



xīn

Where The Heart Meets The Soul

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

THE PROBLEM

STIGMA

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

COSTS

Expensive private markets emerge which only upper-class citizens can afford.

PROVIDER FIT

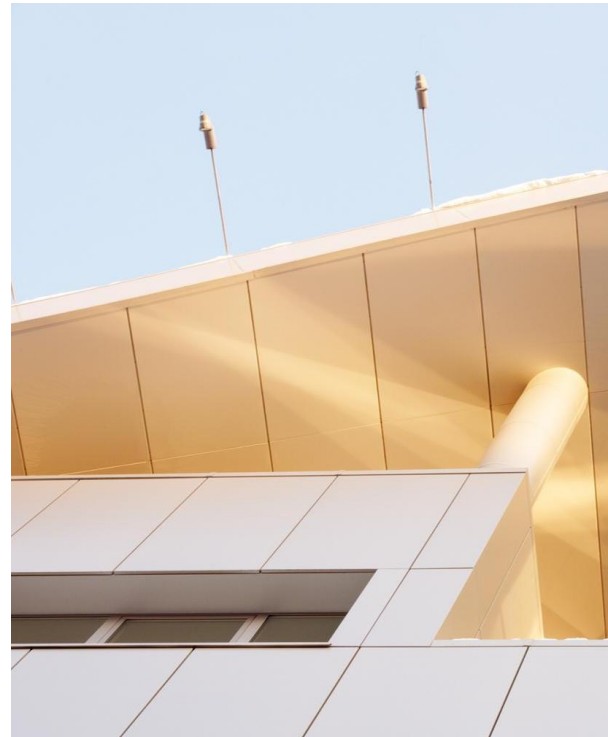
The results of both therapy and medication significantly vary.

ACCESS

People have poor access to Mental Health Services.

ABOUT XĪN

The word xīn is derived from the Mandarin character 心 (xīn), which literally translates to “heart”, and is also used in the term 心灵 (xīn líng), meaning “soul”. It is the perfect word for a brand that inspires everyone to live in the moment, and the idea of understanding - The Essence of Life.





OBJECTIVES

1

QUALITY CARE

A self-discovery journey where these people will better understand themselves and their preferred coping mechanism.

2

AFFORDABLE PRICE

To allow anyone who would want to seek help and proper treatments without worrying about their financial situation.

3

INCLUSIVE & DIVERSE ENVIRONMENT

Creates a strong community in advocating for mental health awareness.

Empathize

Research

Survey

Competitive Analysis

Define

User Persona

Empathy Map

Ideate

Brainstorming

Sketching

Prototype

Low Fidelity Prototype

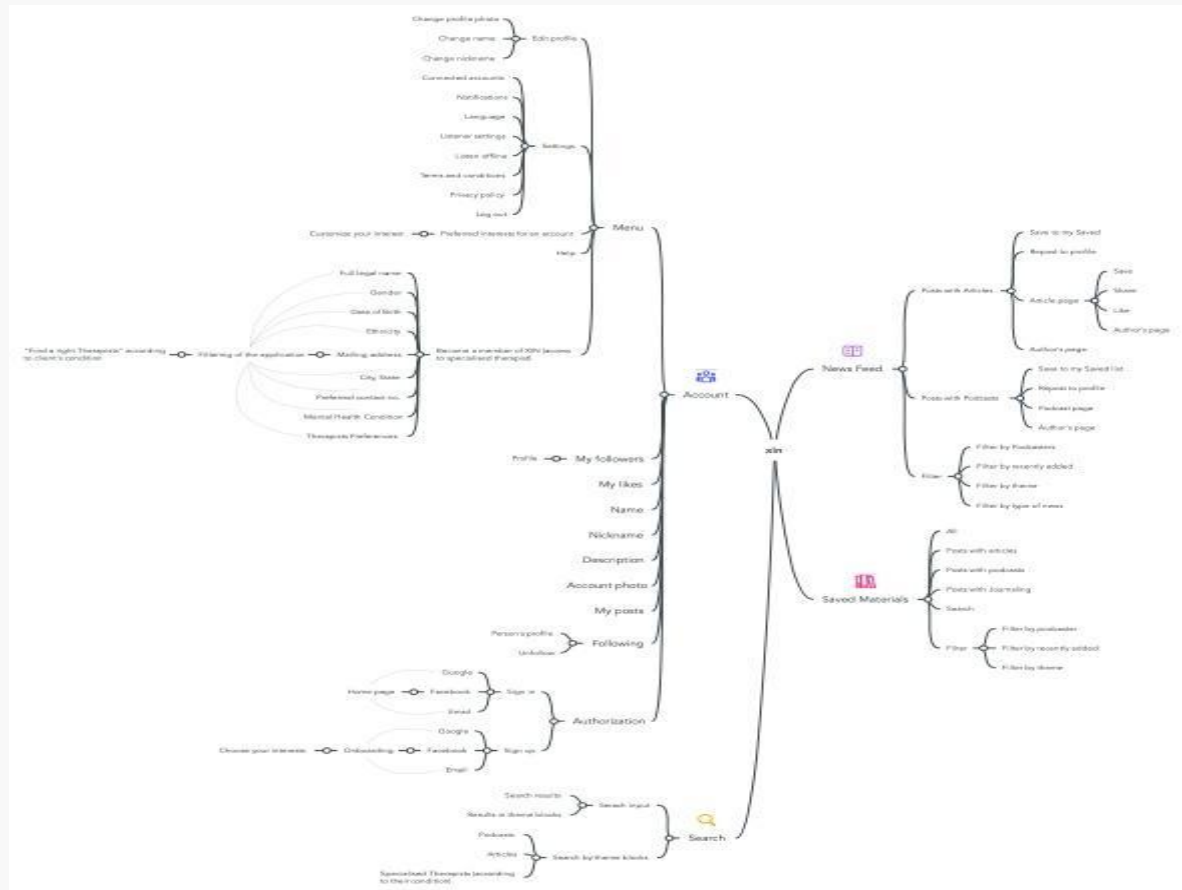
High Fidelity Prototype

DESIGN PROCESS

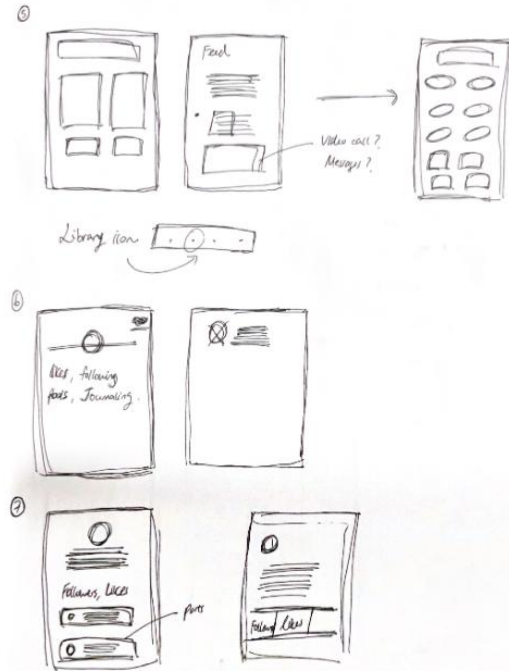
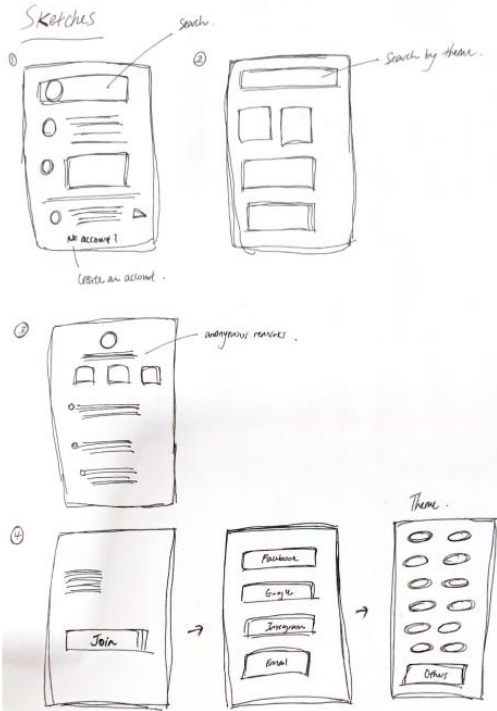
PROJECT ALTAIR' 21



EMPATHY MIND MAP



IDEATE



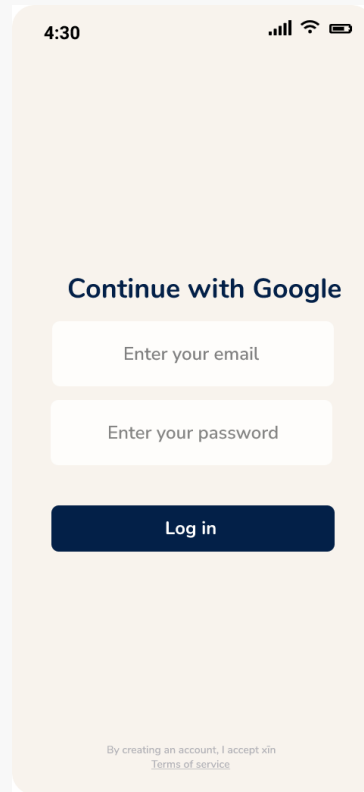
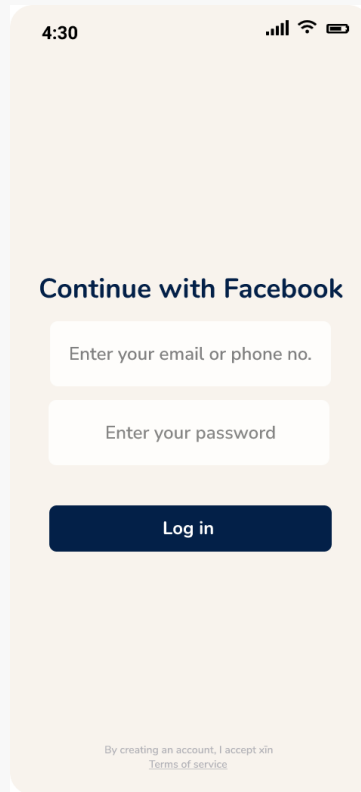
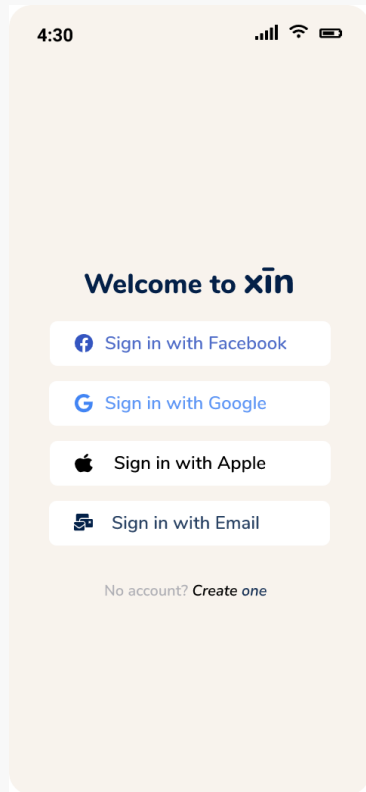
PRODUCT GOALS

- Create a safe space that allows users to freely express their mental health and personal feelings.
- Create a space that connects users and therapist.



LOW FIDELITY DESIGN




SIGN UP / LOGIN



LOW FIDELITY DESIGN

SIGN UP / LOGIN

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Continue with Apple




Enter your apple ID

Enter your password

Log in

By creating an account, I accept xīn
[Terms of service](#)

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Continue with Email




Enter your email

Enter your password


Log in


By creating an account, I accept xīn
[Terms of service](#)


4:30




Welcome back to xīn

 Sign up with Facebook




 Sign up with Google

 Sign up with Apple

 Sign up with Email

Already have an account. [Login here](#)

4:30



Sign up with Facebook

Enter your email or phone no.

Enter your password

Confirm password




Create an account

By logging into this account, I accept xīn
[Terms of service](#)

LOW FIDELITY DESIGN

SIGN UP / LOGIN

4:30



Sign up with Google

Enter your email

Enter your password




Confirm password

Create an account

By logging into this account, I accept xin

Terms of service

4:30



Sign up with Apple

Enter your apple ID

Enter your password




Confirm password

Create an account

By creating an account, I accept xin

Terms of service

4:30



Sign up with Email

Enter your email

Enter your password

Confirm password

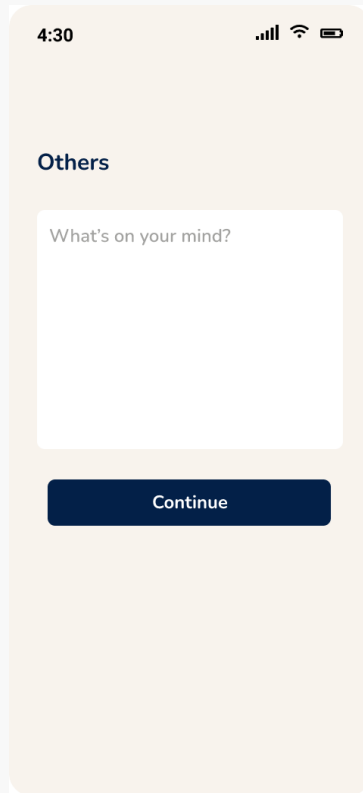
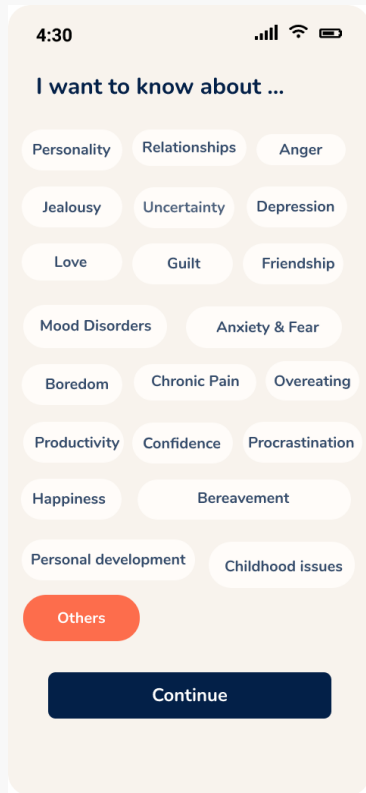
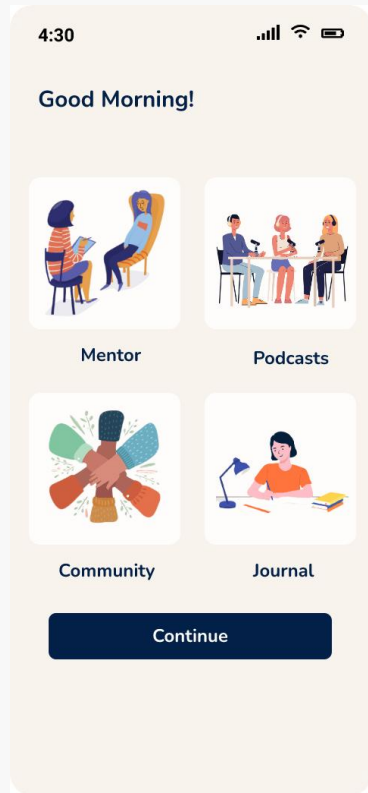
Create an account

By logging into this account, I accept xin

Terms of service

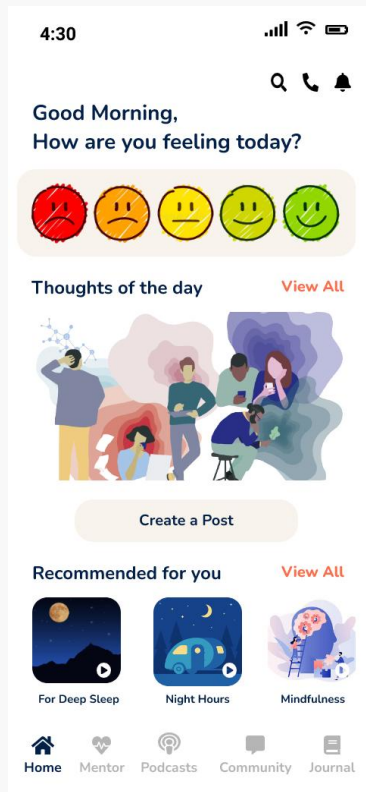
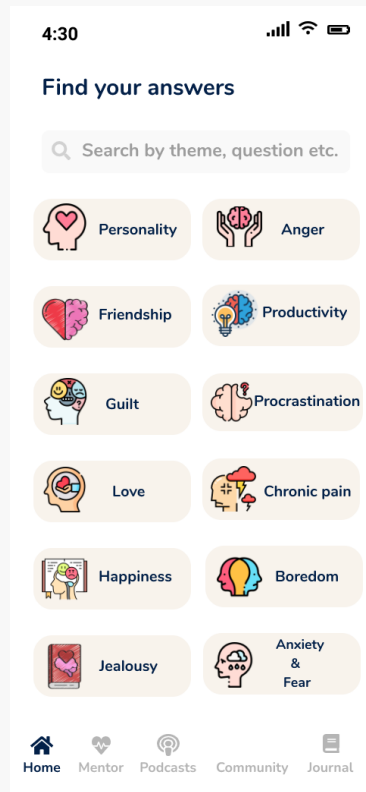
LOW FIDELITY DESIGN

ONBOARDING FLOW



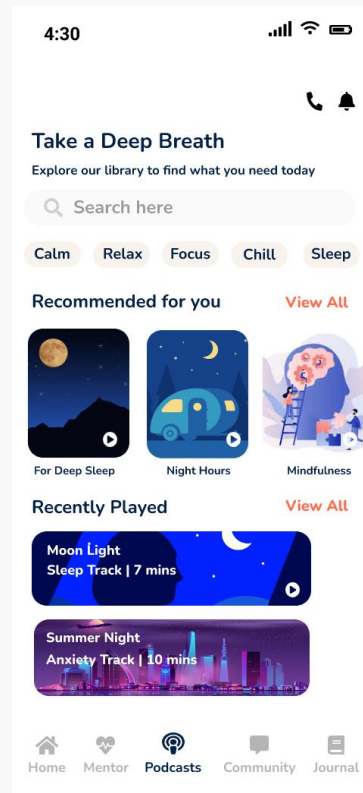
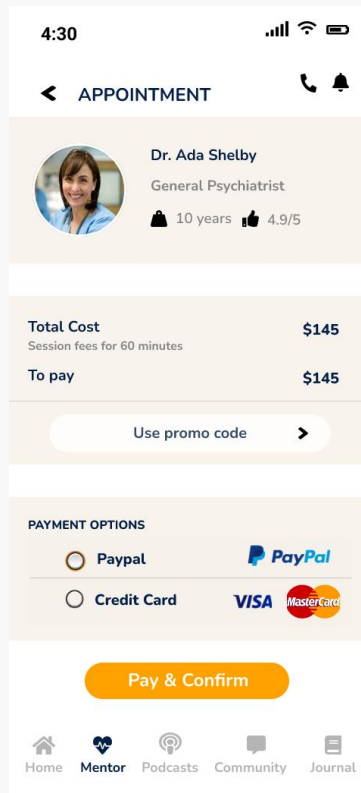
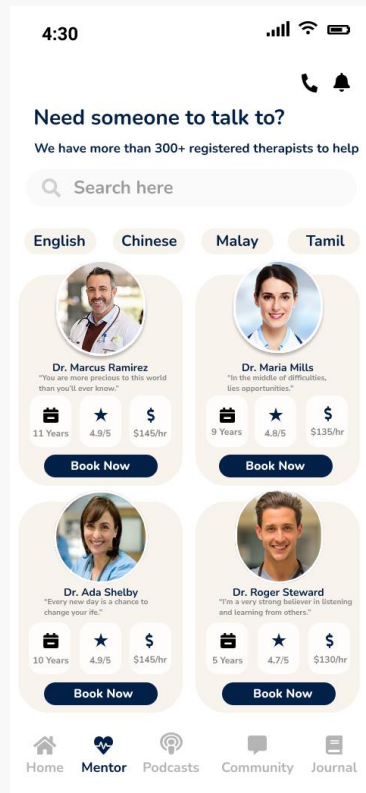
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HOME



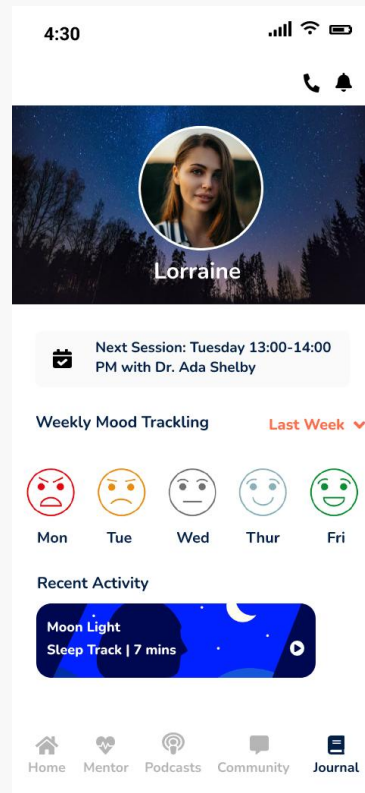
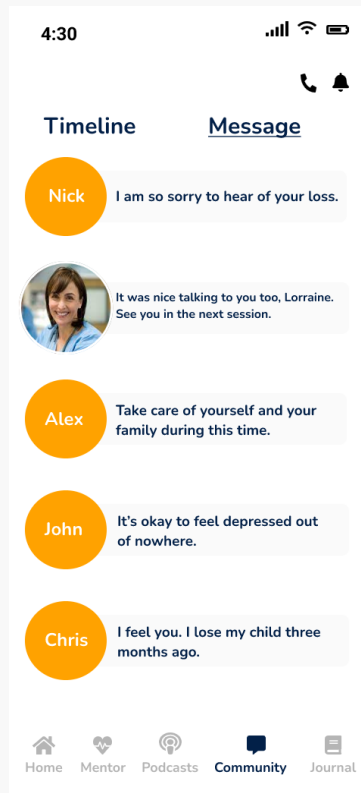
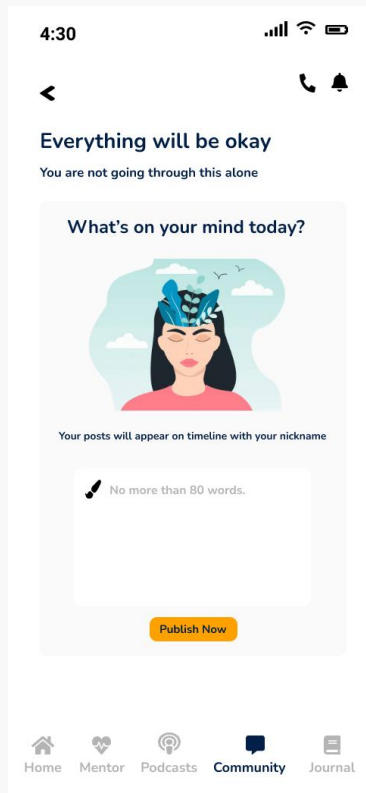
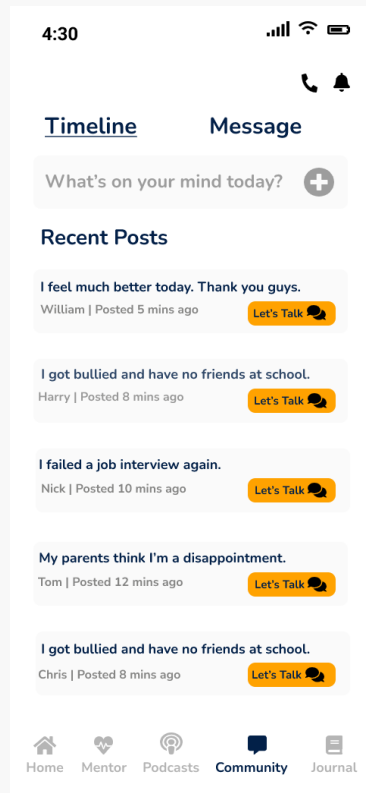
LOW FIDELITY DESIGN

MENTOR/PODCASTS



LOW FIDELITY DESIGN

COMMUNITY/JOURNAL



MARKETING

MARKET SIZE

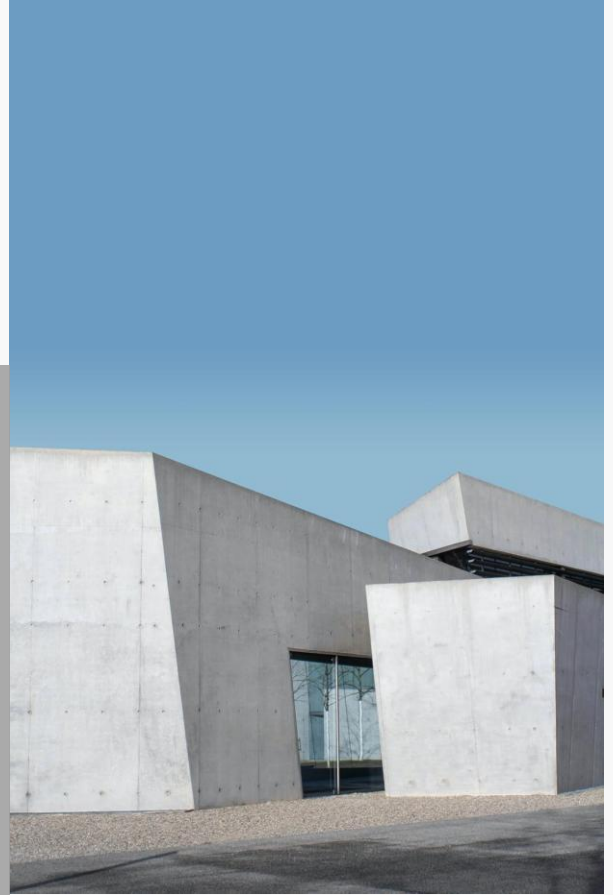
MARKETING STRATEGY

PARTNERSHIP WITH LOCAL INSTITUTIONS

CAMPAIGNS WITH LOCAL COMMUNITY CENTRES

DIGITAL & SOCIAL MEDIA MARKETING

OTHER IDEAS



MARKET SIZE

970 million

- ★ people worldwide suffering from mental health or substance abuse disorder

Total Addressable Market (TAM)

812 thousand

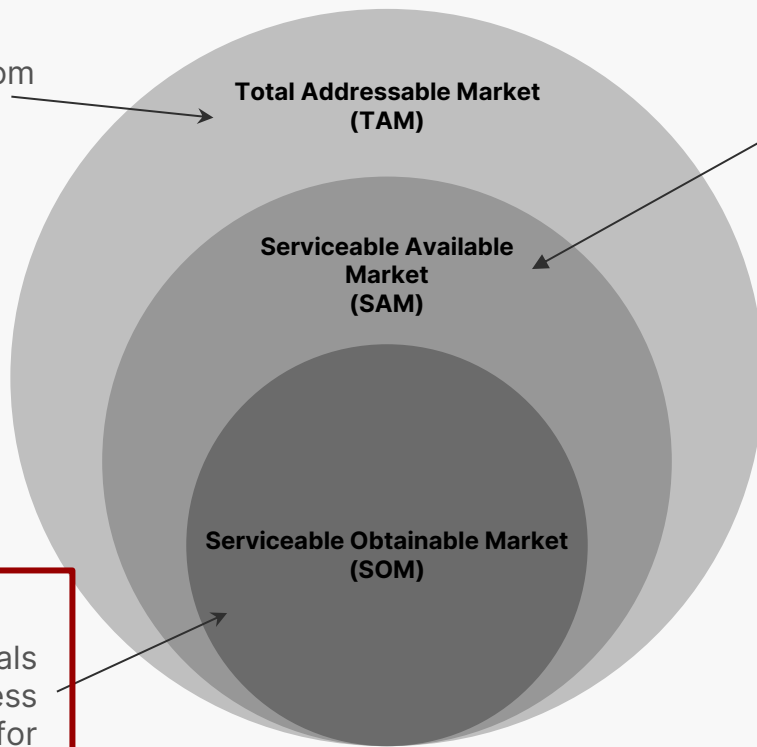
- ★ 1 in 7 people in Singapore has experienced a mental disorder in their lifetime

Serviceable Available Market (SAM)

Serviceable Obtainable Market (SOM)

270 thousand

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



MARKETING STRATEGY

OVERVIEW



MARKETING STRATEGY

PARTNERSHIP WITH LOCAL INSTITUTIONS

- ❖ Send out promotional EDM to students
- ❖ Post xīn posters on campus bulletin boards
- ❖ Give xīn a shoutout on various councils & clubs social media platforms
- ❖ Offer *exclusive* student discount promo code

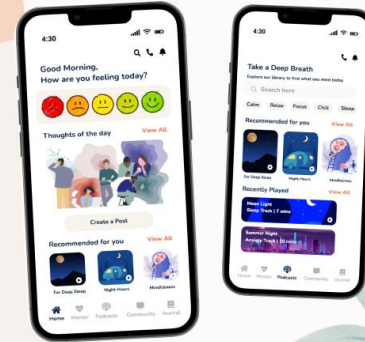


- ★ Host Mental Health Awareness Webinars
- ★ Opportunity to try xīn for *free* by becoming our beta tester

YOUR JOURNEY TO
Happiness

xīn

Starts **HERE !**



Exclusive **xīn** plan available for
Students.



Connect with us!

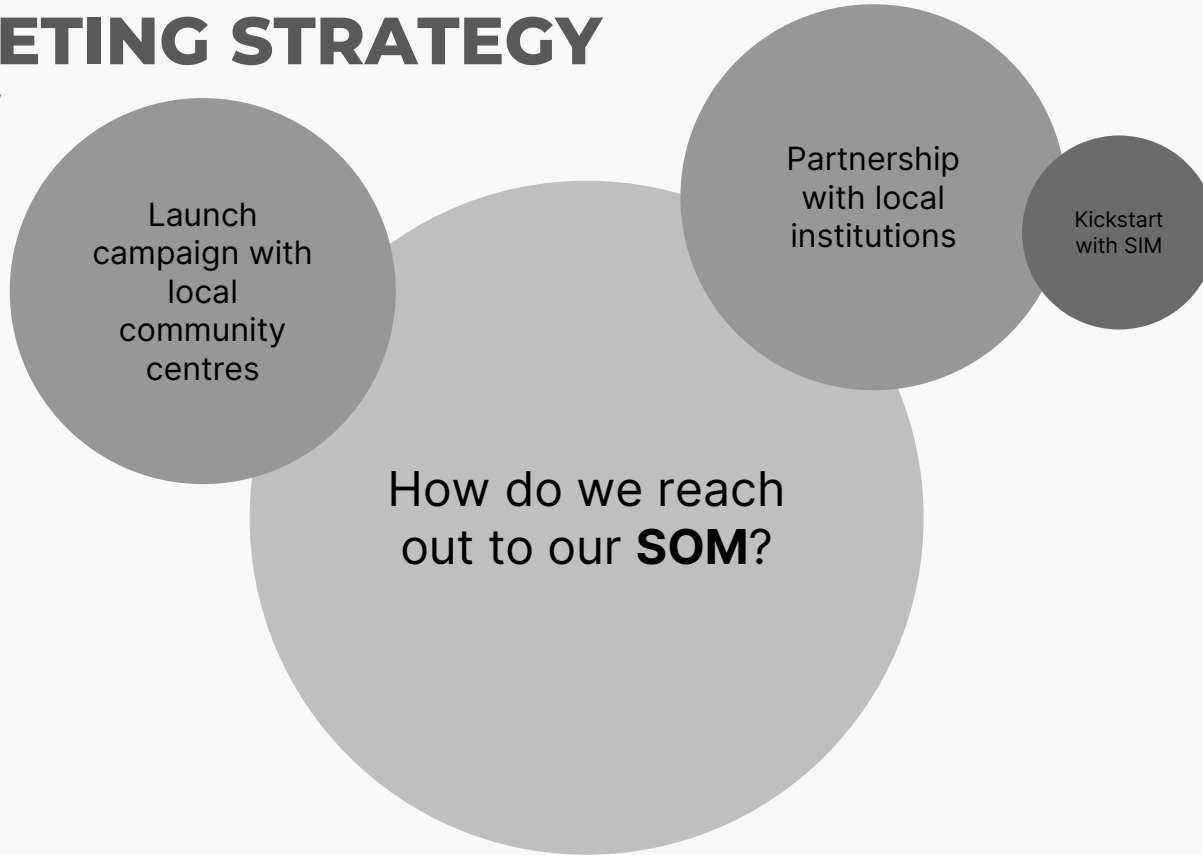
📷 [xin.wevolve](https://www.instagram.com/xin.wevolve)

📘 [facebook.com/xin.wevolve](https://www.facebook.com/xin.wevolve)

✉ ask@xin.com

MARKETING STRATEGY

OVERVIEW



MARKETING STRATEGY

CAMPAIGNS WITH LOCAL COMMUNITY CENTRES

- ❖ Organising Mental Health Awareness Campaign in line with World Mental Health Day 2022 — 10th October 2022
- ❖ Activities include:
 - Online Panel Discussion
 - Mindfulness Workshop
 - Stress Reduction Workshop
 - xīn Exploratory Session

Online Panel discussion

Registration details

Panelists

Other Campaign Activities

Registration + Organisation Details

Campaign poster sketch

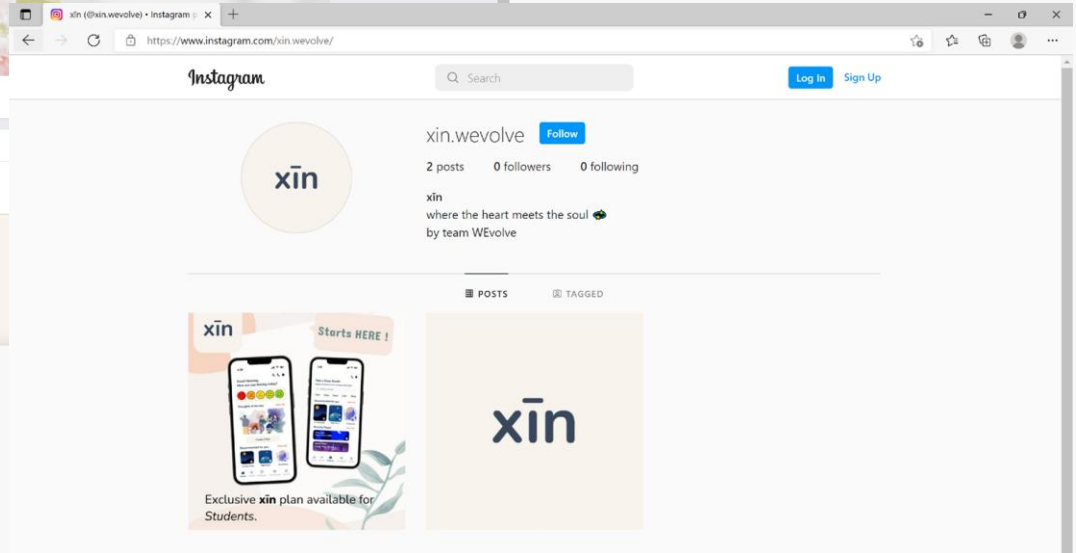
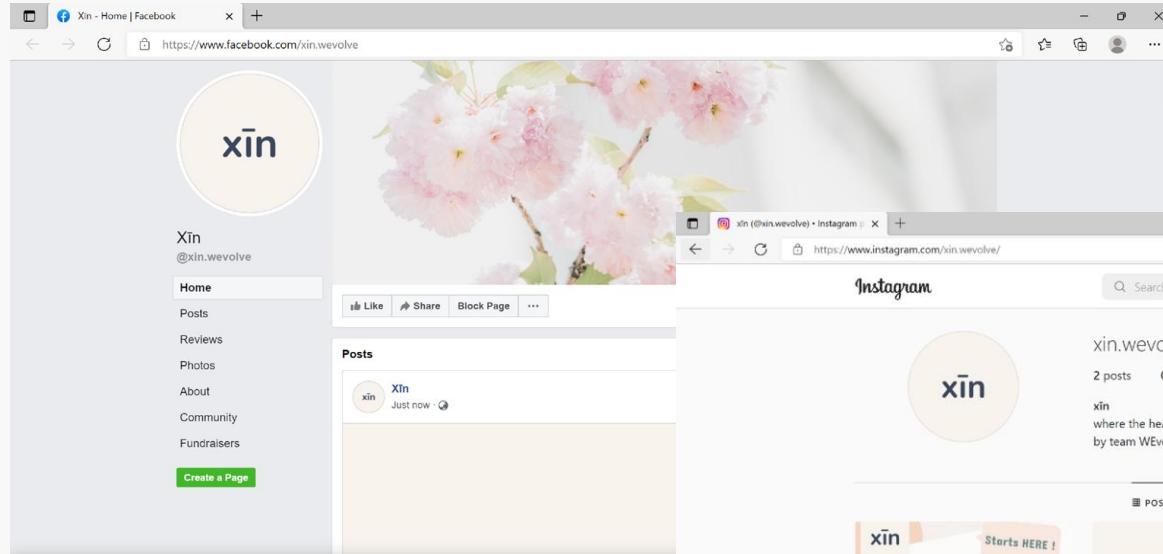
MARKETING STRATEGY

OVERVIEW



MARKETING STRATEGY

DIGITAL & SOCIAL MEDIA MARKETING



MARKETING STRATEGY

OVERVIEW



COMPETITORS

Talkspace

- Connect with a licensed mental health professional
- Wide range of price alternatives are available
- Various methods to communicate with your therapist



Sanvello

- Health Insurance may cover the costs
- Provides a variety of alternatives based on your needs
- Allows you to connect with people who are undergoing through different therapy
- When you need more help, you'll be able to access a licensed therapist



Betterhelp

- Patients can communicate with counselors and therapists through a private online message board, live chat, phone, and video conferencing
- Mission is to make professional therapy more accessible, inexpensive, and convenient for everybody



BUSINESS MODEL

WHY SUBSCRIPTION BASED MODEL?

- Subscription Based Pricings Attract More Customers for Its Affordability
- Earning More Through Up & Cross-Selling
- Better Financial Forecasting

VALUE PACK	MEDIUM PACK	PREMIUM PACK
\$5	\$7	\$10
KEY FEATURES	KEY FEATURES	KEY FEATURES
DETAILS - Access to Journaling	DETAILS - Access to Journaling, and the Community Features	DETAILS - Access to Journaling, Podcast and the Community Features
...

FUTURE PLANS

“When you do the things in the present that you can see, you are shaping the future that you are yet to see.” — Idowu Koyenikan

- 1 IMPROVE USER FLOW
- 2 CREATE A CUSTOMER JOURNEY MAP
- 3 DEVELOP THE SCALING PLAN (WEB VERSION)
- 4 DEVELOP A COMPREHENSIVE BUSINESS MODEL



OUR TEAM



THON HUI MIN



NATHAN SURYADI



SOONG ZI RUI
CASILYN



EMAAN LEGHARI

OUR MENTOR: ABHII DABAS



THANK YOU

FOR ACTIVELY LISTENING

