



iMentis

For LGBTQIA+

A platform to talk about anything and everything!



PROBLEM STATEMENT 1.

Defining the problem.

OUR APPROACH 2.

How we plan to deal with it.

3. IMPLEMENTATION

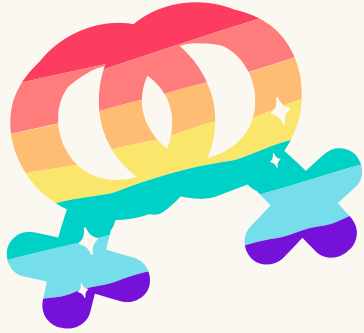
Our idea into action

4. BUSINESS PLAN

Converting our solution to a business.



LOVE



01



PROBLEM STATEMENT

Inspiration behind selecting the problem.



PROBLEM STATEMENT

- Evidences from researches suggest that as compared to heterosexual counterparts, gay men and lesbians suffer from more mental health problems including substance use disorders, affective disorders, and suicide.
- People in the LGBTQ community experience mental health issues at higher rates. A recent study found 61% have depression, 45% have PTSD and 36% have an anxiety disorder.
- Additionally, 40 percent of transgender individuals have attempted suicide in their lifetime. This is nearly 9 times the overall rate in the United States.
- This inspired us to create a platform for the LGBTQIA+ community where they can express their thoughts, experiences, emotions etc. and seek help.

GUIDING PRINCIPLES



MISSION

Our mission is to help people from the LGBTQIA+ community by providing emotional support throughout their journey.



VISION

Our vision is to empower LGBTQIA+ community and create an environment that is safe and friendly to them.



02



SOLUTION

Our approach to deal with the issue.



iMentis



We plan to create a website/app where people from the LGBTQIA+ community can seek mental support and feel empowered.



WHAT SETS US APART?



DIRECT SUPPORT

Getting connected to therapists and experts.



ANONYMOUS FORUMS

Questions that can be asked anonymously.



COMMUNITY GROUPS

A network to connect with similar people.



FOR PARENTS

Community for parents of LGBTQIA+.





ONLINE ACTIVITIES

Activities such as meditation, thought defusion etc.



FRIENDLY BOT

An AI BOT to give emotional support.





03



IMPLEMENTATION

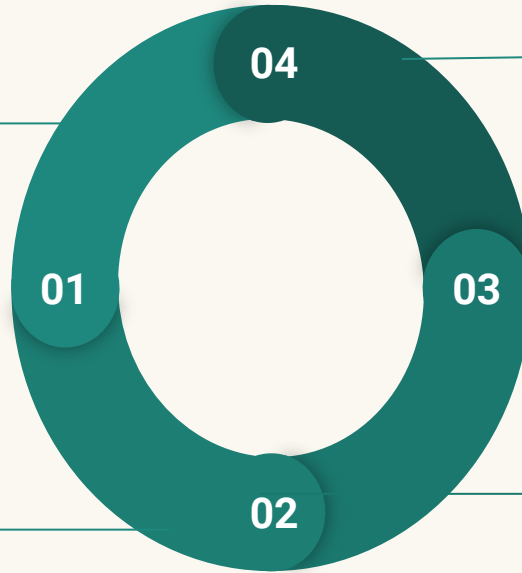
Our way to build the solution.





Software

Build a robust and intuitive software which is compatible across various platforms namely - iOS, android and windows



Improvise, Adapt, Overcome

Once the initial community is built, take feedbacks from the users and doctors and improvise accordingly, the primary goal is to increase our user experience and provide a great user experience



Connections

Contact various therapists and counselors and get them on-board with our service (we would also make prominent therapists and counselors as our partners to increase our connections)



Publicize and raise awareness

Make the general public aware of our services through creative marketing and luring them by cheap or free initial sessions.





SOFTWARE SPECIFICATIONS



FrontEnd: HTML CSS JS BOOTSTRAP



BackEnd: PHP Database: MySQL



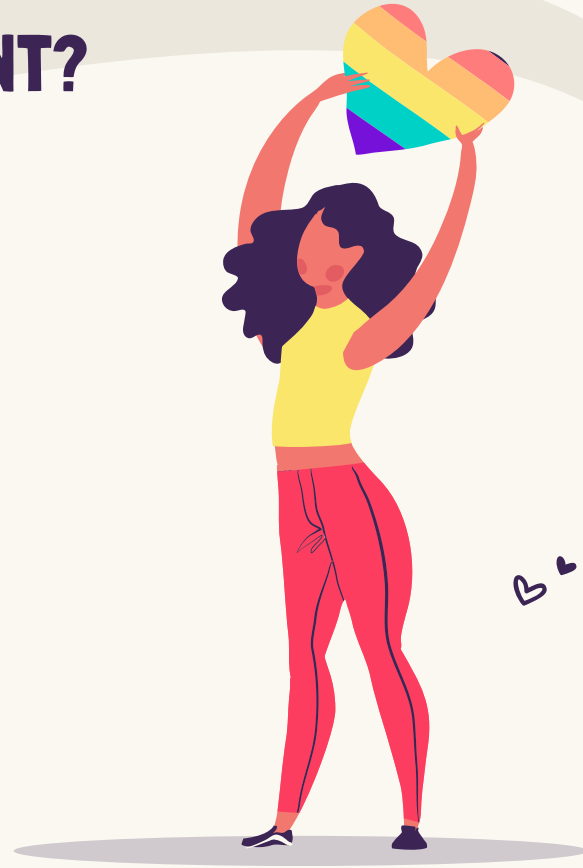
The web application will be built with PHP version 7, an open-source web scripting language. Data will be stored in a MySQL database, also open source. The user interface will be developed in HTML5, CSS3, and JavaScript. The application will be able to run on any web server that supports PHP 7 and has a MySQL database.

The product will also be extended to a mobile app. This would supposedly work fine on Android version 4 and above.



HOW WE PLAN TO MAKE IT DIFFERENT?

- Anonymity - give the user the peace of mind that all their interactions with their counselor/therapist is kept anonymous with also giving the user the option of keeping his own identity hidden with their therapist
- Free initial meetings - to get people introduced, we would offer free initial meetings.
- Multi-platform - be available on most major platforms to increase our reach, and to also make it easy for user to use our services
- Flexible pricing - various levels of pricing suitable according to people's needs - giving people the flexibility to create their own plans and cater according to their needs.





04



BUSINESS PLAN

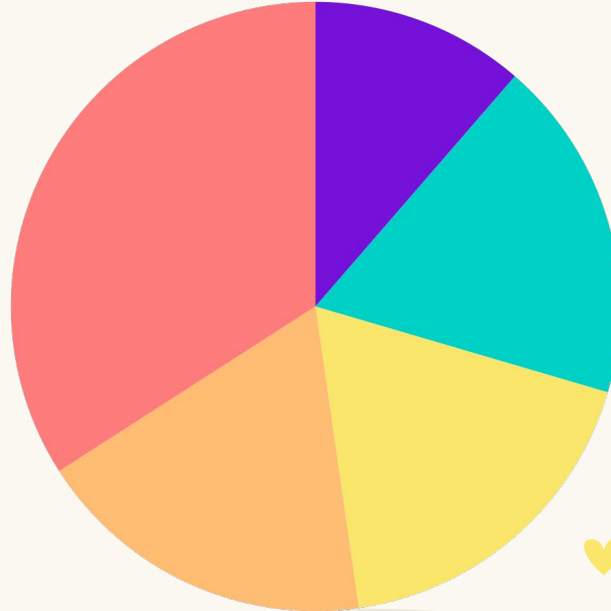
Business canvas model

BUSINESS CANVAS



Value Proposition

We are developing an app that can help LGBTQIA+ community to talk to therapists, ask queries in discussion forum anonymously, combat loneliness with an intelligent relief bot and rescue stress by doing activities. It also guides the parents of LGBTQIA+ community people



Cost Structure
Not yet decided.



Channels

To publicize the product, social media will act as a medium. We will also reach out to influencers and communities to promote the product.



Revenue Stream

People needing counselling sessions will have to purchase a paid plan or give consulting fee. Premium features will require payment.



Key partners

Therapists, counsellors and LGBTQIA+ community

OUR TEAM

ATHULYA KRISHNAN



JANHAVI TAWDE





THANK YOU.

A rainbow flag with six horizontal stripes of equal width: red, orange, yellow, green, blue, and purple. The flag is slightly wavy and has a white border around it. The text "THANK YOU." is written in a bold, dark blue, sans-serif font across the yellow stripe.