

# Eye-O Analysis Report

**Idea:** a telehealth platform specifically for postpartum mental health that connects new mothers with specialized therapists who understand their unique challenges

**Viability Score:** 9/10

**Product Name:** MammaCare Connect

## Positioning:

The premier telehealth platform connecting new mothers with specialized postpartum mental health therapists.

## Target Users:

New mothers aged 25-40, experiencing postpartum challenges, tech-savvy, seeking specialized mental health support.

## Revenue Model:

Subscription-based model with tiered pricing; additional revenue from workshops and group therapy sessions tailored to postpartum needs.

## Key Risks:

- User acquisition cost is high
- Therapist availability and retention
- Data privacy concerns

## Counter Moves:

- Implement referral and reward programs
- Create a therapist support and community network
- Ensure robust data protection and privacy measures

## Opportunities:

- Partnerships with maternity hospitals
- Content marketing through parenting blogs
- Competitors' lack of focus on postpartum issues

## **Launch Plan:**

- Conduct market research and validate product-market fit
- Develop a minimum viable product (MVP) for testing
- Establish partnerships with postpartum therapists
- Create a comprehensive marketing plan focused on digital channels
- Launch a pilot program with a small group of users
- Gather feedback and iterate on the platform