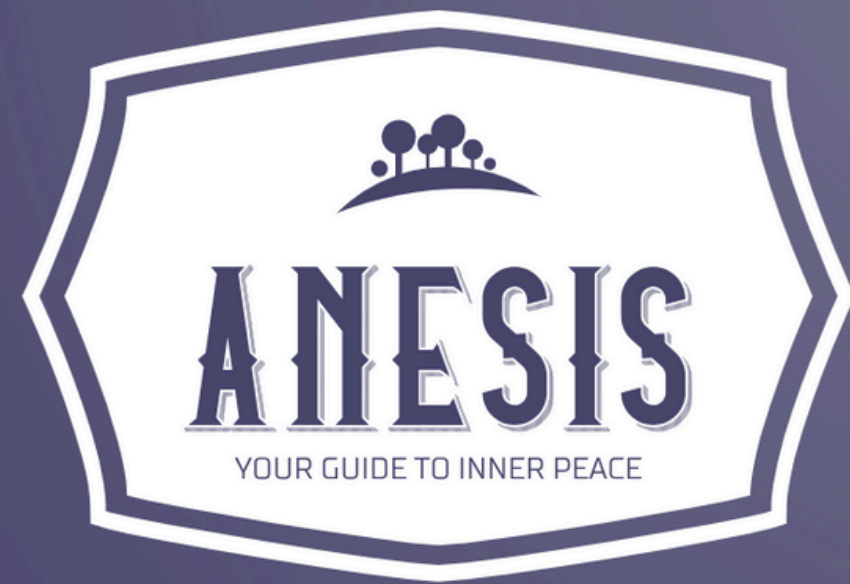




# STARTUP IDEA

P.SUHARSHITHA  
CSE

# ANESIS



- Anesis is an app that improves your mood by suggesting activities based on how you feel. It recommends nearby movies, shows, drives, or meals, tailored to your budget and location.

<p><b>Key Partners:</b></p> <p>Local restaurants, movie theaters, event organizers, Ride-sharing and travel services, Mental wellness organizations, AI and data analytics providers</p>	<p><b>Value Proposition:</b></p> <p>Improve mood with fun activity suggestions, Offer personalized ideas based on emotions, budget, and location, Integrate with booking and navigation services</p>	<p><b>Customer Segments:</b></p> <p>Individuals seeking entertainment, Tourists looking for experiences, People wanting stress relief</p>
<p><b>Channels:</b></p> <p>Mobile app for iOS and Android ,Social media and digital marketing, Partnerships with service providers</p>	<p><b>Revenue Streams:</b></p> <p>Commissions from bookings ,Premium subscriptions for advanced recommendations, Sponsored listings and ads</p>	<p><b>Key Activities:</b></p> <p>Suggest mood-based activities, Provide real ,time location recommendations, Personalize suggestions with AI, Partner with entertainment and food businesses</p>
<p><b>Customer Relationships:</b></p> <p>Provide an AI-driven personalized experience, Engage customers for feedback,Offer subscription and loyalty programs</p>	<p><b>Key Resources:</b></p> <p>AI and machine learning technology, Location-based services Partnerships with entertainment and food providers</p>	<p><b>Cost Structure:</b></p> <p>App development and maintenance ,AI infrastructure management, Marketing and customer acquisition costs, Partner fees and commissions</p>

# Launch Strategy for Anesis

## BUILDING AWARENESS & INTEREST

### Pre-Launch Phase

**Market Research :** Use surveys to refine features and align recommendations with user needs.

**Beta Testing :** Release a beta version for feedback to ensure the app works well.

**Social Media :** Share content on Instagram, TikTok, and YouTube to show how Anesis improves mood.

**Influencer Partnerships :** Collaborate with influencers to promote Anesis.

## TESTING & REFINING IN A SMALL MARKET

### Soft Launch

**Limited Release in Select Cities :** We will launch Anesis in select cities to test its effectiveness.

**Referral and Reward System :** Users can invite friends for rewards like free premium features or activity discounts.

**App Store Optimization and Paid Ads :** We will enhance our app listings and run targeted ads on Google and social media.

## SCALING & EXPANDING

### Official Launch

**Press and Media Coverage:** Partner with blogs and magazines to boost visibility.

**Partnerships with Local Businesses :** Collaborate with local businesses for special offers.

**Launch Event :** Host an event with mental health advocates to raise awareness.

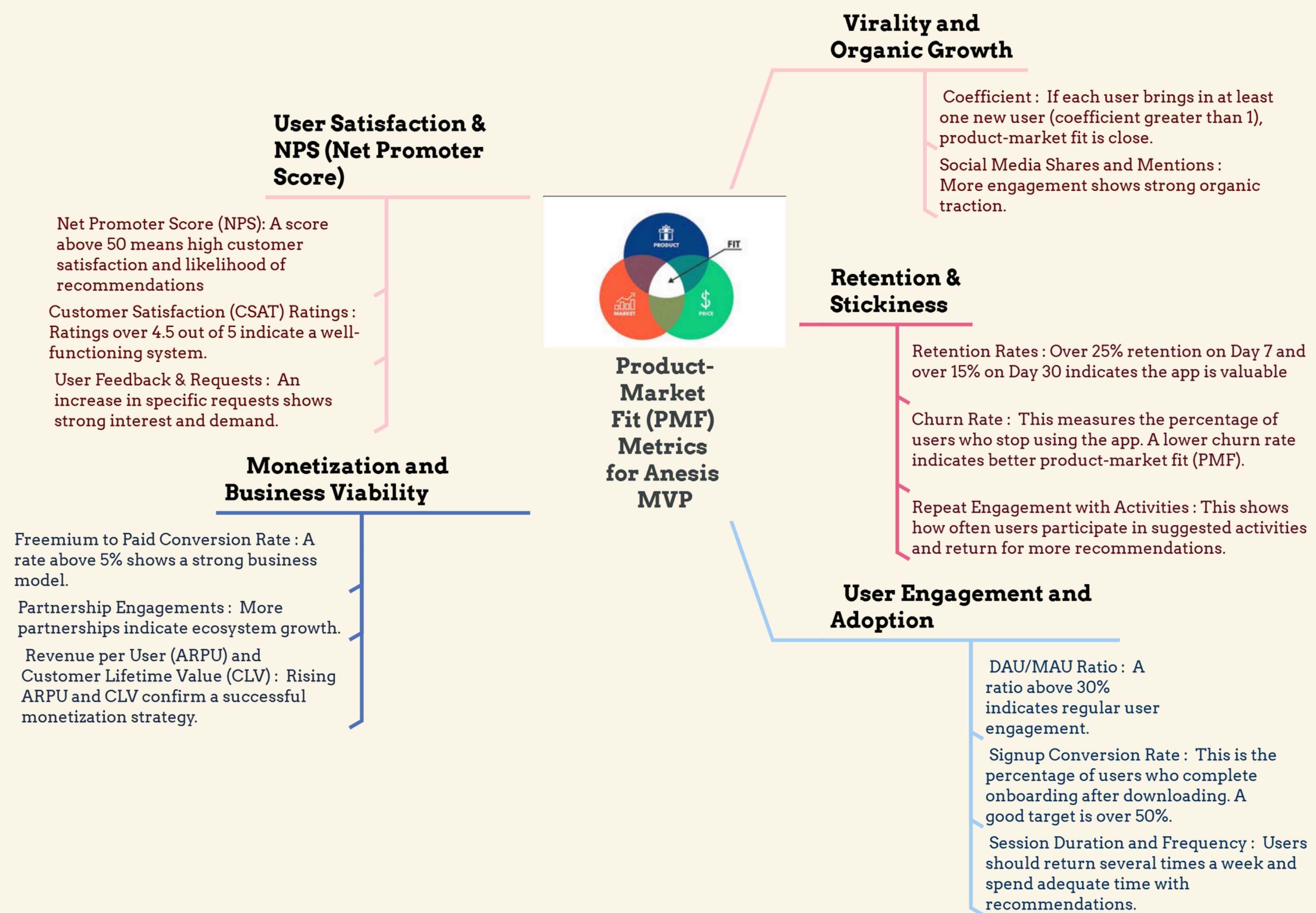
**Advertising Campaigns :** Focus marketing on high-engagement areas.

## JUSTIFICATION

This strategy helps ensure a smooth launch by:

- Building excitement and trust through influencer marketing and beta testing.
- Gathering user feedback before the full launch.
- Targeting high-potential users first before expanding globally.
- Monetizing effectively through partnerships and premium features.



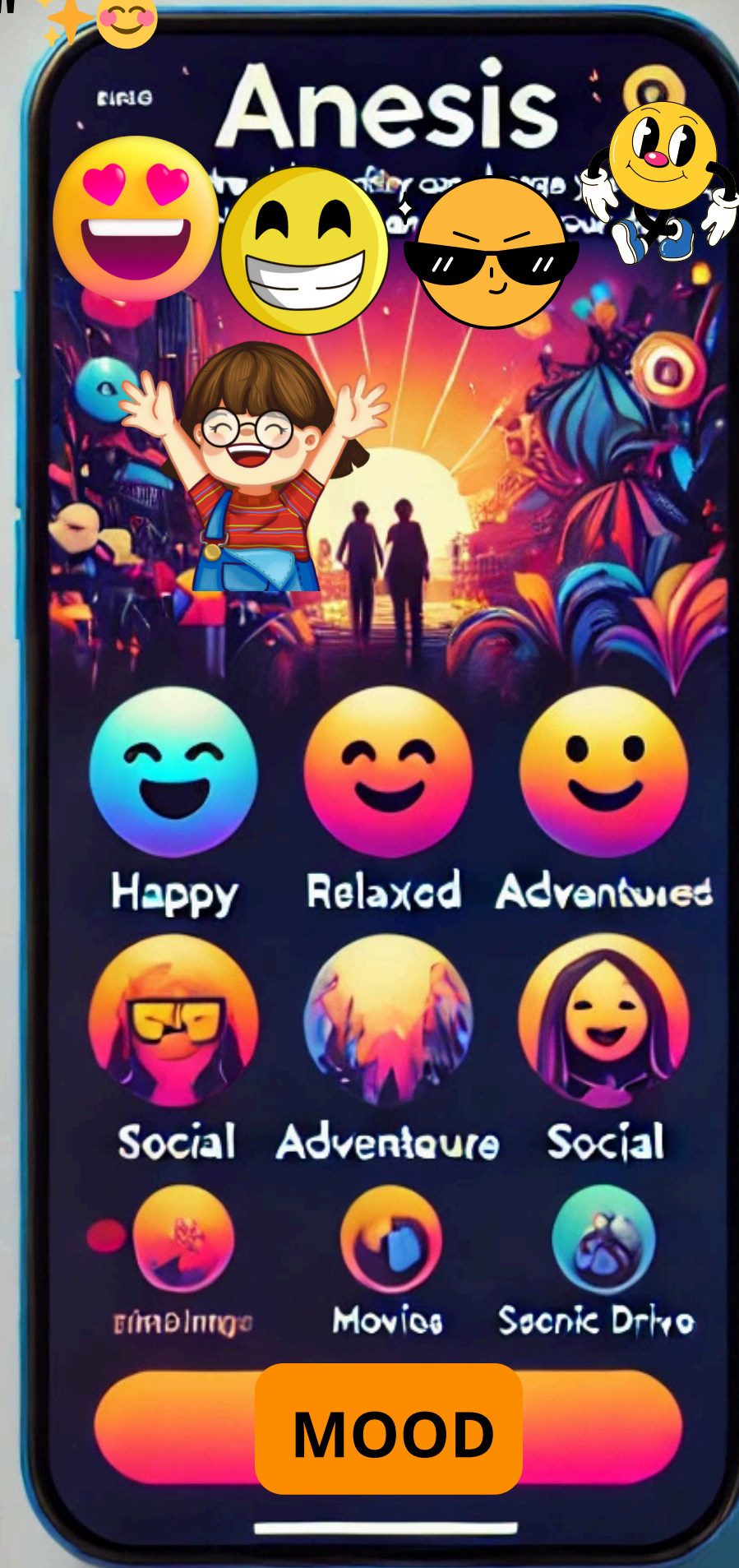




"Anesis - Because the right activity can change your mood, and the right mood can change your day." ✨😊

# Anesis

Change your Mood





# Why, How and What

## PURPOSE & MISSION



Many people struggle to improve their mood when feeling down or bored. Anesis helps users find uplifting activities that match their feelings, location, and budget, making it easier to feel better.

## THE PROCESS



You enter your mood. Anesis checks your feelings and location. The app suggests nearby activities like movies, meals, and events, tailored to your budget and preferences.

## THE SOLUTION



Anesis is an app that suggests activities to boost your mood. It offers personalized recommendations for entertainment, dining, and experiences, acting as your personal concierge for enjoyable activities that fit your lifestyle.

**Search Engine Focus** – Google began as a research project at Stanford and became a commercial search engine, transforming web searches.

**Mobile-First and AI-Driven** – With the rise of smartphones, Google focused on mobile services, investing in Android, artificial intelligence, voice search, and Google Assistant.

**Pivots that  
Google  
undertook.**

**Alphabet Restructuring** – Google rebranded as Alphabet Inc., allowing it to separate its main internet business from projects like Waymo [self-driving cars] and DeepMind [AI].

**Expansion Beyond Search** – Google launched products like Gmail, Google Maps, Android, Chrome, and acquired YouTube, growing into a major tech company.

**AI-Centric Future** – Google is prioritizing generative AI by integrating it into Search, Google Workspace, and Bard [Gemini] to stay competitive.