

SafeSpace

BOOST Final Presentation

May 7th, 2022

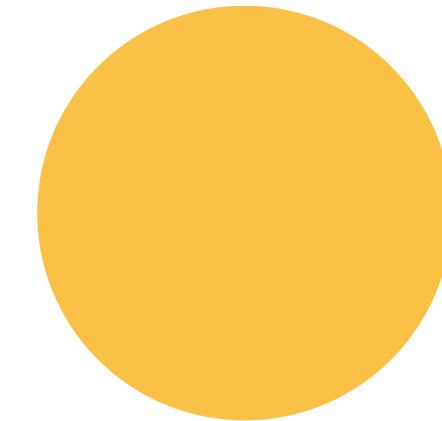




Meet the Team



- Aqila
- Noel
- Ashlee
- Pavel
- Michelle
- Grey
- Naomi
- Nikolai





Agenda

1. Mission and Vision
2. Value proposition
3. Target customers
4. Customer relationship
5. Key resources
6. Key partnerships
7. Financials
8. Start up costs



Our Mission





Vision

To help young adults with their mental health and help them communicate about mental health.

For young adults to come out of school knowing how to stay healthy mentally and know how to seek help when needed.



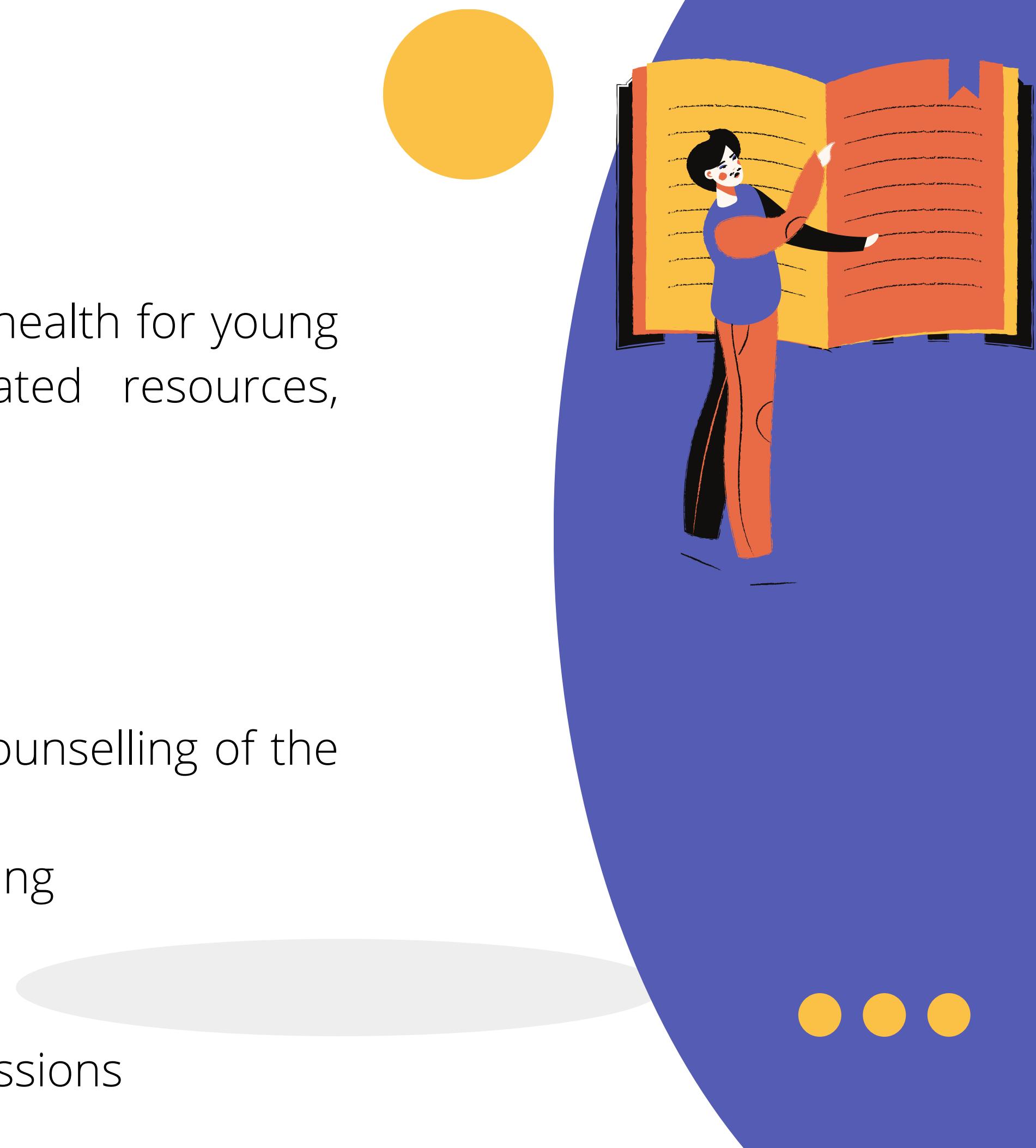
Idea & Value Proposition

To develop an app to improve mental health for young adults by providing access to curated resources, counsellors, and therapists

- convenient to access remotely
- messenger platform

We create value to our customers by

- providing the best mental health counselling of the Bay Area
- option of avoiding face-to-face sharing
- privacy
- flexibility
- organizing events & mindfulness sessions



••• Target: Customer Segment

- Customer Demographics: Young adults in Middle School to High School Students
- Geography: Middle Schools and High School in underserved communities (Oakland Unified School District) and middle income ones (Berkeley Unified School District)
- Psychographics: anything that hold them back from succeeding in school and personal life (Stress)
- Target segment: Young teens of any income



Customer Relationship

- Doing events, be able to bond with them
- Have free Therapy sessions for students
- Have different people from different countries, ethnicities and social backgrounds help with both messenger and phone booth
- A program where they can send code words (or alert that actual people are getting their message)
- Program overlooked by the school district (notify them when there is a concern for students)
- Having survey for the different customization of the app
- Have emergency aid available by having them listen in text and calls to make sure students are safe
- Have brand ambassadors do ad campaigns for our app





Key Resources & Activities

The success of our App will rely on a number of critical stakeholders, and we have a plan for each of them!

Assemble a team

IT Engineers,
nurses,
counsellors,
designers

Raise money

get funding from
schools districts,
public events,
GoFundMe
campaign

Advertise to students

Public outdoor
event to make
students aware of
this new app

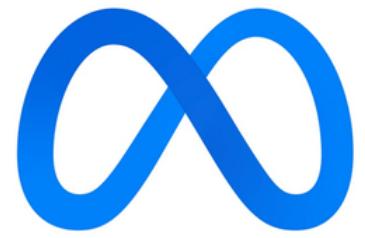
Schools and teachers

Bring on board
school leadership
to get funding and
spread the word





BILL & MELINDA
GATES foundation



MAKE-A-WISH®



OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students

Berkeley
PUBLIC SCHOOLS



Key partnerships

To help teens with their mental health and help them communicate about mental health.

For teens to come out of school knowing how to stay healthy mentally and know how to seek help when needed

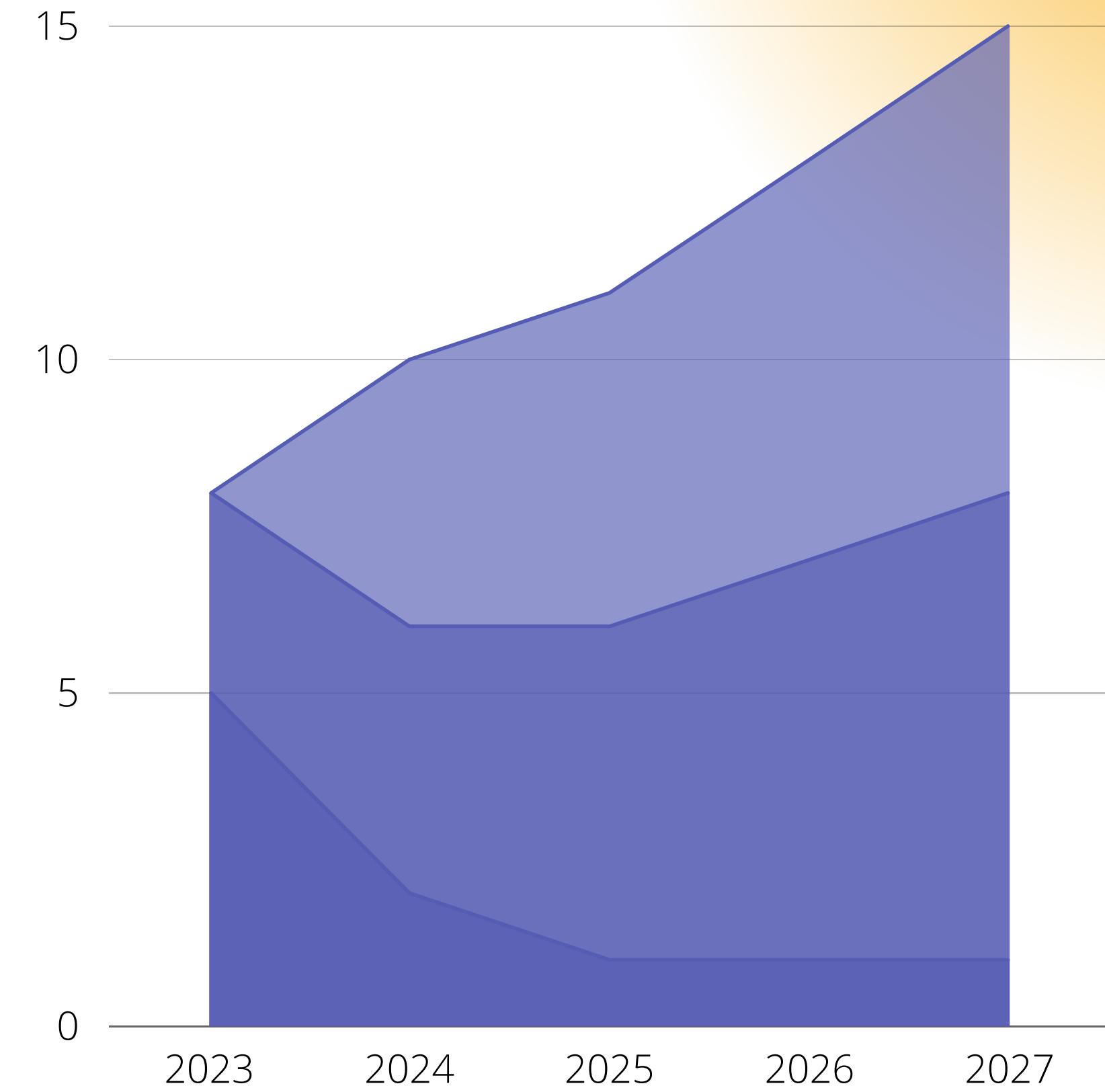




Financials

Have a system for low-income students to be able to apply for free medicine; for students that can pay have them pay their fair share

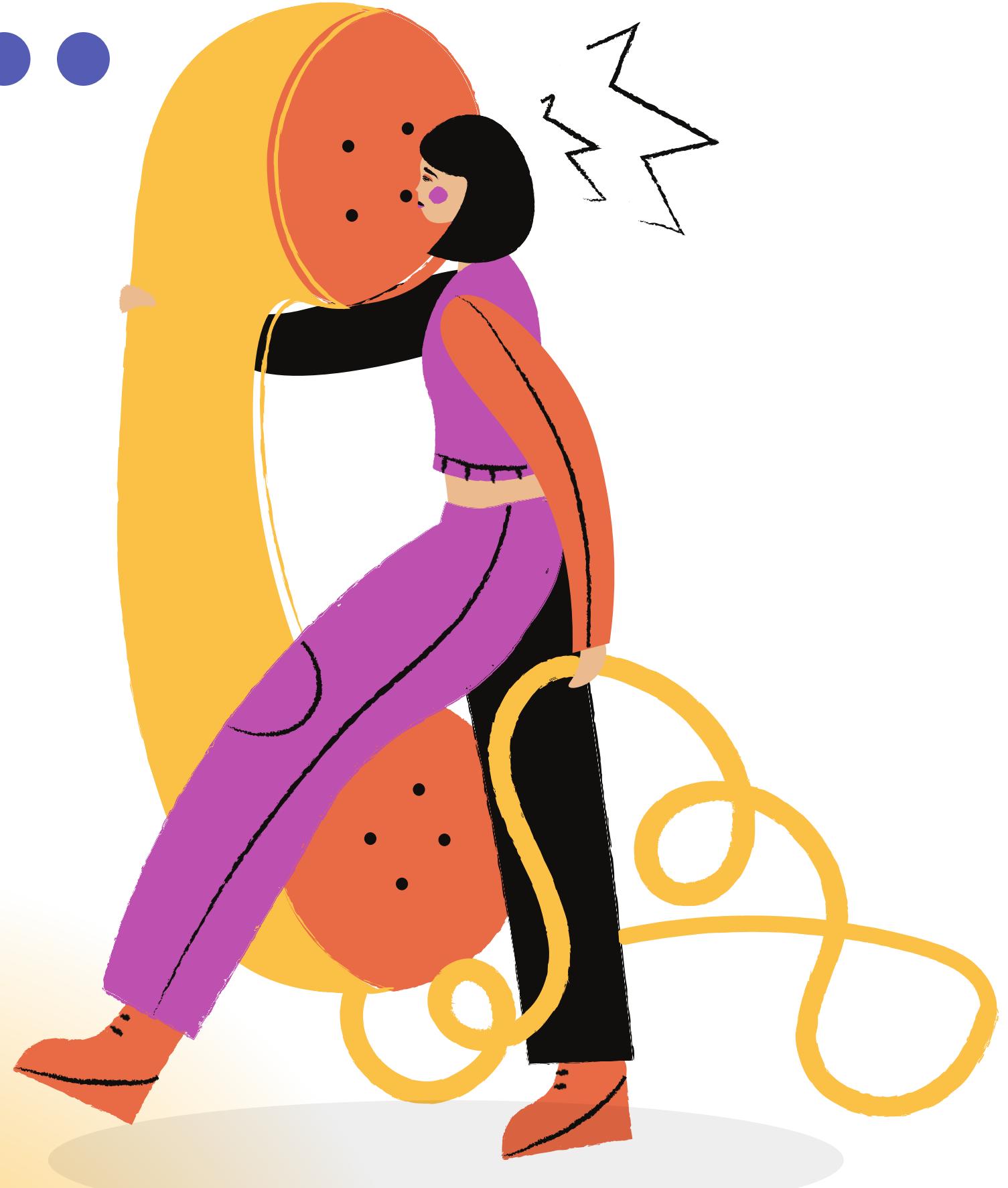
- High fixed costs early on which decline from year 2
- Variable costs increasing gradually as we expand our customer base
- Profits growth over time (used to further improve the app)



Startup costs



Function	Cost structure	\$ Estimate	How many
Designers, graphics	fixed	\$100- \$150 hourly	3 people
Health professionals	variable	\$80-85 per session	20 people
IT department	fixed	\$200-250 per hour	5 people
Legal department	fixed	\$255-520 hourly	2 people
Marketing, Public relations	fixed	\$1,000-7,500 per month	2 people
Human resources + admin	fixed	\$28-50 hourly	2 people
Data science team	fixed	\$200-350 hourly	2 people



Thank You For Your Attention

And stay tuned for the realease of our app!!

Questions?

