# Zen Chat

Your go-to mental health support, available anytime, anywhere.



Created by: Matthew, Jasper, Kelly, Anna

## Canadian teens still struggling with mental health even as pandemic wanes

Researcher says latest findings are 'alarming' and more support is needed



Alison Northcott · CBC News ·

Posted: Feb 26, 2023 1:00 AM PST | Last Updated: February 26

## Canada is failing on child and youth mental health

COVID-19 has revealed inequitable access to vital services for vulnerable youth people across the country.

Raissa Amany, Magdalena Rudz, Carly La Berge, Connie Trang

Published Jan 16, 2023 · Last updated Jan 16, 2023 · 4 minute read





COVID-19 pandemic triggers 25% increase in prevalence of anxiety and depression worldwide

7.5M

25%

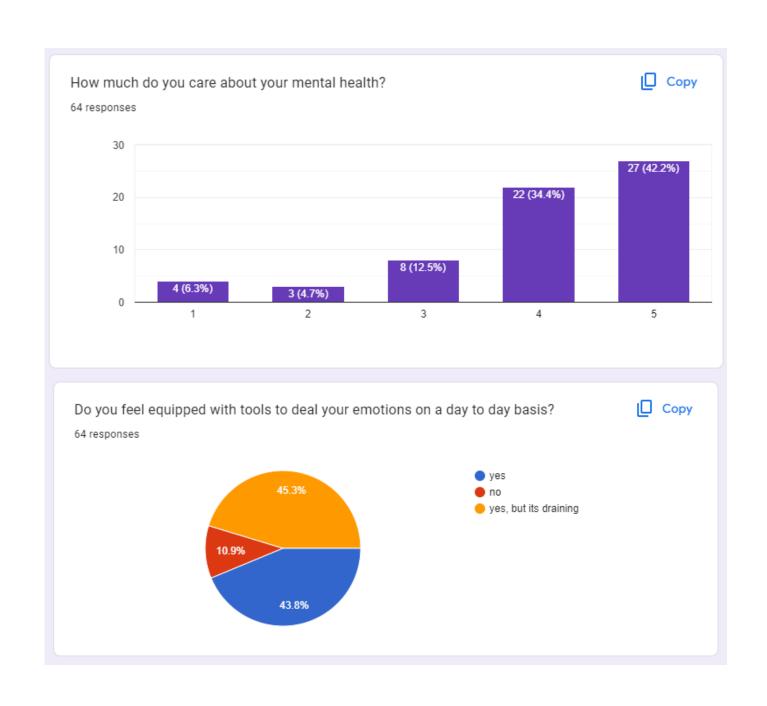
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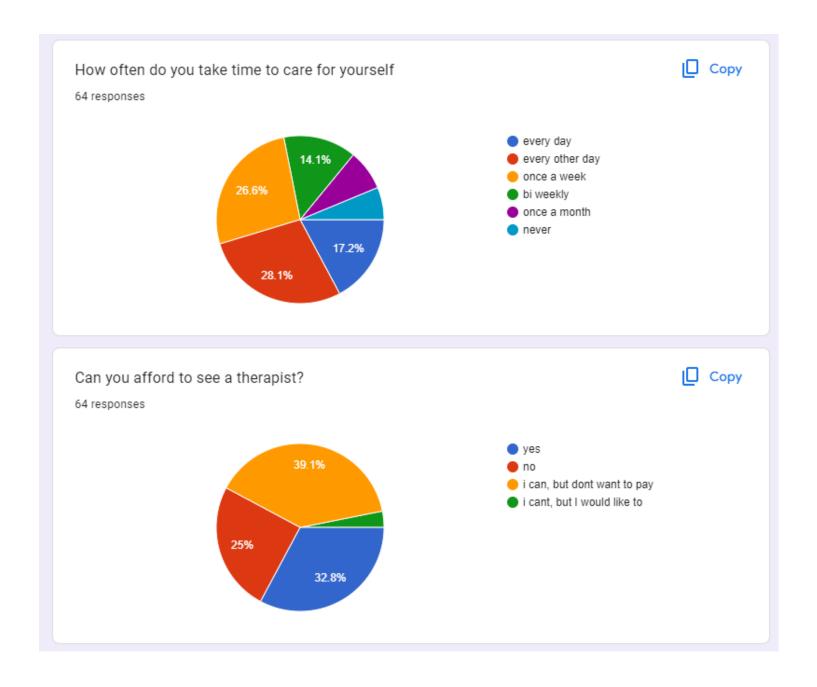
Canadian children and youth experiencing mental illness

Increase in anxiety and depression since 2021

Currently receive appropriate treatment

## Market Research





## Problems



Day-to-day emotions



Lack of accessible support



Financial & social barriers



# Zen Chat

To the rescue!

# What is Zen Chat



# Empowering mental wellness through technology

Day-to-day tools and resources for in-person support and emergency hotlines



## Bridging the gap between mental health resources and users

Provoding stigma-free guidance for mental wellness and self-care.

# Unique Value Proposition



# Comprehensive Resources

Clinically proven research, therapists, crisis hotlines, and guided meditations



## **AI Chatbot**

Personalized support and resources to users in real-time



## **Availability**

User friendly and experience with free access





TAM 481M

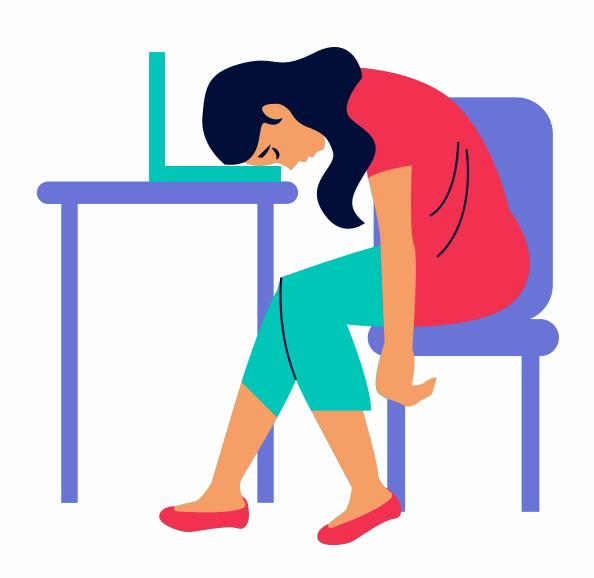


**SAM 7.5M** 





## Meet Matilda



## First Year Student

- Tries to cope with deadlines
- Stressed out
- Too embarrassed to seek help

## Demo Time

## How it works

## **Front-end**

- ReactJS
- HTML
- CSS

### **Back-end**

- Flask
- Python
- Jupyter
- GPT-3

## Design

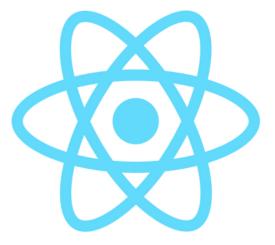
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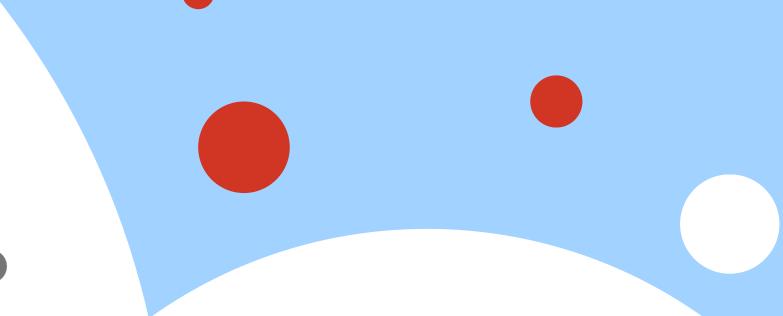












# Marketing



Partnership with Canadian schools, local communities & future companies



Market to Millenials & Gen
Zs through social media
(Instagram, Discord, TikTok)

## Metrics

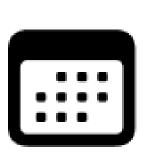
**User Engagement Monthly Active Users (MAUs), Session length** 

**User Experience** 

Mobile App Rating Scale (MARS), Feedback & Interview

**User Retention Install/Uninstall rate** 

## Next Steps



**6** 

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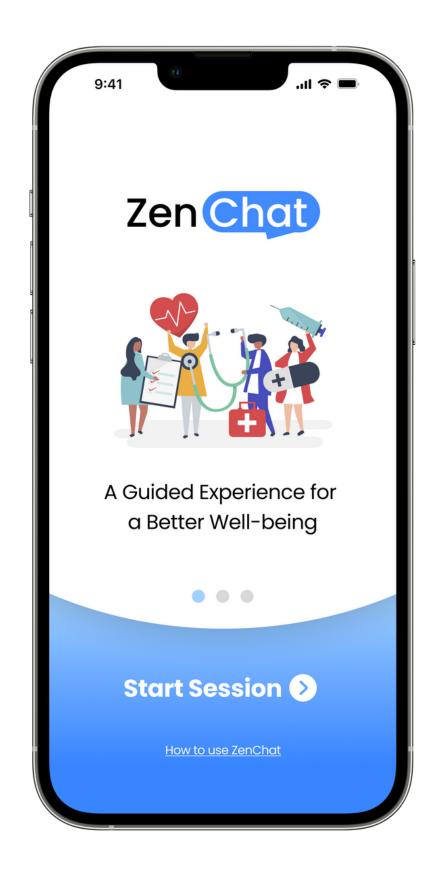
**Emotional tracker** 

**User database** 

Monetization

# Zen Chat

Thank you!



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## Appendix

#### Decatastrophizing

#### What is the catastrophe that I am worried about?

Clearly state: What am I worried will happen? What am I predicting will happen? Change any "what if ... ?" statements into clear predictions about what you fear will happen

> ate how awful you believe thi atastrophe will be (0-100%)

#### How likely is this event to happen?

Has anything this bad ever happened to you before? How often does this kind of thing happen to you? Realistically, is this likely to happen now?

#### How awful would it be if this did happen?

What is the worst case scenario What is the best case scenario? What would a friend say to me about my worry?

#### Just supposing the worst did happen, what would I do to cope?

Who or what could I call on to help me get through it? What resources, skills, or abilities would be helpful to me if it did happen?

#### What positive & reassuring thing do you want to say to yourself about the 'catastrophe' now?

What would I like to hear to reassure r

PSYCHOLOGYTOOLS

What tone of voice would I want to hear that reassurance in?

ate how awful you believe this atastrophe will be now

⊕£39\$\$25<sub>ps</sub> @ http://psychologytools.com

#### Anger Diary Date / Time

Date / Tene	What had happened just before you felt angry?	How did you feel at that time?	What did you feel in your body?	What was going through your mind?	How did you react? What did you do?	V
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				Did you have thoughts about		l
	When were you' Who were you with? What were you doing?		How did that body sensition make you feet?	another person's flanogression? Record any thoughts or images that went through your mind.		ŀ

Body sensations

Emption

### Gratitude Exercises

Gratitude means appreciating the good things in life, no matter how big or small. Making the practice of gratitude a regular part of your day can build happiness, self-esteem, and provide other health benefits.



#### Gratitude Journal

Every evening, spend a few minutes writing down some good things about your day. This isn't limited to major events. You might be grateful for simple things, such as a good meal, talking to a friend, or overcoming an obstacle.



Behaviour

### Give Thanks

Keep your eyes open throughout the day for reasons to say "thank you." Make a conscious effort to notice when people do good things, whether for you or others. Tell the person you recognize their good deed, and give a sincere "thank you."



### Mindfulness Walk

Go for a walk and make a special effort to appreciate your surroundings. You can do this by focusing on each of your senses, one at a time. Spend a minute just listening, a minute looking at your surroundings, and so on. Try to notice the sights, sounds, smells, and sensations you would usually miss, such as a cool breeze on your skin, or the clouds in the sky.



#### Gratitude Letter

Think about someone who you appreciate. This could be a person who has had a major impact on your life, or someone who you would like to thank. Write a letter that describes why you appreciate them, including specific examples and details. It's up to you if you'd like to share the letter or not.



#### Grateful Contemplation

Remove yourself from distractions such as phones or TV and spend 5-10 minutes mentally reviewing the good things from your day. The key to this technique is consistency. Think of it like brushing your teeth or exercise-it should be a normal part of daily self-care. This technique can be practiced as part of prayer, meditation, or on its own.



3 things you were grateful for throughout the day. Spend a moment oint, rather than hurrying through the list. Make this part of your fore bed, or at another regular time.

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# Appendix 2

100,000 active users per month; 10,000 active	ve users per day; 3	0 day per month	
Revenue (affiliate/ sponsor)	40,000		
Al cost	12,000	20 messages per user per day	
Database & hosting cost	3,000	AWS cloud	
Miscellanous cost	2,000		
Net profit	23,000		