PROJECT NAME: **MAKTO**

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IDEA IN SHORT: Self-administered mental health tests to determine if a person is experiencing symptoms of a mental health condition

Hardcore entrepreneur **hackathon** 2.0

1.PRODUCT - PROBLEM WE SOLVE

We help people understand mental health conditions, and help them solving and dealing with their mental health issues.

Our tests are not 100% accurate, but in most cases, if someone responds truthfully, they will receive the correct diagnosis.

In the case of a positive diagnosis, we recommend seeing a psychiatrist for confirming the result.

2. OUR TARGET GROUP

Our target group is all the adult population.

Mental health issues are real, common, and treatable. According to the National Alliance on Mental Illness (NAMI) 1 in 5 adults experience mental illness and 20% of those are considered serious. 17% of 6-17 year olds experience a mental health disorder.

So mental problems are not a myth, they are real, they can affect anyone, and left untreated they can get much worse.

3. SMART OBJECTIVES

Specific: Mental health tests

Measurable: Our goal is to add one more test per month

Achievable: Double our number of tests until next year

Realistic: Gathering over 1 million users

Time-bound: Becoming a well known app and business in the next years

4. PRICE

Monetization can be done in several ways:

- A downloading price can be applied to the app;
- A price can be charged per test;
- We can create a paid monthly subscription for the possibility of having access to multiple tests;
- In app advertising.

5. PROMOTION

Knowing that our potential customers are the entire adult population and how our app works on Android as well on IOS, a good place of market would be Google Play as well as App Store. So that our app will be available for anyone to download and use.

We can promote our application by paying for advertising or through the use of social media.