

Happify, Inc.



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Varsha Jain (varshaj)



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February 25, 2020

AGENDA

- 
- Vision
 - Team
 - Problem Statement
 - Our Product
 - Market
 - Business Model
 - Going Forward

OUR VISION

We aspire to build a happy society and improve mental health and happiness around the world.



AGENDA



OUR TEAM

Akshay Munde
Research Lead
Experience: 3.5 years



Sonal Singh
Research Associate
Experience: 3 years



Prasun Shrestha
Senior Associate
Experience: 3 years



Varsha Jain
Senior Researcher
Experience: 3.5 years



Pranav Banthia
Project Manager
Experience: 4 years



AGENDA



PROBLEM STATEMENT

The U.S. ranks third in unipolar depressive disorders, after China and India ([US News, 2016](#)).

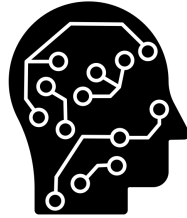
1 in 5 U.S. adults experience mental illness each year - of which only 43.3% receive mental health care or services ([NAMI, 2018](#)).

Suicide is the 2nd leading cause of death among people among 10-34 in the nation ([NAMI, 2018](#)).

PROBLEM STATEMENT



The nation's economy loses [\\$193.2 billion](#) in lost earnings each year due to serious mental illness.



Ripple effects of mental illness: [40% more likely](#) to develop cardiovascular disease. [1 in 5 US adults](#) also experienced substance abuse.



The U.S. government spent [\\$3.9 billions](#) in 2018 for Mental Illness and Substance Abuse.

ON THE FLIP SIDE

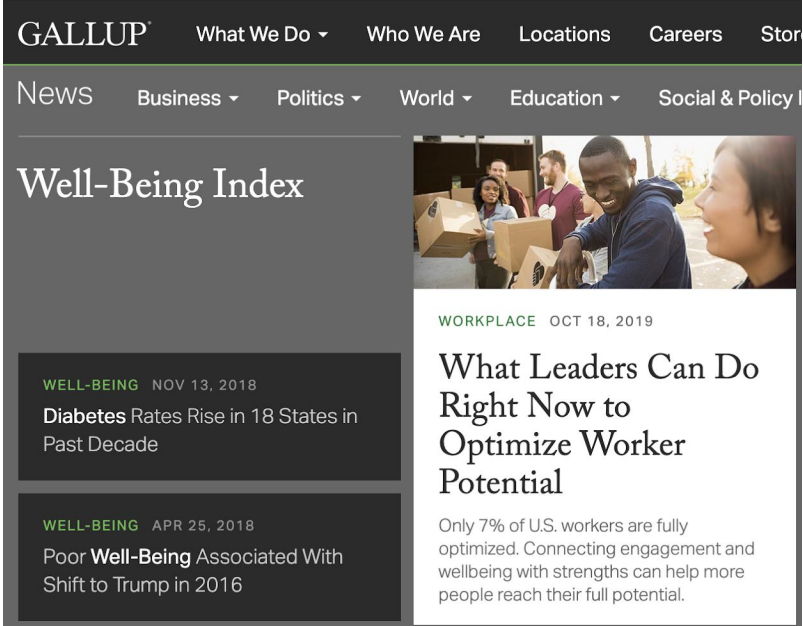
- ❑ High well-being [closely relates to key health outcomes](#), such as lower rates of healthcare utilization, workplace absenteeism and workplace performance.
- ❑ Wellbeing is also [a predictor of numerous business outcomes](#) such as employee engagement, customer engagement, turnover and workplace safety, which can affect a state's ability to reach its economic potential.

AGENDA



CURRENT MARKET

- ❑ The [Substance Abuse and Mental Health Services Administration](#) in the U.S. runs a 24-hour crisis center called National Suicide Prevention Lifeline, which provides free, confidential help to people in crisis.
- ❑ Organizations, such as Gallup, provide state-wise well-being index



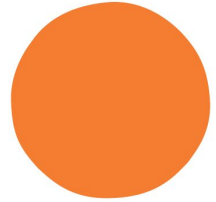
The screenshot displays the Gallup website's 'Well-Being Index' section. At the top, the Gallup logo is followed by navigation links: 'What We Do', 'Who We Are', 'Locations', 'Careers', and 'Store'. Below this is a secondary navigation bar with links for 'News', 'Business', 'Politics', 'World', 'Education', and 'Social & Policy'. The main heading 'Well-Being Index' is prominently displayed. To the right of the heading is a photograph of four diverse people smiling and interacting with cardboard boxes. Below the heading, there are two article teasers. The first, dated November 13, 2018, is titled 'Diabetes Rates Rise in 18 States in Past Decade'. The second, dated April 25, 2018, is titled 'Poor Well-Being Associated With Shift to Trump in 2016'. On the right side of the page, there is a featured article titled 'What Leaders Can Do Right Now to Optimize Worker Potential' dated October 18, 2019, under the 'WORKPLACE' category. The article's text states: 'Only 7% of U.S. workers are fully optimized. Connecting engagement and wellbeing with strengths can help more people reach their full potential.'

CURRENT MARKET

- ❑ The current market has numerous apps, such as Calm and Headspace, and guided meditations to promote an individual wellbeing.

HOWEVER

- ❑ No way to administer region-specific index
- ❑ The measures are reactive individual, and not preventive
- ❑ No actor employs analytics to inform policymakers on mental health



HEADSPACE®

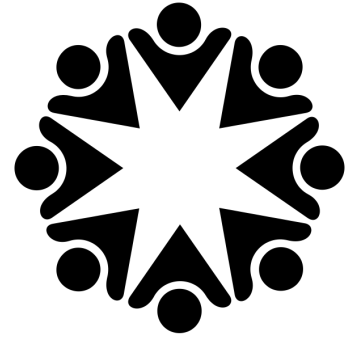
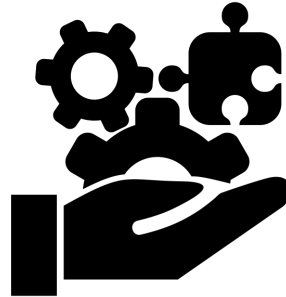


AGENDA



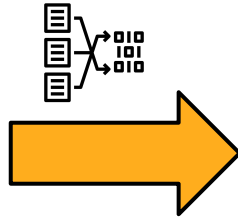
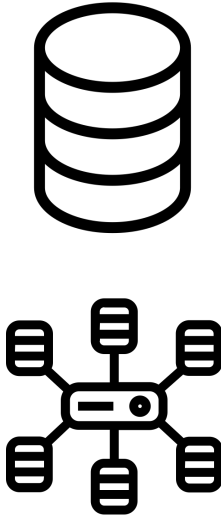
HAPPIFY, INC.

- ❑ We are a non-profit analytics-driven think tank which works closely with public and private institutions to promote mental health and wellbeing.
- ❑ Our analytical services empower policymakers and companies to make informed decisions.

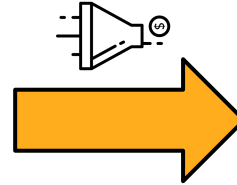


OUR PRODUCT

DATA



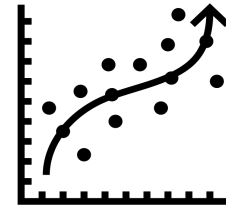
ANALYTICS



PRODUCT



Ad-hoc reports



Prediction Model

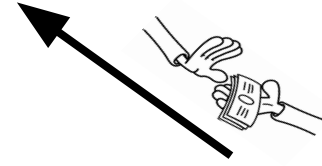
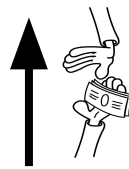
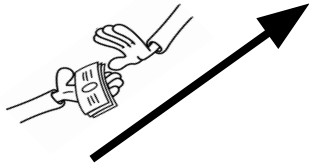
AGENDA



BUSINESS MODEL

Our clients pay a service fee for the analytical service we provide.

Happify, Inc.



Public Institutions

- Federal Government
- State Government
- Local Government

Non-profit Organizations

NAMI
American Association of
Suicidology

Private Institutions

Corporations
Universities

BUSINESS MODEL (continued)

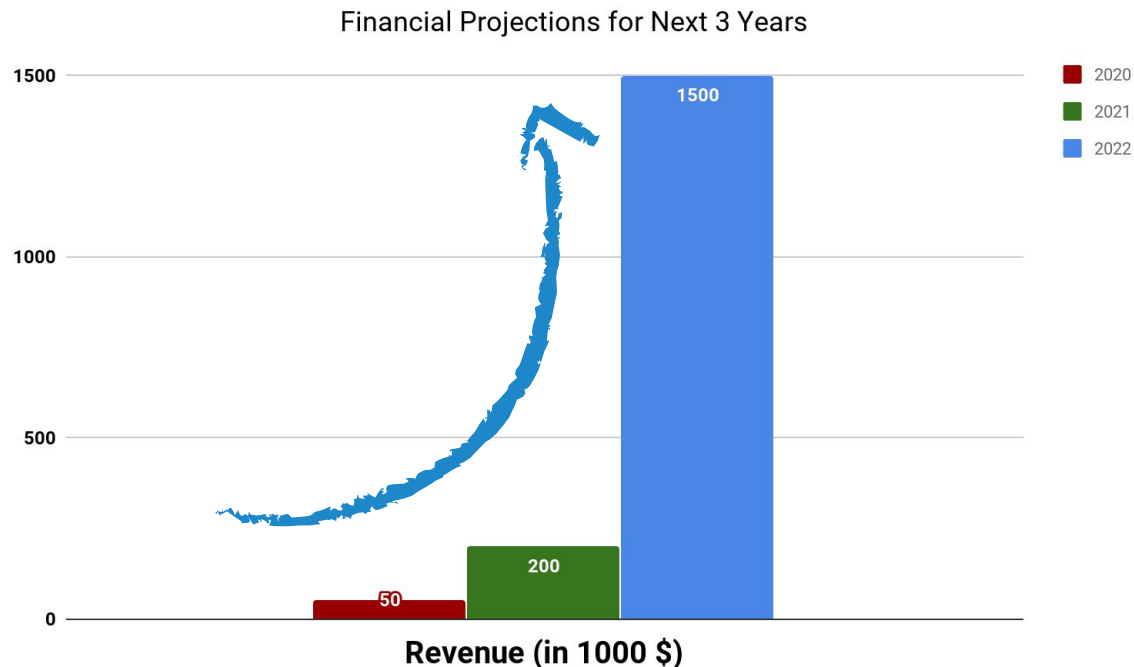
❏ Pricing details

Government	Non-profit Organizations	Private Institutions
\$60,000 - \$120,000 per project	10% of project budget	\$50,000 - \$120,000 per project

For example, the federal government allocated a budget of \$100M to alleviate mental illness. We will provide the insights - build a mental health index - using suicide, poverty, unemployment, and crime rate to help them design social programs or policies to effectively address the target population. The government, in return, will compensate us with \$100,000 for our service.

FINANCIAL PROJECTIONS

- We expect the revenue to exponentially increase in the 3rd year as our product will reach full deployment.



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GOING FORWARD

Kick-off Goals (Present Day)

- Collect the data and develop the descriptive statistics and ad-hoc reports for all states from 2014 to 2018
- Predict the Happiness (wellbeing) Index for all states during the period
- Present the model to city of Pittsburgh to demonstrate the product for future collaboration

Growth (1-3 years)

- Partner with organizations, such as NAMI, who already are treating people having mental issues
- Collaborate with corporations and universities whose employees and students report high rate of stress and depression

Establish Position (3+ years)

- Future enhancements using Machine Learning to provide preventive measures for targeted audience
- Build real-time predictive model for Happiness Index of any region in any county given the availability of dataset
- Based on prediction outcomes, draft policy memos to effectively address the issue of mental illness

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THANK YOU!



Questions? 