

URMINDPAL:

By Vibe n Tribe

MEET THE TEAM



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INTRODUCTION

In the growing age of AI in every sector from research to creative fields, one field which really needs it is "Mental Health Support".

Seeking help in this regard can be associated with stigma, long waiting times and the high cost. An AI friend equipped with all the necessary data can play an important role in people's daily lives.

PROBLEM IDENTIFICATION

STIGMA

The taboo of getting help for mental health persists in society.

ACCESIBILITY

Accessing the proper treatment is also a challenge in many countries.

COST

Amidst the economic crisis, it is not possible for many to get proper treatment.

TIME

Traveling to the therapist's hospital and the wait time for the therapist is huge.

TRIGGERING CONTENT

The Internet is an open space where content is not filtered. Many people get PTSD due to exposure of inappropriate and trauma boosting content.

LONELINESS

In the digital age, where most families are nuclear, people are lonelier than ever.

There are many people living alone and have no one to talk with or to check on them.



"URMINDPAL"

The solution to all these problems is our project "urmindpal":
It is going to be an application software which will be equipped with AI chat bot,
personalized content filtration services and will act like a digital "pal".

The following will be covered by "urmindpal":

EQUIPPED
AI
CHAT
BOT

REGULAR
SELF
MADE
CHECK-IN

BLOCK
TOXIC &
PTSD
INDUCING
CONTENT

SUGGEST
HEALTHY &
OPTIMISTIC
CONTENT



With proper implementation, "urmindpal" has the potential of becoming a
household name in the near future.

AI CHAT BOT

01



Training

The AI model will be trained with special data sets to replicate a therapist to provide primary counseling to a client.

02



Analyse

The chatbot will analyze the conversation with the client and detect their mental health.

03



Self-chat

The AI bot will self-initiate chats, regularly checking on the mental health state of the client, reducing their loneliness.

04



Notify

The AI bot will periodically notify of the health of the client. If the health condition deteriorates or the client does not reply to the chat for a certain period of time, it'll notify the listed guardian.

05



Personalization

Clients can name & personalize their chatbot according to their taste. Chat on the subjects preferred by the client.

06



Feedback

Periodical feedback on the mental health status of the client will be provided. Notify the client if serious medical intervention is required.

07



Remedy

Suggesting primary remedies for mild panic attacks and such cases. Setting up appointments for the client in need.

CONTENT FILTRATION & SUGGESTION

AN
EXTENSION
WHICH
WILL.

01
Take input unwanted keywords, which are changeable, from clients to remove content from the feed.

02
Blocks trigger content, advertisements, and self-harming tools from e-commerce sites.

03
Applies on any software, or website the client uses.

04
Take input on the preferable and healthy contents according to the client's taste.

05
Suggest optimistic content on social media and other browsing sites.

06
Sends mind boosting content through chat daily and takes feedback

THE MARKET

TARGET AUDIENCE



Demographics

- Individuals aged 18-45, tech-savvy users who are comfortable using apps for personal well-being.
- People face mild to moderate mental health challenges, such as anxiety, loneliness, or depression.
- People who want a supportive companion without the stigma or cost of traditional therapy.



Psychographics

- Individuals who are overwhelmed by social media and desire a more positive and filtered experience.
- People living alone or in remote areas without easy access to mental health resources.
- Individuals experiencing loneliness in the digital era and those who want emotional support and check-ins.

MARKET DEMAND & GROWTH

Tech-Driven Healthcare

AI-powered health solutions are gaining trust and recognition. The rise of telehealth and AI-driven apps presents an opportunity to expand AI's role in mental health care.



Accessibility & Affordability

With economic stress and a shortage of mental health professionals, affordable, accessible digital solutions like "urmindpal" are primed to address gaps in the current healthcare systems.



Mental Health Awareness

As mental health awareness grows globally, there is a significant increase in demand for digital health solutions. In the wake of the pandemic, mental health app downloads surged by over 30% in 2021, and the mental health tech industry is projected to grow at a rate of 16-18% annually over the next five years.

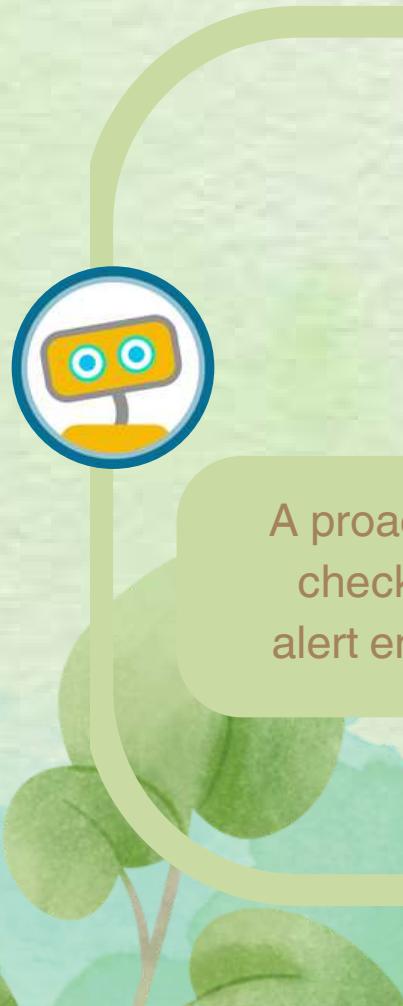


COMPETITIVE LANDSCAPE



Competitors

Existing mental health apps such as Calm, Woebot, Wysa, and Headspace offer some similar services, but "urmindpal" stands out with its unique combination of:



Personalized content filtration and suggestions.

A proactive AI "friend" that checks in daily and can alert emergency contacts.

Comprehensive, integrated services that go beyond mindfulness and stress management apps.

Initial focus on regions with high mental health stigma or insufficient access to professional therapy.



Target urban professionals and students who experience high levels of stress but have little time to seek traditional help.

REVENUE MODEL

Ad-Free Browsing: Option for a premium subscription for an ad-free experience, along with other exclusive features like advanced content curation and filtering.



Freemium Model: Users can access basic features for free (AI chatbot for conversation and general emotional support) while premium features (personalized content filtering, crisis management, and content suggestions) are available via subscription.

Partnerships with Health Institutions: Collaborations with mental health organizations, telehealth platforms, and wellness programs for wider reach.

SUCCESS

KEY METRICS FOR SUCCESS

User Engagement

Monitoring daily active users and retention rates. "urmindpal" aims to establish deep, ongoing relationships with users by regularly checking in and engaging with them through the AI chatbot. Retention after the first month of use is a critical metric.

Market Penetration

Expanding the user base and increasing downloads, focusing initially on regions with high internet usage and mental health concerns. Aim for X number of users in the first year, increasing to Y in three years.

Content Filtering Efficiency

Success will also depend on how effectively the content filtering system can identify and block triggering or harmful content. Positive user feedback about the improvement in their digital environment will be an important benchmark.

Positive Impact

Surveys and user feedback to measure improvements in mental well-being, reduced loneliness, and overall user satisfaction. Success stories will validate the efficacy of the AI friend in reducing anxiety and depression.

Partnerships

Success will include forming partnerships with mental health professionals, healthcare systems, and insurance companies who can offer "urmindpal" as part of a wellness package.

SCALABILITY & EXPANSION



Global Expansion: After initial success, the app can expand globally, with customized language support and region-specific mental health data to better serve users worldwide.



Feature Expansion: Future updates may include video/voice support, integration with wearables to track physiological signs of stress or anxiety, and virtual reality (VR) experiences for therapeutic interventions.



AI Evolution: The AI chatbot will continuously learn from user interactions, refining its ability to provide even more personalized support, adapt to evolving mental health issues, and improve responsiveness in emergencies.

FUTURE OUTLOOK

1

By successfully integrating AI into daily mental health management, "urmindpal" aims to revolutionize mental well-being in the digital age and establish itself as a household name for mental health support.

2

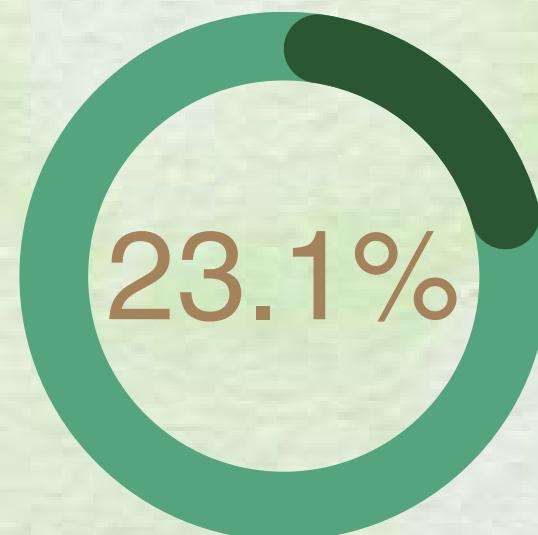
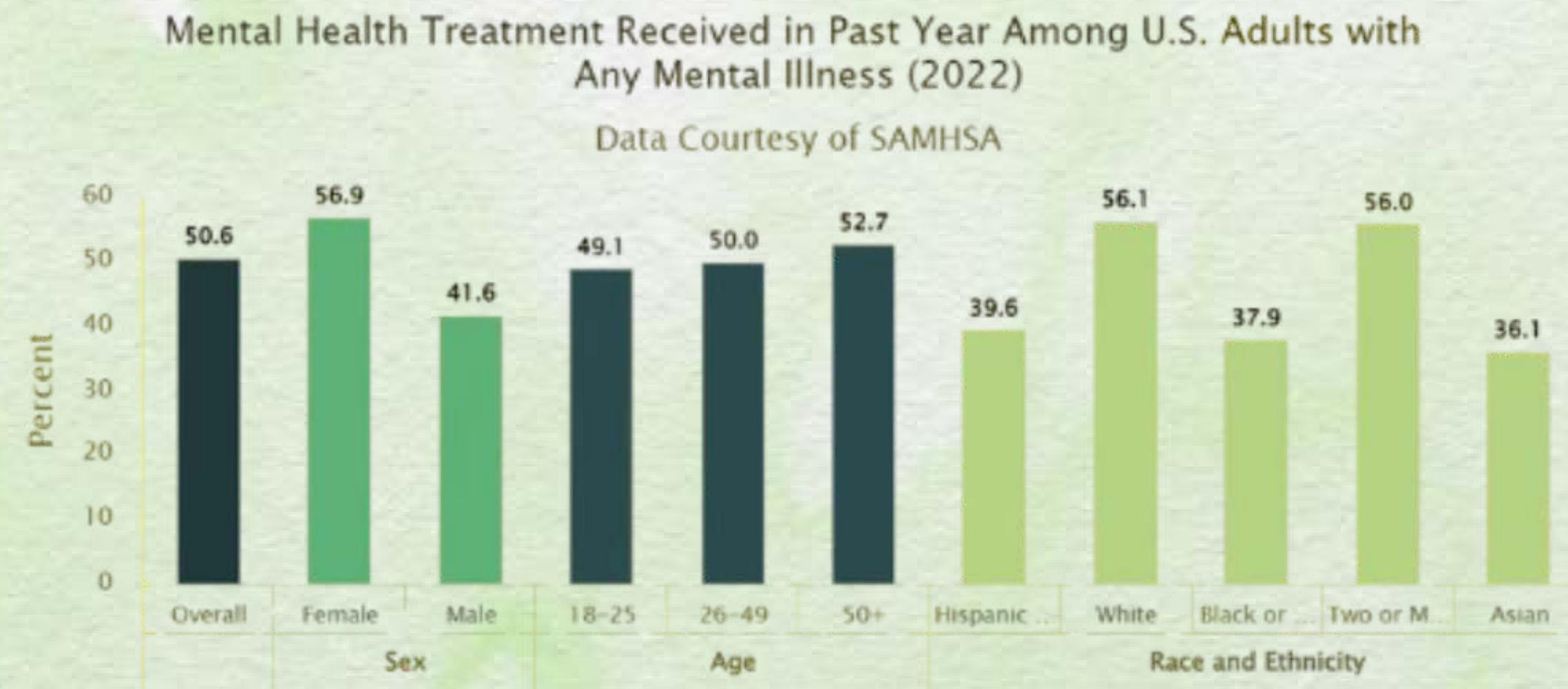
The goal is to reach a user base of over 5 million active users worldwide, with a strong presence in high-demand regions like North America, Europe, and parts of Asia.

3

Within three years, "urmindpal" could become a key player in the digital mental health space, recognized for its unique offering of personalized emotional support, real-time check-ins, and positive content curation.

ESTIMATIONS

- It is estimated that more than one in five U.S. adults live with a mental illness (59.3 million in 2022; 23.1% of the U.S. adult population)



Adoption rates vary but can range from 10% to 30% of the target population within the first few years, depending on execution and market fit.

ESTIMATIONS

Reasons that influence the acceptance and adoption of an app

4. Professional Endorsements: Partnerships with mental health professionals and organizations can bolster trustworthiness

5. New User experience with AI:

Different from Talkspace, BetterHelp, or Headspace

6. Cultural and Social Factors: Stigma Reduction, Cultural Sensitivity-Tailoring content to respect and align with diverse cultural backgrounds can enhance global acceptance.

3. Privacy and Security: Data Protection, Compliance-Adhering to regulations like HIPAA (in the U.S.) or GDPR (in Europe) can impact user trust and legal acceptance

2. App Features and Functionality: Quality of Services, User Experience (UX), and Tailoring the experience based on user behavior and preferences can make the app more relevant and effective.

1. Market Demand and Target Audience: With rising awareness, more individuals seek mental health support, increasing the potential user base. Moreover, in countries like the USA and Canada, people are mostly lonely so this can help as a friend who understands the need and uses correct wordings they need to hear. So it will be much used.



BUSINESS PLAN



Year 1

Acquire initial investment to jump-start the project. Develop and launch MVP with the core features. Partnering with mental health professionals to conduct beta testing & validate the technology.



Year 2

Utilizing the revenue growth from premium features with the main focus to increase the number of users. Expand app & AI functionalities along with adding multiple language support.



Year 3

Partnerships with tech companies to integrate with wearable devices. User growth by marketing PRs. Collaboration with educational institutions & businesses for providing mental health support and widening the adoption.



Year 4

Scaling up the AI model & introducing new products. Sponsor campaigns for mental health awareness. Boosting revenue through global expansion & diversification.



Year 5

Turning the software into the global leader in AI-based health solutions with millions of users. Expansion features to accommodate more complex health issues. Establishing sustainable revenue streams from new markets, features & partnerships.

FUNDRAISING



INCUBATORS

Organisations set up with the specific goal of assisting entrepreneurs with building and launching their startups

BANKS/NON-BANKING FINANCIAL COMPANIES (NBFCs)

Some entrepreneurs might prefer debt over equity as debt funding does not dilute equity stake.

EQUITY FINANCING

Selling a portion of a company's equity in return for capital.

BOOTSTRAPPING/ SELF-FINANCING

Growing the business with little or no venture capital or outside investment. Relying on your savings and revenue to operate and expand

GOVERNMENT LOAN SCHEMES

Startup loans by government

VENTURE CAPITAL FUNDS (VC)

Professionally managed investment funds that invest exclusively in high-growth startups

GRANTS AND STARTUP COMPETITIONS

To win funding and gain exposure

ANGEL INVESTORS

Provide capital in exchange for equity or convertible debt. They often bring valuable expertise and connections.

FUNDRAISING

BANGLADESH PERSPECTIVE

CROWDFUNDING PLATFORMS

Kickstarter, Indiegogo, GoFundMe, CrowdForce

BANKS/NON-BANKING FINANCIAL COMPANIES (NBFCs)

Startup loans with favorable terms. BRAC Bank, DBBL, or Prime Bank to explore options.

VENTURE CAPITAL FIRMS:

Seedstars,
500 Startups

SKILLS FOR EMPLOYMENT INVESTMENT PROGRAM (SEIP)

Relevant funding or partnership opportunities

DIGITAL BANGLADESH INITIATIVE GRANTS

Promote digital solutions, including mental health

GRANTS FROM INTERNATIONAL ORGANIZATIONS

WHO, UNDP, Global Mental Health Innovations Fund

LOCAL INVESTORS AND VENTURE CAPITALISTS

bKash Accelerator, Grameenphone Accelerator, Startup Bangladesh, The Dhaka Startup Hub, Impact Hub Dhaka

ANGEL INVESTORS

Bangladesh Angel Network (BAN), Individual Angel Investors through linkedin etc

FUNDRAISING

Other options.

Explore Regional Funding Opportunities. South Asian Development Fund (SADF)- Offers funding for projects that benefit SouthAsia. Asian Development Bank (ADB)- Provides grants and loans for projects aligned with their development goals.

Local and International Startup Events: Startup Grind Dhaka, Bangladesh Startup Summit, or international conferences focused on health tech.

Collaborate with organizations like the Bangladesh Association of Psychiatrists or Befrienders Bangladesh for support and potential funding.

Collaborate with NGOs, healthcare providers, or educational institutions that have an interest in mental health.

IMPROVED EXPERIENCE

STRATEGIES TO ENHANCE ACCEPTANCE.

USER-CENTRIC DESIGN:

INVOLVE POTENTIAL USERS IN THE DESIGN PROCESS TO ENSURE THE APP MEETS THEIR NEEDS AND PREFERENCES.

PILOT TESTING:

LAUNCH A BETA VERSION TO GATHER FEEDBACK AND MAKE NECESSARY IMPROVEMENTS BEFORE A FULL-SCALE RELEASE.

PARTNERSHIPS:

COLLABORATE WITH MENTAL HEALTH PROFESSIONALS, ORGANIZATIONS, AND INFLUENCERS TO BUILD CREDIBILITY AND REACH A WIDER AUDIENCE.

CONTINUOUS IMPROVEMENT:

REGULARLY UPDATE THE APP BASED ON USER FEEDBACK AND EMERGING MENTAL HEALTH RESEARCH TO STAY RELEVANT AND EFFECTIVE.

Vibe n Tribe presents

An innovative software brand which focuses on the mental health well being of it's customer revolutionizing the AI landscape in the medical science field.

