

**CENTRAL PHILIPPINE
UNIVERSITY**

BUSINESS PLAN
**VOICE
VAULT**

**Team
SEntraliens**

GEORGE JOSE ABAYGAR

HANS GABRIEL DADUYA

MATTHEW LEDESMA

MYKIELL DEOVENN PAGAYONAN

RAFAEL III PRUDENTE

RELEASE, REFELCT, REFRAME, RECONNECT

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Executive Summary

VoiceVault is a digital platform designed to support mental health by providing a solution for handling stress and mental load. Our platform serves as a second brain, a smart digital notebook that allows users to record their thoughts, encounters, and daily experiences.

We believe that it is vital to provide tools to cope with mental health issues and build resilience rather than censoring harmful content on social media.

VoiceVault leverages artificial intelligence and big data to learn from user interactions and provide personalized feedback and insights. Voice Vault is a versatile and accessible tool that can help users improve their mental well-being, critical thinking, and communication skills.

Mission

To build mental resilience and healthy communication.

Vision

To inspire, empower, and innovate digital solutions for mental resilience and communication skills through VoiceVault.

Problem Statement

Mental health is a vital aspect of our well-being; everyone is challenged by various factors in their lives. Stressors and pressures are inevitable in today's age, we need to learn how to cope with them effectively. Our project aims to solve three key problems:

- To be able to release mental load.
- To learn to communicate better and participate in respectful and meaningful debates on diverse topics, without resorting to insults or fallacies.
- To boost self-esteem and confidence.

Core Functionalities

- **Personal Journaling**
- **Idea Search and Connection**
- **Weekly Reports**
- **Constructive Debates**
- **Topic Discussions**
- **Rephrasing Tool**
- **Social Media integration**
- **Voice and Gesture Control**

Impact

Voice Vault is a tool that aims to enhance the mental health and well-being of millions of social media users around the world. It allows users to:

- **Release:** Allow users to release their negative emotions and stress by providing them with a safe and private space to express themselves.
- **Reflect:** Allow users to reflect on their thoughts and feelings and gain awareness of their triggers and patterns.
- **Reframe:** Allow users to reframe their perspective and challenge their cognitive distortions by providing them with positive affirmations and feedback.
- **Reconnect:** Allow users to reconnect with themselves and others by providing them with weekly reports and chatbot support.

Problem Statement

Social media has become a pervasive and influential part of modern life, with more than 4.9 billion people around the world using social media platforms such as Facebook, Instagram, Twitter, YouTube, TikTok, etc. It can have positive effects such as enhancing social connection, learning, creativity, and activism, but it can also have negative effects such as harming mental health, spreading misinformation, and fostering hate speech.

Mental health, the state of mental well-being that influences how we think, feel, and act in different situations is determined by a complex interplay of individual, social and structural stresses and vulnerabilities. According to a report by the World Health Organization (2020), social media use is associated with increased risk of depression, anxiety, low self-esteem, and suicidal behavior among young people.

A research by Henderson, C., Evans-Lacko, S., & Thornicroft, G. (2013) emphasizes the importance of openly discussing mental health problems. Due to the stigma around the topic, many were uncomfortable to discuss, thus were not able to release the mental load they carry. People need to have a way for them to unload and talk about their stressors.

Many also lack the knowledge on how to properly communicate to other people and discuss their opinions in a healthy manner. The lack of practice tend to lead to echo chambers, toxic communities, social comparison and polarization of opinions we see in social media that are detrimental to our mental health.

With these issues we have identified 3 key problems for our project to address:

- To be able to **release mental load**.
- To learn to **communicate better** and participate in respectful and meaningful debates on diverse topics, without resorting to insults or fallacies.
- To boost **self-esteem and confidence**.

Proposed Solution

VoiceVault is an innovative platform that not only alleviates the burden on individuals' mental well-being but also cultivates effective communication skills. It offers accessibility to a wide range of users, including those with disabilities, through its diverse set of features. Some notable functionalities include:

Mind Dump

- **Personal Journaling:** Users can easily record their thoughts and experiences by simply pressing a button and typing or speaking. This serves as a personal journal, allowing individuals to unload their mental load and reflect on their day.
- **Idea Search and Connection:** Users can search their own recorded ideas using keywords or phrases, enabling them to connect thoughts, experiences, and insights. This feature enhances creativity and encourages users to explore the depths of their own minds.
- **Weekly Reports:** VoiceVault generates dynamic and engaging weekly reports, utilizing advanced language models (LLM) to make the reports feel alive and uplifting. These reports provide users with valuable insights into their own progress and encourage positive thinking.

Fostering Constructive Communication

- **Constructive Debates:** VoiceVault includes a unique debate feature, where users can choose a controversial topic, post, or news article and engage in respectful debates with either an AI or another user. Toxic words and phrases will be rephrased to maintain a positive and constructive tone.
- **Topic Discussion:** Inspired by Reddit, VoiceVault offers various categories for discussions and comments. The platform dynamically adjusts the language and phrasing of discussions and comments based on user settings, ensuring a comfortable and personalized experience.
- **Rephrasing Tool:** The platform leverages AI capabilities to generate auto-generated non-offensive posts and comments, providing users with guidance on expressing their thoughts in a respectful manner.
- **Social Media Integration:** With user permission, VoiceVault can link with a user's Facebook, Instagram, Twitter profile, allowing their posts to be part of the weekly reports and mind dump. This integration enhances engagement and provides valuable data for users to reflect upon.

Enhancing Accessibility

- **Voice and Gesture Controls:** The platform offers innovative control options, enabling users to navigate the app through voice commands and hand gestures. This hands-free approach ensures a seamless user experience and promotes accessibility.

Market Analysis

Revenue/Value Model

VoiceVault, with its mission to build mental resilience and healthy communication, has the potential to bring several positive impacts to society and specific user groups. Here is an assessment of the potential benefits and outcomes that the project aims to achieve:

Impact Assessment

Individual/Personal Impact

- VoiceVault empowers individuals to manage their stress, unload their mental weight, and engage in positive self-reflection. This can lead to improved emotional well-being, enhanced self-awareness, and a more positive mindset
- By providing a platform for idea generation, thought organization, and brainstorming, VoiceVault can enhance productivity and foster creativity among users.
- The debate feature encourages respectful and constructive discussions on controversial topics, promoting critical thinking, empathy, and the exchange of diverse perspectives. This can lead to personal growth, expanded knowledge, and improved communication skills.

Social Impact

- By addressing the mental health needs of individuals, VoiceVault contributes to raising awareness about the importance of mental well-being. It encourages open conversations and promotes self-care practices.
- VoiceVault also improves reporting and media integrity. Insights and analysis can assist users, especially news media professionals, in identifying potential biases, gaps, or holes in their reporting. This can lead to more balanced and accurate news coverage.

Accessibility and Inclusivity

- VoiceVault's integration of voice and gesture controls promotes accessibility for users with disabilities. This inclusivity ensures that individuals with different needs can fully participate and benefit from the platform. Furthermore, this has the potential to encourage other platforms to do the same.

Economic Impact

- Improved mental health and resilience can lead to higher productivity and job satisfaction. Reduced absenteeism and turnover rates can minimize recruitment and training costs for employers.
- Enhanced communication skills fostered by VoiceVault contribute to improved productivity, collaboration, and customer satisfaction.

The Future

VoiceVault's success lies in its ability to adapt and grow based on user demands. Here are the exciting routes we envision for our platform's development:

Mind Dump Route: Unleashing the Potential of a Second Brain

This route would focus on the concept of having a personal journal that not only captures your thoughts and experiences but also serves as an intelligent map of your mind. Our Mind Dump Route, designed to become your second brain, empowers users to unload their mental load and explore the depths of their own creativity. With advanced search capabilities and the ability to connect recorded ideas, VoiceVault will invest in refining this feature based on user usage patterns and feedback, making it an indispensable tool for personal growth and problem-solving.

Social Media Route: Embracing the Power of Discussion

Building on the idea that healthy dialogue leads to personal and collective growth, our social media route aims to foster vibrant discussions and idea sharing. By providing a platform where users can engage in respectful debates, VoiceVault encourages diverse perspectives and the exchange of valuable insights. Through continuous monitoring of user feedback and engagement, we will refine and expand this feature, adding new categories and integrating with popular social media platforms to amplify the impact of constructive communication.

Debate Training Route: Nurturing the Art of Constructive Discourse

Building on the idea that healthy dialogue leads to personal and collective growth, our social media route aims to foster vibrant discussions and idea sharing. By providing a platform where users can engage in respectful debates, VoiceVault encourages diverse perspectives and the exchange of valuable insights. Through continuous monitoring of user feedback and engagement, we will refine and expand this feature, adding new categories and integrating with popular social media platforms to amplify the impact of constructive communication.

VoiceVault is a platform that addresses the challenges of mental health and social media through artificial intelligence and innovative features. By staying attuned to user preferences and constantly refining our platform, we aim to create a compelling and transformative experience