

WELLNEST

A MENTAL HEALTH SUPPORT APPLICATION



1 in 5 Adults Experience This

1 in 5 adults experience mental health challenges yearly, yet many remain silent. why?



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1 in 5 adults experience mental health challenges yearly, yet many remain silent.
why?

- Stigma
- Lack of awareness
- Hurdles in seeking timely help

WellNest: Bridging the Gap



Mood tracking and journaling tools.



Educational content and self-help resources.



Psychological evaluations



Secure connections to professionals.

Who we compete with

Alma

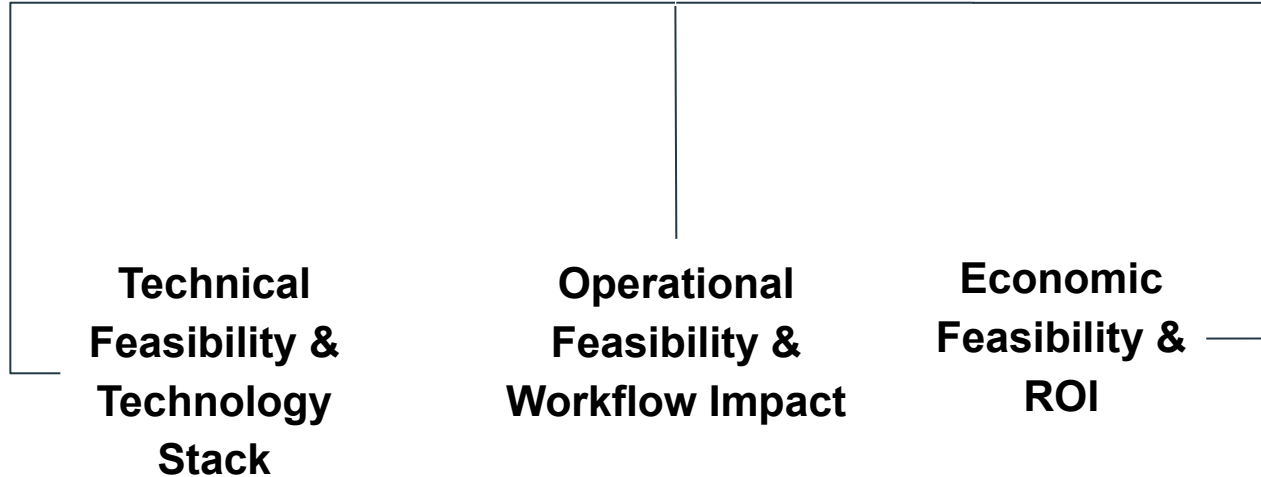


growththerapy

Why WellNest?

- **All-in-One Solution:** Combines self-help tools and professional care.
- **Empowers Professionals:** Offers remote monitoring for personalized care.
- **Affordable and Engaging:** Cost-effective with features that keep users engaged.

Feasibility Study



Technical Feasibility & Technology Stack



Scalable, modular design for reliability and performance.



AES-256 encryption, TLS for data protection, RBAC for access control.



Auto Scaling, Elastic Load Balancing, Lambda for cost-effective resource management.



PostgreSQL on Amazon RDS for structured data storage and scalability.

Operational Feasibility & Workflow Impact

Challenges



Data Privacy Concerns



Infrastructure Scaling



Maintenance and Updates

Benefits

Regulatory Compliance

Data-Driven Decision Making

Increased Efficiency

Economic Feasibility & ROI

Initial Development Costs:

- One-time investment of **\$150,000 CAD** for development and testing incurred at project launch (Month 0).

Ongoing Maintenance Costs:

- Annual costs of **\$50,000 CAD** for server maintenance, updates, and support, starting Month 12.

Revenue Generation:

- Begins in **Month 4**, with an estimated **\$10,000 CAD/month** from subscriptions and premium features.

Break-Even Point:

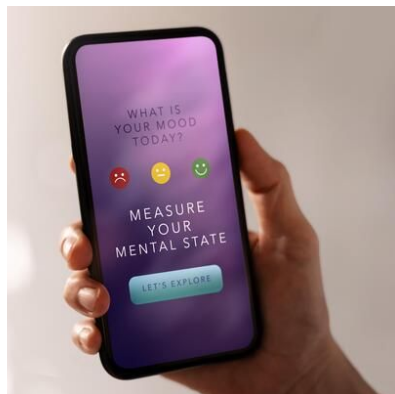
- Achieved around **Month 20**, when cumulative revenue matches cumulative costs.

How the Solution Addresses the Problem

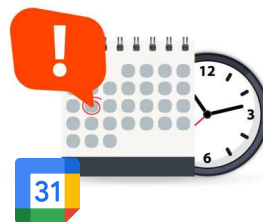
- Tackles stigma and low awareness with accessible self-help tools.
- Empowers users with mood tracking and personalized resources.
- Facilitates easy access to professionals
- Goes beyond competitors like BetterHelp by integrating self-care and therapy access.

Key Features

Patients



Professionals



User Interaction Scenarios

Patient



Professional



Benefits and Impacts

- **Patients:**

- Improved self-awareness
- Access to resources
- Seamless professional care

- **Professionals:**

- Build reputation and credibility.
- Data-driven care.

- **Investors:**

- Revenue stream (subscriptions, premium services).
- Positive CSR impact.

- **Partners:**

- Increased service reach and brand awareness.
- Access to mental health trends for research.

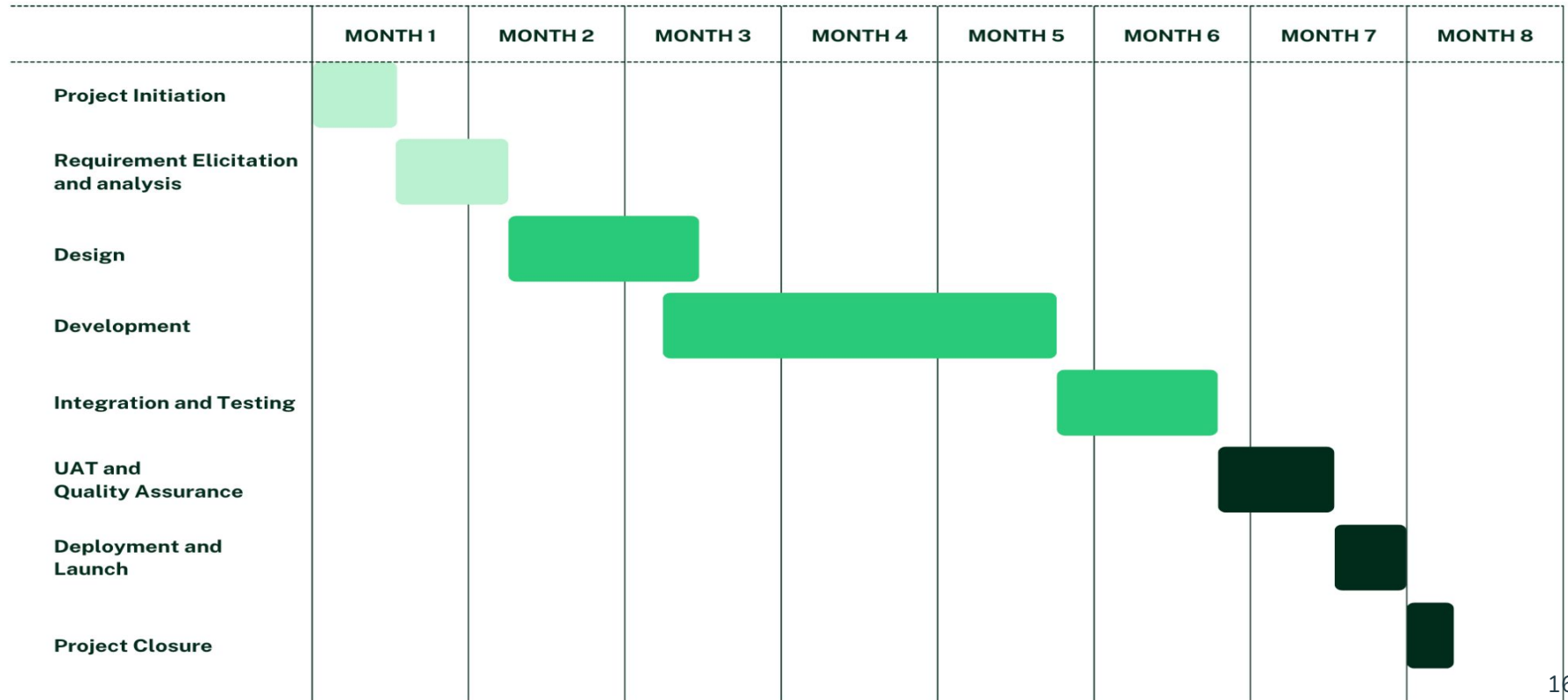
Long-Term Impact:

- Reduced stigma and increased mental health awareness.
- Personalized, evidence-based treatment approaches.

Project Plan

(Work Breakdown Structure)

Project Gantt Chart



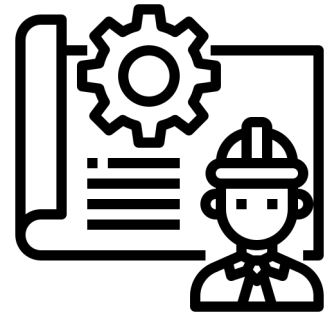
Project Initiation (2 weeks)

- Define Project Scope and Objectives
- Stakeholder Analysis and Engagement
- Resource Allocation and Budgeting
- Initial Risk Assessment and Mitigation



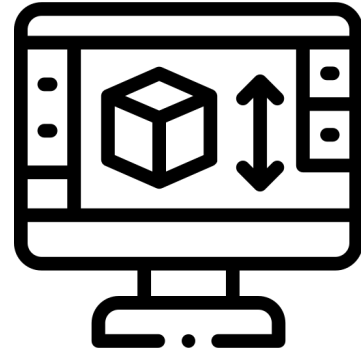
Requirements Gathering and Analysis (3 weeks)

- Requirements Collection
- Requirements Documentation
- Define User Roles and Permissions:



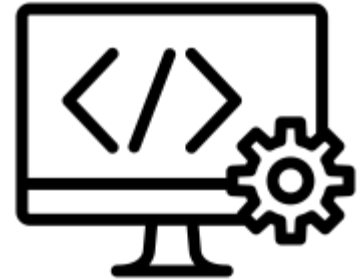
Solution Design (5 weeks)

- Microservices Architecture Design
- Database and Data Encryption Design
- Prototype Development with Figma



Development and Implementation (10 weeks)

- **Microservices Implementation**
- **AWS Infrastructure Setup**
- **Database Implementation and Testing**
- **Frontend Development with React/React Native**



Integration and Testing (4 weeks)

- API Gateway and RESTful APIs Testing
- System Integration with Zookeeper
- Security and Compliance Testing



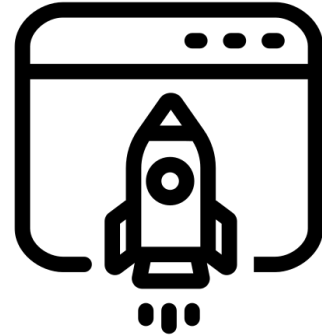
User Acceptance Testing (UAT) and Quality Assurance (3 weeks)

- UAT for Core Features
- Load and Performance Testing
- Accessibility Testing for WCAG Compliance



Deployment and Launch (2 weeks)

- Deployment on AWS
- Monitoring setup
- Go-Live and Support



Project Closure and Handover (1 week)

- Final Documentation
- Lessons Learned and Post-Mortem
- Go-Live and Support



Risk Assessment and Mitigation

Risk Identification

Categories of Risks

- Technical
- Operational
- Financial
- Market
- Environmental



Risk Impact Analysis

Evaluation Criteria:

- Cost, Time, Quality

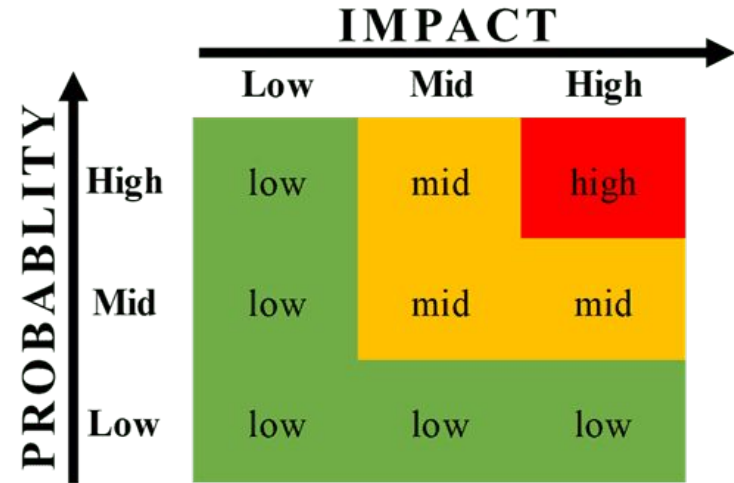
Probability-Impact (P-I) Matrix:

- **Probability Levels:**

- Low=1
- Medium = 2
- High=3

- **Impact Levels:**

- Low=1
- Medium = 2
- High=3



Prioritization of Risks

Prioritization of Risks Based on Severity and Likelihood:

- High-Priority Risks:
 - Data Security Breaches
 - Regulatory Compliance
 - Service Downtime
 - User Adoption
 - Cost Overruns

PROBABILITY	IMPACT				
	VERY LOW	LOW	MEDIUM	HIGH	VERY HIGH
	VERY LIKELY	Yellow	Orange	Red	Red
	LIKELY	Green	Yellow	Orange	Red
	POSSIBLE	Green	Yellow	Orange	Red
	UNLIKELY	Green	Green	Yellow	Orange
	RARE	Green	Green	Green	Yellow

Risk Mitigation Strategies

Prioritization of Risks Based on Severity and Likelihood

- Medium-Priority Risks:
 - Integration Failures
 - Scalability Challenges
 - Stakeholder Misalignment
 - Technological Advancements
- Low-Priority Risks:
 - Resource Shortages
 - Funding Gaps
 - Competitive Landscape
 - Pandemic or Workforce Impact

Contingency Plans for Addressing Unforeseen Challenges

1. Resource Reallocation
2. Timeline Adjustments
3. Stakeholder Communication
4. Safeguards for Security and Compliance
5. Scalability and Load Balancing
6. Alternative Revenue or Funding Source
7. Market Adaptation



Budgeting

Budgeting

Estimated budget: 250000\$

Categorized in two ways:

- Development, Testing, Marketing, and Ongoing Maintenance
- Human Resources, Technology, and External Services

Contingency Budget

First Category

Ongoing Maintenance

18.0%

Marketing/Deployment

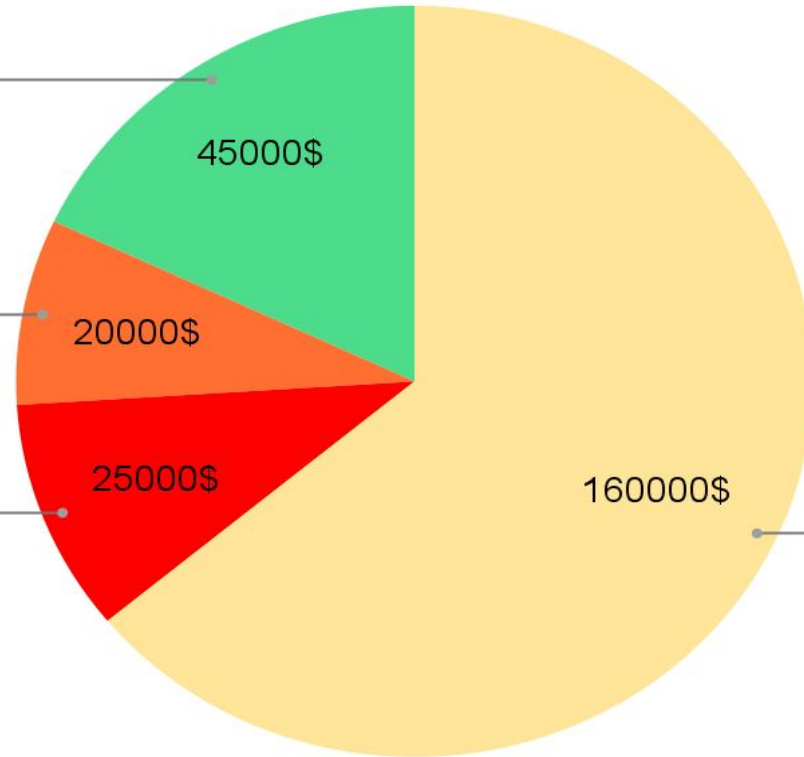
8.0%

Testing

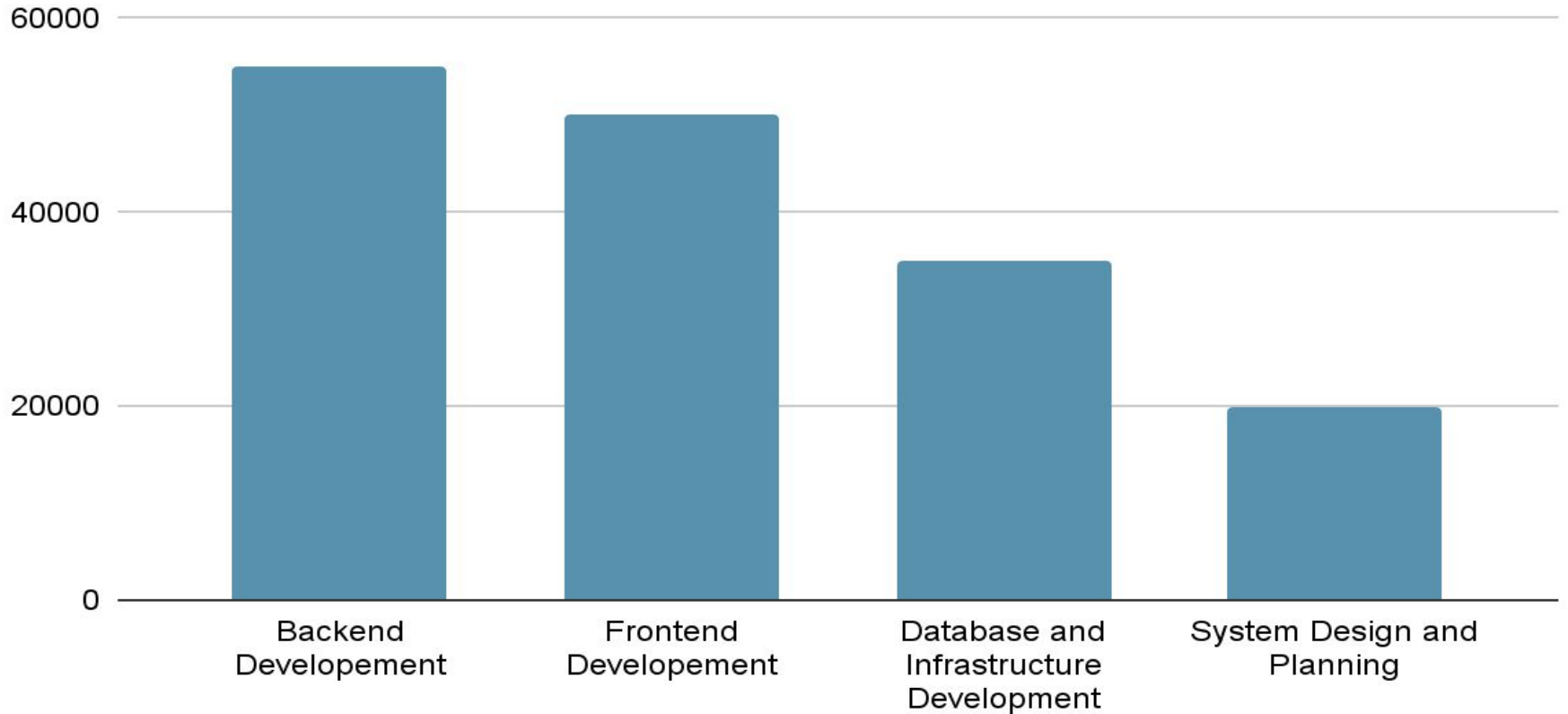
10.0%

Development

64.0%



Development : 160000\$



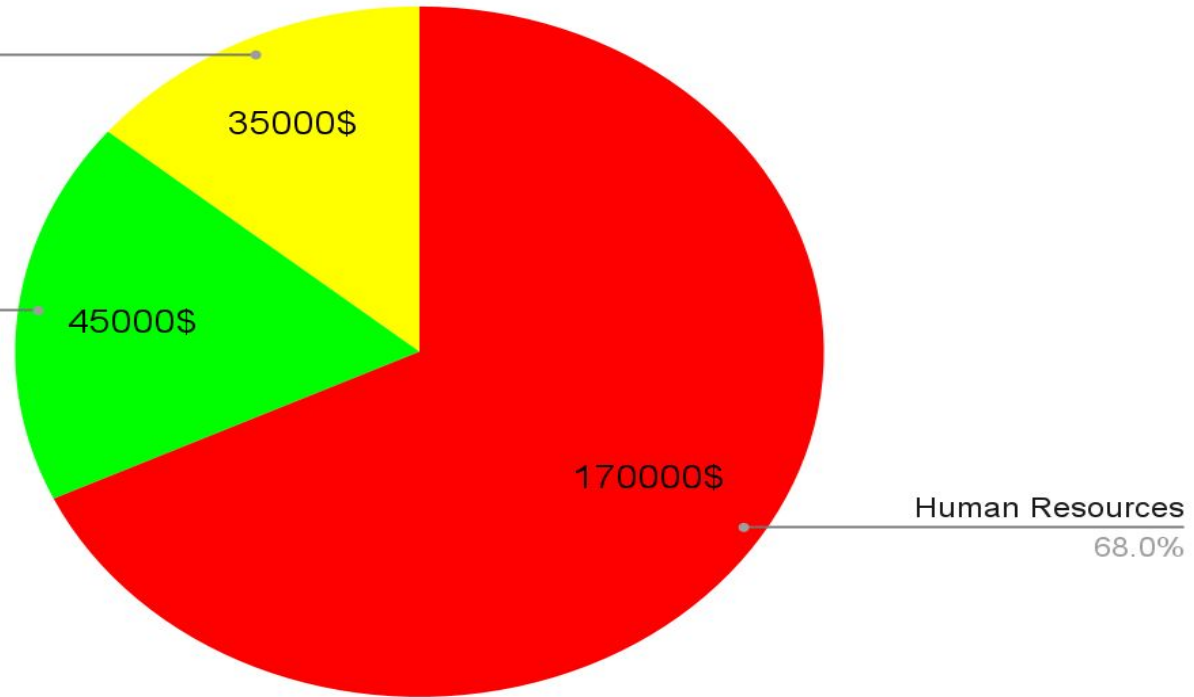
Testing : 25000\$



Second Category

External Services
14.0%

Technology
18.0%



Contingency Budget Allocation for Project Risks

Proposed Allocation

Why a Contingency Budget?

Some of Risks and Uses:

- Design Adjustments
- Development Delays
- Marketing Shortfalls

Support this Initiative

- Providing feedback on our proposed features.
- Partnering with us for implementation and outreach.
- Investing in this transformative solution to ensure its widespread impact."

WellNest

Questions?