

Befriends

A **Community Powered; A.I.
Backed** Emotional Wellness
Platform

i-Hub
(A Government of Gujarat Initiative)



10 000
START-UPS
A NASSCOM Initiative

THE
STEPUP
VENTURES
scale up bhavet

Vadodara
Startup Studio

HT Mond
CATALYST
A Technology Business Incubator



www.befriendsapp.in



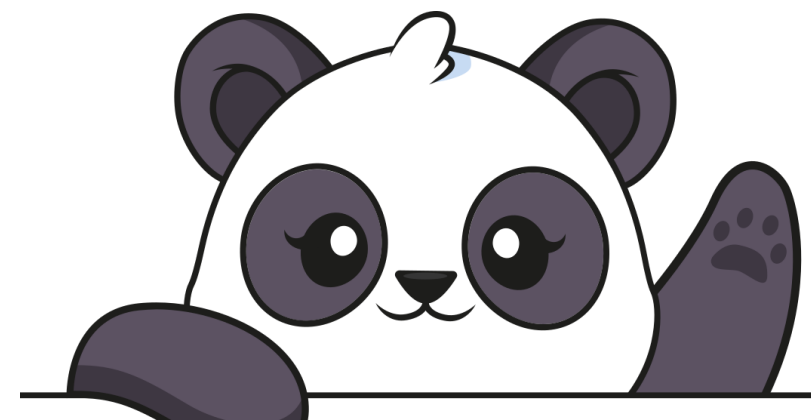
63569 55272



talktous@befriendsapp.in



@befriendsapp



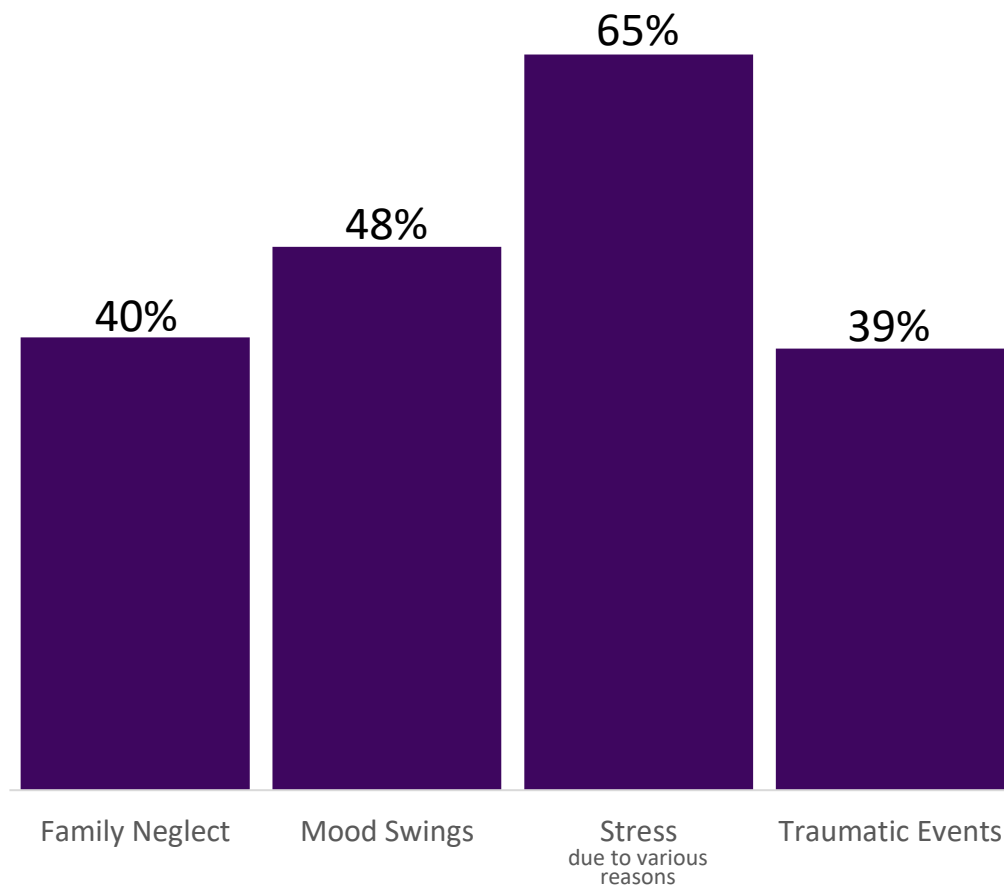


The Big Change

- The awareness about taking care of your Mental Health is on the rise, with Mental Health Leaves, and putting your mental wellbeing as a top priority is now a trend.
- The talks about ones' struggles are becoming more mainstream and open.

INDIA is waking up to the reality and consequences of mental health while responding with **openness** and **acceptance**, pointing to the impact of education and access.

Majorly Identified Issues





Why Should YOU Care?

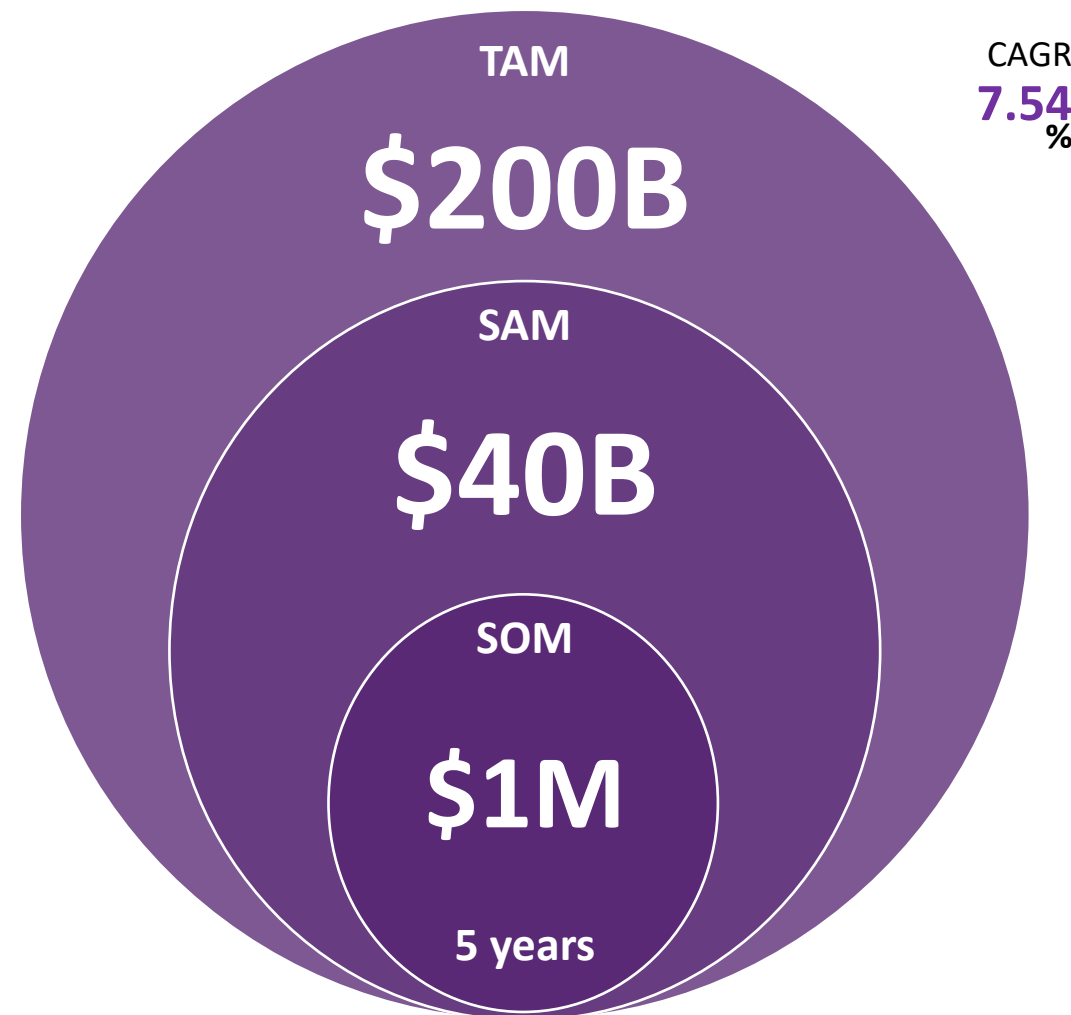
INDIA ranks **139** out of 149 in the Happiness Index

INDIA has the highest young adult population, **356M**

- With **90%** of the Indian Young-Adult population going through “**stressful period**” in their lives. The effect ripples in their **Academia**, **Career**, and **Relationships**.
- Yet they are not open to take the help of Professionals due to **lack of access** due to socio-economic conditions, **prohibitive cost**, and **STIGMA**.

Target Audience


16-24 years old





Imagine a world, where you have someone to take care of You and your Emotional Health on a Daily basis.

We promise to make you **FEEL HEARD**, with **SINCERITY & COMPETENCE**



Mindfulness
Meditation
Productivity

Better Sleep,
Focus &
Attention

Anxiety, Stress,
Grief, Lonely,
Fear

Various
Disorders,
ADHD

Mood Disorders, Schizo,
Addiction, PTSD

**User-to-Listener
Anonymous Chat**



**Smart Diary with
Emotional Analysis**

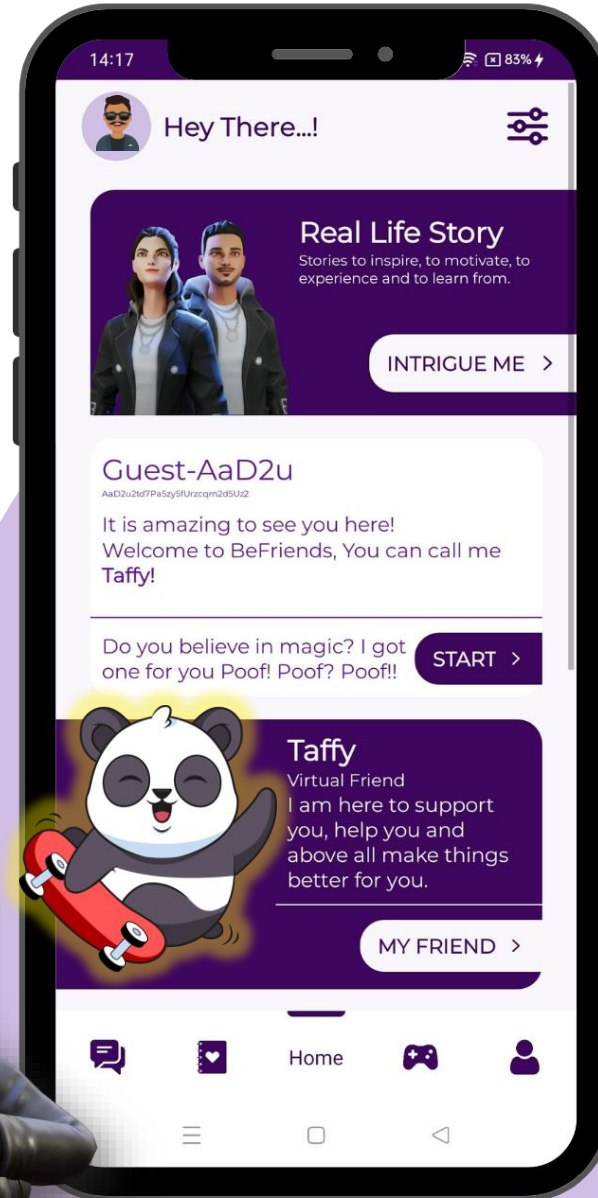


**Personalization
with Analysis**
[Sample Report](#)



Fine-tuned with Chat
GPT and build on ESM.

AI Virtual Friend



**Casual Stress
Busting GAMES**



**Mood Elevating
Content**



**Peer 2 Peer Support
from Community**



E-Store





Selling Price

₹ 149/-







Gross Margin

59%

Aromatix is a line of aroma-therapeutic candles curated specifically to your daily routine, available in **6** different fragrances to enhance your mood.



The Participants

	 BeFriends	 Lissun	 Clarity	 SoulUp	 Mindpeers	 JumpinMind
Anonymous Chats	✓✓	✓	✓			✓
Track of Emotional well-being	✓✓	✓			✓	
Emotionally Intelligent Friend	✓✓					✓
Assessment	✓	✓✓			✓✓	
Passive & Active Therapies	✓✓				✓✓	✓
Community Support	✓	✓		✓✓	✓✓	
		\$1M pseed '22 WFC <3K Installs B2H2C Packages	\$275 seed '21 IQ funded ~1M Installs Pay2Chat	50 Lacs Shark Tank 2 300 Peers Pay2Chat Community	\$500K seed '23 VCats 50K Installs SaaS ~973K raised	\$428K seed '22 500K Installs Pay2Chat



Unique?

An app that **UNDERSTANDS YOU** and **YOUR FEELINGS**

With **Emotional Analysis** and **Personality Assessments**, the app knows you, and your daily emotional pattern, on which the Emotionally Intelligent Virtual Friend will be personalized to be by your side, and also connecting you with people with similar interests through the **Forum**.



360° support on a Single App

From giving you a person to **chat** with to daily **emotional analysis**, with **mood elevating content**, to a **Virtual Friend**, and also equipped to help you with **professional consultation** and passive **therapeutic products** available on the e-store.





The Business

**Subscriptions /
Membership**



₹ 99 / month

Sales

40% ~ ₹ 150 / product

**Advertising / Sponsored
Revenue**



~ ₹ 5 / day

CPI: ₹ 49

LTV: ₹ 1392

3M

INDIANS
1% of SOM

₹100 \$1.2

Average
Earning/User/Month

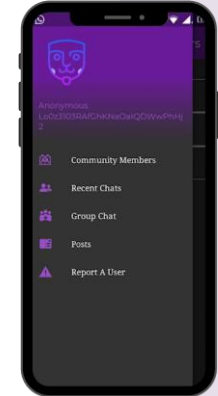
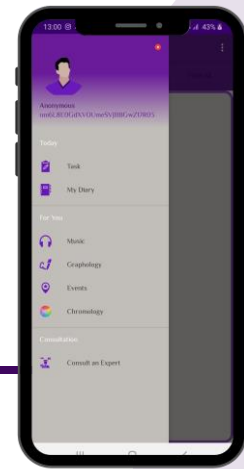
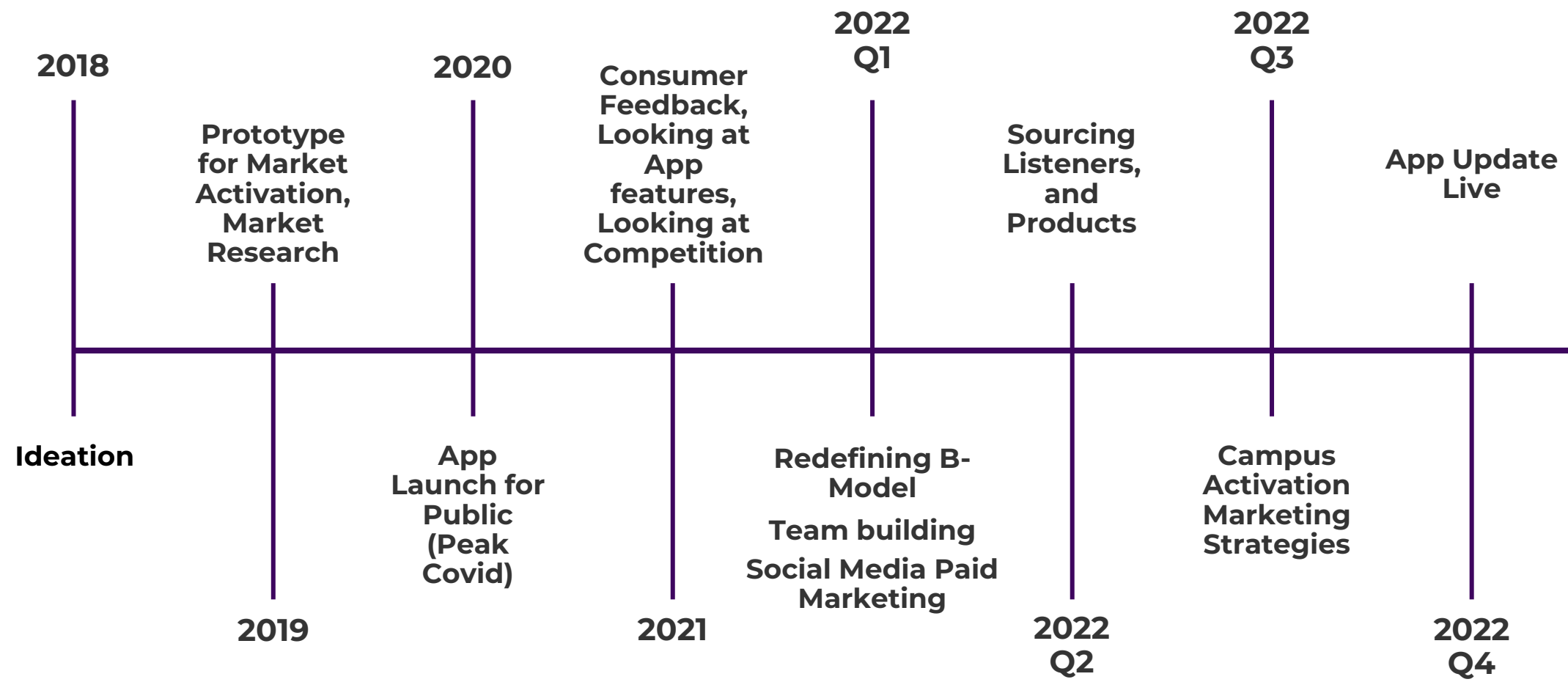
₹3.6B

Annual
Projected
Revenue by
2035





The Journey...





The Proof



Avg Engg Time
13min 57sec



Testimonials

I thought it was similar 7cups but it is quite different. The virtual friend feature was unexpected and really good, colour analysis was also good... Games were a nice addition cause it can really provide a good distraction. The best thing about the app was that i didn't have to sign in to use it...

Great application. Must say that pretty accurate response to my analysis. And also, very user friendly

Love it, hoping for more updates in future with more fun activities and cool features



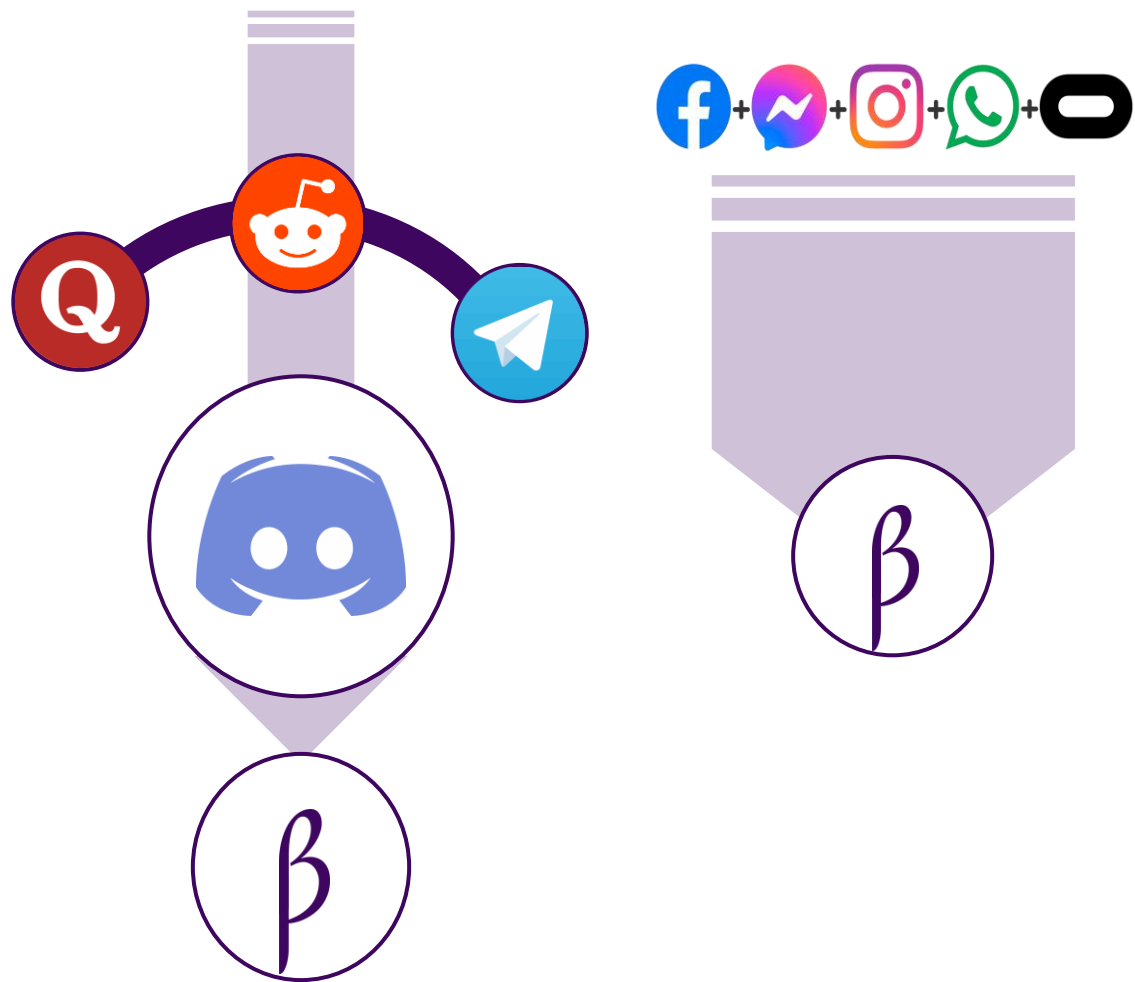
Amazing application. Maintains security of personal data. And genuine suggestions. While chatting, we are talking we actual people and not with bots thats a real plus point.

4.7





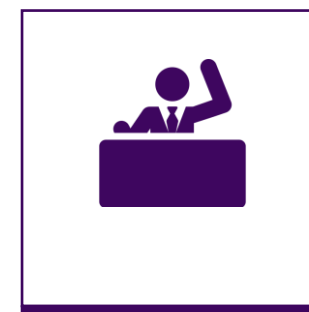
Where is the Audience ?



Real Life
Stories



Campus
Ambassadors



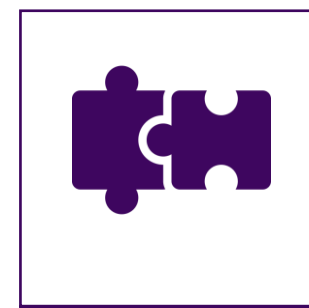
Talk-To-ME



Communities



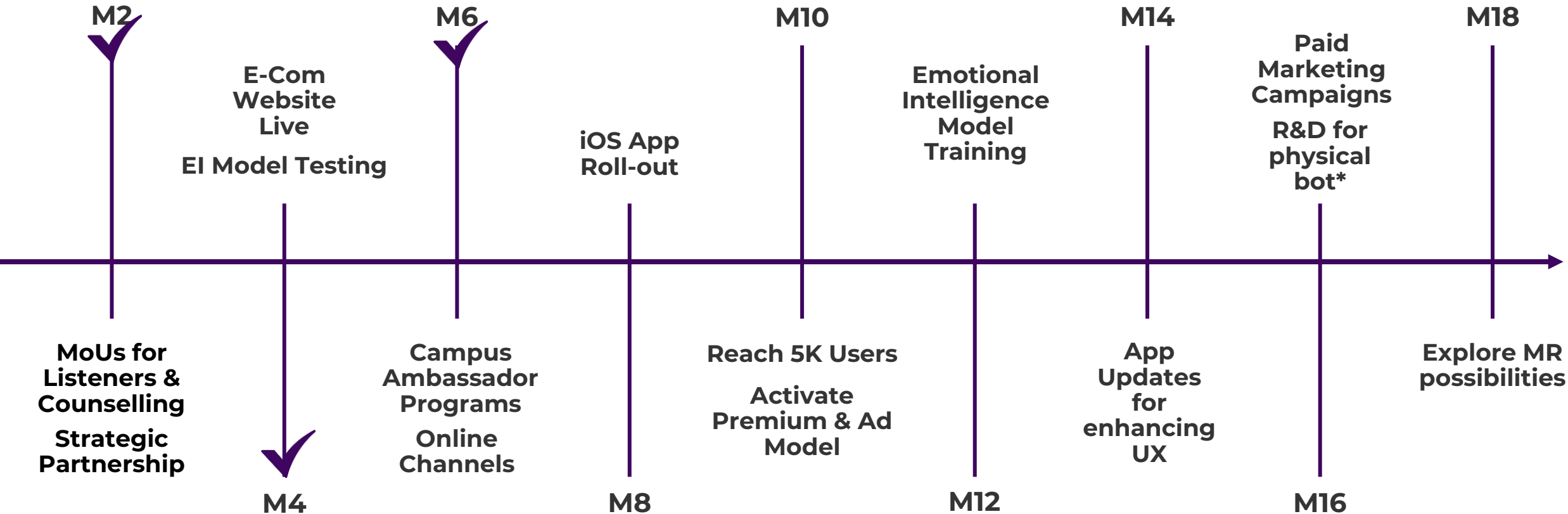
Counselor
Recommend



Collaboration



What Next...





The Big Answer



Investment Ask

1,20,00,000

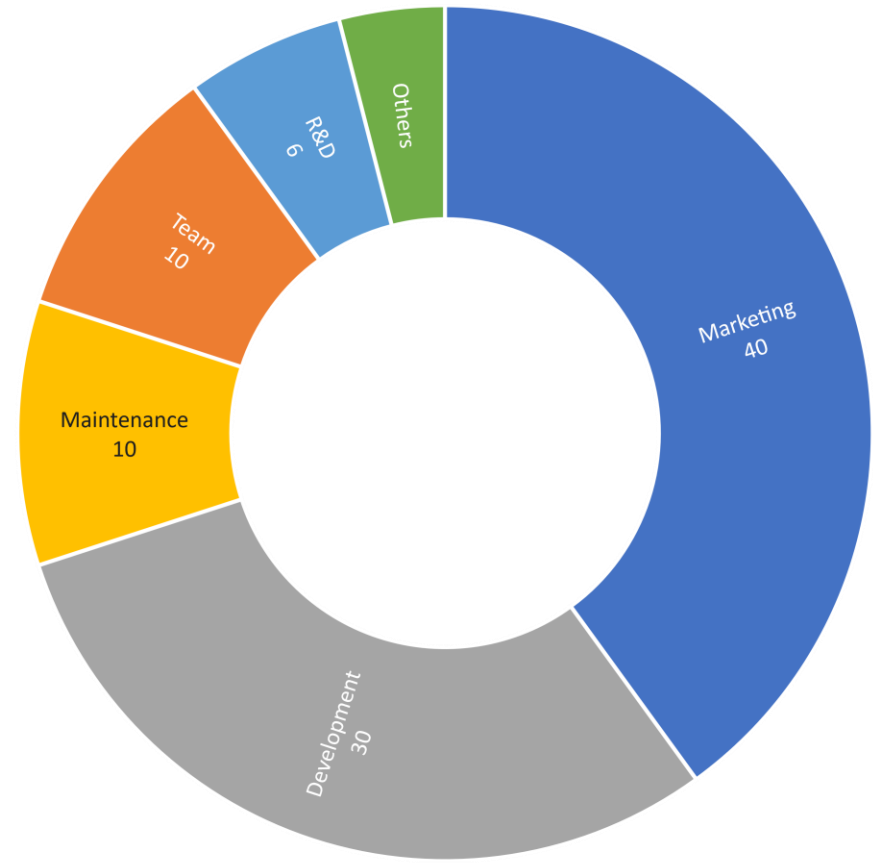
Pre-Seed Round

Time Frame 18 Months

Raised**

i-Hub Srujan Grant	₹ 1,00,000
SSIP Grant	₹ 50,000
MSU Seed Grant	₹ 50,000
CPS Prayas – IIT Mandi	₹ 2,00,000
iHub S4**	₹ 7,00,000
Bootstrapped	₹ 3,00,000

Valuation: 12 Cr



**Cleared few more grants, waiting for disbursement



Is there a Business ?

Summary		Y1	Y2	Y3	Y4	Y5
Installs		10,000	50,000	2,00,000	5,00,000	10,00,000
MAU		1,000	5,000	20,000	50,000	1,00,000
Sales		1800	6000	20,000	1,00,000	2,00,000
Revenue		12 L	60 L	2.4 Cr	6 Cr	12 Cr



The Rockstars To Trust



Hakimuddin A Vohra

MCA, Maharaja Sayajirao University of Baroda.

3 years of experience in App Dev, Custom Software and AR/VR with ML at Kickstart and ITechnoSol.



Hujefa A Vohra

BCA, Babasaheb Ambedkar Open University.

Certified Clinical Psychologist

2 years of experience in Operations and Tech Consultant at All India Marketing Agency.



Rukaiya Hetson ShaikhMahmud

MA, Counselling Psychologist, Maharaja Sayajirao University of Baroda.

RCI Certified

Volunteer at Covid Counseling, and MoodCafe.

1 year of exp as School Counsellor



Uttam Prasad

BCA, Maharaja Sayajirao University of Baroda.

3 years of experience in Web Dev, Cross Platform App Development at Unoteq Proaxive (Freelancing).



Kunal Joshi

MSc BoiTech, ARIBAS, SPU.

Owner at All India Marketing Agency.



The Support We Seek



- Tech Entrepreneur with experience in scaling and running App businesses.
- Can double down as an Investor with patience capital.
- Helps in iterating 3rd party revenue streams.
- Believes in Break Fast, Build Fast



- Someone who is very vocal about Mental Wellness.
- Believes in the journey of wellbeing.
- Helps in getting connects with different organizations, NGOs and others.

THANK YOU





User Persona

VIJAY KUMAR

PROFILE

Gender : Male
Age : 18
Education : Bachelor's degree
Occupation : Student
Address : Tier 3 City



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CREATIVE HEAD

Hard-working
Passionate
Tech Savvy

BIOGRAPHY

Pursuing BTech CSE. Daily grind oneself to learn more and get into tech. He loves sci-fi movies. Mainly focuses more on studies rather than making friends. Loves rap songs. Lives in a nuclear family. Humble Background. Sometimes he saves money and buys his favorites items.

MOTIVATIONS

Learnings from family, self-motivated and passionate to explore more in technical industry, watch YouTube motivational perks too

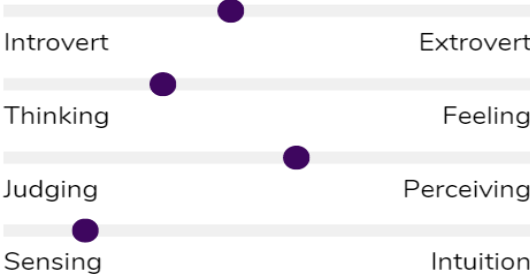
GOALS

To be successful in life.
Achieve good score as he is studying in university.
Give luxurious life to family.
To design and deliver top-level User Experience.

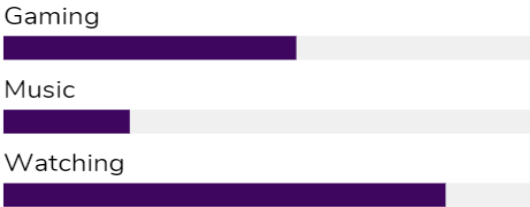
FRUSTRATIONS

Fear of failure
Inferior complexity of being different from others
Family issues
Fear of selecting wrong path.

PERSONALITY



INTERESTS



WHY USE BEFRIENDS

- Diary Writing
- Personality Analysis
- Games (not too often)
- Chat with Virtual Friend (Venting)



User Persona

PRIYA SHAH

PROFILE

Gender : Female
Age : 21
Education : Bachelor's degree
Occupation : Freelancing Insta Influencer
Address : City A



“

QUIRKY EXPLORER

Determined
Curious
Good Humor

BIOGRAPHY

Recently completed college. A people's person that cannot wait to go out the house as the day begins. Loves spending time with friends and family. Lives in joint family. Intuitive spender.

MOTIVATIONS

An aim to better the world.
Earn enough to be able to Spend.

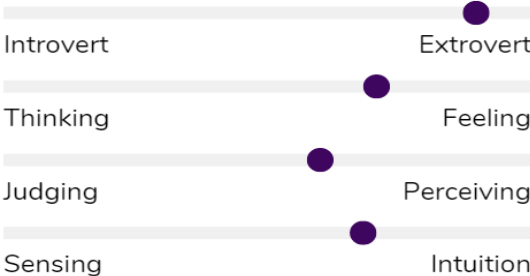
GOALS

To have a luxurious life.
To travel the world and seven seas.
To have a daughter just like herself.
To have her own thing.

FRUSTRATIONS

Fear of rejection.
Fear to be left behind.
Fear of being misunderstood.

PERSONALITY



HOBBIES



WHY USE BEFRIENDS

- Chat with Listeners
- Personality Analysis
- Games (moderate)
- Chat with Virtual Friend (time-pass)
- Products Purchasing