



Grant Proposal for SEED Initiative (PPC 2025–26)

ABILIFY: YOUR CIRCLE OF TRUST AND SUPPORT

Mentored by: Dr. Nirupama M.P.

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Palak Bhatt



Harsh Soni



Aryan



Shivin Khandelwal



Meet the Team



Problem Statement

Caregivers of children with intellectual disabilities often experience emotional stress, social isolation, and difficulty in accessing reliable local resources such as therapists, schools and support services. Despite the growing need, there is no dedicated platform in India that connects these caregivers, fosters peer-to-peer support and provides trustworthy information in one accessible space.

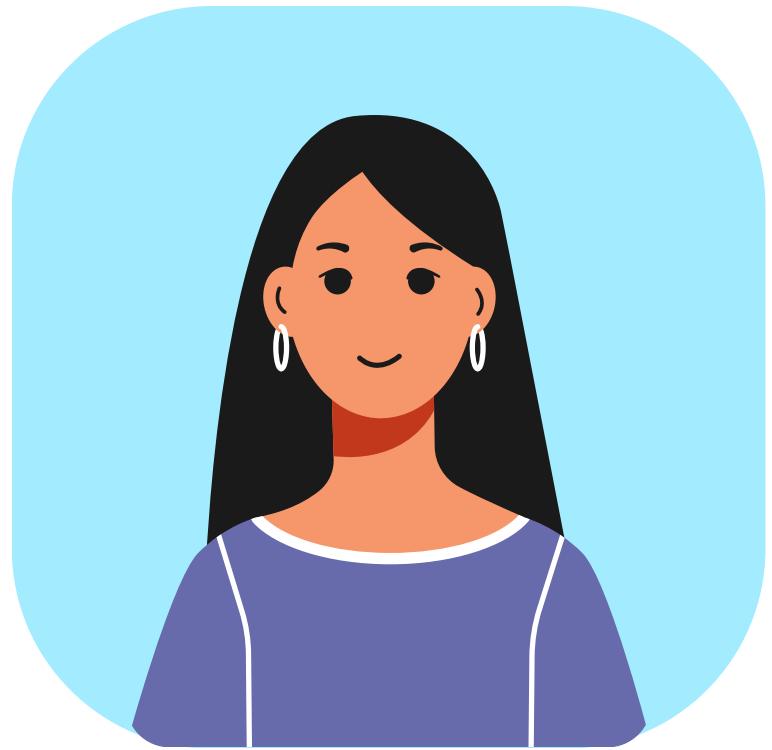
Key Pain Points

Trust and
Accessibility Gap

Fragmented
Support Systems

Lack of Guidance in
the Early Stages

Overwhelming Search
for Reliable Services



DESCRIPTION

A devoted mother raising a 4-year-old with Global Developmental Delay (GDD). With limited finances and little awareness of therapy options or online communities, she remains determined to help her child improve. She depends on YouTube for guidance and visits an NGO for affordable therapies, dedicating most of her time to her child's care with minimal community support.

PERSONAL CHARACTERISTICS

- Jolly
- Energetic
- Bubbly
- Warm-hearted

"There are so many videos, some right and some wrong. I just want to be on the right track."

Customer Persona

Location: Delhi NCR

Family Background: Homemaker; husband in a modest job; single child with Growth Developmental Delay (GDD)

PROBLEMS

- Limited awareness of reliable therapies and information sources
- Financial strain in continuing long-term therapy
- Confusing and inconsistent advice from online sources
- Emotional isolation and lack of supportive parent community

CHALLENGES

- Maintaining therapy consistency without expert guidance
- Finding reliable and affordable support in one place
- Balancing caregiving with personal and social life
- Limited digital literacy and parent network connection

GOALS AND NEEDS

- Access a verified all-in-one platform for guidance and advice
- Connect with similar parents for shared support
- Find affordable, local therapy options
- Learn through simple, practical videos and resources

All-in-one trusted platform for caregivers & professionals.

Community forum & chat for real-time support.

Verified directory to compare therapy options.

Interactive tools — polls, workshops & buddy program.

Innovation

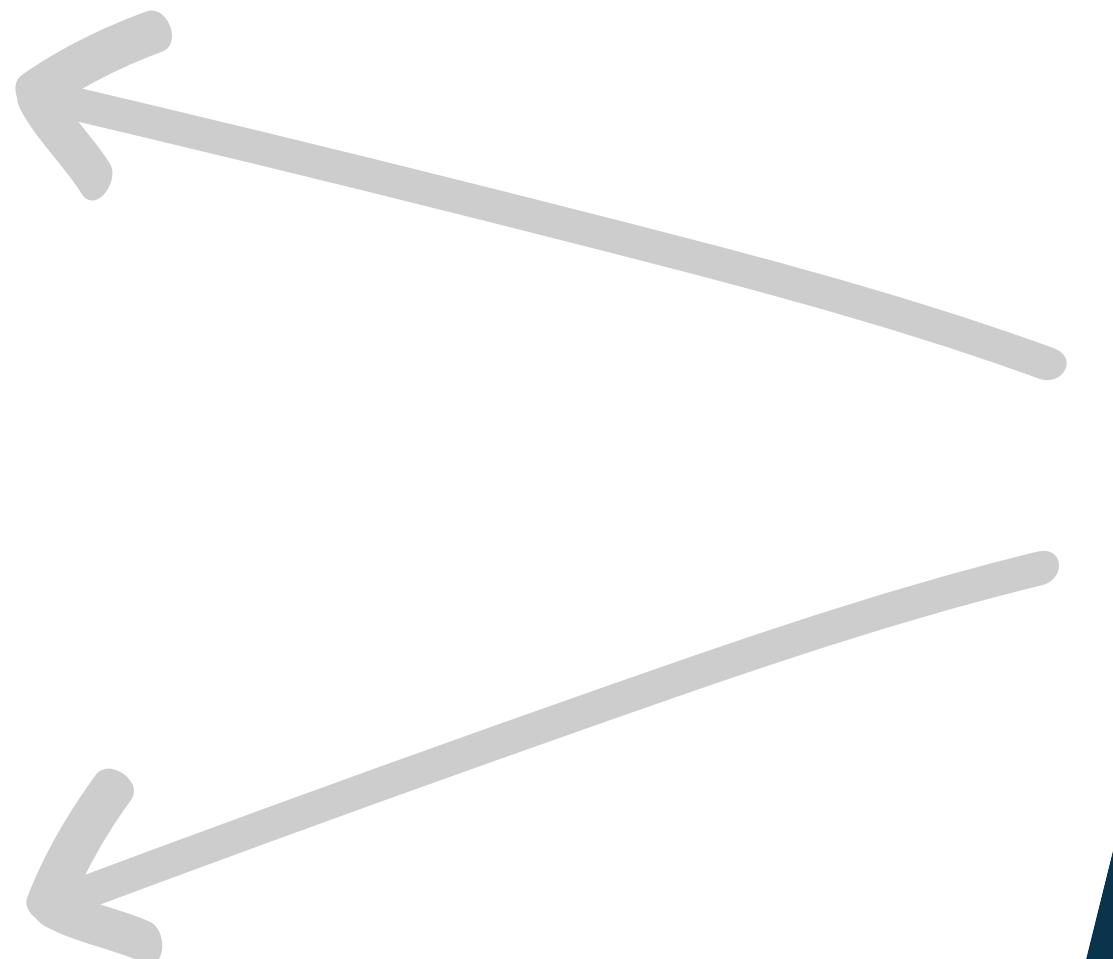
Core Customer

Primary User:

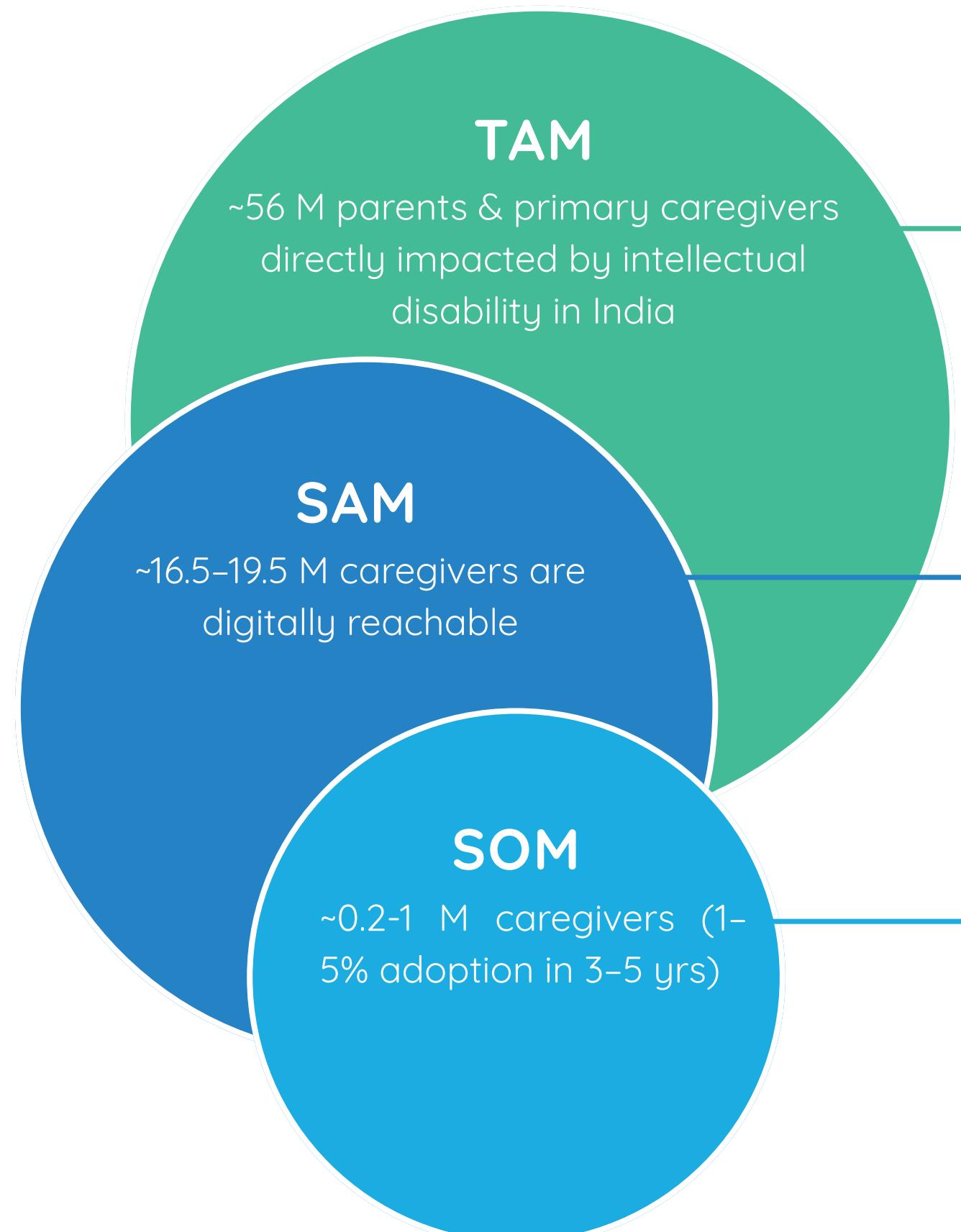
Parents & caregivers of children with intellectual disabilities

Secondary User:

Therapists, NGOs, and educators supporting children with special needs.



MARKET ANALYSIS



Total Addressable Market

- 28 M people with intellectual disability in India (Russell , 2022 meta analysis)
- With at least two caregiver per child then approx~ 56M

Service Available Market

- 97.6% smartphone penetration in urban areas.
- From the population about 30-35% is urban .
So , 30-35% of 56M = ~ 17-20 M
But rounding off from 97.6% smartphone users = ~16.5-19.5M

Service Obtainable Market

- Families (Parents & Caregivers): Free access to community features
- Service Providers (Therapists, Medical Services, Special Education Schools): Subscription-based listing model

VALUE PROPOSITION



Competitive Benchmarking

Platform	Community Support	Verified Directory	Chat with Parents & Professionals	All-in-One Platform	Therapist Booking
Nayi Disha	✓	✓	✗	✗	✗
Embrace	✓	✗	✗	✗	✓
1SpecialPlace	✗	✓	✗	✗	✓
Ability	✓	✓	✓	✓	✓

BUSINESS MODEL CANVAS

Designed For: Ability

Designed By: Group 7

Date: 1 Sept 2025

Version: 1



Key Partners

- Therapists, doctors, and special educators.
- NGOs and disability support organizations.
- Special schools and caregiver agencies.
- Hospitals/clinics & medical associations.
- Community event organizers.



Key Activities

- App dev & maintenance
- Community moderation
- Onboarding & verifying local services
- Organizing caregiver events & buddy programs
- Marketing & caregiver outreach
- Partnerships with NGOs, schools & clinics



Key Resources

- Mobile app platform & backend servers
- Verified database of therapists, schools, caregivers
- Skilled moderators for forum/community
- Technical & design team
- Partnerships network



Value Propositions

- One-stop platform for caregivers of children with intellectual disabilities
- Access to trusted, verified service directory (therapists, schools, caregivers)
- Emotional support via forums, polls & buddy programs
- Reduce caregiver isolation with events & peer networking
- Convenience: all caregiving resources in one app



Customer Relationship

- Community-driven support
- Supportive and empathetic interactions
- Engagement
- Personalization



Customer Segments

- Primary: Caregivers of children with intellectual disabilities (parents, siblings, relatives, guardians)
- Secondary: Professional caregivers, therapists, NGOs, special educators
- Future expansion: Corporates initiatives, policymakers



Channels

- Mobile app (primary channel)
- Website for outreach & sign-ups
- Social media (Facebook, Instagram caregiver groups)
- Partnerships with NGOs, clinics & schools
- Events/workshops in caregiver communities



Cost Structure

- App development & server hosting
- Content moderation & community management
- Marketing & caregiver acquisition costs
- Partnerships & events
- Customer support
- Salaries for tech & operational staff



Revenue Stream

- **Service Provider Subscriptions** – therapists, special schools, and medical services pay for premium listings.
- **Targeted Ad Revenue** – subtle, relevant ads without disrupting user experience.
- **CSR/NGO Sponsorships** – partnerships to support community programs and events.

Technical Feasibility

Tech Stack

- Frontend → Flutter
- Backend → Node.js, express
- Database → PostgresSQL(Supabase)
- Video-call → MirrorFly/ Twilio Video API
- Payment Gateway → Razorpay

Why Feasible

- Lightweight, scalable architecture
- Real-time chat & secure authentication
- Phase-wise rollout + Delhi-NCR pilot

Operation Plan

Phase I (Months 1-2)

Core Platform Setup & Therapist Beta

- Develop core platform — login, chat, dashboard and parent-therapist chat (Firebase) with manual role setup.
- Onboard 5–8 therapists and 5–10 parents for closed beta testing under admin control.

Phase 3 (Months 3-5)

Therapist Verification System

- Build verification workflow — document upload, admin review, and approval gate.
- Restrict therapist access until verified; parents remain freely accessible.

Phase 2 (Months 2-3)

Parent Access & Communication

- Use structured feedback from beta users to refine flow and overall UX and incorporate any feature that seems to be absolutely necessary.
- Expand user testing group and gather feedback on the updated app

Phase 4 (Months 5-6)

Community Hub

- Launch parent-to-parent chat & discussion boards with moderation tools.
- Introduce polls and Q&A threads to encourage emotional sharing.

Operational Plan



Phase 5 (Months 6-10)

Verified Directory Expansion

- Build directory of verified therapists, NGOs, and schools in Delhi/NCR.
- Partner with 2–3 local institutions for verified listings and workshops.

Phase 6 (Months 10-12)

Homepage & Caregiver Tools Integration

- Create central homepage connecting community, directory, and chat in one flow.
- Add child-progress tracker and Buddy Program for peer and emotional support.

Phase 7 (Month 12+)

Final Deployment

- Launch full product with all verified features and workflows
- Begin large-scale onboarding, marketing, and support setup

YOUR LOGO

Thank you
for your consideration

