Business Model Canvas

HOW

Key Partners

Who will be needed throughout the journey?
Who's involvement is essential?
Who will be your Partner?

- Therapists and psychologists providing therapy sessions.
- Insurance companies covering mental health services.
- Universities and educational institutions offering student mental health programs.
- Tech and AI companies collaborating on innovative solutions.
- Mental health organizations offering consultations and guidance.
- HR firms focused on employee well-being.

Key Activities

What are the key things to be done?
What are the steps to follow?

Key Resources

What is required along a way?
What should be prepared in advance and throughout the journey?

- A comprehensive database of users and therapy services.
- AI technology to provide personalized recommendations.
- A network of certified therapists offering consultations.
- Cloud infrastructure for secure data storage.
- Customer support team ensuring service continuity.
- Educational and informative mental health content

WHAT

Value Proposition

What's the real value for the Client?
What is the Problem we're gonna solve?
Which Customer Segment will benefit from which offering part?

- Affordable and accessible mental health support.
- AI-powered personalized therapy recommendations.
- Secure and private video and text-based therapy sessions.
- Self-help tools like relaxation exercises, mood tracking, and digital therapy programs.
- A supportive community where users can share experiences and interact.
- Corporate mental health services for companies and organizations.

WHO

Customer Relationship

How do we want our Customers to feel |about us and our offering?
Where our services take place in their life?

Channels

Where and how we're gonna reach our Customers?
Which Channel is the highest priority and which we can easily skip for now?
How each of those works with our Customers routines?

- Mobile app (iOS & Android).
- Website for booking services and accessing information.
- Social media marketing campaigns.
- Paid advertisements on Google and Facebook.
- Partnerships with universities and companies to reach employees and students.
- Email marketing and newsletters.

Customer Segments

Who is our Customer?
Why do we target them?
How each of them is special?

Individuals with mental health concerns:

- People dealing with anxiety, stress, depression, and sleep disorders.
- Individuals who prefer remote therapy to save time and costs.
- University students struggling with academic pressure and seeking mental health support

Therapists and mental health professionals:

- Specialists looking to expand their client base through the platform.
- Therapists who need digital tools to enhance their services.
- Psychiatrists seeking a digital platform to connect with patients

Companies and organizations:

- Businesses looking to improve employee mental well-being through discounted subscriptions.
- Universities offering mental health support programs for students.
- Insurance companies integrating mental health services into their plans.

FINANCES

Cost Structure

What is the Cost structure?
How much our Key Activities and Resources cost?
Is that worth the cost?

Revenue Streams

What's the desired Revenue?
For what Customers are really willing to pay and how much?
Is that sufficient when taking the Cost structure into consideration?