1. Customer Segments
   * Users:
     + University students and staff
     + Clinical practitioners and patients
   * Customers
     + University admin and mental health services
     + Professional medical services
2. Problem
   * Stress and anxiety
   * Tracking moods
   * Difficulty pairing professionals & patients
3. Unique Value Proposition
   * Professional input & pairing users and mental health services
4. Solution
   * Logging
   * Gamification
   * Connection toolkit
5. Channels
   * Media through the university newsletter, D2L, social media outlets (through the universities’ twitter and facebook accounts)
   * Events like the mental health and awareness week
   * “Captive audience”
     + Pushed through by university to the students
   * Professional networks
   * Admin direct contact
6. Revenue Streams
   * App will be free
   * Public funding
   * Data sales
   * Payment plans for the Universities
   * Purchasing program
   * Licensing
7. Cost Structure
   * Developers – free
     + Initially, but expansion will require more developers/admin/resources
   * Consultants – Goodwill?
     + Researchers/medical professionals
   * Hosting ($25 – Androids)
8. Key Metrics
   * User signup and retention
   * Data logging (app use)
   * Downloads
   * User buy-in
   * First goal: 15 users & professional interest
9. Unfair Advantage
   * Professional services access
   * Connectivity to mental health professionals
   * Potential for a utility patent