



The Team



Alex

Worked for CAMH building virtual testing environments for clinical trials, and has mobile development experience.



Derek

Built a mobile application for treatment of motivational deficiencies in schizophrenic patients with CAMH researchers



Smile

Published research on identifying biomarker genes of cancer, and has experience with bioinformatics

Problem

Accessibility to private mental health services

- Roughly **20%** of Canadians suffer from a diagnosable disorder
- In Ontario, only **8.7%** of the population successfully accessed services

Problem

Searching for services online is slow, difficult,
and overwhelming

- Fewer people are able to find private care
- Public institutions get many clients, care is less personalized

Solution

- A web-based listing solution simplifying mental health care discovery
- Goal: easy access using **key information** for mental health care & wellness seekers.



Location



Insurance



Specialization

~Demo Time~

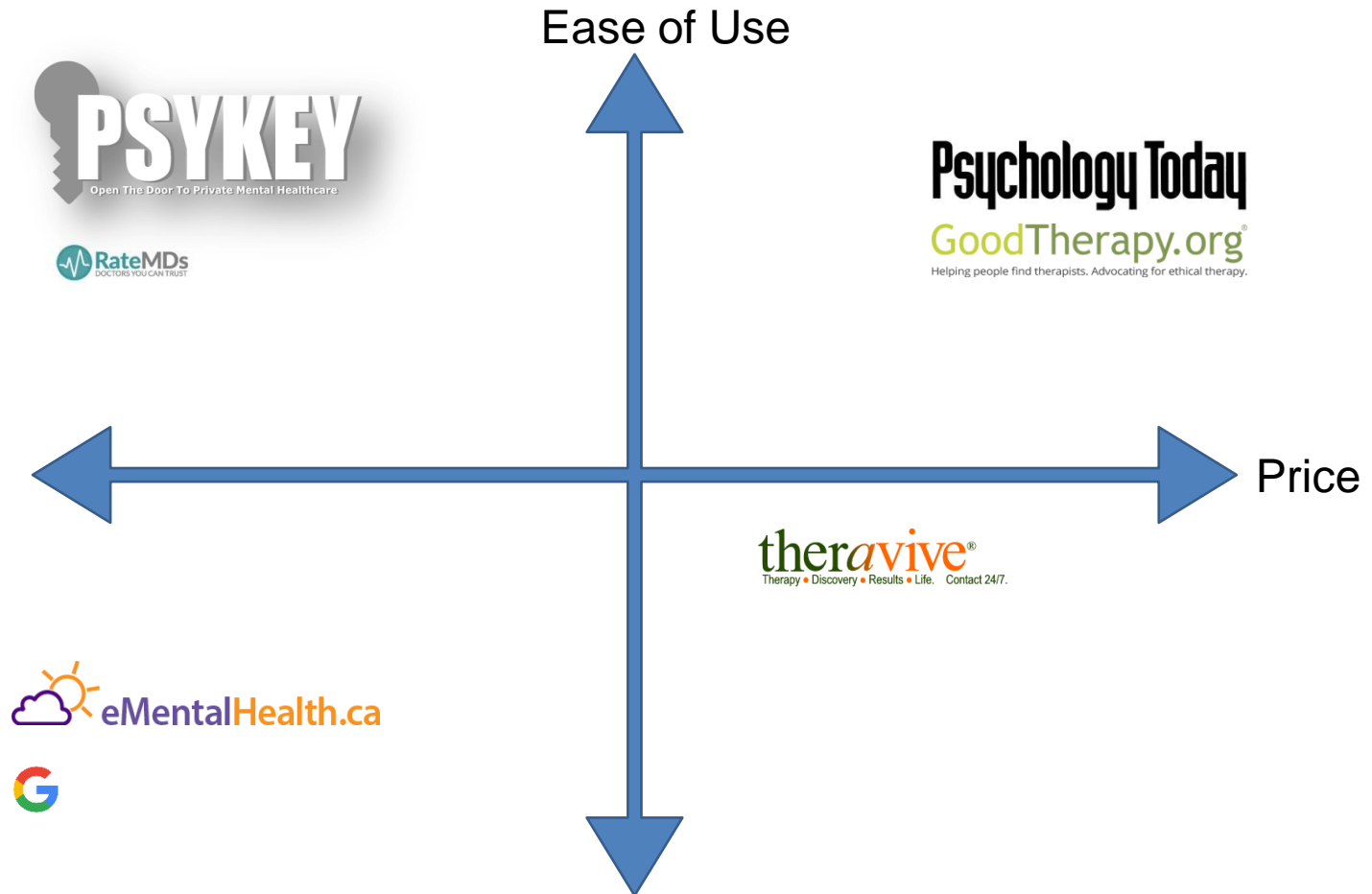
Users

- Mental healthcare seekers
 - Young adults and teenagers < 24 yrs
 - Adults age 24 to 44
- Private mental healthcare practitioners looking to expand their client base
- Users primarily find help offline

Pricing Model

- All direct competitors charge ~\$30/month to list
- RateMDs.com, In-house advertising subscriptions:
 - \$179/month subscription for “Promoted”
 - \$359/month subscription for “Promoted Plus”
- Our model same as RateMDs:
 - \$150/month

Competition Landscape



Go-to-market

Year 1:

- Acquire key partners in Toronto
 - Attend events, showcase the product to practitioners and potential key partners
 - Meet with and pitch to investors
 - Acquire an industry expert

Go-to-market

Year 2:

- Growing the client base
 - Explore partnerships throughout Ontario
 - Campus outreach, marketing through key partners' channels
 - Push for media exposure, market our key values

Go-to-market

Year 3:

- Going National
 - Begin expanding service to other provinces
 - Explore “Psykey” sponsored events
 - Build relationships with industry experts across the country

Ask Slide

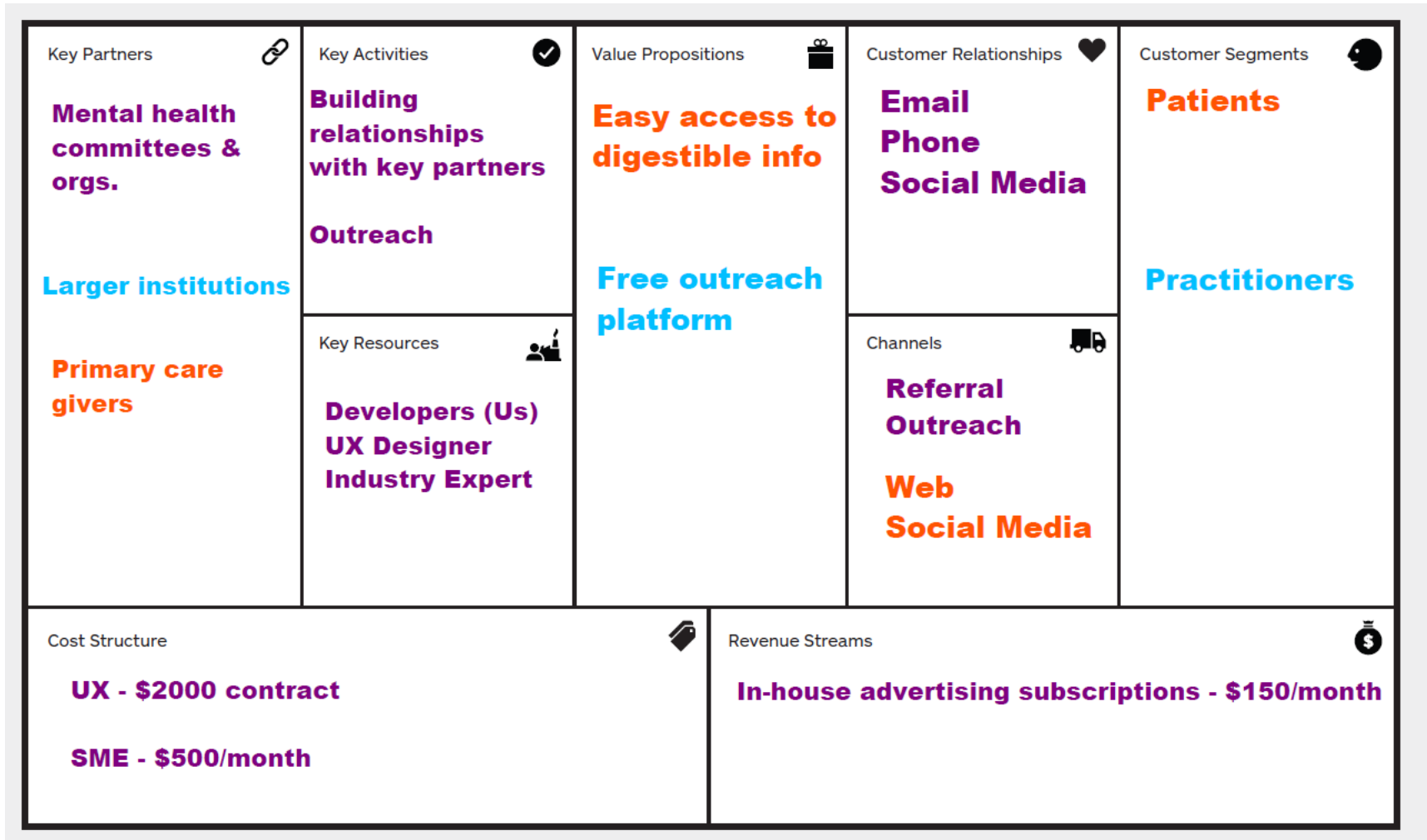
Key resources moving forward:

- Money
- Developers (Us)
- UX Designer
- Industry Experts
 - Consultation
 - Connections



Appendix

Business Model Canvas



Users (Notes)

- Our health-seeker SOM: GTA ~230,000, Ages 24-45
 - Working class, most likely to suffer from a mental health disorder
 - Source:
<http://clients1.ibisworld.com.myaccess.library.utoronto.ca/reports/ca/industry/ataglance.aspx?entid=1597>
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Cost Structure (Notes)

- Year 1
 - SME - \$500/month * 12 months = \$6000 for the year
 - Event costs - keep it inexpensive, \$500 budget
- Year 2
 - Partners – No cost
 - Outreach/Marketing Budget - \$10,000 for the year
- Year 3
 - Event Sponsoring/Travels Costs - \$50,000 for the year

Pricing Model (Notes)

- In-house advertising subscriptions
 - \$150/month subscription for advertising benefits
 - Eg: Allow ads for practitioners to appear on pages of their competitors who also list on Psykey
 - Psykey can host practitioners for free, giving us an edge over competitors who charge for listing
- RateMDs.com:
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