The Business Model Canvas

Iteration #

On: 27/10/2020

Designed by: Nedier Janvier

Designed for:

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| **Problem:**  Over 50 Million Adults in the US live and suffer from Mental Health Issues   * Anxiety Issues * Excessive Stress * Depression and Mental Health Issues | **Key Activities**   * Product Development & Management * Marketing & Customer Acquisition * Build Mental Health Specialists Network and Managing Hosts * Managing Mental Health Specialists Payouts * Customer Support | **Unique Value Proposition:**  Customers   * Minimum waiting time to speak to someone * Price lesser than Regular therapy or mental health services * Access to a variety of treatments: Therapy, Meditation and Psychiatry   Mental Health Specialists   * Immediate access to customers without appointment * Additional source of revenue | **Customer Relationship**   * Customer Service * Social Media * Review, Rating and Feedback System * Promotional Offers | **Customer Segments**  Users   * Mental Health Patients in immediate need for help * People who want to save on their healthcare expenses * Patients who want to access a variety of treatments in one place   Mental Health Specialist   * People with expertise and experiences in treating Mental health patients * People who enjoy seeing patients remotely |
| **Key Resources & Metrics**   * Technological Platform * Skilled Mental Health Specialists * Number of Customers Accessing our Products * Customer Satisfaction | **Channels**   * Websites * Mobile App for iOS * Mobile App for Android |
| **$$ Cost Structure**   * Technology Infrastructure * Advertising and Marketing Expenditure * Payments to Mental Health Specialists | | | **Bar graph with upward trendRevenue Streams**   * Payment from Customers * Advertisements | |