



COMPETITIVE ANALYSIS REPORT

Mpower vs Competitors in
Mental Health Tech

How Mpower Can Evolve
Beyond Competitors

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ANALYSIS

Current Gaps in Mpower

Based on research and competitor benchmarking, the following areas appear underdeveloped in Mpower's platform:

No Chatbot Support

- Unlike competitors such as Amaha, Mpower does not provide an **AI or live-chat assistant** to guide users on the website.
- Chatbots are increasingly popular for initial screening, FAQs, and providing 24/7 support.

No WhatsApp or SMS Integration

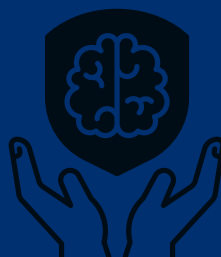
- Most modern health-tech apps allow easy communication through **WhatsApp/SMS reminders** for appointments, progress updates, and motivational nudges.
- Mpower currently lacks this feature, which reduces accessibility.

Limited Booking Options

- Competitors like Amaha allow users to directly book appointments with **specific therapists from their website**.
- Mpower's booking flow is comparatively generic and less personalized.

Website Usability Issues

- Compared to MantraCare and Silver Oak, Mpower's website is **not as user-friendly** or well-structured.
- The design lacks intuitive navigation and does not highlight services as effectively.



ANALYSIS

Current Gaps in Mpower

Based on research and competitor benchmarking, the following areas appear underdeveloped in Mpower's platform:

No User Experience/Community Section

- Competitors often showcase testimonials, **stories, or community engagement** on social media to build trust and relatability.

Poor SEO Optimization

- Mpower does **not rank highly on Google** search results for key queries such as *“mental health treatment centres in Mumbai/Bengaluru”*.
- In some cases, it does not appear at all on the first page. This reduces discoverability and leads to potential loss of clients to competitors like Amaha or MantraCare, who appear higher in search rankings.



RECOMMENDATIONS

Recommendations for Growth

To strengthen its position and grow further, Mpower should consider:

Add Direct Therapist Booking

- Improve user personalization by allowing clients to **choose and directly book their preferred therapist** online on the *website*.

Enable WhatsApp & SMS Communication

- Add appointment **reminders, follow-up notifications, and motivational nudges** through WhatsApp and SMS.

Introduce a Smart Chatbot

- Provide **AI-powered chatbot support** for 24/7 guidance, quick FAQs, and initial triage for mental health needs on the website.

Redesign Website for Better UX

- Invest in a **clean, structured, and engaging** website with intuitive navigation and clear service categories.
- Competitor websites like AMAHA are more user-friendly than ours.

Invest in SEO & Digital Presence

Mpower should strengthen its SEO strategy by:

- **Optimizing website content** with relevant keywords (e.g., mental health treatment Mumbai, therapy in Bengaluru).
- Publishing regular blogs, case studies, and wellness articles.

CONCLUSION

Mpower has strong clinical credibility but must improve its digital infrastructure to remain competitive. By adopting AI tools, strengthening SEO, and enhancing user experience, Mpower can scale its services and gain an advantage over competitors like Amaha, MantraCare, and Silver Oak.

THANK YOU

