










# Business Model Canvas

<div><div>Key Partners</div><div></div><div><ul style="list-style-type: none"><li>• Mental health professionals and therapists</li><li>• NGOs and wellness organizations</li><li>• Educational institutions and youth programs</li><li>• Marketing and media partners</li></ul></div></div>	<div><div>Key Activities</div><div></div><div><ul style="list-style-type: none"><li>• Mobile app development and maintenance</li><li>• AI therapist integration and training</li><li>• Content creation (audio, video, quotes, meditations)</li><li>• User community management</li><li>• Data security and analytics</li></ul></div></div> <div><div>Key Resources</div><div></div><div><ul style="list-style-type: none"><li>• Skilled development team (developers, designers, AI engineers)</li><li>• Firebase backend (Firestore, Authentication, Storage)</li><li>• Multimedia wellness content</li><li>• Brand reputation and partnerships</li></ul></div></div>	<div><div>Value Propositions</div><div></div><div><ul style="list-style-type: none"><li>• A safe and stigma-free space for mental health support</li><li>• 24/7 AI-powered emotional assistance</li><li>• Personalized wellness activities and mood tracking</li><li>• Access to motivational and therapeutic content</li><li>• Supportive online community and crisis response tools</li></ul></div></div>	<div><div>Customer Relationships</div><div></div><div><ul style="list-style-type: none"><li>• Personalized user experience</li><li>• In-app guidance and AI interactions</li><li>• Community engagement and peer support</li><li>• Regular feedback collection for improvement</li></ul></div></div> <div><div>Channels</div><div></div><div><ul style="list-style-type: none"><li>• Android mobile application</li><li>• Social media platforms (Instagram, Facebook, TikTok)</li><li>• Educational and wellness collaborations</li><li>• Online awareness campaigns</li></ul></div></div>	<div><div>Customer Segments</div><div></div><div><ul style="list-style-type: none"><li>• Young adults and students facing stress or anxiety</li><li>• Individuals seeking self-improvement and emotional balance</li><li>• People with limited access to therapy or wellness support</li><li>• Mental health organizations seeking digital outreach</li></ul></div></div>	
<div><div>Cost Structure</div><div></div><div><ul style="list-style-type: none"><li>• App development and hosting costs</li><li>• Maintenance and updates</li><li>• Marketing and promotional expenses</li><li>• Content production and licensing</li><li>• Data management and security</li></ul></div></div>			<div><div>Revenue Streams</div><div></div><div><ul style="list-style-type: none"><li>• Freemium model (basic features free, premium content via subscription)</li><li>• In-app advertisements (non-intrusive and relevant)</li><li>• Collaboration with wellness organizations</li><li>• Sponsored content or workshops</li><li>• Grants or funding from mental health initiatives</li></ul></div></div>		