

MindCare

Where whispers of solace meet the quiet hum of empathy, offering a
safe haven for hearts to find their voice



Cognitive Healers

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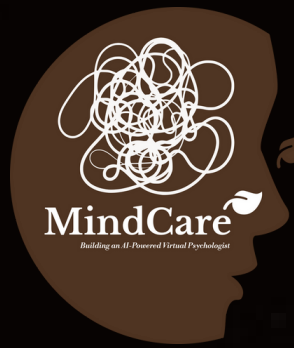
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Mental Health

Prevalence and Challenges

As of 2019, 970 million people around the world struggle with some mental illness or drug abuse. 1 in 4 people will be affected by a mental illness at some point in their lives. 14.3% of deaths worldwide, or approximately 8 million deaths each year, are attributable to mental disorders as most people do not have access to effective psychological care.

Approximate statistics from various resources : World Health Organization (WHO), the Moroccan Ministry of Health and reports related to mental health in Morocco



MindCare

Nurturing Hearts, Restoring Balance

So How

Can digital whispers
soothe the storm within?



ICSIF 2023

01

AI Chatbot for Therapy

Create an AI-powered therapy chatbot proficient in therapeutic techniques and counseling strategies for engaging users in text or voice conversations.

02

Cost-Effective

Make mental healthcare more affordable and accessible by harnessing AI-powered therapy to reduce costs.

03

Geographical Accessibility

Teletherapy transcends geographical constraints, enabling mental health care access for remote and underserved areas.

04

Safe and Confidential Space

Creating a safe space for users, where all interactions are confidential and protected, is a fundamental commitment of the AI-powered therapy chatbot.

03



SWOT Analysis

Unveiling the Path to MindCare's Potential

Strengths

- Innovative AI technology.
- 24/7 accessibility.
- Strong emphasis on confidentiality.
- Personalized support.
- Access to licensed therapists.
- Rich content library.

Opportunities

- Growing mental health awareness.
- Potential global expansion.
- Rising telehealth adoption.
- Educational and corporate partnerships.
- Research collaboration.

- Competition challenges.
- Ensuring sustained user engagement.
- Regulatory complexities.
- Data security vigilance.
- Dependency on external partners.

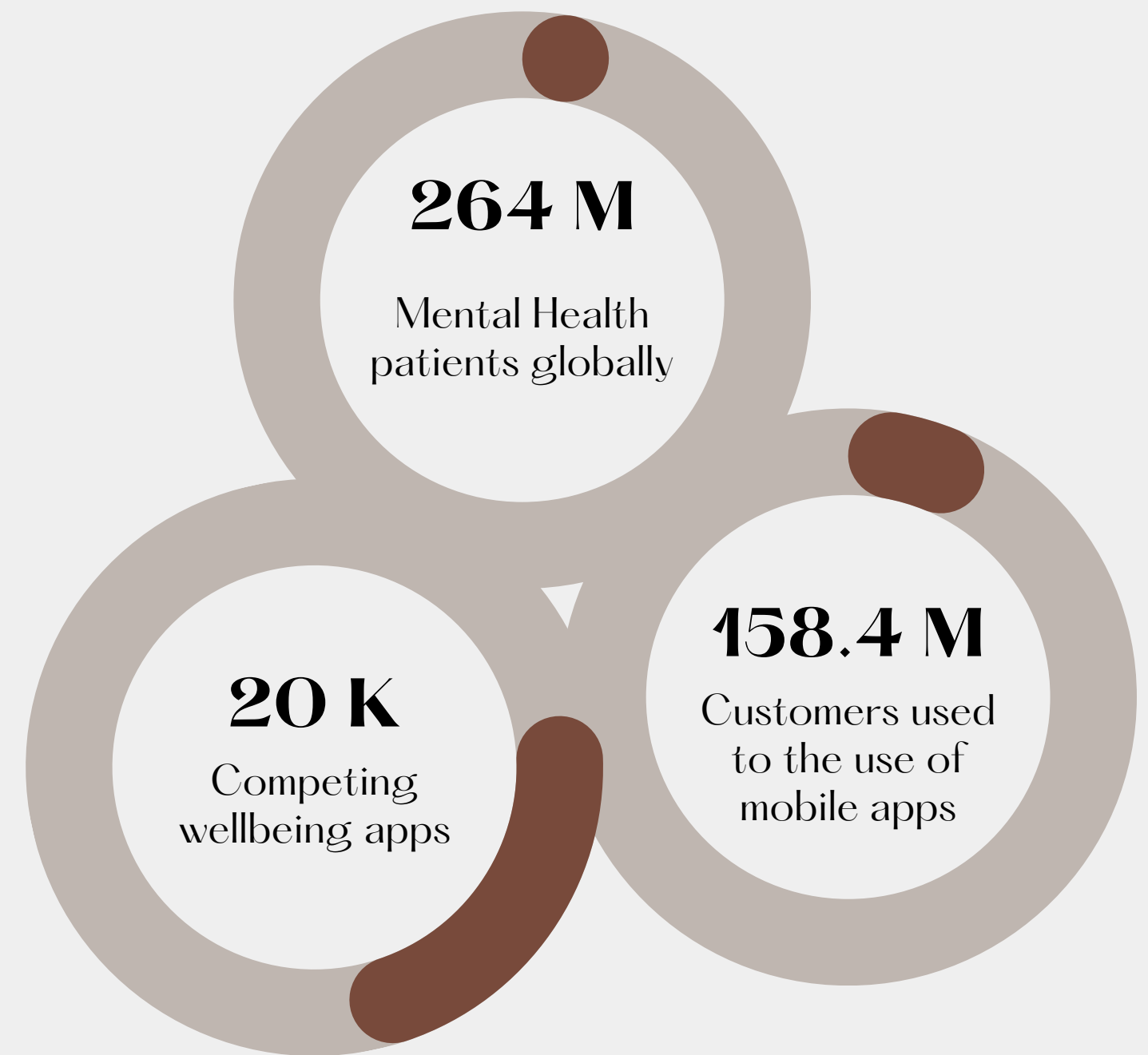
Weaknesses

- Regulatory changes.
- Increasing market competition.
- Privacy concerns.
- Economic uncertainty.
- Cybersecurity risks.

Threats



MARKET SIZE



*Approximate statistics from various ressources : World Health Organization (WHO),
approximate values from chatGPT and business of Apps*



Product Overview

MindCare



- **MindCare:** Comprehensive mental health support app.
- **Accessible 24/7:** On-demand emotional support.
- **Emotion Analysis:** Personalized guidance based on emotional states.
- **Licensed Therapists:** Live video consultations for professional help.
- **Confidential & Secure:** Prioritizes user data privacy and security.
- **Customizable:** Adapts to individual needs for holistic well-being.





BMC.

MindCare: Your compassionate companion on the journey to emotional well-being.

Customer Segment

- Individuals seeking emotional support, guidance, or therapy.
- Educational institutions (students and staff).
- Corporate partners for employee mental health programs.
- Healthcare providers and clinics.
- Telehealth providers.
- Mental health organizations.
- Researchers and institutions interested in mental health data.

- Accessible mental health support.
- Confidential and empathetic conversations.
- Personalized coping strategies.
- Live video consultations with licensed therapists.
- A diverse content library on mental health topics.
- Data insights for research and analysis.
- Mental health awareness and educational campaigns.
- Customizable solutions for educational and corporate partners.

Value Proposition

Customer Relationships

- One-on-one support through empathetic conversations.
- User community for peer support and sharing experiences.
- Educational and corporate partnerships with personalized support.
- Data insights and research collaboration for mental health organizations and researchers.
- Customer support for user inquiries and concerns.

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- Mobile app for iOS and Android.
- In-app advertising channels.
- Marketing and awareness campaigns through social media and digital marketing.
- Collaborations with educational institutions for student and staff access.
- Licensing the platform to healthcare providers and clinics for white-label solutions.
- Data insights and research distribution channels for mental health researchers and institutions.

Channels



POTENTIAL PARTNERS

National Partners in Morocco:

- **Entraide Nationale:** A Moroccan nonprofit organization focusing on social assistance and family support. They can assist in reaching marginalized populations who may benefit from MindCare's services.
- **Alwane Association:** A local mental health association that could provide valuable insights and collaborate on content development to ensure cultural sensitivity and relevance.
- **Université Hassan II Casablanca:** Collaborate with local universities for research and data analysis, and possibly engage students in research initiatives related to mental health.
- **Casablanca Hub:** A startup incubator and accelerator in Morocco that could provide valuable mentorship, resources, and support for the development and scaling of MindCare.





POTENTIAL PARTNERS

International Partners (Small Startups):

- **Wysa:** An Indian mental health tech startup specializing in AI-driven chatbot therapy. Collaborate on AI enhancements and potentially integrate their AI chatbot features into MindCare.
- **Talkspace:** A U.S.-based telehealth startup. Explore potential integrations or partnerships for live video consultations with therapists and expanding MindCare's service offerings.
- **Koko:** A Canadian AI-powered social support platform. Collaborate on AI-driven features and community building within MindCare to provide additional support.
- **Moodmission:** An Australian app that provides personalized mental health micro-missions. Collaborate on content development and integration of mission-based support within MindCare.





REVENUE STREAMS



- **Subscription Model:** Offering a tiered subscription model with premium features and content (Unlimited therapist interactions, personalized treatment plans, advanced content library, offline access, exclusive live events...etc)
- **Telehealth Services:** Integrating live video consultations with therapists, with fees for these sessions.
- **Corporate Partnerships:** Collaborating with companies for employee mental health programs.
- **Educational Partnerships:** Partnering with educational institutions for student and staff access.
- **White-Label Solutions:** Licensing the platform to organizations, clinics, or therapy centers.
- **Data Insights:** Aggregating and selling anonymized user data insights for research purposes.



IMPACT / VISION

MindCare



Short Term

Short-Term Impact: MindCare aims to offer immediate emotional support and reduce stigma, positively impacting users' well-being.

Short-Term Vision: MindCare's vision is to become a trusted, accessible emotional support platform, expanding its user base and promoting destigmatization.



Long Term

Long-Term Impact: MindCare envisions lasting global change in mental health care, empowering millions to lead emotionally fulfilling lives through innovation and research.

Long-Term Vision: MindCare aspires to lead global mental health transformation, creating a comprehensive, destigmatized ecosystem for emotional well-being and making a lasting impact on millions of lives.

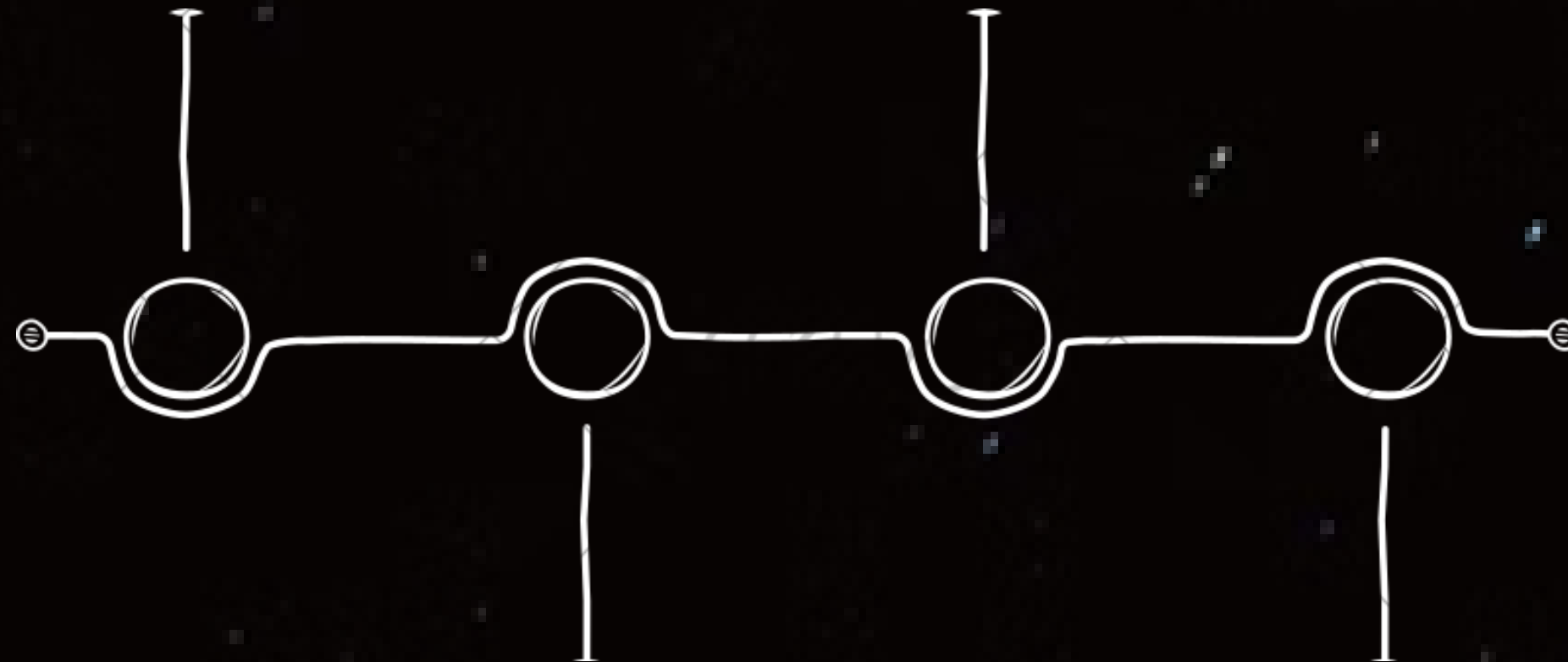


TIMELINE

MindCare

Q1 2024(January - March): Develop, partner, launch, research, engage.

Q3 2024(July - September): Expand, align, assess, collaborate, evolve.



Q2 2024 (April - June): Grow users, add features, promote.

Q4 2024(October - December): Review, celebrate, analyze, plan ahead.



SUSTAINABILITY PLAN

MindCare

1. Diversify Revenue Streams:

- Explore additional monetization avenues, such as partnerships and sponsorships.
- Implement a freemium model to attract and retain users.

2. User Retention and Satisfaction:

- Continuously enhance the app to keep users engaged and satisfied.
- Actively gather user feedback and make necessary improvements.

3. Strategic Partnerships and Collaborations:

- Strengthen existing partnerships and build new ones with healthcare providers, universities, and mental health organizations.
- Deepen research collaborations to gain insights for improvement and better user outcomes.



A VISION OF THE PROJECT FOR THE NEXT 3 YEARS

MindCare

Goals: In the next three years, MindCare aims to expand its user base, create an engaged community, and enhance the app's resources and premium features, empowering users to lead more fulfilling lives. Additionally, MindCare aims to expand its user base, introduce live video conversations with AI.

Expansion Plans: We plan to expand internationally, diversify platforms, and explore integration with wearable devices, ensuring continuous and holistic support for users.

Desired Impact: MindCare's three-year vision includes contributing to the destigmatization of mental health, improving emotional well-being for millions, and advancing mental health research for a better understanding of well-being.

**MindCare:
Comprehensive
Mental Health
Support App –
Also Available
on our Website!**



Our team

Cognitive Healers' team, harnessing our diverse skills and unwavering determination, is fully dedicated to developing and promoting MindCare, a cutting-edge mobile AI solution serving as a therapeutic companion.

HOUDA LARBI



Team Leader

HIBA BELLAFKIH



Data Analyst and
Researcher

SAFAE OUAHIB



Developer

AYMANE ISSAMI



Web Developer

MOHAMED AMINE
ALLALI



Developer

MAROUANE EL HAJJI



Visual Designer





WHY US?

MindCare

- **Personalized Support:** MindCare uses advanced AI technology to tailor emotional support to your unique needs, making your well-being a priority.
- **Stigma Reduction:** MindCare actively promotes open discussions and works to reduce the stigma associated with seeking help for mental health issues, creating a safe and judgment-free environment for users.
- **Innovation:** MindCare is committed to staying at the forefront of mental health technology by regularly introducing cutting-edge features and resources to enhance user experience.
- **Data-Driven Insights:** We collect and utilize valuable data to contribute to mental health research, helping shape the future of emotional well-being practices and understanding.



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