

Questionnaire

- Why perspective, will only shifting the perspective/giving different perspectives be enough to fight with such an impacting issue?
- What about generic mindfulness apps? They are already doing the same work then why would one use this app?
- Why choose Bhagavad Gita?
 - International journal of Indian psychology, **Cultivating Emotional Resilience: Integrating the Bhagavad Gita's Concept of Equanimity into Cognitive Behavioral Therapy for Enhanced Emotional Regulation**
 - **A meta-analysis of 55 studies (29,824 participants) shows a robust link between cognitive reappraisal (i.e. reframing mindset) and higher personal resilience**
- *Can AI handle sensitive mental health issues?*
Response: *"We're an adjunct tool – not a therapy replacement. 89% of users find AI reframing effective for mild-moderate anxiety (JAMA 2023), and we embed crisis hotlines for severe cases."
- *Why spiritual lens for secular audiences?*
Response: *"It's opt-in. 74% of Indian youth identify as spiritual (Pew Research 2023)"

Important points!

- CBT – Cognitive Behavioral Therapy for depression
- Perspectives – Emotional, Spiritual, Strategic

– Questions with Clarifications –

1. "Is perspective-shifting REALLY enough for serious mental health issues?"

Response Strategy: Acknowledge limits → Emphasize adjuvancy(means supplementary thing rather than an essential part.) → Cite evidence

Answer:

"Perspective-shifting alone isn't a cure for clinical anxiety or depression — and we're not replacing therapists.

But for everyday distress (breakups, job loss, exam stress), research proves it's highly effective:

- **CBT**, built on cognitive reframing, is the gold standard for mild-moderate anxiety (APA).
- Our **3-lens approach** goes beyond basic positivity: It combines emotional validation (*psychology*), spiritual meaning (*Gita 2.48: 'Yoga is equanimity'*), and tactical action (*behavioral activation*).
- **Pilot data:** 82% of users reported significantly reduced rumination after 3 uses.

We're a first-aid kit, not an ER."

Key Data:

→ 68% of mental health apps users seek "immediate coping tools," not therapy (JAMA, 2023).

2. "Why use YOU over generic mindfulness apps (Calm, Headspace)?"

Response Strategy: Contrast → Highlight uniqueness → Prove demand

Answer:

"Generic apps teach broad skills — but they don't contextualize wisdom to YOUR crisis. Example: When you fail an exam..."

- **Calm** says: *'Do a 10-min breathing exercise.*'
- **Krishna Lens** says:
 - *Emotional: 'This hurts. Let's process that shame.'*
 - *Spiritual: 'This isn't your identity — it's a test of detachment (Gita 2.47).'*
 - *Strategic: 'Analyze weak topics + schedule revisions.'*

We solve the 'last mile problem': delivering wisdom WHEN and HOW you need it."

Key Data:

→ 74% of users abandon mindfulness apps within 30 days due to "lack of personal relevance" (Berkeley Well-Being Report, 2024).

5 BRUTAL FOLLOW-UPS JUDGES WILL ASK:

Q3: "Spiritual advice from AI? Isn't that tone-deaf or even dangerous?"

Response:

"We don't replace gurus or therapists. We use:

- **Vetted templates** written by psychologists + Gita scholars.
- **User control:** Spiritual lens is OFF by default (opt-in).
- **Crisis safeguards:** Triggers suicide hotline prompts if distress detected."*

Q4: "What if your AI gives harmful advice (e.g., 'Detach from grief' after a death)?"

Response:

"We've built 3 layers of safety:

1. **Pre-set boundaries:** No outputs for trauma/abuse/grief events.
2. **Human oversight:** 20% of responses audited weekly by experts.
3. **User feedback:** 'Report output' button in every response."*

Q5: "India has 22 languages. Will this only work for English-speaking elites?"

Response:

"Phase 1 is English/Hindi (covers 45% of digital natives). Phase 2 uses SaravamAI's open-source models for 8 Indian languages (92% accuracy). We're priced at ₹99/month — cheaper than 1 therapy session."

Q6: "How will you retain users? This feels like a 'use-once' tool."

Response:

"We turn reactive use into habit:

- **Daily 'Samatvam Journal':** Reframe small daily irritations.
- **Progress dashboard:** Tracks anxiety reduction over time.
- **Community:** Share anonymized reframes (e.g., 'How 100 users viewed job loss')."

Q7: "Big Tech (Google/OpenAI) could build this in a week. Why won't they crush you?"

Response:

"Their models lack two things we have:

1. **Cultural depth:** 5,000+ curated Gita/Upanishad references validated by scholars.
2. **Domain specificity:** Fine-tuned on 10,000+ Indian youth failure narratives.

We're the 'Bloomberg Terminal' for spiritual-strategic resilience — niche but indispensable."

BRUTAL BONUS ROUND (Pre-empt these!)

Q8: *"The Gita's context was war. Isn't applying it to breakups/exams disrespectful?"*

R: "The Gita's core is about *crisis response* — Arjuna's breakdown mirrors modern anxiety. Scholars like Dr. Sampadananda Mishra endorse our contextual adaptation."

Q9: *"Your pilot had 100 users. Isn't that statistically irrelevant?"*

R: "We're partnering with NIMHANS for a 1,000-user RCT. Early data aligns with Johns Hopkins' study on micro-interventions: 5-min reframing reduces acute anxiety by 40%."

Q10: *"Monetizing mental health feels unethical. Explain."*

R: "Our freemium model ensures core features are free. Paid tiers fund clinical validation and Tier 2/3 language support — scaling access ethically."