

JUNE 2025



Business Proposal

**"BRINGING MENTAL HEALTH TO THE
FOREFRONT OF WORKPLACE CULTURE"**



Executive Summary

VISION

EzWork empowers organizations by providing real-time mental health insights, mood tracking, anonymous HR communication, and in-depth analytics. Our platform fosters transparency, informed decision-making, and a focus on employee well-being, setting a new standard for workplace wellness.

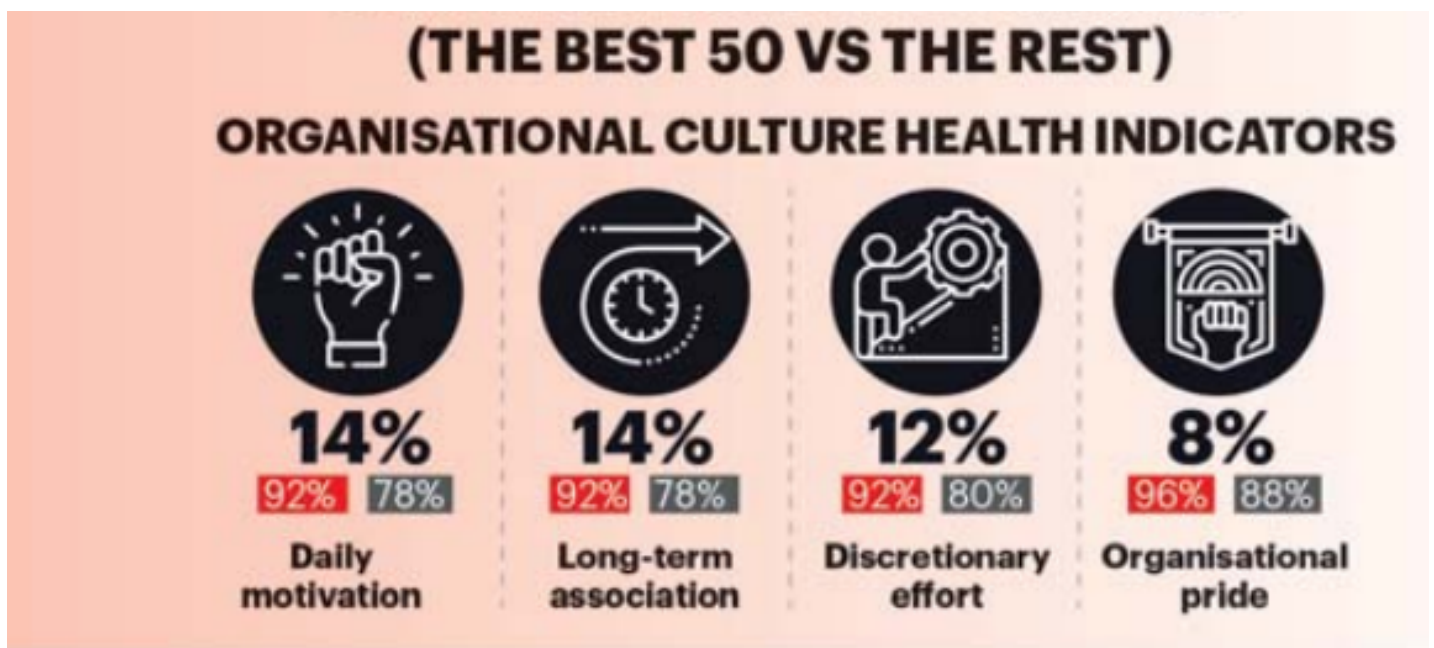
MISSION

EzWork is dedicated to improving employee mental health through accessible, data-driven tools. By integrating mood tracking, insights, and HR communication, we aim to build resilient, thriving workplaces where employees can succeed both personally and professionally.

Market Analysis

INDUSTRY OVERVIEW

Demand for workplace mental health is rising as companies prioritize well-being to boost productivity and retention. The growing corporate wellness market, driven by post-pandemic awareness and remote work, creates opportunities for solutions like EZWORK. With real-time insights and HR-focused tools, EZWORK addresses this need, making it essential for modern employee well-being.



MARKET CHALLENGES

Despite rising demand, some companies may hesitate due to privacy concerns, employee resistance, or budget constraints. EZWORK addresses this by offering transparent, privacy-focused, and customizable solutions to fit diverse organizational needs.

Competitor Analysis

Mental health is crucial at every life stage, impacting well-being and productivity. Unlike platforms like other apps, EZWORK focuses on real-time HR insights with tools like mental health scoring, mood tracking, and anonymous feedback. Its data-driven analytics empower HR leaders to make targeted decisions, setting it apart from broader wellness apps.

OTIENO	Feature Comparison Chart				
	Moodfit	Happify	Remente	Apple Health	EZwork
	Mood Tracker	✓	✓	✓	✓
	Mental Health Score	✓	✓	✓	✓
	Mood Sharing				✓
	Peer Voice Conferencing				✓
	Anonymous Chat with HR				✓
	SWOT Analysis				✓
	Sharing insights with HR				✓
	Counselling Recommendation	✓	✓		✓

Marketing Strategy



PRODUCT

EzWork aims to tackle mental health issues by providing real-time monitoring and insights into employee well-being. Employees update their moods regularly, generating trends that managers can visualise.



PRICE

Offer free trials or demo versions of EZWork to organizations, allowing them to experience its functionality before committing. This trial period will showcase EZWork's features and the tangible benefits it provides for employee wellness..



PROMOTION

Use platforms like LinkedIn, Instagram, and Twitter to build a community around workplace wellness. Launch hashtag campaigns or to increase engagement and encourage companies to share their wellness journeys.



PLACE

Partner with Society for Human Resource Management, local mental health organizations, and certification bodies like Great Place to Work to boost EZWORK's credibility, integrate wellness data, and support companies in achieving wellness certifications.

Financial plan

CAPITAL REQUIREMENTS

Allocation	Value(Rs.)	Percentage
Development	750,000	50%
Marketing and Advertising	500,000	33.33%
Initial Research and Development	250,000	16.67%

FINANCIAL OUTLOOK

	INCOME	EXPENSE
SPONSORSHIPS	1,500,000	–
DEVELOPMENT	–	500,000
MARKETING	–	500,000
INITIAL R and D	–	250,000
MONTHLY MAINTAINANCE	–	200,000*12

Payment Plans

☒ MONTHLY

ANNUALLY

MOST POPULAR

STARTER

\$99/MONTH

- Up to 10 Employees
- View Weekly Insights
- Basic Features
- Standard Support

MOST POPULAR

PRO

\$249/MONTH

- Up to 75 Employees
- View Custom Insights
- SWOT Analysis
- Advance Features
- Counselling Recommendations
- 24x7 Live Support

GET STARTED

ENTERPRISE

\$499/MONTH

- Up to 150 Employees
- View Custom Insights
- SWOT Analysis
- Advance Features
- Peer Voice Conferences
- Counselling Recommendations
- 24x7 Live Support

MONTHLY

☒ ANNUALLY

MOST POPULAR

STARTER

\$89/MONTH

- Up to 10 Employees
- View Weekly Insights
- Basic Features
- Standard Support

MOST POPULAR

PRO

\$199/MONTH

- Up to 75 Employees
- View Custom Insights
- SWOT Analysis
- Advance Features
- Counselling Recommendations
- 24x7 Live Support

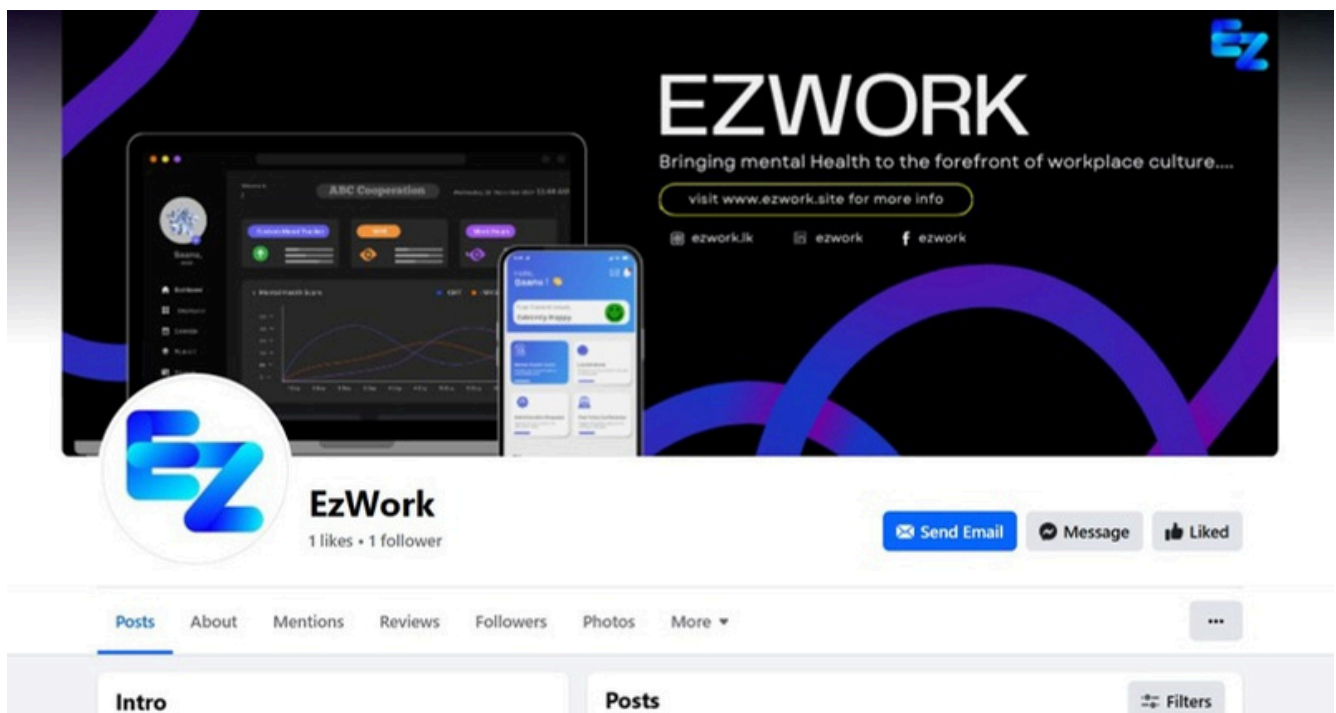
GET STARTED

ENTERPRISE

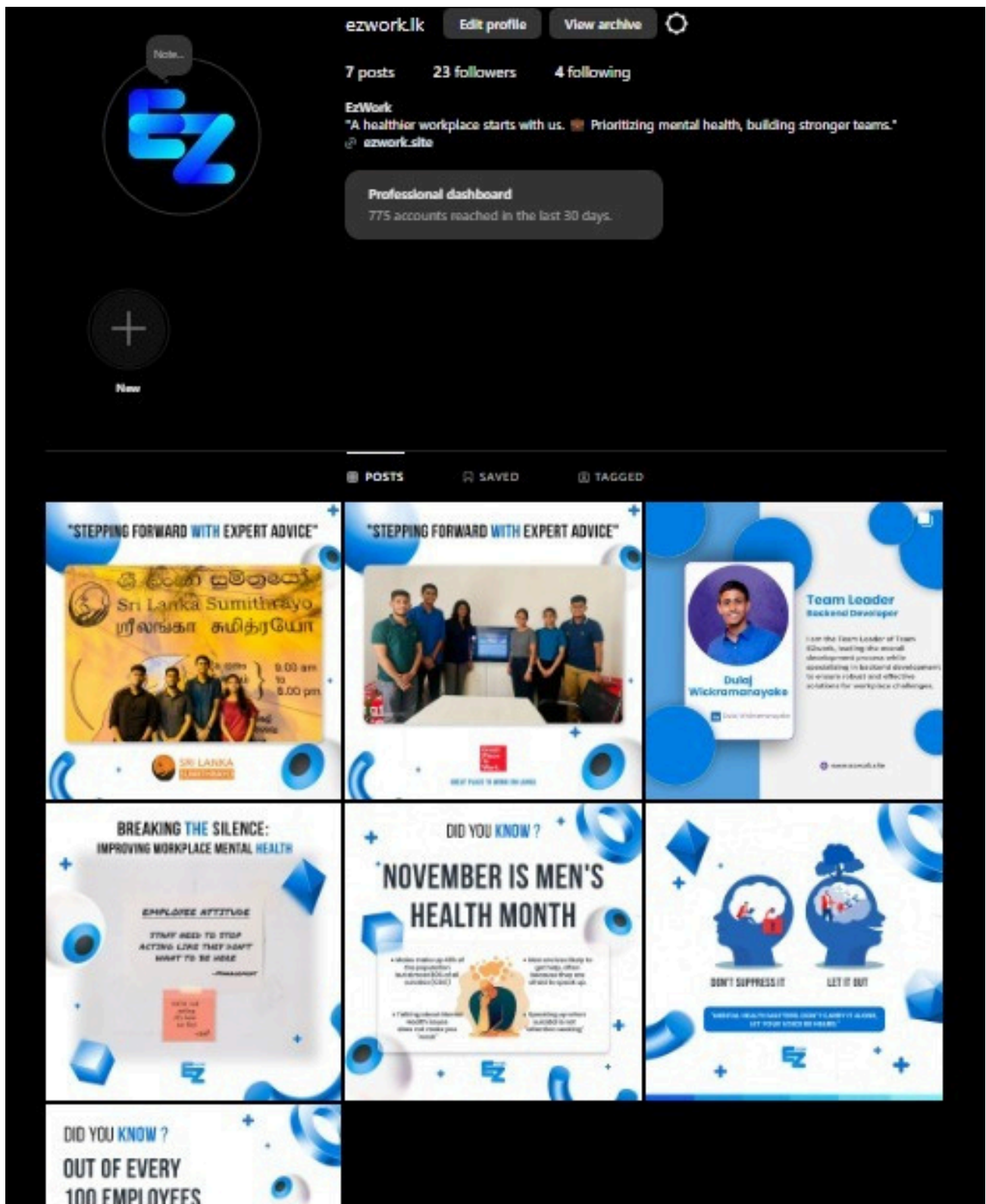
\$449/MONTH

- Up to 150 Employees
- View Custom Insights
- SWOT Analysis
- Advance Features
- Peer Voice Conferences
- Counselling Recommendations
- 24x7 Live Support

Publicity Campaign



Publicity Campaign



Project Timeline



Reach Us Out

We are ready to grow our business better and help you be the best one



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WWW.EZWORK.SITE



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