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# I. Theoretical part

## 1. What is crowdfunding and crowdsourcing? What is a difference with other sources of financing?

Crowdfunding refers to raising funds for a project or venture from a large group of people, usually through online platforms, while crowdsourcing refers to obtaining ideas, solutions, or services from a large and diverse group of people, also often through online communities.

Crowdfunding is a way of raising money to finance projects and businesses. It enables fundraisers to collect money from a large number of people via online platforms.

Crowdfunding is the raising of funds from a significant number of outsiders to finance a certain project. In Ukraine, crowdfunding can be divided into three areas: fundraising for charitable and social projects, creative or business projects, for example, startups.

Today, specialized online crowdfunding platforms have been created in our country, which act as intermediaries between project authors and sponsors.

Such platforms work according to two principles:

* "all or nothing" - the author of the project receives funds only if he has collected 100% of the declared amount. If the financing does not work out, the money is returned to the sponsors;
* according to a flexible system - the author receives funds when the project has collected a certain percentage of the declared amount, most often from 50%.

Crowdsourcing involves a large group of dispersed participants contributing or producing goods or services—including ideas, votes, micro-tasks, and finances—for payment or as volunteers. Contemporary crowdsourcing often involves digital platforms to attract and divide work between participants to achieve a cumulative result. Crowdsourcing is not limited to online activity, however, and there are various historical examples of crowdsourcing. The word crowdsourcing is a portmanteau of "crowd" and "outsourcing". In contrast to outsourcing, crowdsourcing usually involves less specific and more public groups of participants.

Crowdsourcers sometimes work as paid freelancers, while others do small tasks voluntarily.

In other words, the company decides not to do the project on its own, but divides it into small tasks and invites people from the Internet to participate. When there are many participants, they can do more than a small group, and this allows for a faster and cheaper project.

| Financing source | Similarities | Differences |
| --- | --- | --- |
| Angel Investors | Finding investment from other people  CS: A lot of people work voluntary | CF:  No networking  Bigger range of contribution  Platform takes some money  CS: Investment are not money, but tasks and work |
| Personal Savings | Fundraising purpose  Help in collecting from a group of people | Crowdsourcing/crowdfunding allows you to get help from the environment.  Crowdsourcing/crowdfunding reduces dependence on personal financial interests. |
| Venture Capitalists | CF: Company will have money | * exchange for equity * for funding to scale and commercialize their products |
| Crowdfunding | Both concepts focus on sourcing something from others and can be useful ways to leverage a large network of people to achieve important business goals.  Both require convincing a large group to give your business support | Different primary objectives   * crowdsourcing: ideas, information, or resources * crowdfunding: funds for a specific project   Participants   * crowdsourcing: assist with the creation of a new business idea or project. Active * crowdfunding: contributors, don’t actively create new ideas or use their skills. Passive   Approach   * crowdsourcing: It may involve sending out surveys, asking participants to complete an online form or holding a competition between existing customers. * crowdfunding: primarily uses an online portal where participants can donate their money and read more about the project. |
| Crowdsourcing |

## 2. Describe the most popular platforms. Choose 2 of them and provide comparative characteristics

### Crowdfunding platform - Kickstarter

Ukrainians use both international and national crowdfunding platforms. Kickstarter is the most popular of the international ones. The platform has been operating since 2009 and has the largest network of sponsors in the world. On Kickstarter, we find all kinds of creators and all kinds of projects or ideas. There are all kinds of gadgets and technological goods, but there are also sections for games, music, comics and illustrations or books and publications.

**Benefits:**

* Attracting funding for creative projects: Kickstarter gives creators and entrepreneurs the opportunity to raise financial support to realize their ideas and projects.
* Bringing attention to innovative ideas
* Kickstarter creates a platform where creators can connect with their audience, receive feedback, and engage with backers. This helps develop a community around the project and promotes collaboration between creators and their followers.
* Kickstarter allows creators to set different support levels and reward their backers.
* Kickstarter promotes the development of startups and innovative projects, giving them the opportunity to raise the necessary capital for their initial launch.

For Ukrainians, the disadvantage is that for crowdfunding on Kickstarter, Ukrainians need to attract an intermediary - a resident of one of the permitted countries, who will open a bank account where the funds will go, pay taxes and commissions.

### Crowdfunding platform - Patreon

Patreon is a crowdfunding platform founded in 2013 by American musician Jack Conti. Content creators receive monetary donations, often in the form of monthly payments (something like a salary). A variety of professionals earn in this way: artists, video bloggers, musicians, cosplayers, designers, programmers, game developers.

**Advantages of Patreon:**

* Steady Income for Creators: Patreon provides creators with a steady stream of funding that allows them to work on their creative content without fear of financial hardship.
* Community engagement: The platform brings creators and their followers together by building communities around ideas and projects.
* Exclusive Content: Subscribers get access to exclusive content and benefits, which may include personal communications and other perks.
* Independence from advertising: Creators can be less dependent on advertising and other sources of income, focusing on providing quality content for their audience.

### Crowdfunding platform - GoFundMe

GoFundMe is "Whoa, can I borrow 50 bucks." It is used primarily for personal emergencies, but it can be used for any number of short-term personal projects. People have used it to cover the cost of a vet emergency, a trip to the dentist and even for a Kenyan farmer to attend an agricultural conference in Australia.

**Advantages of GoFundMe:**

* Quick and easy fundraising: GoFundMe provides an easy way to create a campaign and raise funds for a variety of needs.
* Accessibility for all: The platform is open to all and anyone can create a campaign and get support.
* Social media distribution: GoFundMe allows campaigns to spread quickly through social media and other communication channels.
* Support in emergency situations: The platform helps the organization of fundraising in crisis situations to quickly respond and help those in need.

### Crowdsourcing platform - Crowdcube

**Benefits:**

* Transparent fees on everything - A simple, straightforward investment process with clear and easy to understand pricing
* Take advantage of tax relief - Claim up to 30% of your investment value back on any qualifying investments with EIS
* Fully regulated, safe & secure - Authorized and regulated in the UK and Europe
* Knowledge center - will help with education

### Crowdsourcing platform - UpWork

Upwork is a global freelancing platform connecting businesses with skilled professionals. With a vast talent pool, it offers flexibility, allowing clients to find expertise for projects of any scale. The platform ensures secure payments, transparency in work progress, and fosters trust through a rating system. Upwork's cost-effectiveness accommodates diverse budgets, benefiting startups and enterprises alike. It's a dynamic space promoting seamless communication, project scalability, and continual skill development through educational resources.

**Benefits:**

* Upwork provides businesses with access to a vast and diverse pool of skilled professionals from around the world.
* Clients can easily find expertise for projects of varying lengths and complexities, whether short-term tasks or long-term collaborations.
* Upwork ensures trust and security through a reliable payment system, giving clients confidence in compensating freelancers for their work.
* Robust monitoring tools enable clients to track project development seamlessly, fostering transparency in the freelancing process.
* Upwork accommodates different budget constraints, offering cost-effective solutions suitable for startups and established enterprises.
* The platform promotes ongoing skill development by providing educational resources, keeping freelancers competitive in their respective fields.

### Crowdsourcing platform - MTurk

Amazon Mechanical Turk (MTurk) is a crowdsourcing marketplace that makes it easier for individuals and businesses to outsource their processes and jobs to a distributed workforce who can perform these tasks virtually. This could include anything from conducting simple data validation and research to more subjective tasks like survey participation, content moderation, and more. MTurk enables companies to harness the collective intelligence, skills, and insights from a global workforce to streamline business processes, augment data collection and analysis, and accelerate machine learning development.

**Benefits:**

* **Scalability:** MTurk allows businesses to scale their workforce quickly. With a large and diverse pool of workers from around the world, you can easily handle tasks that require a significant amount of human intelligence.
* **Cost-Effectiveness:** Tasks on MTurk can be completed at a relatively low cost, making it an affordable option for businesses with budget constraints. The pay-as-you-go model allows you to pay only for the completed work.
* **Speed and Efficiency:** MTurk enables the rapid completion of tasks. Depending on the complexity of the task, you can get results within a short timeframe, which is particularly useful for projects with tight deadlines.
* **Diverse Skill Sets:** The MTurk workforce is diverse, with workers possessing a wide range of skills and backgrounds. This diversity allows you to find workers with specific qualifications or expertise needed for your tasks.
* **Flexibility:** MTurk provides flexibility in terms of task types. Whether it's simple data entry, content moderation, surveys, or more complex tasks, the platform can accommodate a variety of project requirements.
* **Anonymity and Privacy:** Requesters on MTurk can maintain anonymity, and workers are often unaware of the specific requester or the broader context of the tasks they are completing. This can be advantageous for tasks that require unbiased responses.
* **No Long-Term Commitments:** Unlike hiring a full-time employee or outsourcing to a specific service provider, MTurk allows you to engage workers on a task-by-task basis. This lack of long-term commitment is beneficial for projects with fluctuating workloads.
* **Customization and Control:** Requesters have control over the design and customization of tasks. They can set qualifications for workers, provide detailed instructions, and have the flexibility to iterate on tasks based on feedback.
* **Quality Assurance Mechanisms:** MTurk provides tools for quality control, such as the ability to pre-screen workers through qualifications, monitor task progress in real-time, and implement checks for accuracy.
* **Access to a Global Workforce**

### Crowdsourcing platform - 99designs

99designs is a platform that gives you graphic design services through access to creative, professional designers from all over the world. Through this platform, you can get Logo Designs, Branding Designs, Website Designs, Product Packaging Designs, Book Cover Designs, T-shirt designs, and more.

**Features:**

* You just need to start a contest, get the results, pick the best one, and pay.
* Get designs for over 90 design skill sets, including designers for Logos, Book Covers, Websites, Business Cards, and more.
* GDPR, LGPD, and the UK Data Protection Act comply with data privacy.
* You can ask the designer to sign a ‘No Disclosure Agreement’, thus keeping your project private.

**Benefits:**

* Comparatively affordable platform.
* Allows you to get copyrights of the design once you select the best one.

**Disadvantages:**

* Too much competition forces the expert designers to lower their prices, thus leading to an eventual reduction in the number of expert designers on the platform.

### Comparative Characteristics: Kickstarter vs MTurk

Nature of Engagement:

* Kickstarter: Backers engage by financially supporting creative projects.
* MTurk: Workers engage by completing small tasks for monetary compensation.

Funding Model:

* Kickstarter: All-or-nothing funding model.
* MTurk: Per-task payment model.

Incentives:

* Kickstarter: Backers receive tangible or intangible rewards related to the project.
* MTurk: Workers receive monetary compensation for completing tasks.

Project Lifecycle:

* Kickstarter: Has a defined campaign duration and post-funding responsibilities for project creators.
* MTurk: Offers a continuous flow of tasks with no fixed project duration.

Global Reach:

* Kickstarter: International, open to creators from various countries.
* MTurk: International, but task availability may vary by region.

Task Types:

* Kickstarter: Primarily focused on creative projects and product development.
* MTurk: Diverse range, including data processing, surveys, content moderation, etc.

Nature of Platform:

* Kickstarter:
  + Focuses on crowdfunding for creative projects and products.
  + Allows creators to raise funds from backers in exchange for rewards or early access to the project.
* MTurk:
  + A marketplace for crowdsourced labor and microtasks.
  + Connects businesses and individuals (requesters) with a global workforce (workers) for various tasks.

Purpose:

* Kickstarter: Primarily used for funding creative projects, such as films, music, art, games, and product development.
* MTurk: Used for outsourcing tasks that require human intelligence, such as data labeling, content moderation, surveys, and other microtasks.

Funding vs. Task Completion:

* Kickstarter:
  + Backers contribute money to support projects, often in exchange for rewards or early access.
  + Funding is typically all-or-nothing, meaning a project must reach its funding goal to receive any funds.
* MTurk:
  + Workers complete tasks for monetary compensation provided by requesters.
  + No funding goals; tasks are paid based on completion.

Incentives:

* Kickstarter:
  + Backers receive tangible or intangible rewards related to the project, depending on their level of contribution.
  + No monetary return on investment.
* MTurk:
  + Workers receive monetary compensation for completing tasks, often on a per-task basis.
  + Incentives are financial rather than project-related.

Task Types:

* Kickstarter: Primarily focused on creative projects, product development, and entrepreneurial ventures.
* MTurk: Diverse range of tasks including data entry, content moderation, surveys, image processing, and more.

Project Lifecycle:

* Kickstarter: Projects have defined campaign durations, and creators are responsible for fulfilling promises made during and after the campaign.
* MTurk: Tasks are typically ongoing, and requesters can continuously post new tasks.

Qualifications:

* Kickstarter: No specific qualifications required for backers.
* MTurk: Requesters can set qualifications for workers based on skills or demographics.

Control and Customization:

* Kickstarter: Creators have control over project design, fundraising goals, and backer rewards.
* MTurk: Requesters have control over task design, qualifications, and payment rates.

Feedback and Reviews:

* Kickstarter: Backers can leave comments and reviews on project pages.
* MTurk: Workers and requesters can provide feedback and ratings based on their experiences.

# II. Practical Part

## 1. Project description:

Give the description of your chosen business (you can use it from previous tasks).

Explain why this business project is interesting and has potential for crowdfunding.

Provide the similar cases (if any) that were financed by means of crowdfunding platforms.

## 2. Definition of Goals and Budget:

Determine the specific financial goals of the campaign and justify them.

Develop a budget, taking into account the costs of production, marketing and other costs.

### Financial Goals of the Product:

1. Revenue Generation:

* **Goal:** Achieve a monthly revenue of $50,000 within the first year of the platform's launch.
* **Budget Justification:** Invest in cost-effective marketing strategies to attract paying users, offer premium subscription plans, and explore potential partnerships. Allocate resources for targeted advertising and user conversion campaigns. Further revised estimated cost: $7,500 - $10,000.

2. Cost Efficiency:

* **Goal:** Maintain a sustainable cost structure to ensure profitability.
* **Budget Justification:** Regularly evaluate operational costs, explore highly efficient development solutions, and optimize marketing channels for maximum return on investment. Implement efficient resource allocation strategies. Continuous monitoring and adjustment.

3. User Retention and Lifetime Value:

* **Goal:** Achieve a user retention rate of at least 60% and maximize the lifetime value of each customer.
* **Budget Justification:** Allocate funds for ongoing user engagement initiatives, customer support, and product updates. Implement loyalty programs and personalized content to enhance user experience and increase retention. Further revised estimated cost: $4,000 - $6,000.

4. Market Expansion:

* **Goal:** Expand the platform's reach to international markets and increase user acquisition.
* **Budget Justification:** Invest in cost-effective localization efforts, cultural adaptation of marketing materials, and targeted advertising campaigns in new regions. Explore strategic partnerships to facilitate market entry. Further revised estimated cost: $5,000 - $7,500.

5. Platform Development:

* **Goal:** Launch a feature-rich and user-friendly platform.
* **Budget Justification:** Allocate funds for streamlined software development, user interface design, and platform testing. Further revised estimated cost: $15,000 - $20,000.

### Budget Breakdown:

1. Revenue Generation:
   * Marketing and Advertising: $7,500 - $10,000.
2. Cost Efficiency:
   * Operational Optimization: Continuous monitoring and adjustment.
3. User Retention and Lifetime Value:
   * User Engagement Initiatives: $4,000 - $6,000.
4. Market Expansion:
   * Localization and Advertising: $5,000 - $7,500.
5. Platform Development:
   * Software Development: $15,000 - $20,000.
   * Testing and Quality Assurance: $2,000 - $3,000.
6. Contingency Fund:
   * Allocate 10% of the total budget for unexpected challenges or opportunities. Further revised estimated cost: $3,000 - $4,500.

**Total Further Revised Financial Goals Budget Estimate:** $41,500 - $55,000

## 3. Marketing strategy:

Develop a marketing strategy for a crowdfunding campaign.

Determine the target audience and methods of attracting attention.

Based on the information provided about goals and competitors we can make a SWOT analysis. It allows to evaluate internal and external factors influencing the development of the project.

### SWOT analysis

**Strengths**

* Convenience and accessibility: We offer different consultation options (text, telephone, video consultations) ensuring the availability of help to a wide audience.
* Personalized approach: The ability to choose a specialist in accordance with the client’s problem or preferences.
* Variety of services: Support for both individual clients and organizations (B2B and B2G).
* Flexible monetization model: Multiple revenue streams (subscriptions, pay-per-session, corporate partnerships, data analytics)

**Weaknesses**

* Competitive environment: There is competition with many platforms and services in the field of psychological assistance.
* Low recognition: since we are just starting our activities, we do not have an established customer base and a large number of reviews.
* Limited specialization of psychologists: In the early stages, we may have a shortage of psychologists in specific categories of problems.
* Quality of services: It is necessary to carefully monitor the choice of psychologists to avoid conflicts with clients.

**Opportunities**

* Expansion to other countries: Since this is an online service, we can provide services outside of Ukraine to attract more clients.
* Improving of technologies: Introduction of new technologies, improvement of interface and functionality (for example, introduction of artificial intelligence).
* Development of new partnerships: Establishing partnerships with various companies.
* Expanding services: Potential to expand educational programs and content to support psychologists.

**Threats**

* Competition: Competition can increase marketing and customer acquisition costs and make it more difficult to stay in the market.
* Negative reviews: Negative reviews or scandals surrounding psychologists can negatively affect the reputation of the entire platform.
* Legal Restrictions: Changes in health or data privacy laws may affect the operation of the platform.
* Loss of Data Confidentiality: Confidentiality is very important in our industry, and violation may result in legal problems.

### Target audience:

Your target audience includes individuals dealing with various mental health concerns, such as stress, anxiety, depression, relationship issues, or personal development goals. It can also extend to organizations looking to support their employees' mental well-being.

Especially today, with all the life crises that are going on in the world. The platform may also include segments of psychologists who offer psychotherapy services. These can be either novice psychologists (the platform will help them create a client base) or experienced psychologists who want to help more people.

* B2B: Selling packets for business with main service helping their workers
* B2G: Selling packets for government for helping some type of people
* Psychologists: Selling supervision service

**Client example:**

Name: Oleg

Age:24 years

Profession: marketer

Description: Oleg works in marketing, he is very ambitious and diligent. He spends a lot of time at work and spends a lot of energy on it. Working in marketing requires constant creativity, strategic thinking and project management.

Problem: Lately, Oleg has been finding it difficult to find a balance between work and personal life. He often feels tired and irritable.

Goal: Oleg is interested in consultations on stress management, finding a balance between work and personal life, and improving emotional well-being. It is important for him to find a specialist in accordance with his preferences and choose a convenient consultation schedule.

### Methods of attracting attention:

We have a wide range of target audiences, but we mainly focus on young people. Therefore, our methods of attracting attention:

1. **Content Marketing and Blogging:** This could be a blog with useful content about mental health, tips for improving emotional well-being, success stories and expert advice. Posting interesting content, quick tips, or statistics about mental health can grab your audience's attention.
2. **Social media (Instagram, TikTok):** Actively maintaining social networks where psychology, emotional well-being and support are discussed.
3. **Influencer Marketing:** Partner with bloggers, psychologists or celebrities who actively discuss psychology or health care.
4. **Advertising campaigns:** Use targeted advertising on social networks and search engines, targeting the target audience.
5. **Participation in events and webinars:** Conduct webinars, master classes or online sessions with psychologists on topics.
6. **Referral programs and promotions for new users:** A reward program for users who bring new clients to the platform or who regularly use the services.
7. **Press releases and public speaking:** Participation in conferences and webinars.
8. **SEO and content optimization:** Improving search visibility to make the platform easier to find when searching for information about psychological help.
9. **Participation in charitable events:** Participation in supporting psychological well-being through charitable organizations.
10. **Direct communication with the audience:** Interaction with customers: Answering questions and comments from users on social networks or forums.

## 4. Platform Selection:

*Choose a platform for crowdfunding (for example, Kickstarter, Indiegogo, etc.) and justify the choice.*

*Describe the terms and conditions of the platform.*

**Спільнокошт (Spilnokosht)** is one of the largest and most popular Ukrainian crowdfunding platforms. It has existed since 2012 on the basis of the Велика ідея (Big Idea) platform created by public organization “Garage Gang”.

We have several reasons for choosing this platform:

* Using more popular crowdfunding platforms like Kickstarter, which are not available in Ukraine, would require finding an intermediary partner from USA, complicating the process. Using Kickstarter would be beneficial if we were aiming for a foreign or international audience, but our focus lies on the Ukrainian market, so we think that a Ukrainian platform will be perfect for us.
* As to why we chose this platform among other Ukrainian ones, it’s because of its popularity. Compared to other Ukrainian platforms Спільнокошт has more projects, including successful ones, with hundreds of benefactors backing them. So in our mind, our project will have a better chance of catching attention and paying off on a platform that’s more familiar to the average Ukrainian, than if it was launched on a more obscure one.

The terms and conditions of the site provide information on general terms, terms of project registration, financial terms of the program, rights and obligations, limitations of liability, processing of personal data, confidentiality, and other conditions. We will provide a shortened version.

* **General terms:**
  + The purpose of Спільнокошт is to collect relevant, socially significant projects on their website from platform users, as well as to accumulate contributions of benefactors for the purpose of further transferring to benefit the benefactor's chosen project.
  + Before participating in Спільнокошт, the participant is obliged to familiarize themself with the rules of the platform. If the participant submitted a project to the organization for consideration or made a contribution, it is considered that they have read the rules of the platform and have given full consent to the terms of use. If the participant does not agree with the rules of the platform, they are not granted the status of a participant of the platform.
* **Terms of project registration**
  + The information provided to the organization regarding the project must be complete, legal and reliable
  + Projects must not violate website rules and current legislation. Projects are not allowed to participate in such cases:
    - project does not have a transparent plan of implementation
    - project is made for *exclusively* commercial or personal benefit
    - project is made for further distribution of funds between other organizations or individual entrepreneurs
    - as well as projects of a political, religious or charitable nature
  + The author and/or the executor of the project are obliged to offer benefactors a reward for their contributions and to provide a detailed description of these rewards, as well as the conditions and terms, on the website. All expenses related to rewards are carried out by the Author/Executor of the project independently, and may be included in the project budget in an amount that doesn’t exceed 10% of the crowdfunding goal.
  + The organization has the right to request additional information and materials about the project. The Author/Executor must provide such information within 5 days.
  + The Author/Executor cannot withdraw or delete an already published project. The organization can remove the project if it violates the rules of the platform.
* **Financial terms of the program**
  + The author of the project independently chooses the amount necessary for the implementation of the project and the period during which this amount must be collected, which cannot be less than 15 and more than 100 calendar days from the date of publication of the project on the website. After publication, the author of the project cannot make changes to the amount or period, as well as to the text of the project description, its visual components and video materials.
  + The Author/Executor receives the collected funds only if the project has collected the full amount of money within the set period. But the Author/Performer has a right to switch to the flexible financing function, which lets them receive the funds if the collected amount exceeds 50% of the crowdfunding goal. To do this, the Author must press the appropriate button on the website no later than a day before the end of the crowdfunding campaign.
  + The collected amount is transferred to the Author/Executor of the project after they sign the Grant Contract and/or the Contract on joint activities with the organization. During funds transfer to the project executor, the organization receives 10% of the amount, which includes commissions of payment systems and costs for the development of the web resource and popularization of the platform.
  + The project executor must submit a full financial report on the use of the funds received in the form established by the Organization in accordance with the conditions specified in the agreement between the parties.
  + If the project does not raise a sufficient amount, all contributions are automatically returned to benefactors
* **Rights and obligations**
  + The participant has the right to:
    - register and submit the project for consideration to the organization for its further publication on the platform;
    - use all the possibilities of the platform
    - make contributions for the benefit of any chosen project
  + The Participant is prohibited from publishing payment details on the website, for the purpose of transfer of funds by benefactors not in accordance to the procedure established by the rules of the organization.
* **Limitations of liability**
  + The organization is not responsible for the obligations of the author/executor of the project regarding benefactors’ right to receive a reward for their contributions.
  + The organization is not responsible for the success or failure of the fundraising campaign of any project.
  + The participant is personally responsible to third parties for their actions or inactions when participating on the platform.
  + Before participating in the program and accepting the rules of the site, any participant has the right to contact the organization for clarification on the rules. If the participant accepts the terms of the program, they confirm that they fully understand all the rules.
* **Processing of personal data**
  + The author/executor of the project gives the organization consent to the collection, processing, use and transfer of their personal data and personal data of their employees, contractors, partners, counterparties, for the purposes of future implementation of the contract
  + Personal data includes name, surname and patronymic, address, identification code, passport data, phone number, e-mail address.
* **Confidentiality**
  + The Participant confirms that he has read and fully agrees with the terms of the Confidentiality Agreement between the Participant and the organization
  + When a benefactor receives a reward from the author/executor of the project, they may become aware of each other's personal data. The organization's responsibilities do not include regulation of the exchange and use of such data by them.

## 5. Creation of Content:

Develop promotional content, which could include a presentation of the project, a text description, images, etc.

### Promotional program

**Step 1: Identify Target Audience**

Define the demographic and psychographic characteristics of your target users. Are you catering to a specific age group, individuals dealing with anxiety, depression, stress, or those seeking therapy techniques?

**Step 2: Highlight App Benefits**

Clearly outline the benefits of using the app. Does it offer therapy sessions, meditation exercises, mood tracking, or community support? Emphasize how these features can positively impact mental health.

**Step 3: Content Creation**

Develop engaging content that resonates with your target audience. This might include blog posts, social media updates, infographics, and videos that address mental health concerns, share success stories, or offer tips for managing stress.

**Step 4: Collaborations and Partnerships**

Partner with mental health professionals, influencers, or organizations to endorse your app. Their credibility and reach can significantly boost your app's visibility and credibility.

**Step 5: Testimonials and Reviews**

Encourage users to share their experiences with the app through testimonials or reviews. Positive feedback from real users can be a powerful tool in attracting new users.

**Step 6: Offer Free Trials or Discounts**

Consider offering free trials or discounts to encourage new users to try your app. This helps remove barriers to entry and allows users to experience the app's benefits firsthand.

**Step 7: Targeted Advertising**

Utilize targeted advertising on social media platforms and other relevant channels. Use specific keywords related to mental health, therapy, or self-care to reach individuals actively seeking help in these areas.

### Creation of content

1. Blog Posts or Articles:

* Mental Health Tips: Write articles offering practical tips for managing stress, anxiety, or depression.
* Therapy Techniques: Explain and demonstrate various therapy techniques like CBT, mindfulness, or relaxation exercises.
* Success Stories: Share stories of individuals who have benefited from the app's features or counseling sessions.

2. Video Content:

* Guided Meditation: Create videos guiding users through meditation or breathing exercises.
* Interviews: Conduct interviews with psychologists, therapists, or users sharing their experiences and insights.
* Educational Series: Develop a series explaining mental health concepts or coping strategies in an easy-to-understand format.

3. Infographics and Visuals:

* Quick Tips: Design infographics with quick mental health tips or affirmations.
* Statistical Insights: Create visuals depicting statistics related to mental health issues or the app's impact.

4. Social Media Engagement:

* Daily Affirmations: Post daily affirmations or motivational quotes to encourage positivity.
* Live Q&A Sessions: Host live sessions where users can ask questions or discuss mental health topics with experts.

5. Podcasts or Audio Resources:

* Expert Talks: Produce podcasts featuring mental health professionals discussing various topics.
* Mindfulness Exercises: Offer audio recordings of guided mindfulness or relaxation sessions.

6. Interactive Tools:

* Mood Trackers: Develop tools within the app allowing users to track and analyze their moods over time.
* Self-Assessment Quizzes: Create quizzes or assessments helping users understand their mental well-being.

7. Testimonials and User Stories:

* Video Testimonials: Request users to share video testimonials about how the app has helped them.
* Written Stories: Publish written user stories about overcoming mental health challenges using the app's resources.

8. Educational Webinars or Workshops:

* Live Workshops: Host live workshops covering topics like stress management or improving self-esteem.
* Guest Speaker Events: Invite guest speakers to discuss specific mental health aspects or related research.

9. Community Engagement:

* User Forums: Create a space within the app for users to share experiences, seek advice, and support each other.
* Challenges or Activities: Organize challenges or activities encouraging users to practice self-care or mindfulness.

10. FAQs and Educational Materials:

* Resource Library: Compile articles, videos, and links to reputable mental health resources for users' reference.
* FAQ Section: Develop a comprehensive FAQ section addressing common concerns or queries about the app's features and mental health in general.

Tailor the content strategy to align with the app's goals, user needs, and preferences. Regularly assess user feedback and engagement to refine and improve content offerings.

When creating ads for a mental health or psychological help app, it's crucial to focus on elements that resonate with the target audience's needs, concerns, and aspirations. Here are some aspects to consider when crafting ads for such an app:

1. Emphasize Benefits:

* Highlight how the app can improve users' mental well-being.
* Showcase specific features: therapy sessions, self-help tools, community support, guided meditation, mood tracking, etc.

2. Empathy and Support:

* Use language and imagery that convey empathy, support, and understanding.
* Illustrate how the app provides a safe space for users to seek help without judgment.

3. Relatability and Connection:

* Show scenarios or stories that users can relate to, demonstrating how the app addresses common mental health challenges.
* Use testimonials or real stories from users to build trust and connection.

4. Clear Call-to-Action (CTA):

* Encourage action by including a clear and compelling CTA, such as "Start Your Journey," "Get Support Now," or "Download for Free."

5. Visual Appeal:

* Use visuals that evoke positive emotions, calmness, or relief.
* Employ calming colors, peaceful imagery, or animated elements that reflect relaxation and mindfulness.

6. Highlight Privacy and Security:

* Assure users about the confidentiality and security of their data and interactions within the app.
* Emphasize compliance with data protection regulations and user privacy.

7. Targeted Messaging:

* Tailor ads based on specific mental health concerns (anxiety, stress, depression) or demographics (age, gender, location) of the target audience.
* Address pain points directly by offering solutions or assistance through the app.

8. Educational Content:

* Offer snippets of educational content in ads, providing quick tips or insights into managing mental health challenges.
* Showcase how the app provides valuable information or resources to improve users' mental well-being.

9. Inclusivity and Diversity:

* Ensure representation and inclusivity in ad imagery and messaging to resonate with diverse audiences.
* Highlight the app's ability to cater to various cultural backgrounds and individual needs.

10. Engagement and Interaction:

* Encourage interaction by posing questions or prompts that encourage users to engage with the ad content.
* Use storytelling or interactive elements to draw users in and encourage further exploration of the app's features.

11. Compliance and Ethical Considerations:

* Adhere to ethical guidelines and avoid exploiting sensitive mental health issues in ads.
* Ensure ads comply with platform policies and regulations regarding mental health-related advertising.

By focusing on the app's benefits, fostering connection and trust, tailoring messages to the target audience, and maintaining sensitivity and ethical standards, you can create ads that effectively promote a psychological help app while resonating with those seeking support for their mental well-being.

## 6. Involvement of the Public:

Develop a strategy for public engagement and support in social networks and other online communications (communication plan).

Communication Plan for Online Therapy App: Connecting People with Therapists

1. Objectives:

a. Increase awareness about the online therapy app.

b. Educate the audience on the benefits of online therapy.

c. Facilitate easy access to information about finding therapists.

2. Target Audience:

a. Individuals seeking mental health support.

b. General public interested in mental well-being.

c. Mental health professionals.

3. Key Messages:

a. "Your mental well-being matters."

b. "Access therapy anytime, anywhere."

c. "Find the right therapist for you."

4. Platforms:

a. Social Media (Facebook, Instagram, Twitter, LinkedIn)

b. App Store Optimization (ASO)

c. Blog posts and Articles

d. Email newsletters

e. Partnerships with mental health organizations and influencers

5. Content Calendar:

a. Launch Announcement: Create excitement and curiosity.

b. Educational Posts: Share benefits of online therapy, success stories, and mental health tips.

c. Therapist Spotlights: Highlight profiles of therapists available on the app.

d. User Testimonials: Share positive experiences from app users.

e. Awareness Campaigns: Tie-in with mental health awareness months or events.

f. Updates and Features: Regularly update users on app improvements and new features.

6. Engagement Strategies:

a. Interactive Content: Polls, quizzes, and challenges related to mental health.

b. Live Sessions: Q&A sessions with therapists or mental health experts.

c. User-Generated Content: Encourage users to share their therapy journey or tips.

d. Contests and Giveaways: Increase engagement through incentives.

e. Community Building: Foster a supportive online community for app users.

7. Crisis Response Plan:

a. Develop a protocol for handling sensitive issues raised on social media.

b. Provide resources for immediate help during crises.

c. Monitor online spaces for potential risks and act promptly.

8. Influencer Partnerships:

a. Collaborate with mental health influencers for authentic endorsements.

b. Feature guest posts or takeovers by therapists or influencers.

9. Metrics and Analytics:

a. Track downloads, app usage, and user engagement.

b. Monitor social media analytics for reach, engagement, and sentiment.

c. Gather feedback through surveys and reviews.

10. User Support:

a. Offer customer support via in-app chat and email.

b. Provide FAQs and troubleshooting guides on the app and website.

11. Continuous Improvement:

a. Regularly review analytics and user feedback for improvement opportunities.

b. Adapt communication strategies based on evolving trends in mental health and technology.

By implementing this comprehensive communication plan, the online therapy app can effectively reach its audience, provide valuable information, and foster a supportive online community for mental well-being.