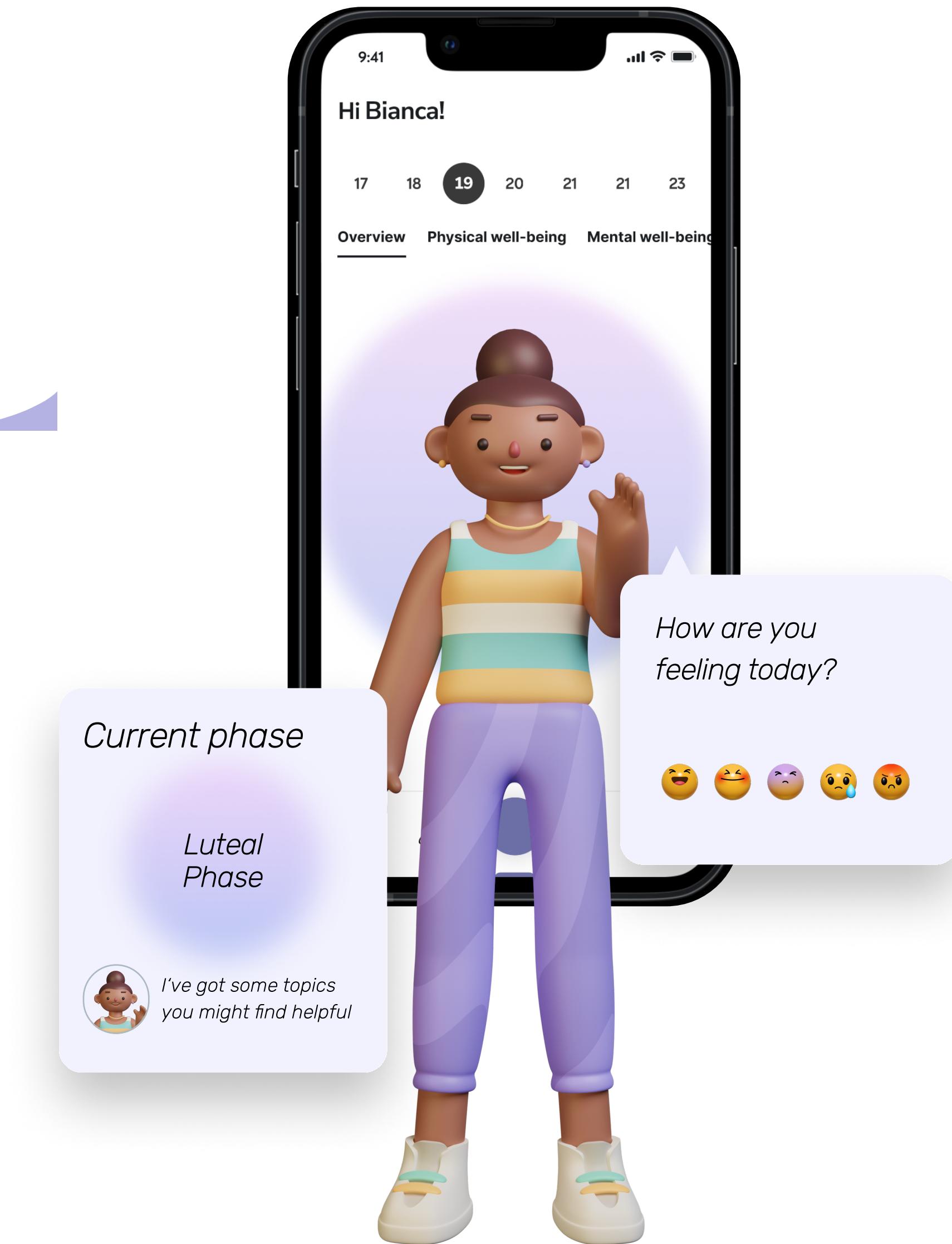




Ensuring that no woman faces mental health challenges alone.

Our client:

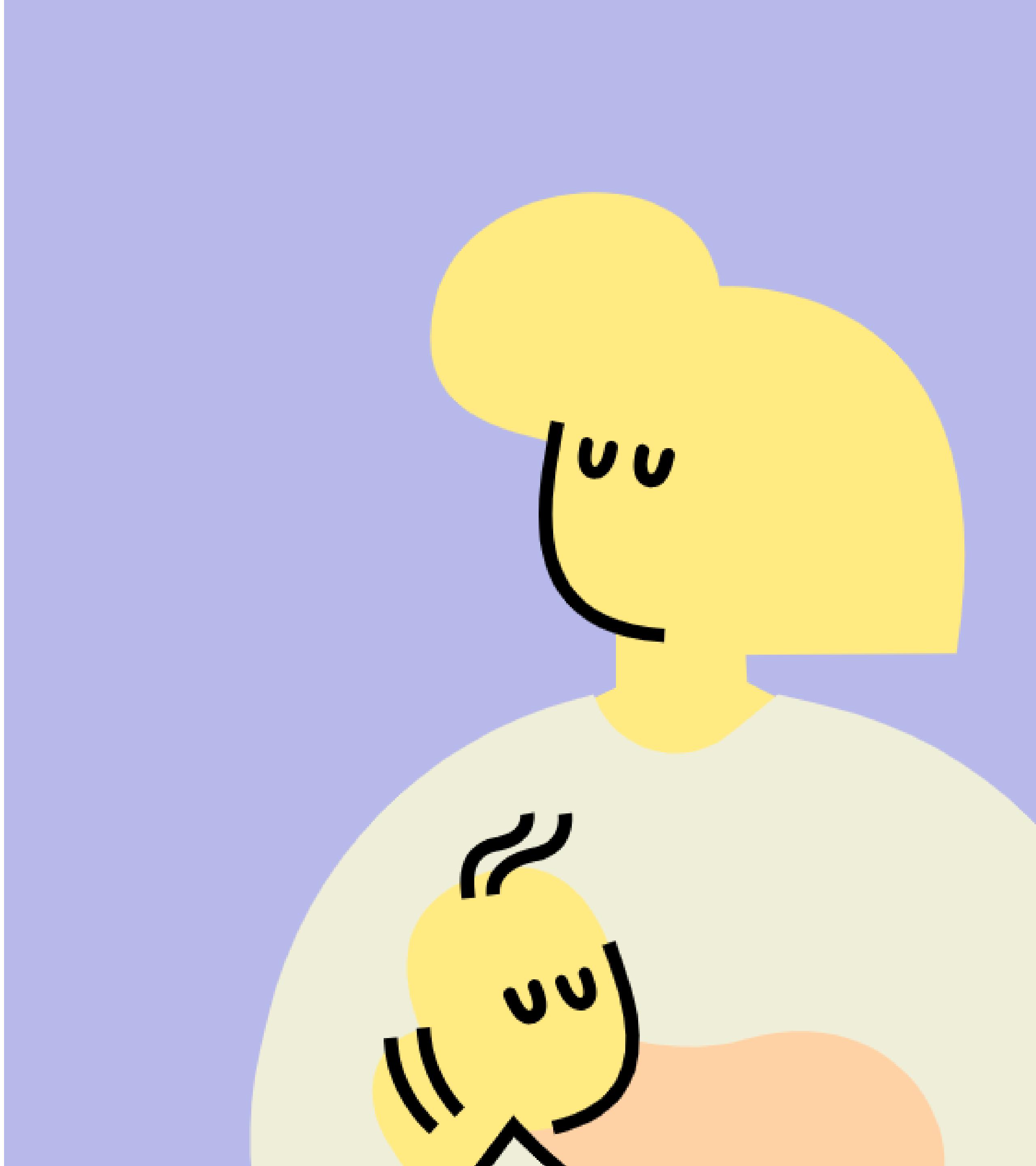


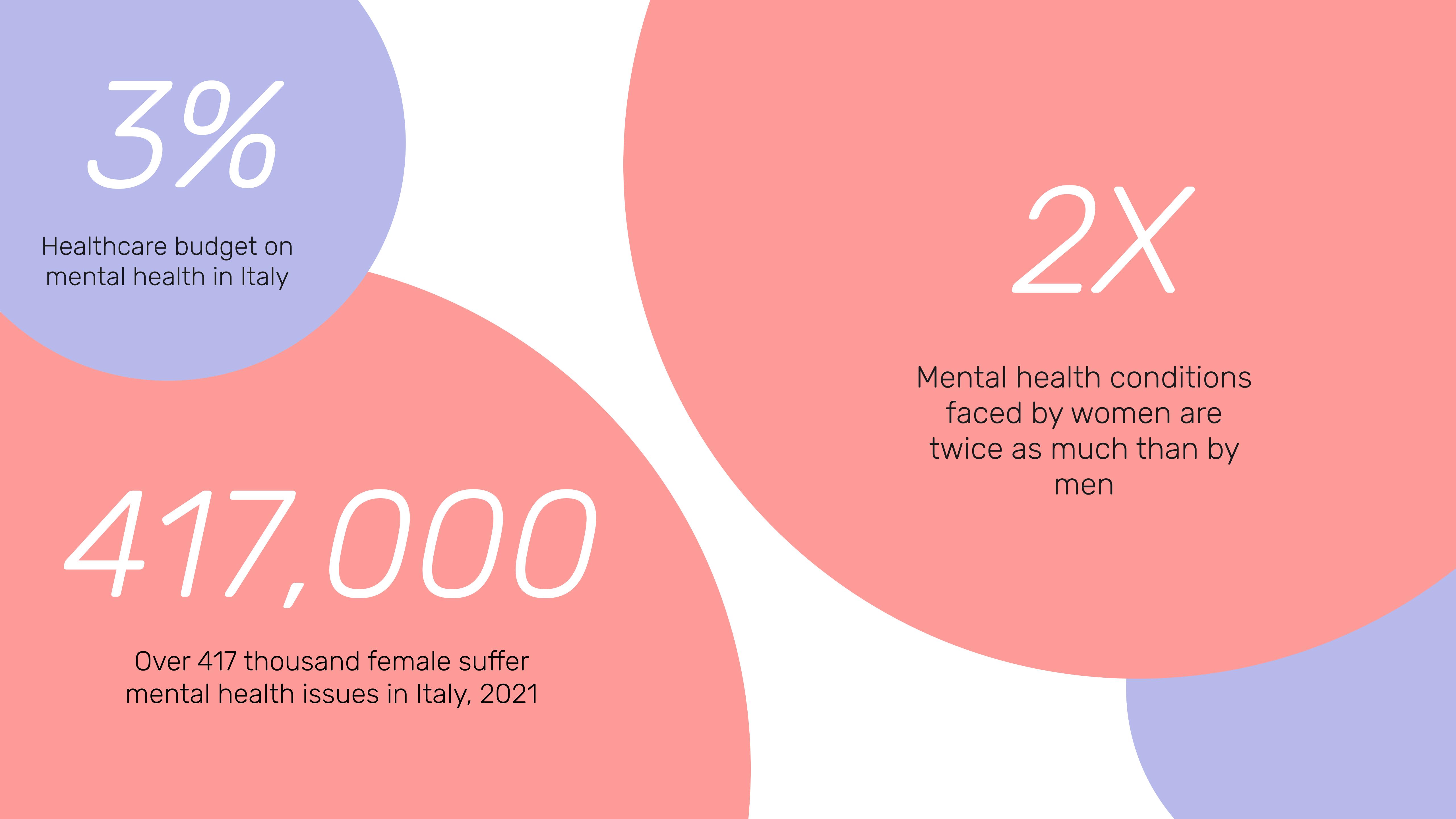
This Is Bianca.

- *introvert*
- *lives in Italy*
- *worked at a school for 6 years*
- *has two kids and lives with her husband on the countryside*

"I felt deeply depressed and anxious, was plagued with irrational beliefs and fears(...) My symptom went unrecognized by myself and undiagnosed..."

taken from a narrative in the WHO Mental Health Report





3%

Healthcare budget on
mental health in Italy

417,000

Over 417 thousand female suffer
mental health issues in Italy, 2021

2X

Mental health conditions
faced by women are
twice as much than by
men

Problem Statement

Lack of gender-specific
and gender-sensitive
smart mental health
solution for women.

Trauma And Violence

Domestic Abuse Or Sexual Assault

Menopause

Perinatal Mental
Health Disorders

Body Image Concerns

Reproductive Health

Menstrual Health / Fertility Concerns

Ideation

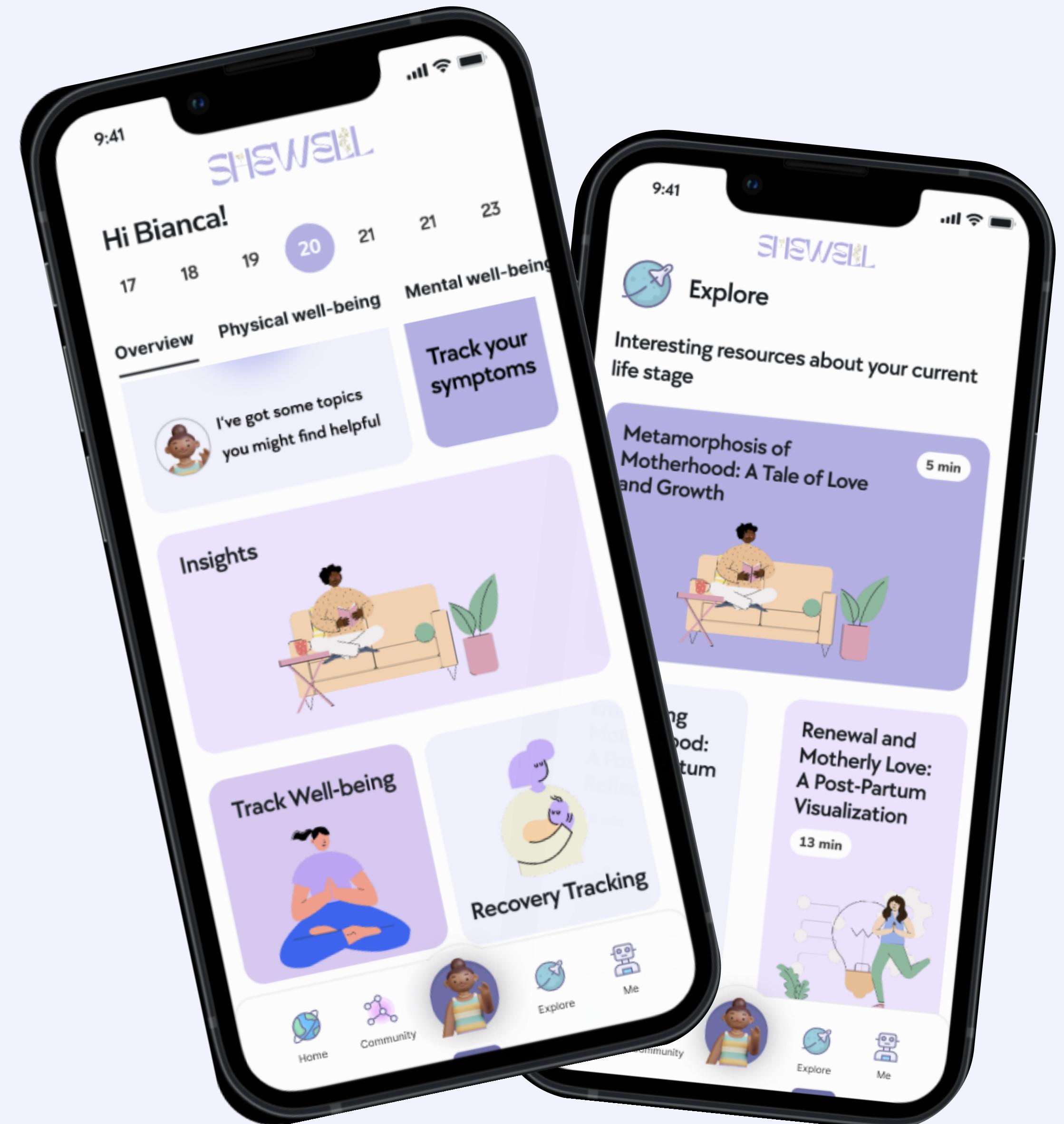
Based on the problems we identified, each of us brainstormed and proposed a few ideas, then discussed and voted for the one that we liked the best.



Solution

A platform designed to support women throughout their life's journey.

- be informed of the psychological impact triggered by major life-events
- learn about how to take care of their mental health
- connect with others in similar situations
- a safe space to get support when need it



Features

Digital twin

that knows your unique needs, from emotions to daily habits

Life-event based

Curating contents responding to distinct needs, challenges, and emotions associated with major life events (career, relationships, motherhood, menopausal transition..)

Female perspective

that caters to the needs of women

Community

that allows user to interact with each other in a supportive and communal setting

AI-driven system

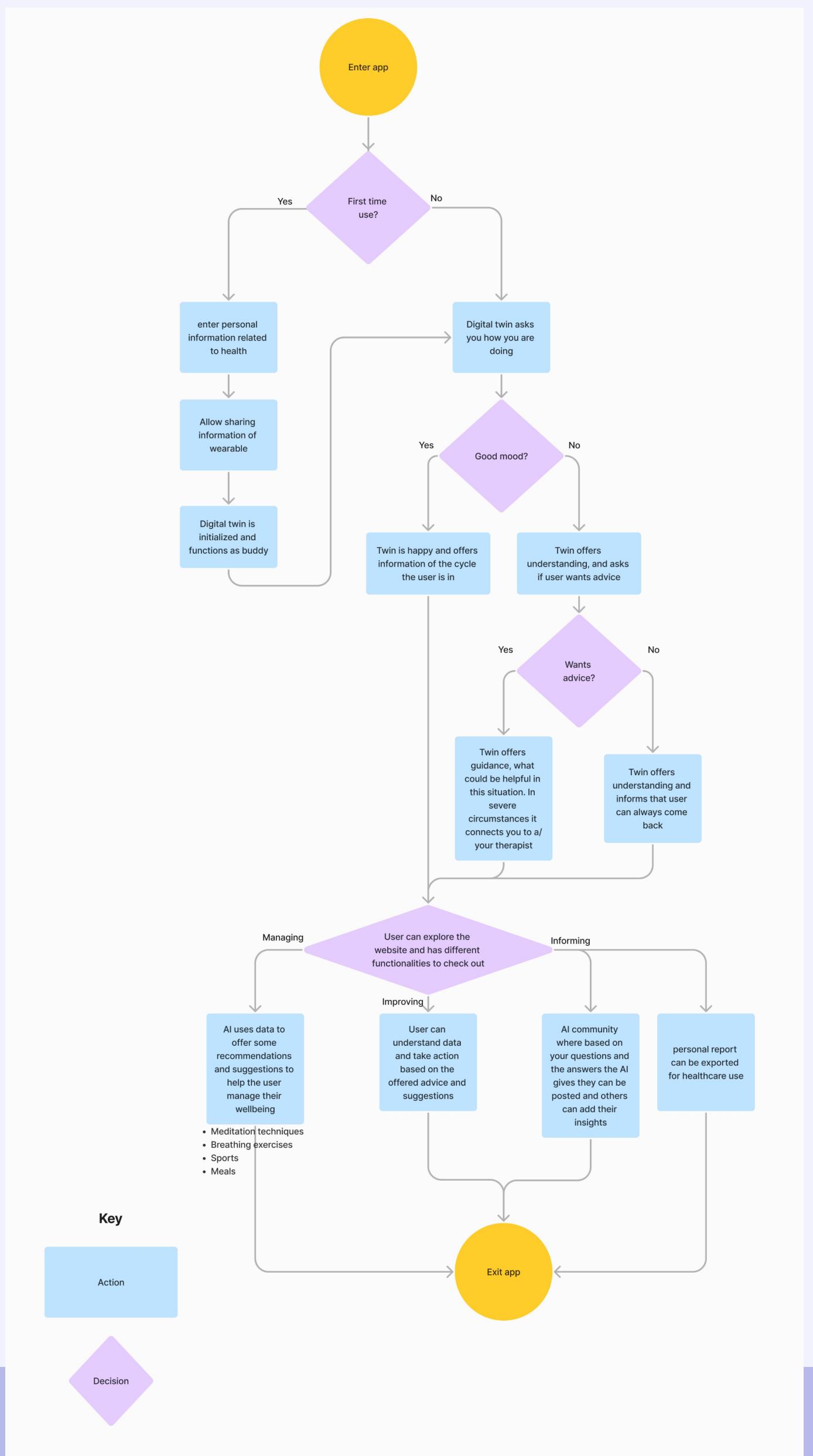
that provides personalized suggestions to improve overall well-being



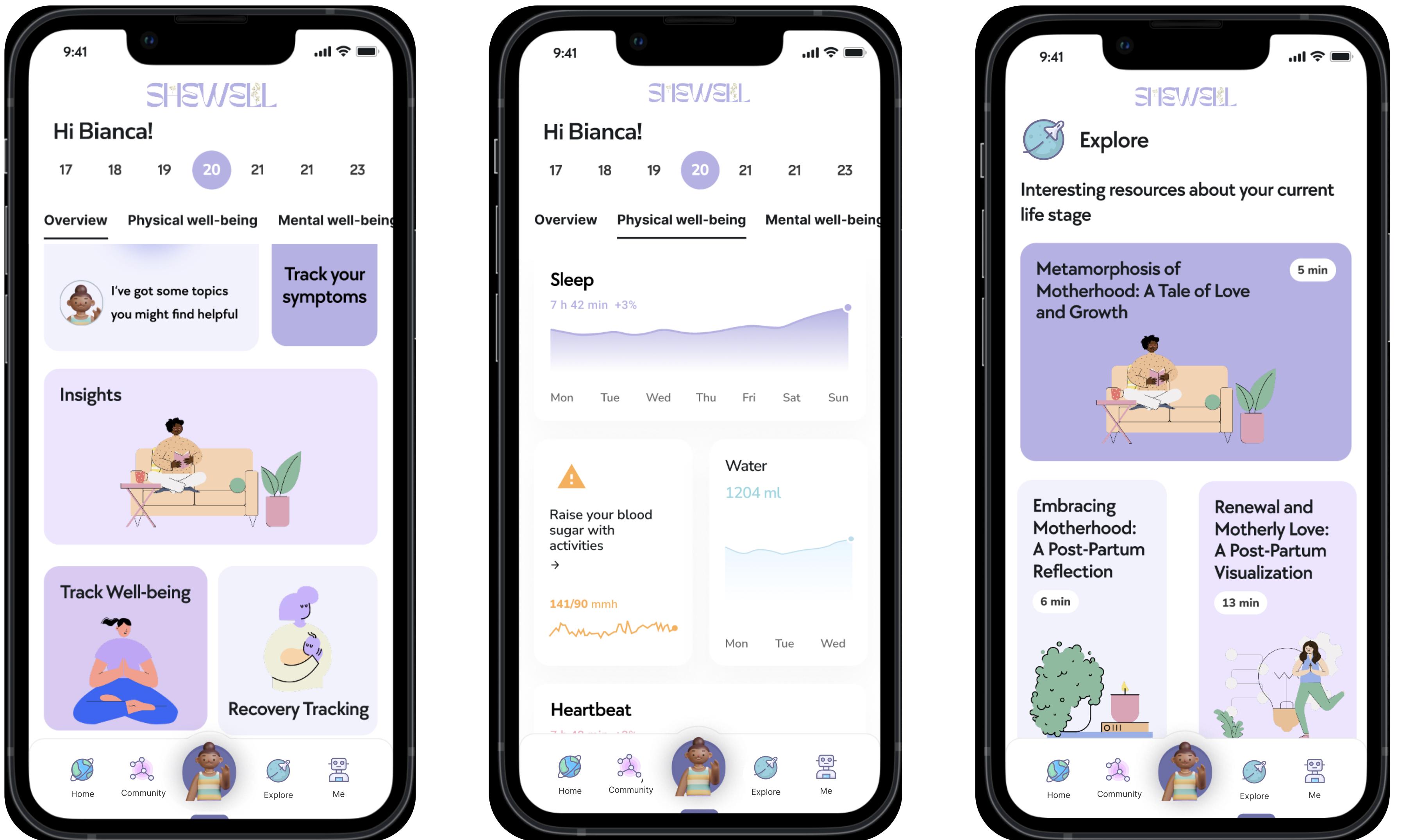
User Journey

We mapped out the user's journey and the flow of the app based on the design.

	Onboarding User enters the platform for first time and a questionnaire in order to create a digital twin needs to be answered.	Tracking The AI tracks data through wearable as well as what the user inserts to track their physical and emotional wellbeing	Managing AI uses data to offer some recommendations and suggestions to help the user manage their wellbeing	Improving User can understand data and take action based on the offered advice and suggestions	Informing The user can inform themselves more through the community feature
User actions	<ul style="list-style-type: none"> Signs up and enters some basic data (age, name, weigh/height) Allows to collect data from wearable device if exists Questionnaire pops-up to collect information to narrow down the profile and later tailor the suggestions. Data based on life-events approach, previous cycles/diagnosis/... Digital twin will be created after filling all the background information, and ready for using 	<ul style="list-style-type: none"> Data will be collected through wearable device such as smart watch The twin asks the person how they are feeling today status shown upon the Avatar will be changed based on analysis of both data collected 	<ul style="list-style-type: none"> Based on the data that has been collected, the AI model trains on the new data. Suggestions and recommendations for the current state are given. <ul style="list-style-type: none"> Meditation techniques Breathing exercises Sports Meals 	<ul style="list-style-type: none"> Users will take actions according to the suggestions given by the digital twin Personal data will be kept tracking on daily basis, analysis report can be checked in any certain period of time The user can give feedback if agrees (thumb up?) or not some of the suggestions so that the AI can adapt later recommendations. 	<ul style="list-style-type: none"> AI community where based on your questions and the answers the AI gives they can be posted and others can add their insights personal report can be exported for healthcare use (share with your doctor ?)
Who?	Woman	Woman	Woman AI assistant	Woman	Woman AI community of users
How?	Person fills out questionnaire and connects app with smart watch	Data is collected by wearable and by what the user inserts user can see in status of the AI	User gets some statistical data displayed in a visual and easy way User gets the option to track in some more data in an interactive and simple way	User can read the advice and suggestions and apply it to their situation	User can interact with AI community and export the data



MVP



Overview Homepage

Well-being Data

Tailored Educational Content



Market Size

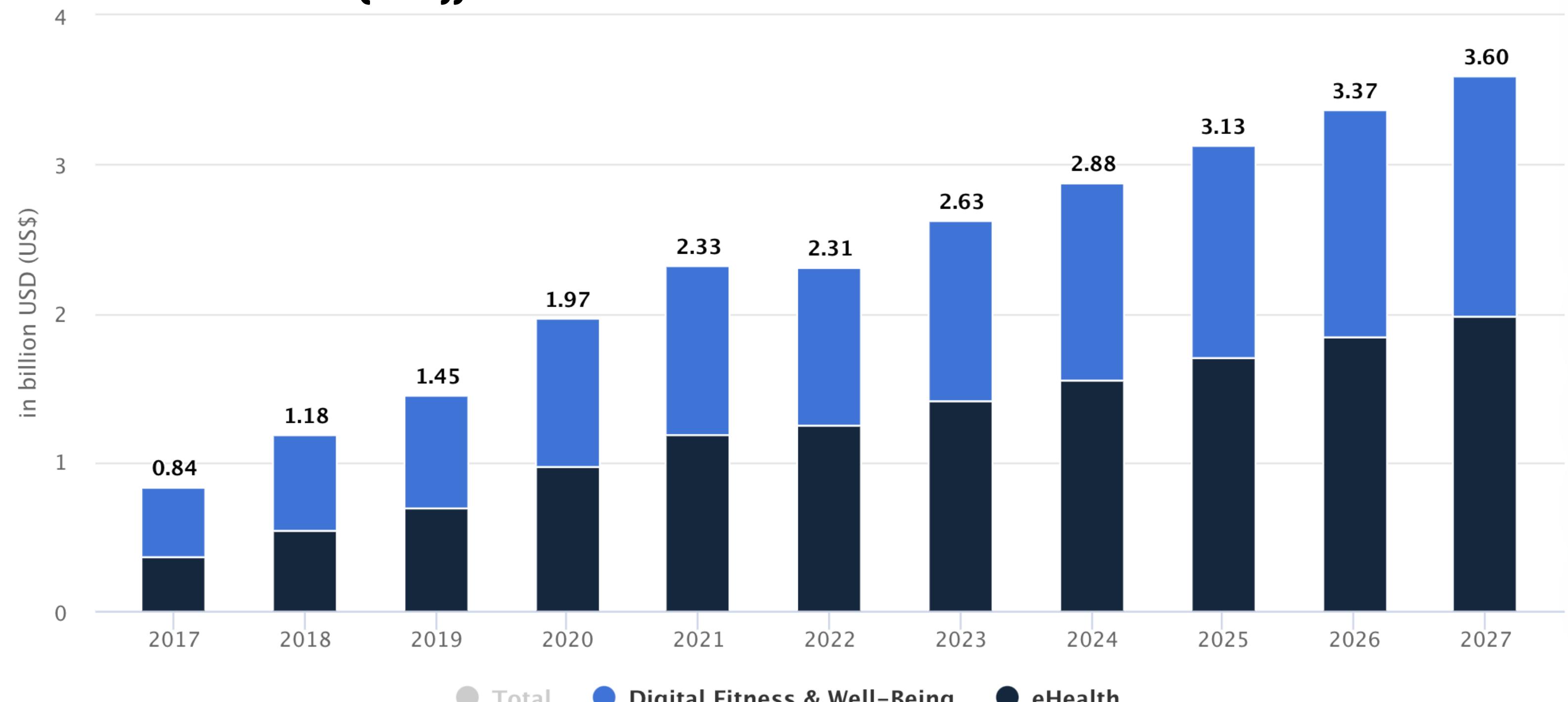
2.63 B€

Revenue by Digital Health Segment in Italy, 2023

3.13 B€

Annual Growth rate from 2023-2027 in Italy

Digital Health - Revenue by Segment Italy (billion USD (US\$))



Source: Statista Market Insights

Market Opportunity

600€ 43B€ 16%

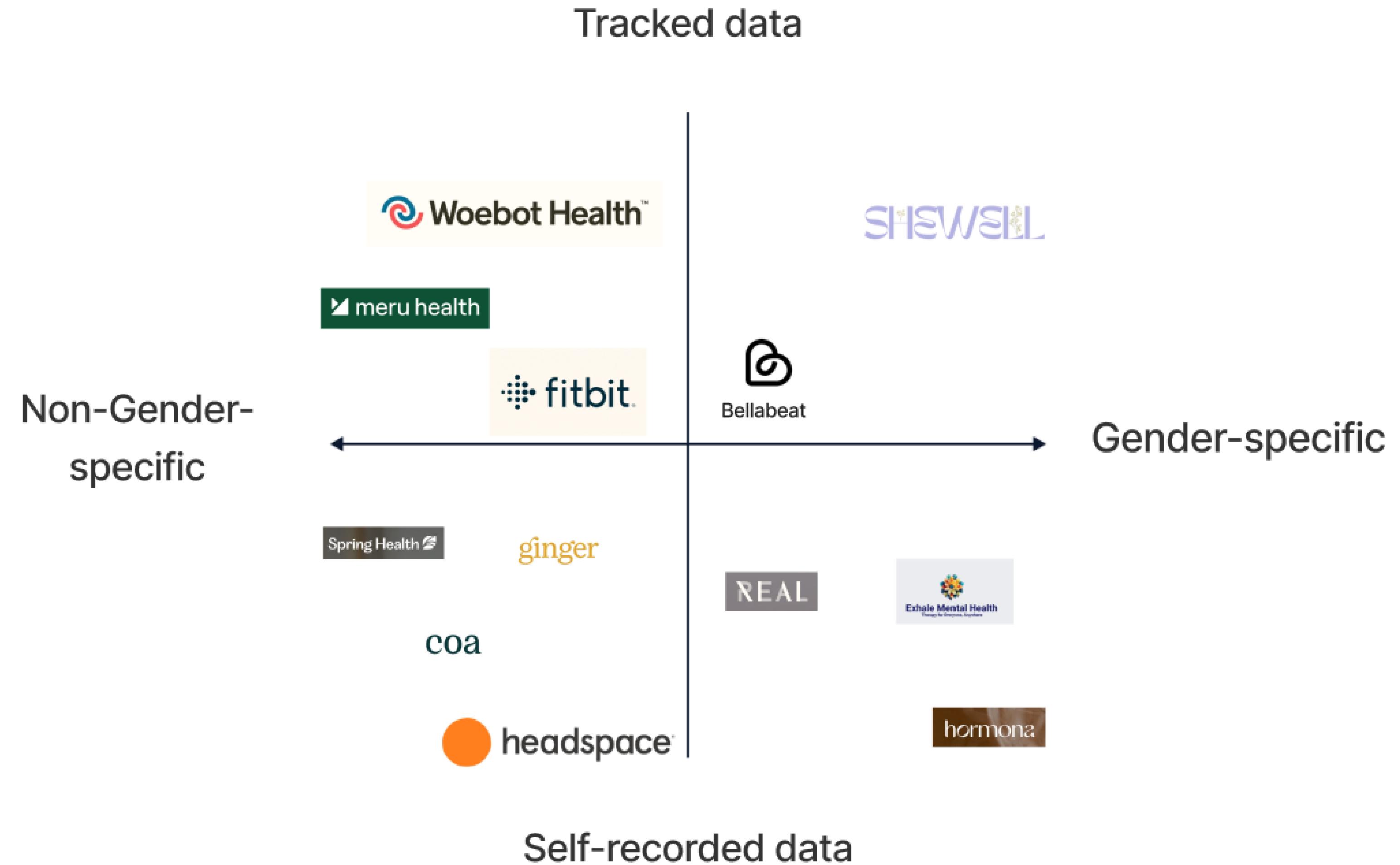
Italian residents can claim €600 worth of vouchers for therapy sessions

The Europe digital health market size was valued at 43 billion euros in 2022.

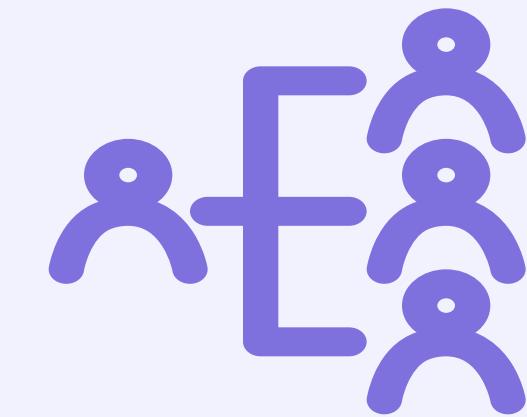
The expected compound annual growth rate (CAGR) of Digital health market size is estimated as 16% from 2023 to 2030.



Competitor Analysis

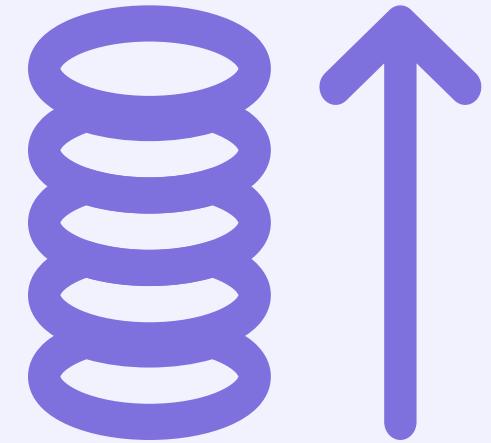


Business Model



B2C

End users



Subscription Model

- Basic **freemium** for limited recommendations
- Paid membership with personalized recommendations for **7.99€/month**



Main Channels

- Social Media
- Health Care Organizations
- Healthcare Professionals and Collaborative events

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