

Competitive Analysis Table

Competitor Name	The need	Key features	Customer experience	Distribution
Woebot Health				
Addresses emotional distress via AI chatbot, 24/7 accessible				
Conversational AI, CBT-based responses, mobile app				
User-friendly, engaging conversations, private and accessible				
App store, partnerships with universities and clinics				
Muse				
Supports relaxation and focus through neurofeedback				

EEG sensor
headband, real-time
brain activity
feedback
Premium
experience,
requires setup,
more suitable for
tech-savvy users
Sold via website
and wellness
distributors

Headspace
Improves
mindfulness and
stress management
with guided
practices
Meditation library,
sleep sounds,
gamified challenges
Simple UI, strong
community
features, high
retention

Available on app
stores, widely
marketed