

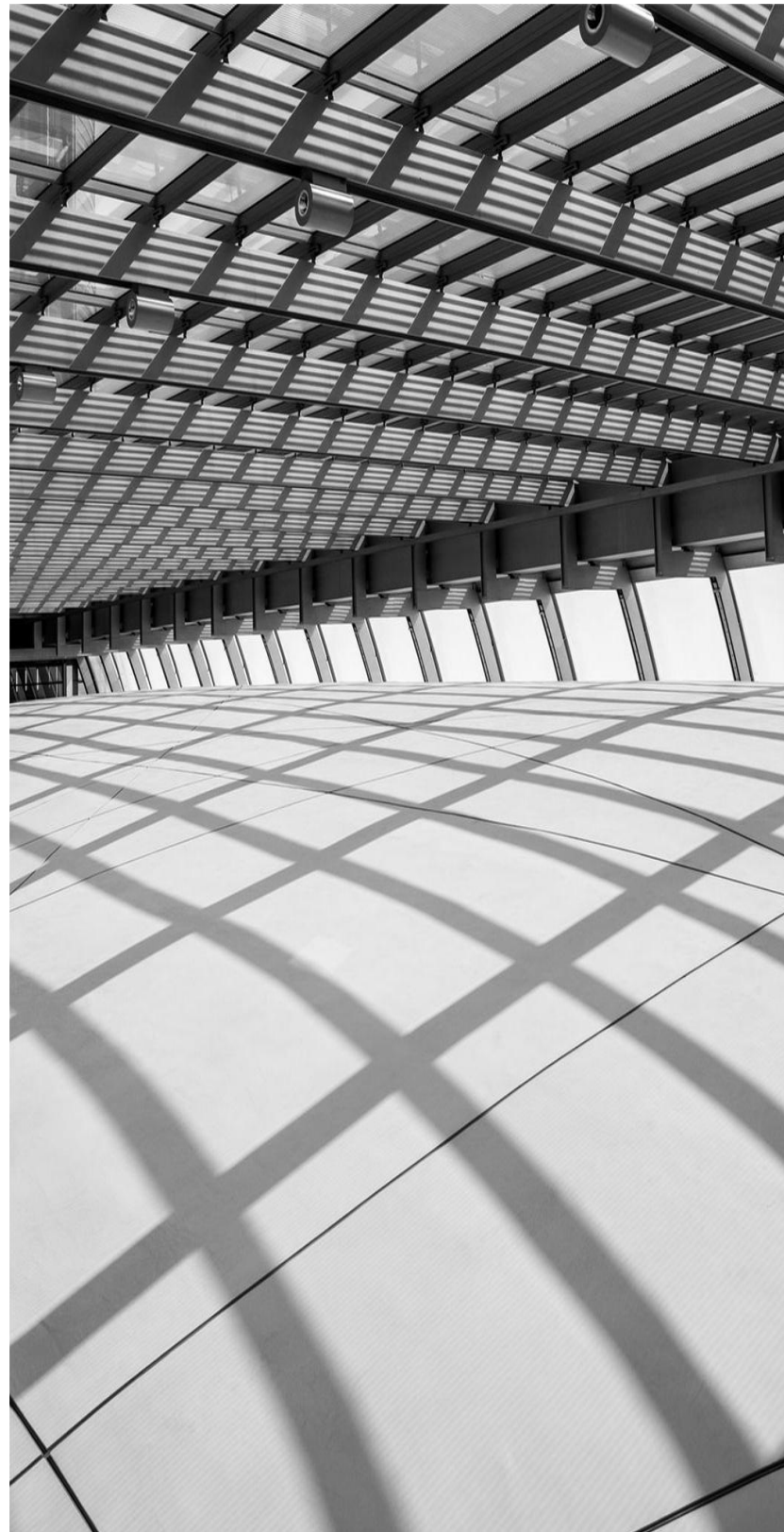
# xīn

Where The Heart Meets The Soul

"You are more precious to this world than you'll ever know." - Lili Rhinehart

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# THE PROBLEM

Everyone finds it rather worrying to disclose about their mental health concerns to the important people in their life. *Why?*

## Stigma

Societal disapproval  
- large group of people who suffers from mental illness

## Access

People have poor access to Mental Health Services.

## Costs

As a result, expensive private markets emerge which only upper-class citizens can afford.

## Provider Fit

The results of both therapy and medication significantly vary.

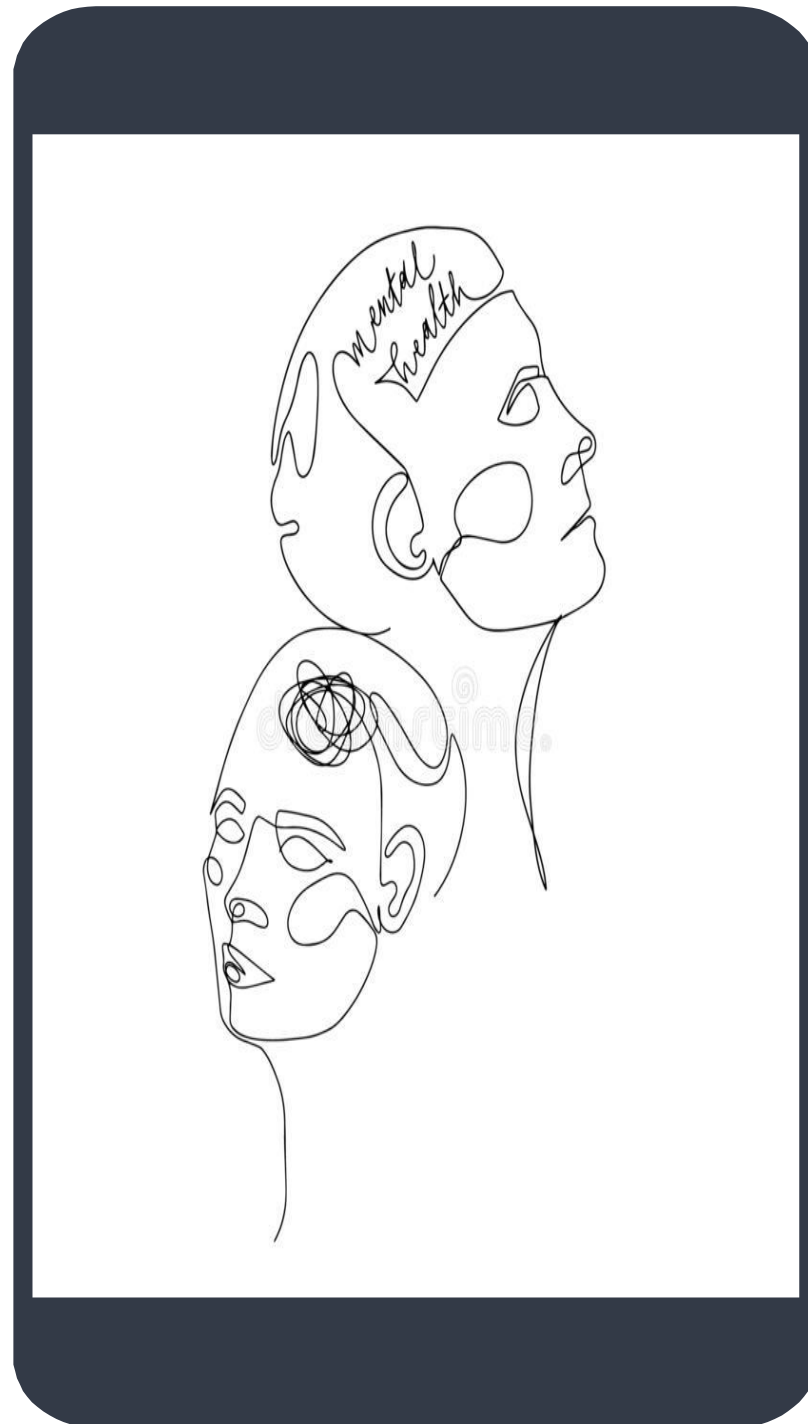
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# OUR VALUE PROPOSITION



- **An Introduction to Quality Care:** Technology may be a good first step for those who want to have an immediate pair of listening ears and a support system.
  - **An Affordable Price For Everyone:** Traditional psychotherapy may be very costly for many, ranging from \$250 and above per consultation.
  - **An Inclusive & Diverse Environment:** With people coming from different backgrounds with various mental health conditions, they are able to find themselves a suitable specialised therapist.
-

# THE SOLUTIONS



## Coming Together As One

- Combining Mental Health Professionals (Psychologist, Psychiatrist etc).

## Learning The Art of Self-Help

- Self-Help Genre Podcasts - hold meaningful conversation and soundtracks.

## Uniquely Yours - Journaling

- Creating a springboard for daily recovery allows one to have gradual improvement.
-



# TARGET MARKET / CUSTOMER SEGMENTS

YOUTH



ADULT

# VISUAL PERSONA



"I always think that my designs are not good enough to be accepted by my clients."

AGE	21
JOB TITLE	Freelancer
STATUS	Single
LOCATION	Singapore

Organized

Practical

Perfectionist

Overthinker

## USER PERSONA

# Christine

## ABOUT

Christine is a polytechnic graduate and now a freelance web designer. She is taking a gap-year and have the intention to further her studies next year. She loves to follow local clothing brands and does shopping as a form of therapy to cope with her stress. She deals with insecurity from time to time due to her comparison to her peers and the uncertainties of her future.

## GOALS

- To be a web designer who is able to convey her design ideas confidently to her clients

## FRUSTRATIONS

- Does not want to talk about her problems with her friends or family
- Unable to find a confidential platform that allows her to vent her frustration

## MOTIVATIONS



## PERSONALITY



## TECHNOLOGY



# MARKET SIZE

970 million

Total Addressable Market  
(TAM)

812 thousand

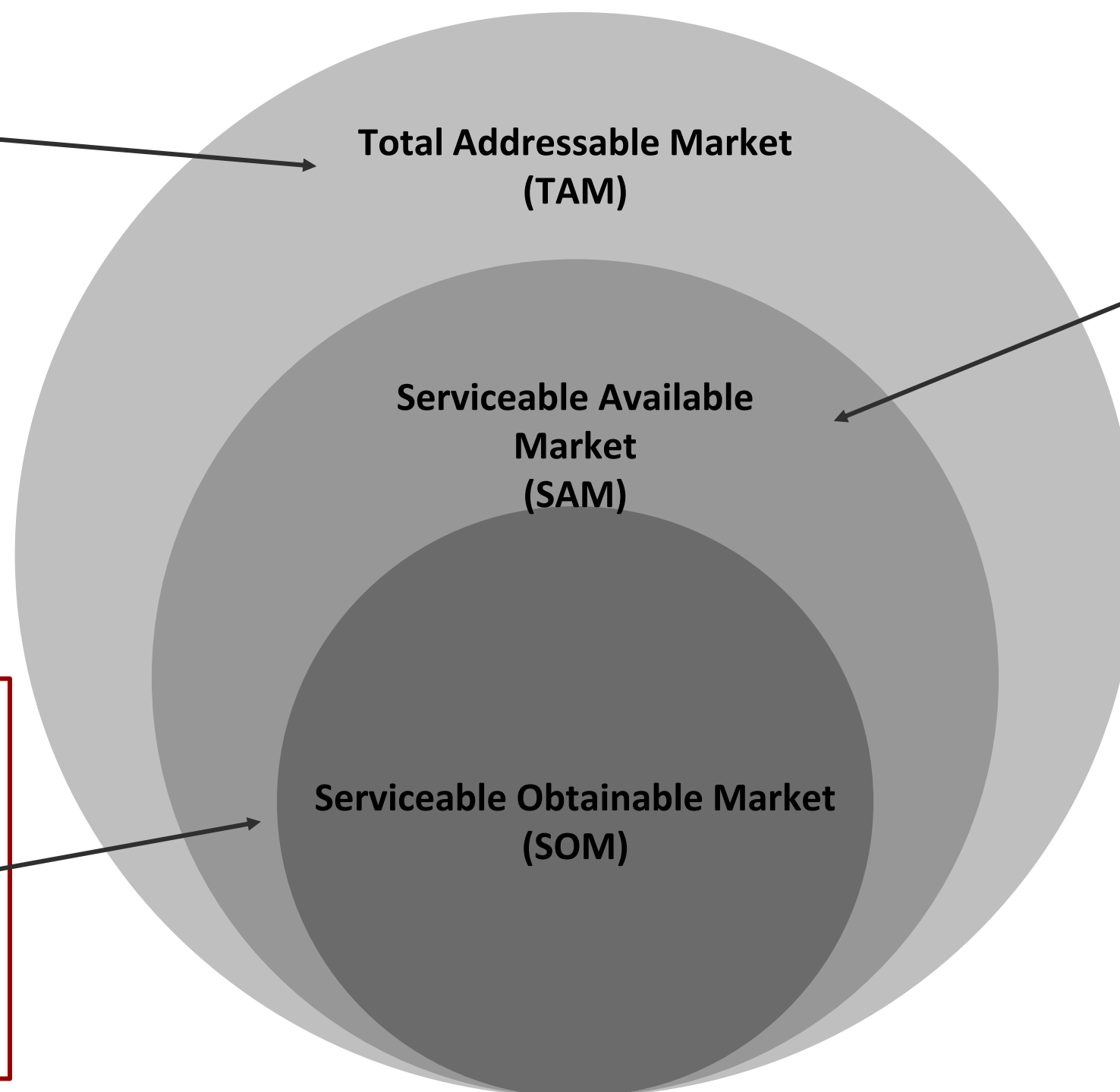
★ 1 in 7 people in Singapore has experienced a mental disorder in their lifetime

Serviceable Available Market  
(SAM)

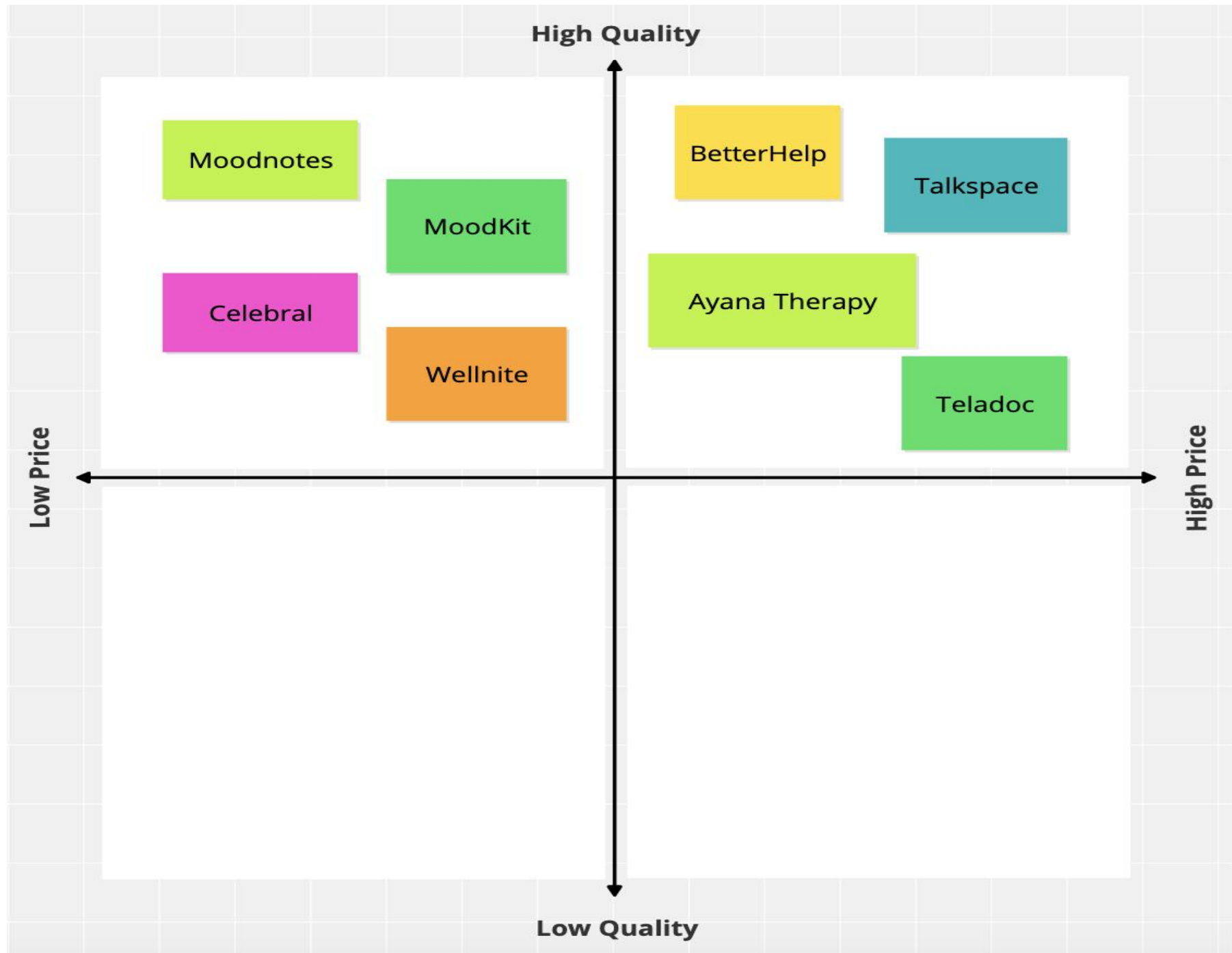
270 thousand

★ two-thirds of individuals suffering from mental illness choose to avoid seeking help for their condition

Serviceable Obtainable Market  
(SOM)



# PERCEPTUAL COMPETITORS MAP



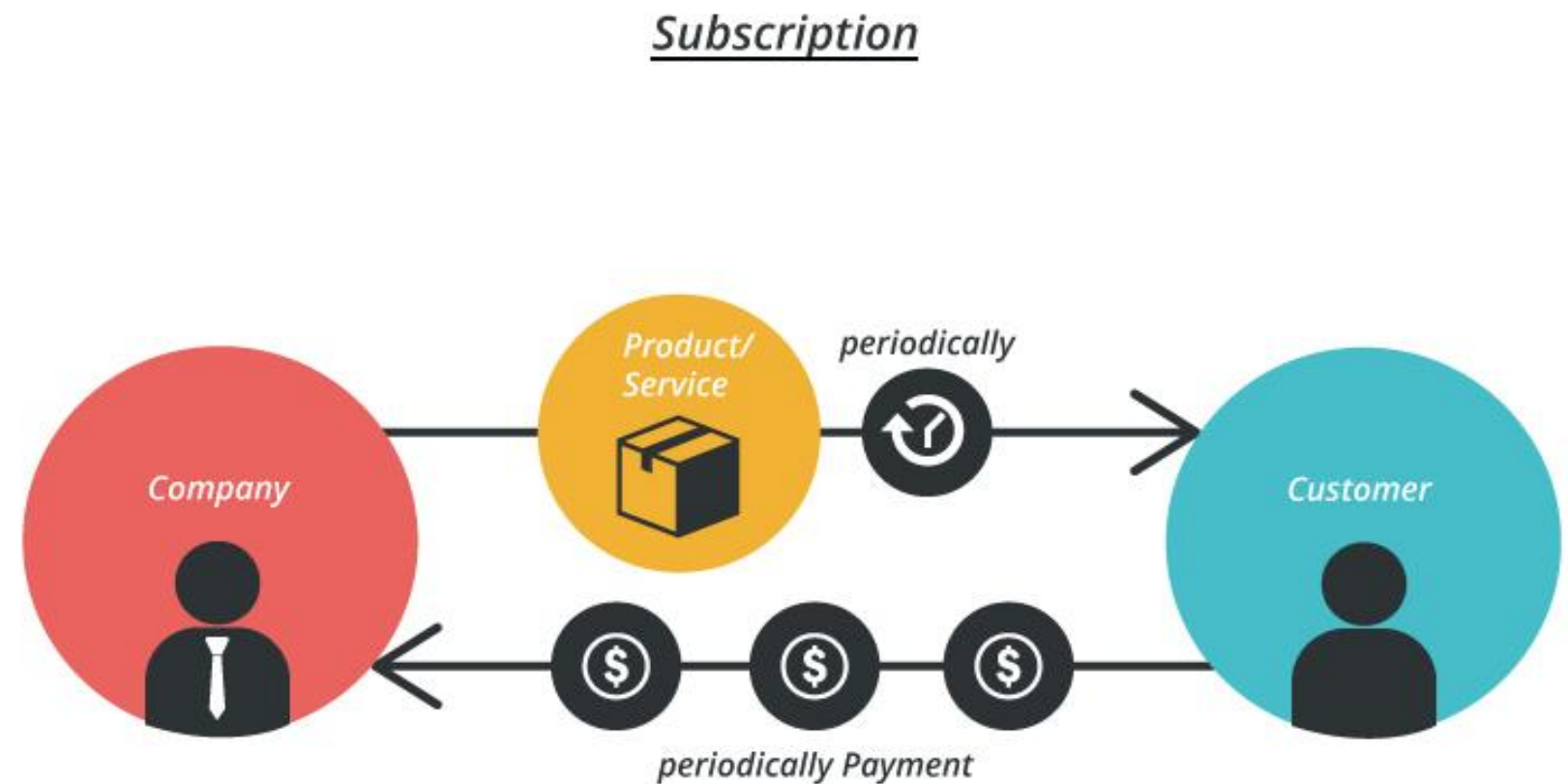
**WHAT MAKES OUR  
PRODUCT DIFFERENT?**



# OUR BUSINESS PLAN

## WHY SUBSCRIPTION BASED MODEL?

- Subscription based pricing attracts more customers and its affordability
- Bring in more revenue through Up-Selling & Cross-Selling
- Higher Customer Retention
- Better Cash Flow Management



# OUR PLAN

- Our subscription plan consists of **two tiers: *Regular and Premium***. The **purpose** of these two tiers is to provide therapy services to people who wish to have freedom in consulting our dedicated team of therapists based on their needs and condition.
- ***Regular Plan***: \$200 charged monthly (\$50/week) - Includes unlimited Texting, Limited Video Calls, Audio Messaging, up to 4 times a week.
- ***Premium Plan***: \$360 charged monthly (\$90/week) - Includes unlimited Texting, Video Calls, Audio Messaging, Podcasts, and Journaling
- ***Student Discounts***: Through verification of their student ID's - acquire up to 10% discount.



## XIN VS TRADITIONAL THERAPY

Features	XIN	Traditional Therapy
Licensed Therapist	✓	✓
Messaging Any time	✓	✗
Chat Sessions	✓	✗
Easy Scheduling	✓	✗
Phone Sessions	✓	✗
Help from anywhere	✓	✗
Easy to switch therapists	✓	✗
Affordable	✓	✗



27/11/2021

# MEET THE TEAM



THON HUI MIN



NATHAN SURYADI



SOONG ZI RUI  
CASILYN



EMAAN LEGHARI

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# Thank You!