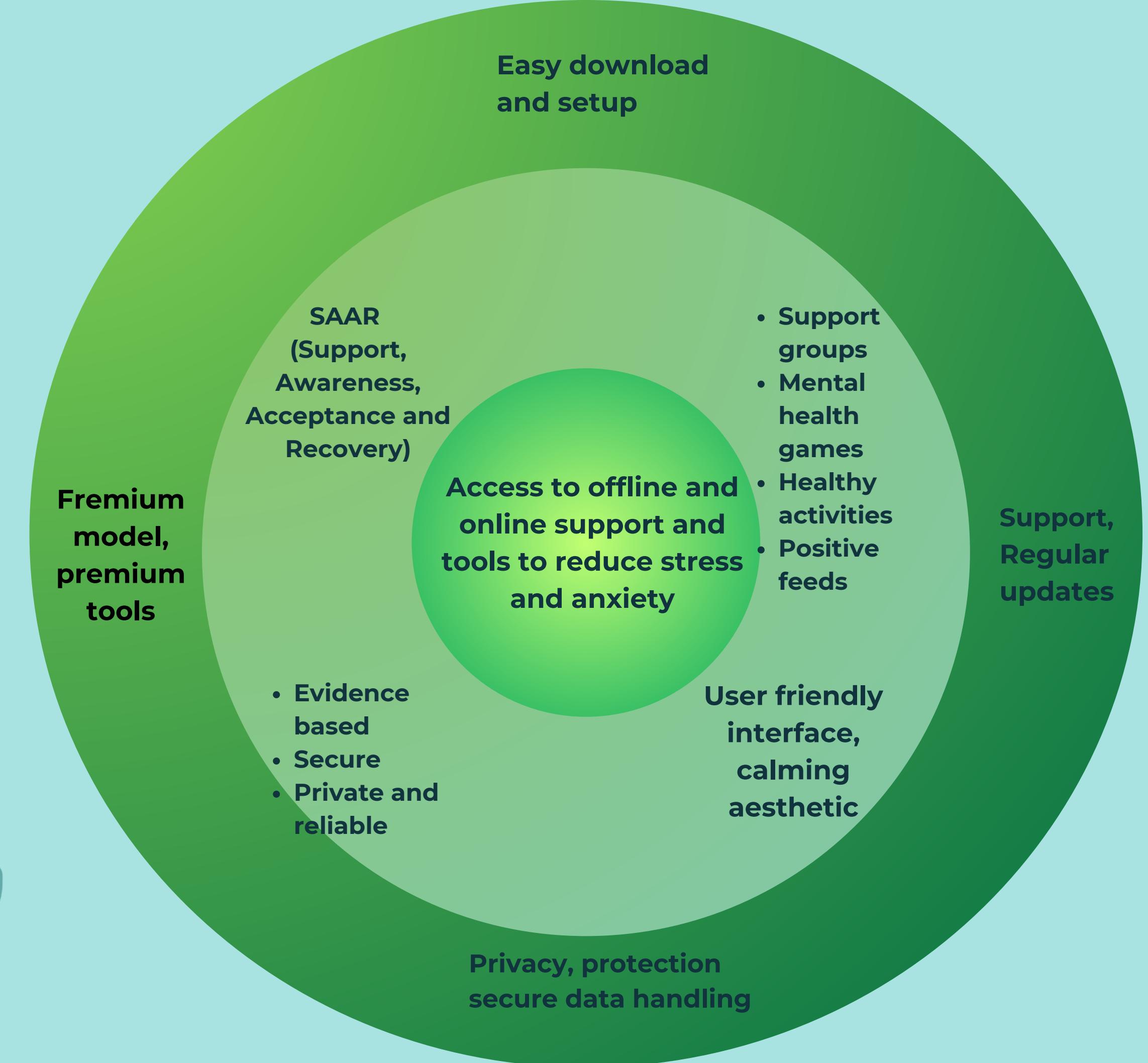
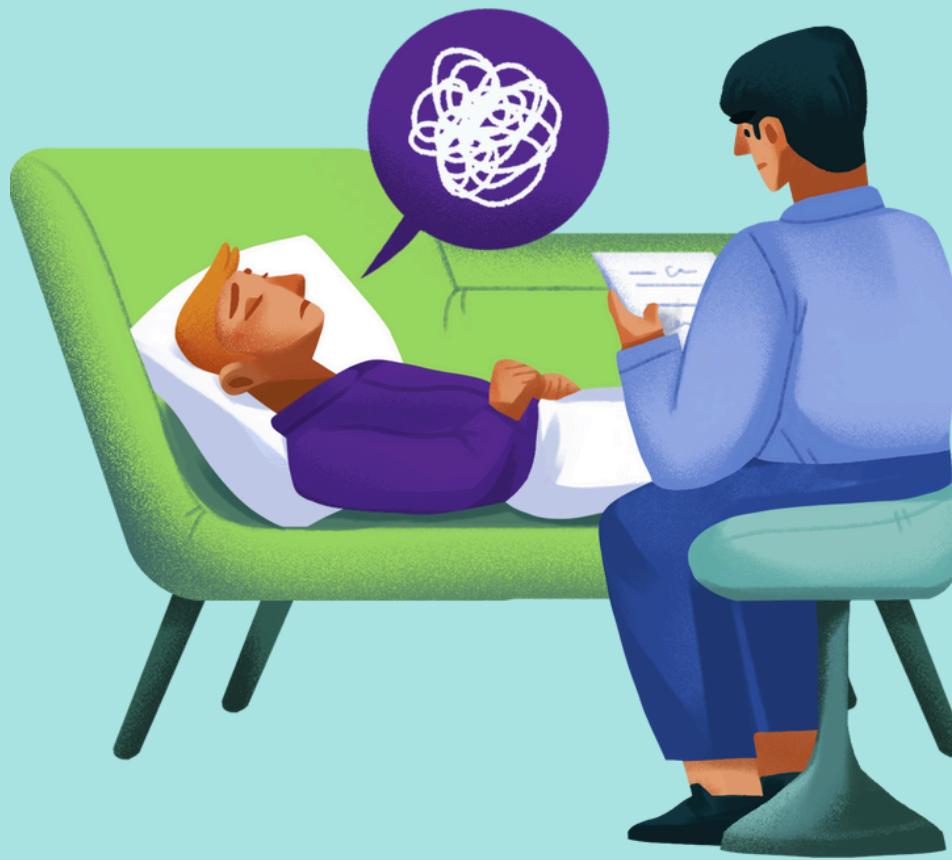


## PRODUCT MATRIX

| S.no. | POINTS               | WORKIN<br>G | STUDENTS   |            | GERIATRIC |
|-------|----------------------|-------------|------------|------------|-----------|
|       |                      |             | 14 - 17yrs | 18 - 25yrs |           |
| 1     | Physical Meetup      | P           | -          | P          | P         |
| 2     | Support Group        | P           | P          | P          | S         |
| 3     | Positive Feeds       | S           | P          | P          | S         |
| 4     | Game Zone            | S           | P          | P          | S         |
| 5     | Weekly Questio<br>ns | P           | P          | P          | S         |



# PRODUCT DESIGN



# Cost Breakdown

## Cost Breakdown Yearly (JAIPUR)

| Heads                            | Sub-Heads                            |                                    | Amount (₹)          |
|----------------------------------|--------------------------------------|------------------------------------|---------------------|
| App development & Infrastructure | Front end development                |                                    |                     |
|                                  | Backend development                  |                                    | 500000              |
|                                  | UI/UX design                         |                                    |                     |
|                                  | App Testing                          |                                    |                     |
|                                  | AI Features                          | 500000                             |                     |
|                                  | Data Security (Encryption)           | 100000                             |                     |
|                                  | Third Party Integration Cost         | 600000                             |                     |
|                                  | App store fees                       | iOS 8000                           |                     |
|                                  |                                      | Andriod 2000 (one time investment) |                     |
|                                  | Cloud Hosting fees                   | 700000                             |                     |
|                                  |                                      |                                    | 2410000             |
| Research & Development           | Research & User Surveys              | 100000                             |                     |
|                                  | Psychologist Consultation            | 100000                             |                     |
|                                  | Business Plan Monetization           | 50000                              |                     |
|                                  |                                      |                                    | 250000              |
| Human Resources                  | App Developer (Bug Fixing & Update)  | 800000                             |                     |
|                                  | Psychologist                         | 360000                             |                     |
|                                  | Moderator (3)                        | 108000                             |                     |
|                                  | Customer Support                     | 360000                             |                     |
|                                  | Operations Head                      | 600000                             |                     |
|                                  | House Manager                        | 60000                              |                     |
|                                  | Financial Head                       | 800000                             |                     |
|                                  | Legal Advisor                        | 500000                             |                     |
|                                  |                                      |                                    | 3588000             |
| Promotion                        | App Store Optimization               | 100000                             |                     |
|                                  | Digital Marketing                    | 400000                             |                     |
|                                  | Physical Marketing                   | 600000                             |                     |
|                                  | Web Page Development Cost            | 3000                               |                     |
|                                  | Customer Accusation Cost (corporate) | 50000                              |                     |
|                                  |                                      |                                    | 1153000             |
| Furniture                        |                                      |                                    | 10000               |
| Brand Name Registration Cost     |                                      |                                    | 15000               |
|                                  | <b>TOTAL</b>                         |                                    | <b>74,26,000.00</b> |

|                   |                |
|-------------------|----------------|
| FIXED COST        | 980000         |
| VARIABLE COST     | 8198000        |
| <b>TOTAL COST</b> | <b>9178000</b> |

| Heads         | Sub-Heads                  | Amount(₹)           |
|---------------|----------------------------|---------------------|
| Utilities     | Rent                       | 120000              |
|               | Electricity                | 24000               |
|               | Water Supply               | 3600                |
|               | Maintainance and Hosting   | 2400                |
|               | Internet Biling            | 12000               |
|               | Stationery                 | 2000 164000         |
| Others        | Insurance                  | 800000              |
|               | Depreciation               | 200000              |
|               | Company Incorporation Cost | 100000              |
|               | Travel Allowance           | NA 1000000          |
| Miscellaneous |                            | 588000              |
|               |                            | 1752000             |
|               | <b>TOTAL COST</b>          | <b>91,78,000.00</b> |

## Step 1: Define Population Distribution Estimates

Based on general urban Indian demographics and census data trends, we approximate:

| Category                     | Estimated % of Population |
|------------------------------|---------------------------|
| Working Adults (25-59 years) | ~45%                      |
| Students (14-17 years)       | ~8%                       |
| Students (18-25 years)       | ~15%                      |
| Geriatric (60+ years)        | ~12%                      |

## Step 2: Calculate Estimated Population in Each Category JAIPUR POPLN = 6.6million

| Category                     | % of Population | Estimated Number in Jaipur (in million) |
|------------------------------|-----------------|---|
| Working Adults (25-59 years) | 45%             | 2.97                                    |
| Students (14-17 years)       | 8%              | 0.53                                    |
| Students (18-25 years)       | 15%             | 0.99                                    |
| Geriatric (60+ years)        | 12%             | 0.79                                    |

## Step 3: Estimate Mental Health App Users

Mental health app adoption rates vary based on digital literacy, awareness, and healthcare needs. Based on global and Indian trends:

| Category               | Adoption % | Users         |
|------------------------|------------|---------------|
| Working Adults         | 10-15%     | 297000-445000 |
| Students (14-17 years) | 5-10%      | 26500-53000   |
| Students (18-25 years) | 15-20%     | 148500-198000 |
| Geriatric (60+)        | 3-7%       | 23700-55300   |

## Final Estimate: Potential Mental Health App Users in Jaipur

| Category                     | Potential Users (Lower Bound) | Potential Users (Upper Bound) |
|------------------------------|-------------------------------|-------------------------------|
| Working Adults (25-59 years) | 2,97,000                      | 4,45,000                      |
| Students (14-17 years)       | 26,500                        | 53,000                        |
| Students (18-25 years)       | 1,48,500                      | 1,98,000                      |
| Geriatric (60+ years)        | 23,700                        | 55,300                        |
| Total Estimated Users        | <b>495,700 (~0.5M)</b>        | 751,300 (~0.75M)              |

## Break Even Analysis for Yearly Subscription Users

### Calculation for Lower Bound Users (495,700)

#### A. First year calculation

##### Yearly Revenue Calculation

Yearly Revenue= 199\*16000= 3184000

Yearly Revenue= ₹3184000

#### B. Second year calculation

##### Yearly Revenue Calculation

Yearly Revenue= 20000x199= ₹3980000

#### C. THIRD YEAR CALCULATION

##### Yearly Revenue Calculation

Yearly Revenue= 22000x199= ₹4378000

#### Total rev in 3yrs

₹3184000+₹3980000+₹4378000 = ₹11542000 (₹1.15Cr)

|                            |           |
|----------------------------|-----------|
| Monthly revenue for 1st yr | 265333.33 |
|----------------------------|-----------|

|                            |           |
|----------------------------|-----------|
| Monthly revenue for 2nd yr | 331666.67 |
|----------------------------|-----------|

|                            |           |
|----------------------------|-----------|
| Monthly revenue for 3rd yr | 364833.33 |
|----------------------------|-----------|

|                      |                |
|----------------------|----------------|
| Exact breakeven date | 2 yrs 4 months |
|----------------------|----------------|

# Break Even Analysis



# DIGITAL MARKETING



Website



**SAARCOMMUNITY**



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# CORPORATE PROMOTION



- Workshops
- Conferences
- Seminars





# References

- Improving Adolescent Mental Health Measurement in India- Journal of Adolescent Health
- Mental Health in India: Sociocultural dimensions policies and programs
- Offering Social Support via the Internet: A Case Study of an Online Support Group for Social Workers
- The effect of participation in support groups on retirement syndrome in older adults
- Census 2011





# Thank You

