



Business Plan

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Introduction & Background

Executive Summary

Many people in the 21st century are suffering Psychological and mental problems and some are can die especially in the Middle East and the Arab world a lot of people fear talking about their problems and ashamed and don't want to be judged.

So the idea of this project is to help and encourage people to take therapy and aware them of the bad consequences that could lead to a terrible fate by

- offer an online, secure therapy environment and if necessary anonymous sessions depending on the desire of the Client
- Link the client across the app\website with many experts and professional therapists that could help and support the process as much as possible
- Offer a library of consulting and articles about disorders, type of therapy, advice, etc....

Name

Katharsis which is a Greek word that means purification is a project that will help people release their fear and beat the problems in order to live safe and sound again and decrease the suffering of mankind in a world that is changing to become more selfish and more materialistic.



Our Mission

Our mission is to provide online psychological treatment through an application to help people get rid of psychological diseases and negative energy, and we will also be the second home that embraces the patient.

Our Vision

We aspire to be a permanent and an adaptive place to serve whoever need any kind of psychological support.



Academic studies indicate that 12-20% of Jordanians suffer from psychological disorders, equivalent to approximately one million and 750 thousand citizens, only 5% of them can receive psychological treatment.

In its new organizational structure, the Ministry of Health excluded the creation of a directorate of mental health in Jordan and contented in merging it with “disability” in a directorate affiliated with the Primary Health Care Administration, despite numerous calls for mental health to be given great attention with the imminent launch of the National Mental Health Strategy.

The percentage of spending on mental health is estimated at less than 3% of government spending on health, while the rest goes to hospitals.

All these shortcomings and many others also made us think of finding a solution that will help improve the psychological treatment service, which is our application, which does not require the presence of a place and everything is online.

The Strategic Management Process



Strengths Vs Weaknesses



Strengths	Weaknesses
Contracting with famous and highly experienced psychiatrists. And with experts in psychology.	We rely entirely on external resources.
Credibility and top confidentiality.	As students, none of us has any skill or knowledge in the field of psychology.
Our application provides services for all age categories.	Financing by debt due to lack of capital with us.
There is no need for a building, furniture, and other tangible things that will increase costs.	
The presence of more than one service in the application distinguishes us from traditional psychiatry.	



Opportunities Vs Threats



Opportunities	Threats
The percentage of people with mental health disorders is 13% of the world's population based on the mental health statistics of 2021. And this is only the percentage of the known cases.	Most people have trust issues , they fear their personal information to be stolen.
According to many studies, the COVID-19 pandemic has affected the mental health of a large percentage of people.	People's desires and habits, some people prefer face-to-face psychotherapy and they don't want to try something new.
The percentage of teens and youth is the biggest among the age categories which is more likely to suffer from mental health disorders. Also most present category on social media.	Competitors also consider as a threat.
People's great need for instruments (like our application) that facilitate and save time and effort.	Most people don't admit they have a mental illness (This is common in the Middle East), or they are ashamed.
The younger generations (millennials, GenZ) have more tendencies to open up to psychotherapy and as we mentioned previously they are the biggest category of the target market.	lack of awareness among the importance of psychotherapy.

Key Success Factors



1. Good customer service and top confidentiality that this unique app has.
2. The presence of psychologists who have sufficient experience to deal with many cases, including chronic and incurable diseases.
3. Ease of access for psychiatric patients to the application at the lowest costs and least time.
4. The presence of many specialists and old patients sharing their experiences with new patients.
5. We took a course in entrepreneurship that motivated us to start a project.
6. Teamwork.



Competitive Profile Matrix 213

Key Success Factors

	Our Business			Traditional Psychologists		
	W	R	S	W	R	S
Customer Service	0.25	6	1.5	0.40	5	2
Experienced Psychologists	0.30	6	1.8	0.45	5	2.25
Ease of Access	0.20	6	1.2	0.05	2	0.1
Sharing Experiences	0.05	2	0.1	0.10	1	0.1
Course in entrepreneurship	0.20	3	0.6	0.00	0	0.0
Total			5.2			4.45

GOALS



1. Adding foreign doctors and expanding globally.
2. Increasing the number of famous doctors to attract clients.
3. Adding new special services.
4. Reducing the percentage of people suffering from mental illness.

Objectives

1. Cover and pay off debts as soon as possible.
2. Promote and make a lot of people aware of our application.
3. Create a virtual reality service using Virtual Reality Headset.
4. Web services and maintenance.

Formulate Strategy

The strategy we will adopt is the differentiation strategy. We chose this strategy because our project is a new idea. We will put in it features that make it unique, the first of its kind, and attractive to customers. This of course distinguishes it from other similar applications. The features that will be applied: First, there is a section for detection and treatment, which will include many methods of treatment and is also divided into two parts: treatment for a person with a known identity and treatment for a person with an unknown identity. Let's move to the second section, Here you can communicate with patients who have the same condition as you, or just anyone interested in psychology and has the same hobbies as you. In the third and final section, we have a test to analyze the personality. This test is preferable to start before anything else because it will help psychologists a little in treatment and it is good to put it in your application account to connect you with people who have the same personality as you.



Implement The Strategy

Purpose

Helping people of different groups and ages to reduce and treat their mental illnesses in an easy and unique way that saves time.

Scope

In general, we will help anyone who needs psychological treatment, but our focus will be on people who are ashamed. We will communicate with them without knowing their identity. With our help and support, we hope to get them out of their shells.

Contribution

This application will contribute to improving society because it will reduce the negative energy for many people. Just imagine a society without negative energy or at least a small percentage of it, that would be so cool.

Resource Requirements

The resources required by the application are, first, the programmer or a group of programmers who will program the application appropriately and attractively for customers. Second, contracts with a group of psychiatrists.

Timing

We will start implementing the project after studying it well, developing the appropriate plan, and having all the requirements.

Establish Accurate Control

Customer

It is all about the customer and the main goal is to make sure that the patient will receive the appropriate therapy to make the patient's life easier, more stable, and free of any mental barriers, therefore we will try to avoid the classical way of therapy and reassure the patient that the therapy will be offered anonymously as an online session at a reasonable price which will enable us to build a very strong relationship with the customers.

as long as we maintain the trust between us and the customers when they sense that we will do our best to support the patients and be there for them until the day that they will be cured, also Katharsis platform will ease the communication between us and the clients and allow us to receive any questions and feedback.



Internal Business

We believe that the customer deserves the best therapy and the therapy should be compatible with our vision and to make sure that the patient will receive the best therapy and be satisfied, we will try to deal with the best Psychologists and therapists in the area, with focusing on the technical side and building a high-quality application and platform that will keep us in touch with the clients.

Financial

we will start our project with a medium-size loan although it is not a very big business it will need a minimum requirement of financing to startup the project, in the future after the project expands we may be able to make a public offering to gain additional funds which will give us more access to capital so we can grow the business and raise the standards of the services.

Innovation And Create Value

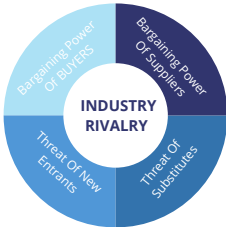
our quest is to match the clients with a multitasking platform that offers everything about mental health, we will offer tests to the patients, also we will match the patients with a huge network of therapists with different specializations to cover each possible case, also Katharsis platform will enable the patients to contact the therapist as an anonymous user and the therapist will diagnose the patients and take the sessions with them regularly until the therapy is done and the patients can ask for advice or ask any questions through the platform.

Corporate Citizenship

when it comes to values, Katharsis is a project whose of its main goal is to reduce the suffering of people and support society, as you know the world is becoming a harder place and everyone deserves to feel happy and secure, so it's our responsibility to eliminate or at least to reduce critical disorders such as depression and to offer Convenience care especially to young people and bring them back on the road to start a new beginning which will ultimately make society safer and happier.

Industry And Market Feasibility Analysis

Porter's Five Forces Model



Industry Rivalry

Our project will be within the health industry, specifically psychiatry. There is certainly great competition in the sector, especially between private hospitals and clinics. The competitors that will pose a threat to us are the traditional psychiatrists, the thing that will put us ahead of them is the features of our application that the traditional psychiatrist cannot provide. What matters most to customers is good service with an appropriate price, and this is what distinguishes our application.



Bargaining Power Of Suppliers

For our project, the suppliers are first, the programmers, to start the project. Second, psychologists, for the growth of the project. Programmers have the power to control the price they want because there are not many professional programmers who can design our application as we want. psychologists' power is not great, because there are many of them, and also because our policy is not to pay salaries, but rather hourly wages. In general, the power of suppliers is medium.

Bargaining Power Of Buyers

In the health sector, people are looking for excellent service and professional and famous doctors. Our application includes all these features, so the price sensitivity of the buyer (customer) will be low. Buyer power is great when there are many sellers for the same service. So far, there is no application similar to ours that provides the services we provide, so the buyer power is low in this case.

Threat Of New Entrants

The daily increasing development of technology makes the possibility of entering a similar and competitive project to ours greater. The important thing is trying to win customers, satisfy them and bring them to the loyalty stage before entering any similar project. At present, starting a project like ours is not easy and requires capital and good study. The threat of entering new projects is not great, and at the same time, it cannot be underestimated.

Threat Of Substitutes

To determine and detect whether our application has a significant threat of substitutes, we need to analyze the following aspects: price, quality.

First, the price, if it is similar or less, we consider it as a substitute and its threat is strong, but if it is more, it is not considered as a substitute unless the quality is perfect and this is the second aspect, if our application has more features, it is not considered as a substitute for us and its threat is weak. In any case, currently, there is no application similar to our application, but if a similar one enters, we will determine its threat based on the two aspects.

Five Forces Matrix

Force	Importance	Threat To Industry	Score
Industry Rivalry	4	3	12
Bargaining Power Of Suppliers	4	3	12
Bargaining Power Of Buyers	2	2	4
Threat Of New Entrants	3	2	6
Threat Of Substitutes	4	3	12
Total			46

Product Or Service Feasibility Analysis

We have made a questionnaire that includes a set of questions, some of the questions were people's opinion of the idea and their desire to try the application. We sent the questionnaire to different age groups, and the answers were encouraging. A very large percentage (92.6%) said that the idea is good and that they will try the application, and also 100% answered yes to will the application motivate people to receive psychological treatment.

Based on this statistic, we can say that there is a market for our application and customers will be willing to purchase our services and try them.

Financial Feasibility Analysis

After research, we found that the cost of programming an application ranges from 5 thousand to 20 thousand, and this depends on the complexity of the application and the number of functions that will be available in it. Our application will cost 15 thousand because it contains a lot of functions. This amount is large and certainly not with us. We will borrow the amount from a financing institution that supports projects. The amount that we will borrow is 16 thousand. There will be one thousand, to promote the project in more than one way while programming the application.



Since we are talking about money, let's talk about pricing. Our application will include options for purchasing hours. The hourly rate will be 12 at first to attract customers. As we mentioned previously, doctors get paid per hour, Doctor's share of the hourly rate will be 60%.

Based on the income statement below we calculated the return on investment, which is almost equal to 22.6%.

About the loan, we will repay it over two years.



1-year forecast income statement for the application in production, assuming that we will get 2000 users that will spend 60jd in an average on our services:

Revenues	120,000 JD
Expenses	
Web services and maintenance	7,000 JD
Psychiatrists	72,000 JD
Salaries	6,000 JD
Advertisements	3,000 JD
Loan	8,652 JD
Earning before tax	23,348 JD
Tax	3,735 JD
Net Income	19,613 JD



Entrepreneurs Feasibility

Marketing Strategy

We will design the application to suit all ages. Our goal is an easy-to-use application, to satisfy customers. Also, with ease, the application will be designed in a way that comforts the user, everything will be satisfying. The application also includes the feature of choosing the color of the theme so that users can choose the color they like and make them feel comfortable.

The promotion strategy will be during application programming, and throughout the year. We will place ads on all social media, create an account on all social media applications, place advertisements on TV channels, and many others.

And we believe that when customers try the application and talk to each other about it, this will make its spread faster and greater.



Distribution

How will you reach us?

Simply our application will be in the Play Store and it will be free for everyone. You only need to download it and take advantage of its services in all confidentiality and safety.

In all ads, we will put a download button that will take you directly to the Play Store

Plan of Operation

We will start our work in the Middle East, and the nature of the work, as we mentioned previously, will be the purchase of a package of hours by customers, and the selection of the time available in the application and the psychologist they want. In the future, we aim to expand and make the application include different nationalities of psychologists, thus different nationalities of clients.

Management Team



Perform data analysis and advise senior managers on profit-maximizing ideas. Financial managers are responsible for the financial health of an organization. They create financial reports, direct investment activities, and develop plans for the long-term financial goals of their organization.

Build awareness by developing and executing marketing strategies to meet consumer needs and maximize profits.

coordinate, and direct the administrative functions of an organization. They oversee the recruiting, interviewing, and hiring of new staff. Monitoring the technical staff to evaluate performance and organize working hours.



Team Members

Salsabel
ShdooH

Ban
Abu Ashoor

Firas
AL-Okour

Rama
Sharara

Roaa
Obeidat

