

STRENGTH

- ✓ Comprehensive features: Mood tracking, therapy, meditation.
- ✓ High privacy & security: Ensures user trust.
- ✓ User-friendly design: Simple and calming interface.

WEAKNESS

- ✗ High costs: Requires strong infrastructure.
- ✗ Limited free content: May deter some users.
- ✗ Strong competition: Competes with major apps

- 🚀 Growing demand: Rising mental health awareness.
- 🚀 AI & personalization: Enhances user experience.
- 🚀 Insurance integration: Expands accessibility.

OPPORTUNITIES

- ⚠️ Legal challenges: Compliance with regulations.
- ⚠️ Data security risks: Potential privacy breaches.
- ⚠️ Free alternatives: Competition from unpaid options.

THREAT