



TheraGo - mental wellbeing web-app

*Putting your feelings into words can be hard.
But we've got you covered.*

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Introduction to TheraGo



Product Profile

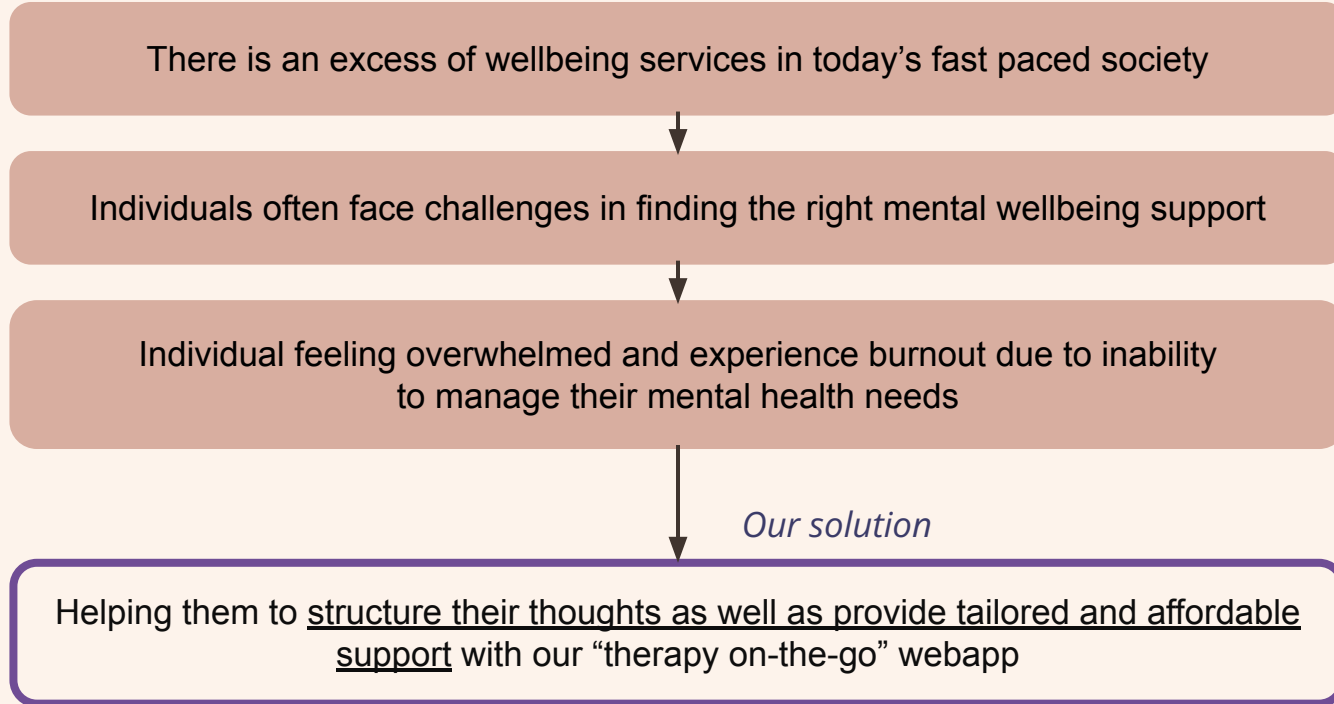
Therago combines psychology and artificial intelligence to understand users' emotional needs and engage in natural conversations through audio and text prompts

Mission & Vision

On a mission to make therapy more convenient and accessible to people through by leveraging compassionate AI technology.

Envisioned to create a world where mental well-being is not a luxury but a fundamental aspect of every individual's life.

Problem - solution flow



Key Features & Benefits

Voice and Text
Messaging



Have engaging
conversations with
our ChatBot

Conversation
summaries



Understand your
emotions and pin the
highlights of your day

Mental wellbeing
reports



Track your mental
well-being and have
topics ready to
discuss in therapy

Smart
suggestions



Benefit from tailored
advice and services
available

Business model

Freemium Model

- Offer basic features of the app for free to attract users.
- Premium subscription plans include anonymous chat with therapists and access to formalised data/journals.

Monthly Cost of Online Therapy Subscriptions With Four Live Sessions

talkspace	\$396
Calmerry	\$360
betterhelp	\$240-\$360
ReGain	\$240-\$360
Online-Therapy.com	\$320
Brightside Health	\$299

Partnerships & Sponsorships

- Revenue through referral fees or revenue-sharing agreements.
- Seek sponsorship (advertisement) deals with brands in the mental health industry.

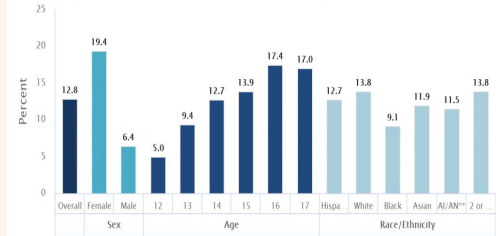


Data Monetisation

- Utilise anonymised user data for analytics and research (third party engagement).
- Partner with healthcare institutions and companies to sell insights derived from the aggregated data.

Past Year Prevalence of Major Depressive Episode Among U.S. Adolescents (2016)

Data Courtesy of SAMHSA



Technologies & Partnerships

Integrated Technologies



Blockchain for secure data storage (private sensitive information). Value to the app - more customers.



Ensures continuous improvement and enhances user experience through symptom checker, personalised recommendations, educational content, tracking features, and referral connections.

- + Centralised data storage for anonymised information (for third-party reports)

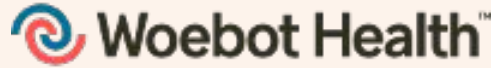
Strategic Partnerships



Competitor Analysis



- Estimated annual revenue: \$630k/year
- **AI-powered emotional health assistant** that helps users **monitor and improve their emotional wellbeing** through **conversations and exercises**.
- **Over 2 million users** mainly **focusing on US and Europe market**



- Estimated annual revenue: \$23.3M/year
- **AI-chatbot** that uses principles from **cognitive-behavioral therapy (CBT)** to help users manage their mental health
- **Over 1.5 million users** mainly focusing on **US market**



- Estimated annual revenue: \$11.7M/year
- Offers **clinically validated AI** that gives emotional support using techniques from **CBT, dialectical behavior therapy (DBT), and mindfulness**.
- **Over 4.5 million users** focusing on **Asia and Europe market**

TheraGo's...

Competitive Advantage:

- Dual service for both organisations and individuals
- Speech-to-text technology with the ChatBot
- Cheaper alternative for mental wellbeing services based on referral system

Opportunities:

- Institutions' mental wellbeing support (student's academic progress & extenuating circumstance cases)
- Verified professionals and EAPs

Other competitors...

Counselling Applications



Mental Wellbeing Applications



Market research

Primary (consumer view)

- People do not want to trouble others
- People struggle with the habit of journaling
- People have difficulties structuring their thoughts and organising notes
- People are not always honest with a person (therapist)/ afraid of judgement
- Customers need meaningful insights, not just a 'notes app'

Source: interviews

Secondary (industry trends)

- One in five children and young people in England aged eight to 25 had a probable mental disorder in 2023
- Depressive disorders, Clinical depression, Anxiety, Substance Abuse, and Dementia are most prevalent today

Sources: NHS, News Medical

Growth Opportunities for TheraGo (1/2)

The Prospects of Geographical Expansion at a Global Scale

Asia

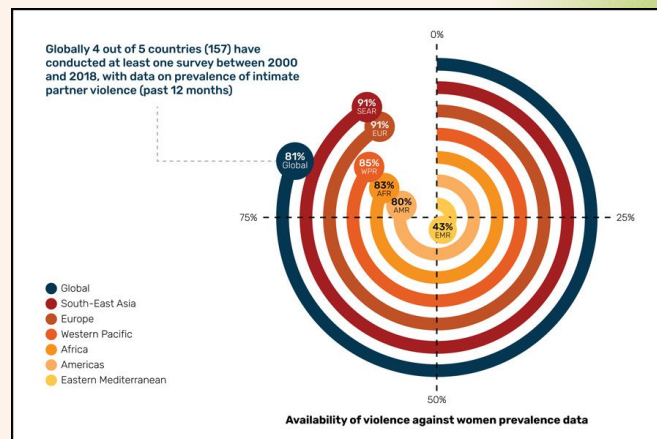
Appealing to Growing Youth Demographic & Rapidly Globalizing Market

- The increase in mental health issues and the lower productivity subscore offers TheraGo the opportunity to provide these mental wellbeing services to the companies in Asia
- Local pressing issue of young demographic stepping into workplace, preaching for work-life balance



Europe & US

Helping to Deal with Abnormal Situations



Why does global growth matter?

- Establishing TheraGo as a formidable competitor and providing a competitive edge
- Taking advantage of available market growth and gaps in other regional markets

Growth Opportunities for TheraGo (2/2)

Efforts on Growing the Platform

Allow Connections through Multiple Devices

Connection across multiple devices (smartphones, tablets, laptops etc.) to allow better accessibility.

- Users can effortlessly access our platform wherever they are, whenever they need support
- Ensures a consistent user experience across different devices, enhancing engagement and satisfaction.

Service Diversification to Meet User's Demand

Activities (meditations, mindfulness practices, yoga classes etc.)

Personalised programs and treatment plans to help users achieve their personal goals (with flexibility in program duration, intensity, and focus areas).

Online peer support communities and discussion forums where users can connect with others facing similar challenges, share experiences, and provide mutual support.

Embracing more types of mental wellbeing issues

Providing tailored support and assistance to every user, regardless of their unique challenges

- Offer specialized services and an AI assistant designed to cater to the needs of 'special' users, including those grappling with ADHD, Dementia, eating disorders, and more.
- Adapt and personalize its support mechanisms, providing targeted interventions, coping strategies, and resources tailored to each user's specific condition

How it works

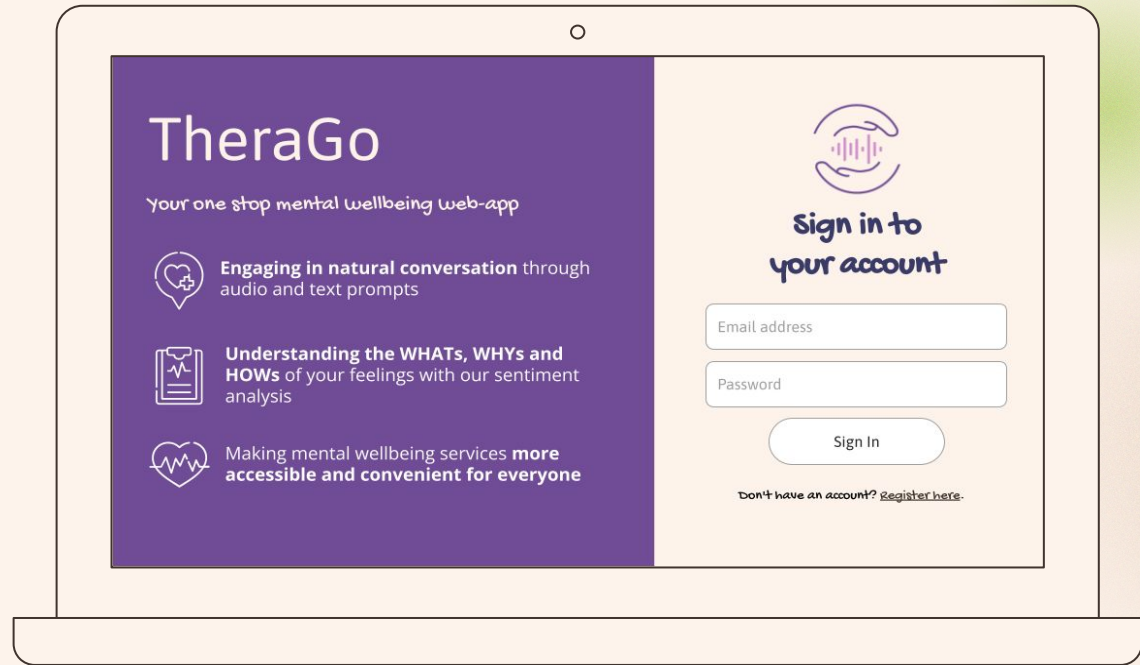


Let's Chat!

Tools

Analyse/Calendar

Get Help





Register

Let's get started! Becoming a member only takes a few seconds.

Create account

Already have an account? [Sign in here.](#)

How are you feeling today?

Get Started

Tools Page



Breathe



Activities



Emotions 101



Affirmation

How do you feel today?

Click the button, then speak into your microphone.

I feel good today

Why are you feeling such way?

because I hung out with friends

Any aches or pains bothering you?

not at all

Feeling rested or fatigued?



I am quite rested today

Save

Analyse

Our team



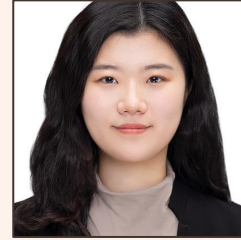
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Front-End Developer



Jimin Ryu

Full-Stack Developer



Hyoyeon Lee

Back-End Developer



Clarissa Ch'ng Si-En

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Business Management



Anastasiia Guseva

UX design
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Thank you!

*Feel free to contact us if you
have any questions!*

