

Susi-A tool for self awareness, therapy supplementary and help seeking

Customer users

- Familiar with electronic products
- Young (below 28 or 25) and have a willingness to improve their condition
- Mental disorder/normal
- Patient with mood disorder
- Low emotional self-awareness
- Highly sensitive to the environment
- Government department
- Liked to write or used to writing a diary

Early Adopters: people who is undergoing psychological counseling, counselors, people who used to writing a diary, people who like to use computers to solve problems

Unique value

- Record of self-awareness -> Secondary analysis of emotions -> share (Prevent secondary damage)
- Early warning or judgment of special circumstances
- Cognition of emotional mobility (self stereotype)
- Cultivate human autonomy (communicate actively and asking for help)
- Organized schedule (privacy)
- Provide a reference for individual differences

Solution

- Improve self-awareness of emotion
 - Record emotional changes
 - Emotional analysis report
 - Share
 - Activity light
 - Establish a relationship between emotion and events
 - Soft record (Confess, vent, Stroke)
 - Provide constructive advice based on user characteristics
- Reduce secondary damage
 - Emotional analysis report
 - Interpersonal support
 - Physical sharing (e.g. print)
 - Provide constructive advice based on user characteristics
- Provide effective data support for diagnosis and help doctors track treatment
 - Emotional analysis report
 - Record emotional changes
 - Distribution algorithm (not safe for privacy)
 - Provide constructive advice based on user characteristics
 - Decentralization
 - Collect data and build data sets and models (The premise is that our customer are willing to provide data.)
 - Let the therapy be a distribution terminal
 - Physical sharing (e.g. print)
 - Soft record (Confess, vent, Stroke)

Key metrics

- Demand: communicate
- Obligation: record
- Willing to support emotions
- Tool support
- Breaking the obsession, rationalizing the thoughts

Cost

- Software development
- Hardware development
- Production and manufacturing
- Operation and maintenance
- Publicity
- Free trial

Revenue

- Government funding
- Reduce the investment in psychotherapy
- Suppress negative emotions into diseases
- Improve social productivity
- Update
- Free in our first stage
- Donate in our second stage

Problem

- Low-self cognition
- Secondary damage caused by restatement of negative events
- Less support from peers
- Unwilling to socialize because of emotional problems (Avoiding the disease)
- Excessive reaction (e.g. alcoholism)
- Induced records are not comprehensive
- Limited social occasions and activities
- Season
- Substance abuse (e.g. alcohol)
- The feeling of helpless
- The difficulty of telling the details of what happened
- Lack of records about emotional changes
- Accept but not understand
- Misremember
- Individual differences in prevention
- The government does not know the details
- Individual susceptibility
- High government spending
- The division of social roles and individuals

Channels

- Government
- Platform for unilateral bursting
- Recommendation from counseling
- Advertise on Facebook, Instagram, Snapchat
- Social Media