

Competitive Analysis Table

Competitor Name	The need	Key features	Customer experience	Distribution
Woebot Health				
Addresses emotional distress with 24/7 AI chatbot support.				
Conversational AI, CBT framework, mobile app interface.				
Private, friendly, fast interactions; minimal onboarding.				
App stores, partnerships with schools and health orgs.				
Muse				
Helps users relax and focus through brainwave-guided meditation.				
EEG headband, real-time feedback, neuro-meditation programs.				
Premium experience,				

tech-savvy interface, calm branding.
Sold via website, Amazon, wellness resellers.

Headspace
Supports mental wellness with guided meditation and sleep content.
Meditation sessions, mood tracking, sleep sounds, animations.
User-friendly, broad appeal, gamified elements, personalized.
Widely available via app stores, bundled in wellness programs.