

IEDE Emotional Intelligence



Name of Application



Our Application is like 'an apple a day keeps the doc' away.

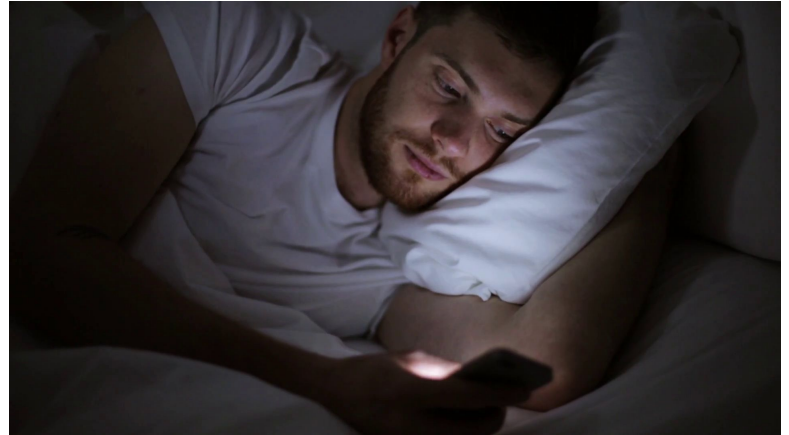
Presentation overview

1. The aim of our project
2. Statistics and research
3. Solution
4. Measures of success
5. Target market and size
6. Our competition
7. Inspiration
8. Revenue model
9. Problems
10. Feedback



The case and aim of our project?

- The potential for human emotional development through technology
- The problem we are addressing and situation we are trying to improve
- The aim of our project digitally and beyond



Mental Health Foundation identifies **18- to 35**-year-olds, not teenagers, as the age group most likely to struggle with loneliness.

Source: Mental Health Foundation

<https://www.theguardian.com/society/2017/apr/08/teenagers-loneliness-social-media-isolation-parents-attention>

We know loneliness makes you feel terrible. It's bad for your mental health: well-being goes down, depressive symptoms go up, your likelihood of developing mental and affective disorders increases. It's also bad for your physical health. In a meta-analysis of 3 million people, which controlled for confounding factors such as demographics and objective isolation, loneliness increased odds of an early death by **26%**.

Source: W. W. Norton & Co., 2009

<http://fortune.com/2016/06/22/loneliness-is-a-modern-day-epidemic/>

Depression is a common mental disorder. Globally, more than **300 million** people of all ages suffer from depression.

Solution?

- Building a peer to peer app based on AI
- A partly digital solution
- Evolving a culture of emotional sharing

The Product

Anyone with emotional needs



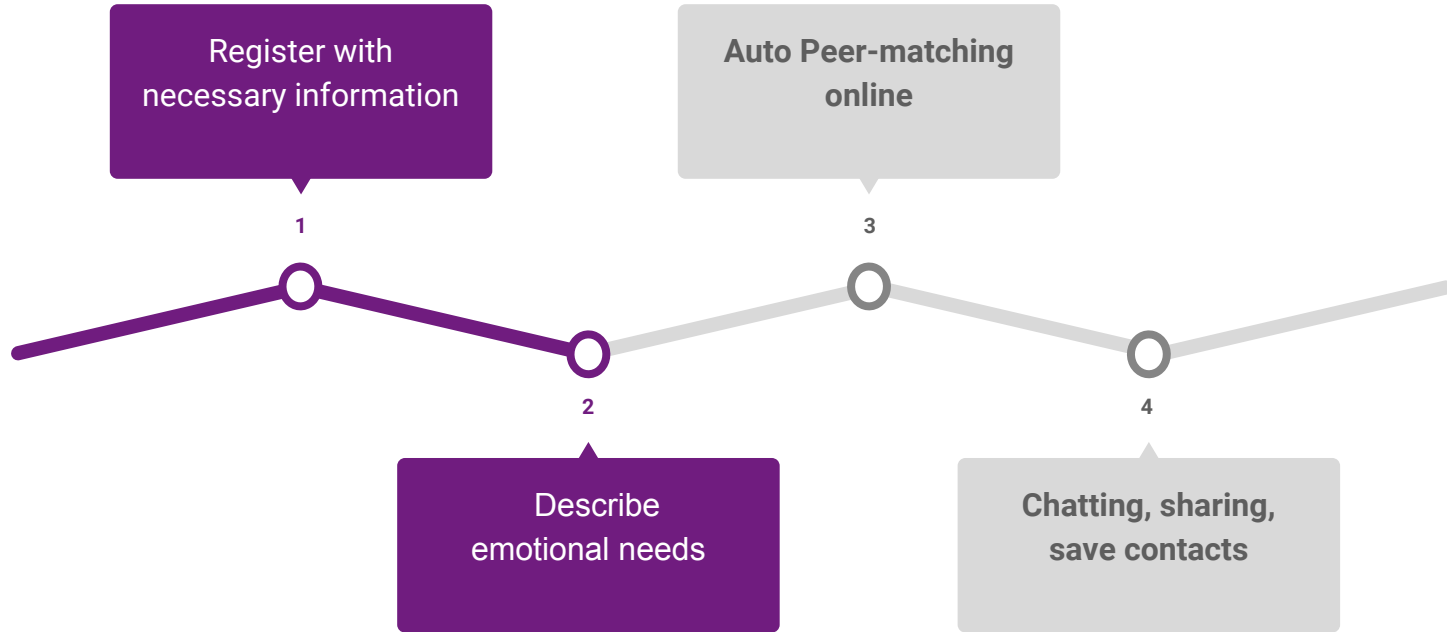
Searching & matching

Online chatting

Contacts

Posting & comment

How it works



What is most important to this projects success and how to measure it

- Beta testing
- User engagement
- Recurring user



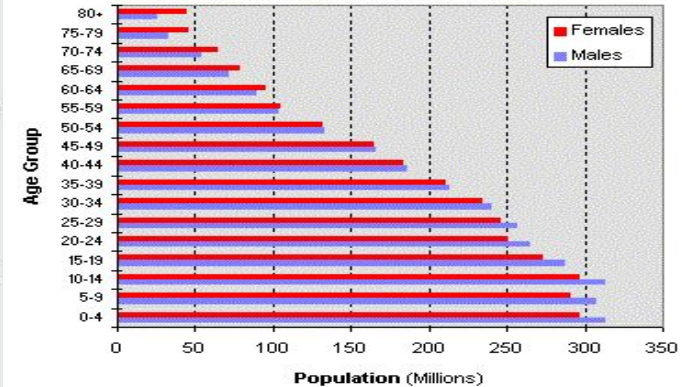
Target Market and Size

- World population was estimated to have reached **7.6 billions** of December 2017
- Number of mobile phone users in the world is expected to pass the **five billion** mark by 2019
- Number of smartphone users is forecast to grow from **2.1 billion** in 2016 to around **2.5 billion** in 2019

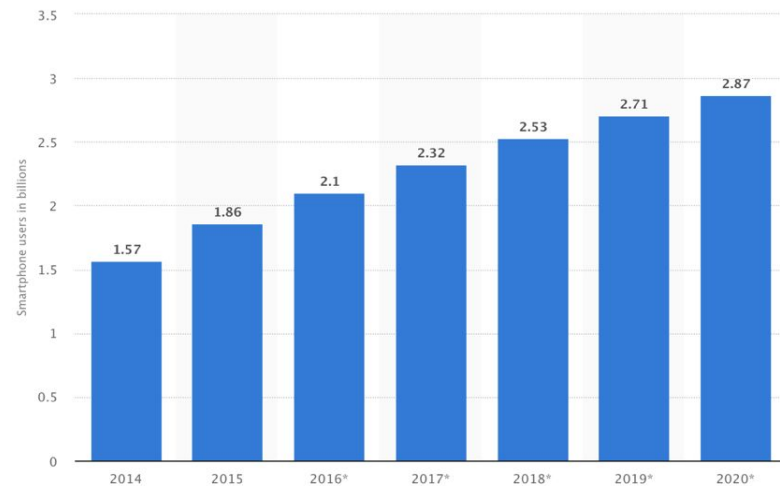


World Population by Age Group and Sex

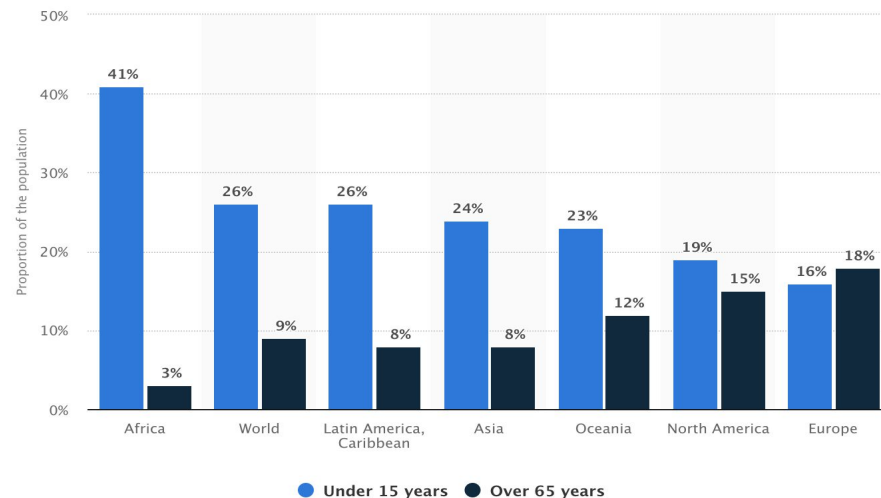
SOURCE: US Bureau of the Census



- **Number of smartphone users worldwide from 2014 to 2020 (in billions)**



- **Proportion of selected age groups of world population in 2017, by region**



Source: <https://www.statista.com>

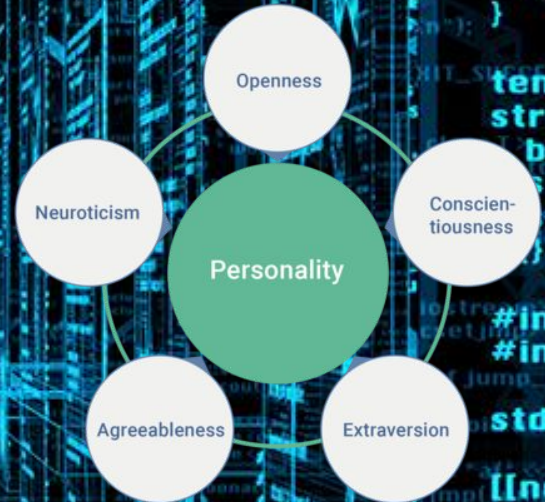
Who is our competition?



Wo can we and the AI learn from?

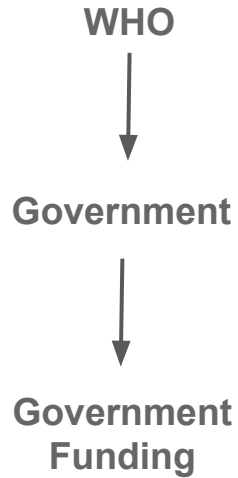


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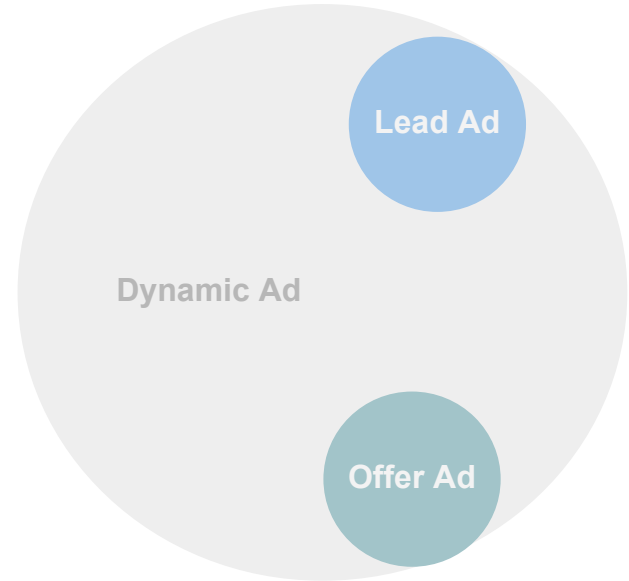
Revenue Model

Government Funding



Customer Base

Advertisement



The problems we are encountering

- Building an AI that can manage the data and perform what we want
- A huge and active user base is key
- Trying to engage with emotions is complex
- Testing if users actually want to use an application like this



Questions and feedback?

