



WIEHACK4.0

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PostCare

HEALTH & FITNESS



MISSION

PostCare, is to provide **comprehensive support** and resources to individuals experiencing **postpartum depression** and navigating the postpartum period. We aim to create a **safe and inclusive** space where individuals can connect, find solace, and access the necessary tools for healing and well-being. Our mission is to **empower and uplift** those affected by postpartum depression, **promoting awareness**, understanding, and resilience. Through our platform, we strive to reduce the **stigma** surrounding postpartum depression and foster a community of support, compassion, and hope.

VISION

PostCare, is to create a world where **postpartum depression** is understood, acknowledged, and effectively addressed. We envision a future where every individual going through the postpartum period feels **supported**, validated, and empowered to seek help. Our vision is to be a leading platform that provides accessible and comprehensive resources, connecting individuals with the **support** they need during this critical phase of motherhood. We aim to be at the forefront of raising awareness about postpartum depression and driving positive change in how society perceives and supports those affected.



ABSTRACT OF SOLUTION

Our website, **PostCare**, is dedicated to supporting mothers facing **postpartum depression**. With an **anonymous** chat system, **therapist** appointments, **exercise** and **diet** plans, practical tips, and **marketplaces** for essentials, we provide **comprehensive support**.

Postpartum depression affects **15-25%** of new mothers in **India** and **10-15%** globally, **causing emotional distress** and day to day functioning. PostCare raises **awareness**, **empowers** users, and fosters healing through a **safe space** and essential resources. **Together, we redefine care for mothers on their postpartum journey towards well-being.**



MARKET STUDY

Our market study indicates a significant demand for **postpartum** support services globally. In India, where the prevalence of **postpartum depression** is estimated to be between **15% and 25%** among new mothers, there is a clear need for accessible and comprehensive resources. Furthermore, worldwide, approximately **10% to 15%** of women experience postpartum depression, highlighting the global impact of this issue. Our research also reveals a lack of adequate support systems and resources for individuals facing postpartum depression. This presents a prime opportunity for PostCare to fill this gap and cater to the growing demand for postpartum support services.



GO-TO MARKET STRATEGY

PostCare involves a **multi-faceted** approach to effectively launch and promote our platform.

1. **Targeted Marketing:** Implementing digital marketing campaigns to reach our target audience through various channels such as social media and online communities.
2. **Strategic Partnerships:** Collaborating with healthcare professionals and organizations to establish credibility and expand our reach.
3. **Community Engagement:** Building an active and supportive community through forums, discussion boards, and online events.
4. **Influencer Outreach:** Partnering with influential individuals to amplify our message and reach a wider audience.
5. **User Referral Program:** Implementing a referral program to incentivize users to refer PostCare to their networks and increase user acquisition.

By executing these strategies, we aim to create awareness, establish partnerships, engage with our community, leverage influencers, and encourage user referrals to drive the successful launch and growth of **PostCare**.



PROTOTYPE COSTING

The cost of developing a prototype for PostCare will depend on various factors such as the complexity of features, design requirements, and development resources. It is difficult to provide an exact cost estimate as of now . However, it is recommended to allocate a budget for development resources, design assets, hosting services, and any necessary third-party integrations. Working with a skilled development team and leveraging existing frameworks and tools can help optimize costs while ensuring a high-quality prototype.



PROGRESS REPORT

WHAT HAVE YOU DONE ?

We have developed front end using **HTML** and **CSS**.

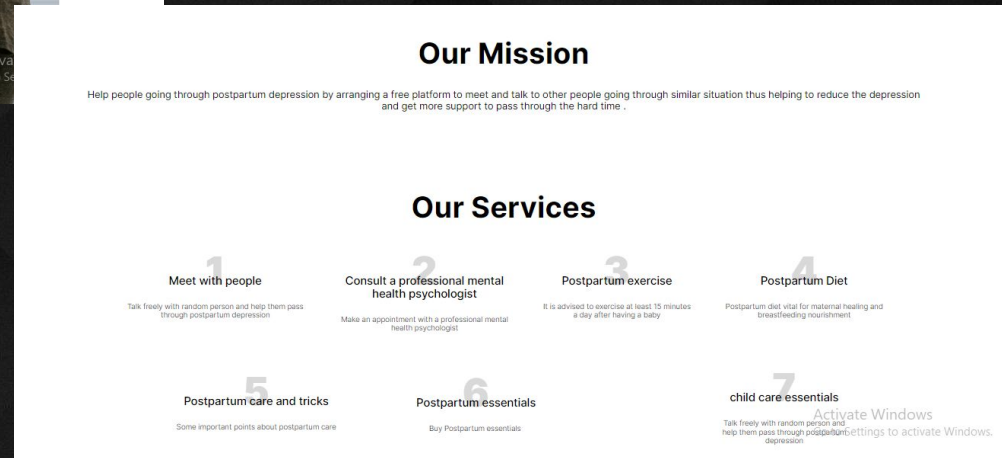
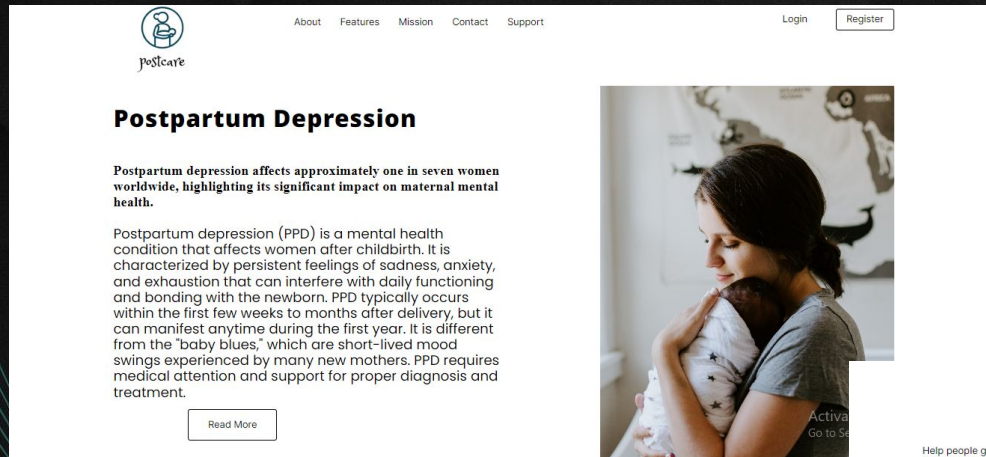
We are planning to develop backend using **node.js** and **socket.io**

WHAT ARE YOU PLANNING TO DO ?

We are planning to develop an health risk calculation and mitigation assessment tests to constantly evaluate the health of the person using AI and ML.



SCREENSHOTS / IMAGES





LEAN CANVAS

PROBLEM Postpartum depression: Emotional distress faced by new mothers worldwide.	SOLUTION PostCare: Comprehensive support for postpartum individuals to promote healing.	UNIQUE VALUE PREPOSITION PostCare offers an all-in-one platform for postpartum support, combining anonymous chat, therapist appointments, personalized plans, and essential marketplaces.	UNFAIR ADVANTAGE Integrated solution with community support for postpartum individuals, setting us apart.	CUSTOMER SEGMENTS Postpartum individuals seeking support and resources during their recovery.
COST STRUCTURE Platform development, maintenance, hosting, marketing, and customer support expenses.	KEY METRICS User engagement, number of active users, and satisfaction ratings.		CHANNELS Online platform with web and mobile access for convenient engagement.	REVENUE STREAMS Subscription fees, premium features, partnerships with postpartum product providers



Revenue Generation

PostCare will implement a multi-faceted monetization strategy to ensure sustainable growth and revenue generation:

- **Subscription Model:** Offer premium features and exclusive content through subscription plans.
- **Advertising:** Partner with relevant brands and businesses to display targeted ads on the platform.
- **E-commerce Partnerships :** Collaborate with postpartum and childcare product vendors to earn commission through referral sales.



Future Development

PostCare aims to continuously enhance and expand its services based on user feedback and emerging trends in the field of postpartum care. This includes incorporating AI-driven chatbots, expanding partnerships with mental health professionals, and introducing additional features and resources to meet evolving user needs, such as devising a health risk assessment system that utilizes **AI** and **ML** to continuously evaluate an individual's well-being. This system aims to calculate and mitigate potential health risks effectively.



Thank You