Product Positioning

Features/Services	🇹🇭 Happo.	🇺🇸 KINTSUGI	🇬🇧 voicesense	🇹🇭 V GOWAJEE	🇺🇸 alexa	🇰🇷 Clova	🇺🇸 Cerebral	🇬🇧 interact	🇹🇭 iSTRONG ME HUG	🇹🇭 ooca It's Okay.
AI Mental Analysis	✅ (LLD Biomarker)	✅ (Biomarker)	✅ (Biomarker)	✅ (Voice-NLP)	✅ (Voice-NLP)	✅ (Voice-NLP)	✅ (Text-NLP)	❌	❌	❌
Generative & Discriminative	✅ (LBP-GAN)	✅ (Bio-GAN)	❌	✅ (LLM-GAN)	✅ (LLM-GAN)	✅ (LLM-GAN)	✅ (LLM-GAN)	❌	❌	❌
Mental Health Support	✅ (Consult, Workshop)	✅ (Consult)	❌	❌	✅ (Exercise Guide)	✅ (Meditation)	✅ (CBT Exercise)	✅ (Workshop)	✅ (Workshop)	✅ (Consult)
Telemedicine Service	✅ (Zoom + Medicine Deliverable)	✅ (Zoom)	❌	❌	❌	❌	✅ (InApp-Chat)	✅ (InApp-Call)	✅ (Zoom)	✅ (InApp-Call)
Empathy Concerned	✅ (AI, Psychiatrist)	✅ (Therapist)	❌	❌	❌	❌	✅ (Using AI)	❌	✅ (Therapist)	✅ (Therapist)
Professional Services	✅ (Psychiatrist)	✅ (Therapist)	❌	❌	❌	❌	✅ (Therapist)	✅ (Therapist)	✅ (Therapist)	✅ (Therapist)
Retention Suggestion	✅ (Statistics)	❌	✅ (AI)	✅ (AI)	❌	❌	❌	✅ (HR Agent)	❌	❌

Business Direction

2024

Target: Manufacturing (ISO need), Government

+ Revenue 50K USD

Made-to-order Dev Service 1M฿

Mental Health Analytic Service 0.3M฿

- Cost 72K USD

Man-month 85%

Server 13%

Etc 2%

BREAK EVENT

2025

Target: HR in Corporates, Government,

+ Prospect ~ 150K USD

Mental Health Consult 2.8M฿ (Smind)
CBT Workshop 2.6M฿ (Suwanna Clinic)
Analytic and Habit Planner Service 1.4M฿

- Cost 100K USD

Man-month 60%

Server 8%

Marketing 20%

Office 10%

Etc 2%

2026

Target: HR in Corporates (CSR Need), Office Employee (Blue-C), Labour (White Collar)

+ Prospect ~ 280K USD

Mental Health Consult 4M฿ (Smind x Suwanna Clinic)
Analytic and Habit Planner Service 2.56M฿
CBT Workshop 4.4M฿ (Suwanna Clinic x Smind)

- Cost 150K USD

Man-month 30%

Server 10%

Marketing 25%

Office 13%

Etc 2%

2028

Target: HR Corporates (CSR Need), Manufacturing (ISO Need), Office Employee (Blue-C), Labour (White Collar),

+ Prospect ~ 540K USD

Mental Health Consult 6.5M฿ (Smind x iStrong)

Analytic and Habit Planner Service 5M฿

CBT Workshop 5.5M฿ (Suwanna Clinic x Smind)

- Cost 200K USD

Man-month 30%

Server 10%

Marketing 25%

Office 13%

Etc 2%