Mindful

Empathy at your fingertips

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Chat, Reflect, and Understand

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What is mindful?
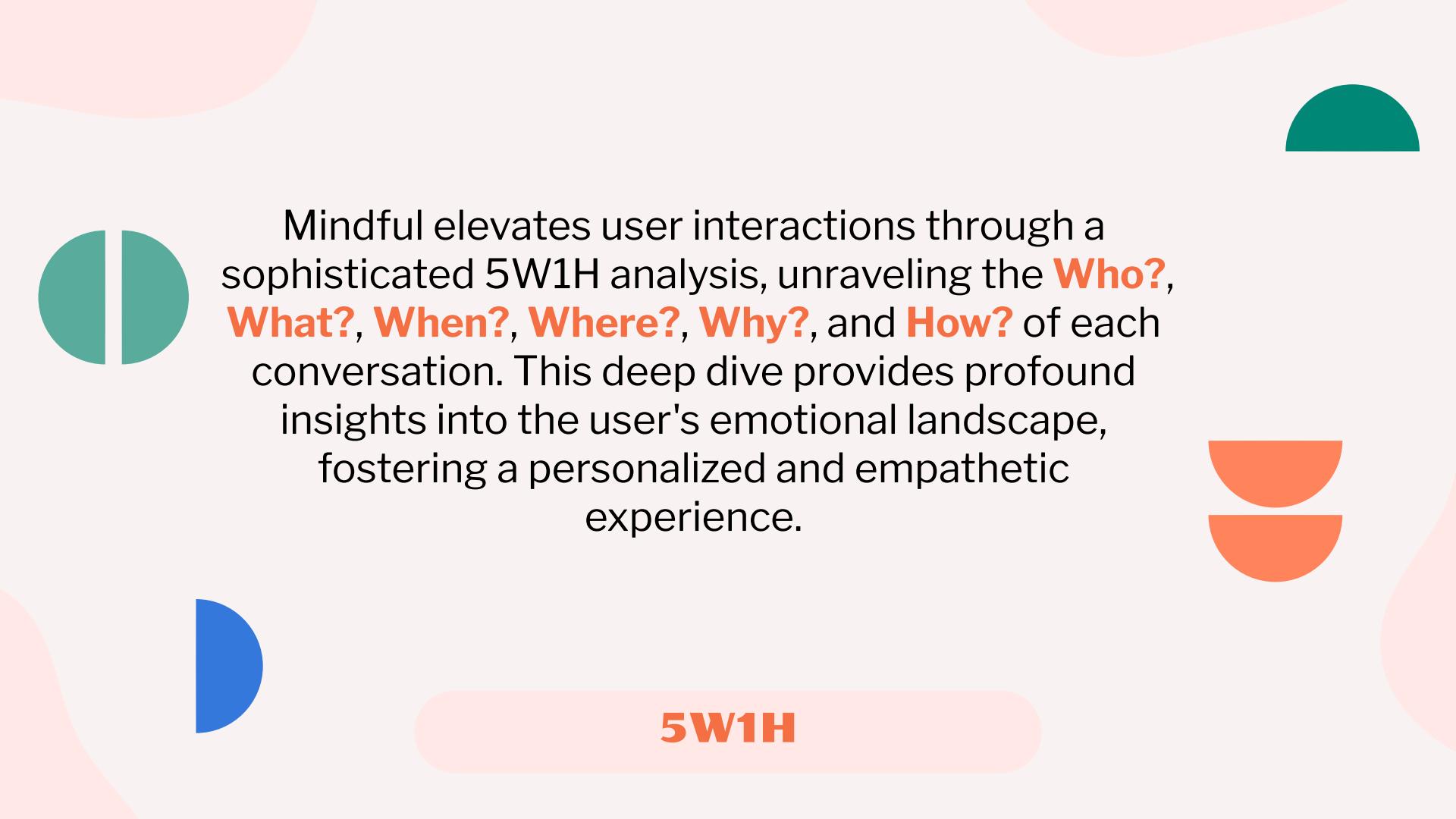
Mindful, our **web-based** mental health **chatbot** app, embodies the principles of mindfulness—being present, self-aware, and accepting of one's thoughts and emotions.

What makes us unique?

Through a **clean and simple design**, Mindful provides a space for therapy dialogues tailored to individual needs. With a unique approach, it encourages users to explore their emotions in the moment, **free from the burden of conversation history.**

Mindful elevates user interactions through a sophisticated 5W1H analysis, unraveling the **Who?**, **What?**, **When?**, **Where?**, **Why?**, and **How?** of each conversation. This deep dive provides profound insights into the user's emotional landscape, fostering a personalized and empathetic experience.
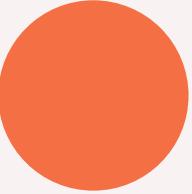
5W1H

Market opportunities
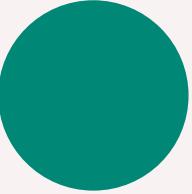
Mindful leverages market opportunities related to the **increasing awareness of mental health** and the **growing need for effective stress management solutions** in the context of demanding professional environments. With more people facing workplace pressures and struggling to maintain a balance between professional and personal life, there is a rising demand for tools that provide emotional support and contribute to improving overall quality of life.

Mindful embraces market shifts by aligning with the **rising interest in holistic well-being**. It taps into broader trends like **proactive self-care practices** and the need for **accessible mental health tools** across diverse demographics. Positioned to meet evolving societal needs, Mindful extends its impact across various market segments.

Addressed needs

Work-life balance

Stress Management

Emotional Support

Proactive Mental Health Care

Self-Discovery

Through the 5W1H.

Holistic Well-being

Meet Alex

Alex is a 29-year-old senior software engineer navigating the challenges of a **high-pressure corporate environment**. Alex is passionate about his career but often finds himself **overwhelmed** by tight deadlines and the constant demand for creativity. Balancing his professional life with personal commitments has become increasingly challenging, leading to **heightened stress** and occasional feelings of **anxiety**. Alex is proactive about his well-being and recognizes the importance of mental health in maintaining overall balance.

How Mindful comes into play?

Seeking a solution that aligns with his busy lifestyle, Alex turns to Mindful. Alex finds comfort in the app's **clean design**, appreciating the simplicity that allows him to engage in therapeutic dialogues **without** privacy concerns of storing **conversation history**. Mindful becomes Alex's trusted companion, offering **personalized** support and insights as he navigates the intricacies of his professional and personal journey.

While Alex is just an example, he is representative for professionally active individuals who are **conscious of their mental health**, feel **workplace pressure**, and **seek effective solutions for stress management**. These individuals are open to technology and are looking for a trustworthy digital partner to provide emotional support and practical advice.

+13%

Rise

Of mental illness cases worldwide

$1 trillion

Loss

For the global economy due to depression and anxiety

14.3%

Worldwide Deaths

Are attributable to mental disorders

1 out of 4

People

Will have a mental illness at some point in their lives

What is our value?

The proposed value of Mindful lies in providing a **confidential and accessible space** for expressing concerns, **real-time psychological counseling**, and the development of **personalized stress management strategies**. Through the chatbot, users can gain support in advancing in their careers, maintaining a healthy work-life balance, and building meaningful connections.

How we make money?

At Mindful, we believe in providing exceptional mental health support that is both accessible and sustainable.

Our business model revolves around affordable **paid subscription plans**, with customers willingly investing just $10 a month. By subscribing, users unlock a wealth of resources, personalized therapeutic dialogues, and stress management tools, ensuring a continuous journey towards emotional well-being.

We understand the value of quality mental health support, and our subscription plans reflect our commitment to making these services accessible and affordable for all. Your well-being is worth the investment, and with Mindful, it's a small price for significant peace of mind.

Let's get technical

Our infrastructure

Frontend

- Self-made in React.
- Hosted on Netlify.

Backend

- Self-made in Django.
- Interaction with OpenAI's 3.5 Turbo model.

5WH1 Model

- Self-made in Flask, using NLP tools.
- Hosted on Google Cloud Platform.

5W1H Extraction

We employed advanced **Natural Language Processing** techniques, including:
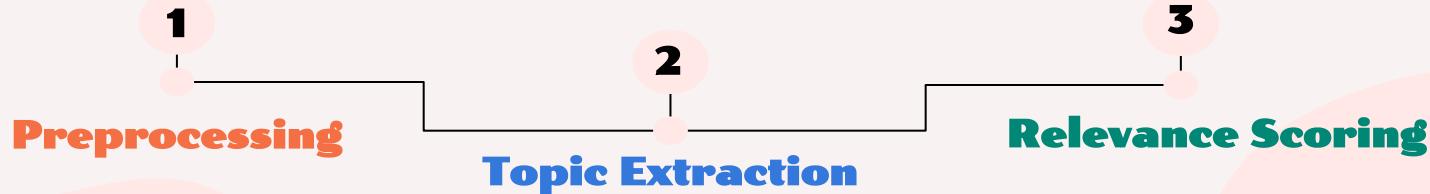
Named Entity Recognition
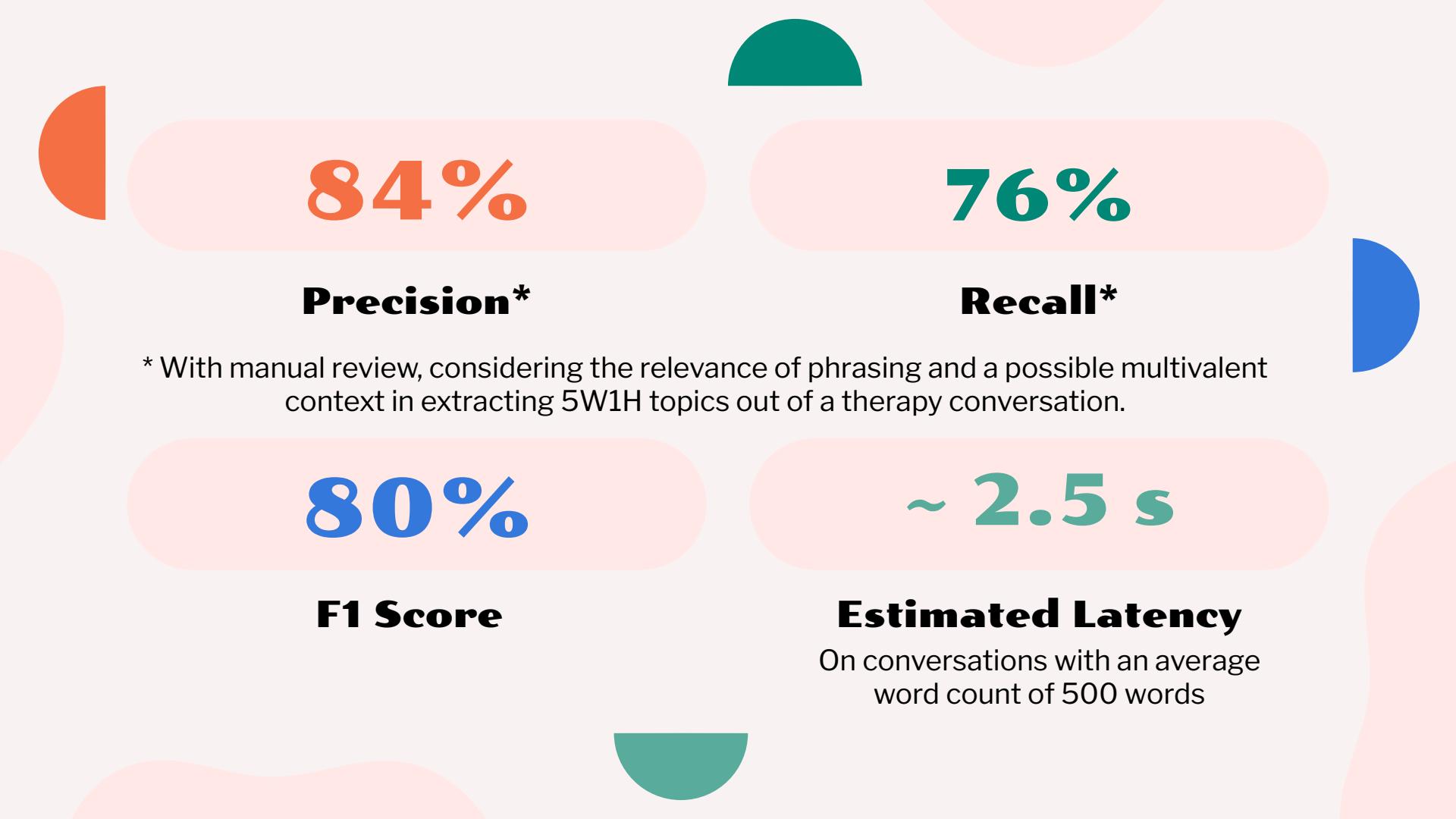
Sentiment Analysis

Non-negative Matrix Factorization

Dependency Parsing

The **analysis pipeline** is a three-phase process, consisting of:

1

2

3

Preprocessing

Topic Extraction

Relevance Scoring

84%

Precision*

76%

Recall*

* With manual review, considering the relevance of phrasing and a possible multivalent context in extracting 5W1H topics out of a therapy conversation.

80%

F1 Score

~ 2.5 s

Estimated Latency

On conversations with an average word count of 500 words

Future considerations

1 **HoloLens 2 Integration** - utilizing **text-to-speech** technology, bringing Mindful to the **Mixed Reality** interface of HoloLens 2 will transform the experience of the user, giving a more natural, human touch to the conversation, and greatly improving the **accessibility** of the app for visually impaired people.

2 **Dedicated Mobile Application** - our goal is to extend the reach of Mindful by launching a dedicated mobile application. This will conveniently benefit users **on-the-go** and will allow our team to provide features such as **offline access** to mental health resources, potential support for **wearable devices**, and **push notifications** for regular mental health check-ins.

3 **Fine-tuning our 5W1H Model** - planning to **parallelize** our 5W1H extraction model with a Deep Learning custom model based on **BERT**, by prioritizing **latency** and lightweight design, with the ultimate goal of embedding it into portable devices such as MR glasses.