

Mindful Haven

Problem Statement

Let's face it—mental health is still treated like an afterthought. 1 in 4 people will experience a mental health disorder in their lifetime. Traditional therapy is often expensive, inaccessible, and stigmatized. For the LGBTQ+ community, the challenge is even greater, as they lack safe spaces to build supportive communities. So, here's the question: Where do we go when we need healing but don't know how to ask for help? That's the problem Mindful Haven solves

Solution

Designed to help individuals manage anxiety and stress, we offer an eclectic mix of innovative features: Personalized AI to understand and support your journey, soothing ASMR to calm your senses, and fun, stress-relieving games to spark joy.

Unplug and recharge with offline creative sessions or connect with an inclusive LGBTQ+ community that fosters belonging and support. Immerse yourself in music therapy, express freely through journaling, and stay organized with an intuitive to-do list. And because motivation is key, our uplifting affirmations will keep you inspired in every aspect of life.

Business model

Mindful Haven operates on a freemium model with a free basic plan offering limited features like basic stress-relief tools and restricted AI chatbot access. Users can upgrade to premium plans (9.99/month or 99.99/year) for personalized stress assessments, unlimited ASMR playlists, members-only events, premium mental health resources, and unlimited AI chatbot access. Additional revenue streams include add-ons like personalized coaching (29/session) and workshops (19/session), as well as corporate wellness plans for organizations. This model ensures flexibility for users while driving revenue through subscriptions, add-ons, and corporate partnerships

Feedback

Feedback: Online experiences do not have a good enough impact think of something new and never done before. Emergency Hotlines can not be handled by us find an alternative. Our solution: We realized that not everything can be experienced through a screen, and many of these features already exist on other platforms. So, to infuse a touch of creativity and make our approach truly unique, we're introducing an exclusive new feature for our premium users—*offline creative sessions!* From the soulful rhythms of music and the expressive flow of dance to the mindful strokes of painting and calligraphy, these hands-on experiences will offer a refreshing way to unwind, connect, and explore the healing power of art beyond the digital realm. Additionally, because mental well-being is our top priority, we've integrated government emergency helpline numbers directly into our platform, ensuring that help is always within reach whenever needed.