

Lean Canvas

Let's use this model to evaluate our business idea's opportunities and risks.

01 Problem

Many people suffer from physical health issues (heart disease, diabetes, sleep disorders) triggered or worsened by poor mental health (stress, anxiety, depression).

Lack of awareness, stigma, and fragmented care prevent early intervention.

Existing Alternatives

Traditional therapy and counseling (limited access, stigma).

Standalone health or wellness apps (not integrated).

02 Solution

An AI-powered platform that analyzes mental and physical health data to predict risks, sends personalized recommendations, and connects users to support resources.

03 Key Metrics

- Number of users completing self-assessments.
- Reduction in reported physical health issues.

- Engagement with recommendations and support.
- User satisfaction and retention.

04 Unique Value Proposition

- Bridges the gap between mental and physical health care.
- Provides personalized, data-driven insights and early warnings.

Accessible, private, and stigma-free support for holistic well-being.

05 Unfair Advantage

Proprietary AI models trained on combined mental and physical health data.

Partnerships with mental health professionals and clinics.

06 Channels

How will we generate revenue from our users?

Social media campaigns and online communities.

07 Customer Segments

Individuals at risk of stress, anxiety, or depression (students, professionals, caregivers).

Healthcare providers seeking holistic care tools.

Early Adopters

- College students and young professionals.
- Urban wellness communities.

Clinics interested in integrated care.

08 Cost Structure

AI model development and data integration.

Platform development and maintenance.

Partnerships and outreach.

User support and privacy compliance.

09 Revenue Streams

Subscription-based premium features for individuals.

B2B licensing for clinics, colleges, and organizations.

Grants and partnerships with health NGOs.