







# Happify, Inc.



-  Sonal Singh (sonals)
-  Akshay Munde (amunde)
-  Varsha Jain (varshaj)
-  Prasun Shreshta (pshresth)
-  Pranav Banthia (pbanthia)
-  February 25, 2020

## OUR TEAM

Akshay Munde  
Research Lead  
Experience: 3.5 years



Sonal Singh  
Research Associate  
Experience: 3 years



Prasun Shrestha  
Senior Associate  
Experience: 3 years



Varsha Jain  
Senior Researcher  
Experience: 3.5 years



Pranav Banthia  
Project Manager  
Experience: 4 years



# AGENDA

- 
- Team
  - Vision
  - Problem Statement
  - Existing Solution
  - Our Product
  - Business Model
  - Going Forward



# OUR VISION

We aspire to build a happy society and improve mental health and happiness around the world.



# AGENDA



# PROBLEM STATEMENT

The U.S. ranks third in unipolar depressive disorders, after China and India ([US News, 2016](#)).

1 in 5 U.S. adults experience mental illness each year - of which only 43.3% receive mental health care or services ([NAMI, 2018](#)).

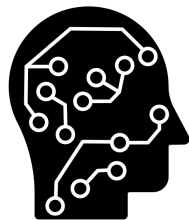
Suicide is the 2nd leading cause of death among people among 10-34 in the nation ([NAMI, 2018](#)).



# PROBLEM STATEMENT



The nation's economy loses [\\$193.2 billion](#) in lost earnings each year due to serious mental illness.



Ripple effects of mental illness: [40% more likely](#) to develop cardiovascular disease. [1 in 5 US adults](#) also experienced substance abuse.



The U.S. government spent [\\$3.9 billions](#) in 2018 for Mental Illness and Substance Abuse.



# ON THE FLIP SIDE

- ❑ High well-being [closely relates to key health outcomes](#), such as lower rates of healthcare utilization, workplace absenteeism and improved workplace performance.
- ❑ Wellbeing is also [a predictor of numerous business outcomes](#) such as employee engagement, customer engagement, turnover and workplace safety, which can affect a state's ability to reach its economic potential.



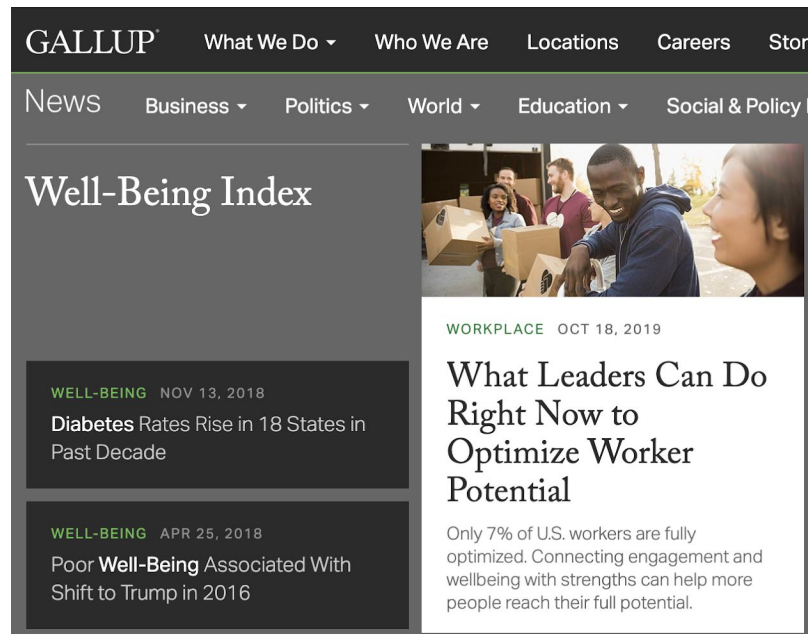


# AGENDA



# EXISTING SOLUTION

- ❑ The [Substance Abuse and Mental Health Services Administration](#) in the U.S. runs a 24-hour crisis center called National Suicide Prevention Lifeline, which provides free, confidential help to people in crisis.
- ❑ Organizations, such as Gallup, provide state-wise well-being index



The screenshot displays the Gallup website's 'Well-Being Index' section. At the top, the Gallup logo is followed by navigation links: 'What We Do', 'Who We Are', 'Locations', 'Careers', and 'Store'. Below this is a secondary navigation bar with 'News', 'Business', 'Politics', 'World', 'Education', and 'Social & Policy'. The main heading 'Well-Being Index' is prominent. Below the heading, there are two article teasers. The first, dated November 13, 2018, is titled 'Diabetes Rates Rise in 18 States in Past Decade'. The second, dated April 25, 2018, is titled 'Poor Well-Being Associated With Shift to Trump in 2016'. To the right of these teasers is a featured article titled 'What Leaders Can Do Right Now to Optimize Worker Potential', dated October 18, 2019, under the 'WORKPLACE' category. This article includes a photo of three people smiling and a text snippet stating: 'Only 7% of U.S. workers are fully optimized. Connecting engagement and wellbeing with strengths can help more people reach their full potential.'

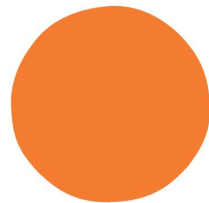


# CURRENT MARKET

- ❑ The current market has numerous apps, such as Calm and Headspace, and guided meditations to promote an individual wellbeing.

## HOWEVER

- ❑ No way to administer region-specific index
- ❑ The measures are reactive individual, and not preventive
- ❑ No actor employs analytics to inform policymakers on mental health



HEADSPACE®



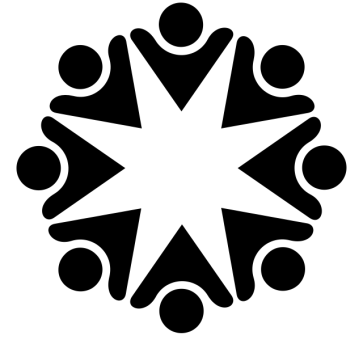
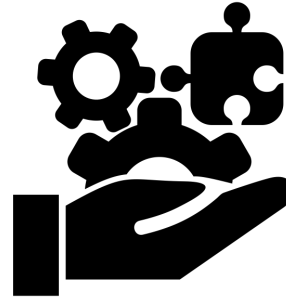
Happify, Inc.

# AGENDA



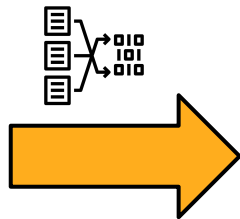
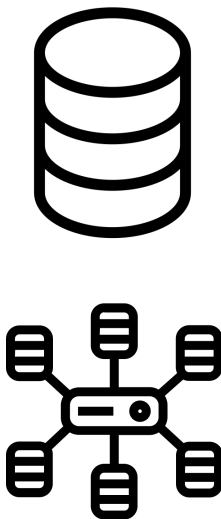
# HAPPIFY, INC.

- ❑ We are a non-profit analytics-driven consulting firm which works closely with public and private institutions to promote mental health and wellbeing.
- ❑ Our analytical services empower policymakers and companies to make informed decisions.

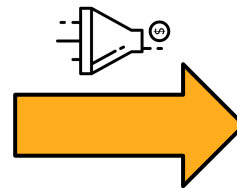


# OUR PRODUCT

## DATA



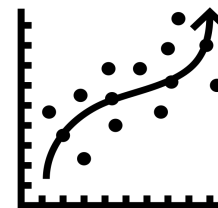
## ANALYTICS



## PRODUCT



Ad-hoc  
reports



Prediction  
Model



# DEMO



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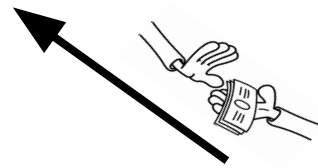
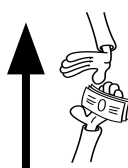
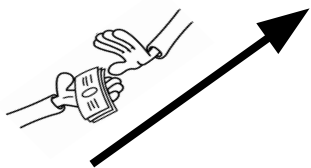




# BUSINESS MODEL

Our clients pay a service fee for the analytical service we provide.

**Happify, Inc.**



## Public Institutions

- Federal Government
- State Government
- Local Government
- 

## Non-profit Organizations

NAMI  
American Association of  
Suicidology

## Private Institutions

Corporations  
Universities

# BUSINESS MODEL (continued)

## ❏ Pricing details

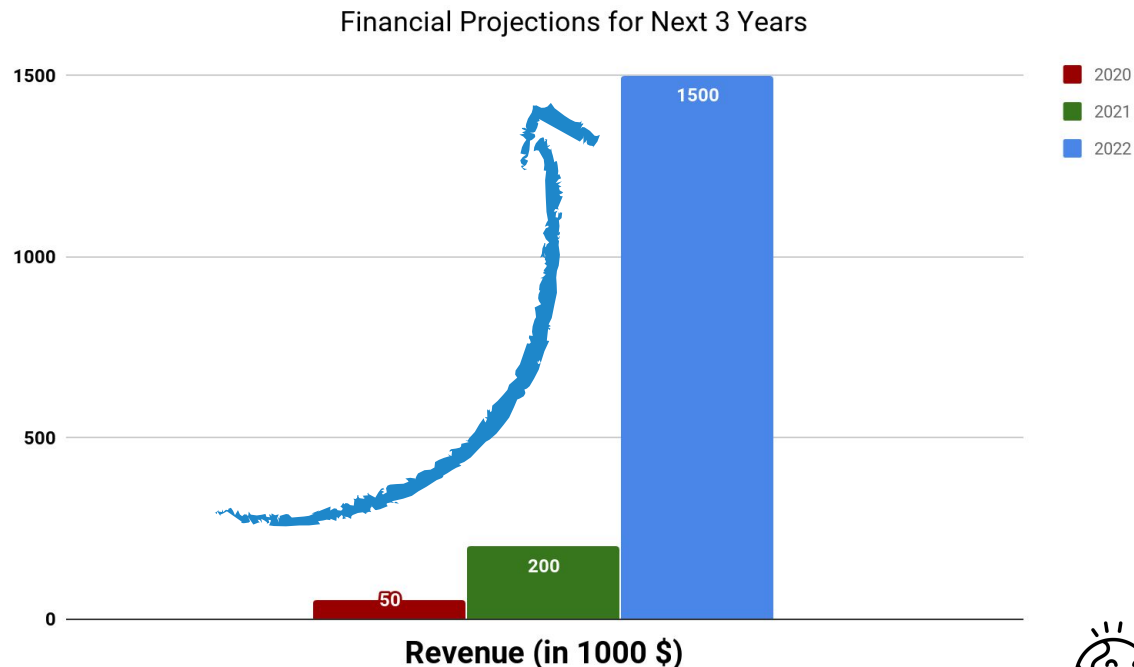
Government	Non-profit Organizations	Private Institutions
\$60,000 - \$120,000 per project	10% of project budget	\$50,000 - \$120,000 per project

For example, the federal government allocated a budget of \$100M to alleviate mental illness. We will provide the insights - build a mental health index - using suicide, poverty, unemployment, and crime rate to help them design social programs or policies to effectively address the target population. The government, in return, will compensate us with \$100,000 for our service.



# FINANCIAL PROJECTIONS

- We expect the revenue to exponentially increase in the 3rd year as our product will reach full deployment.



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# GOING FORWARD

## Kick-off Goals (Present Day)

- Collect the data and develop the descriptive statistics and ad-hoc reports for all states from 2014 to 2018
- Predict the Happiness (wellbeing) Index for all states during the period
- Present the model to city of Pittsburgh to demonstrate the product for future collaboration

## Growth (1-3 years)

- Partner with organizations, such as NAMI, who already are treating people having mental issues
- Collaborate with corporations and universities whose employees and students report high rate of stress and depression

## Establish Position (3+ years)

- Future enhancements using Machine Learning to provide preventive measures for targeted audience
- Build real-time predictive model for Happiness Index of any region in any county given the availability of dataset
- Based on prediction outcomes, draft policy memos to effectively address the issue of mental illness



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# THANK YOU!



Questions? 

