

fika

pause and reconnect

Team Eternity

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Problem

Mental illness is the new silent killer. It is affecting 9 crore people in India alone. Suicide is the leading cause of death amongst the age group 15-29. Resources to tackle the problem is absent.



→ **Problem 1**

Increasing number of people suffering from mental disorders

→ **Problem 2**

Treatment gap is a humongous 80%

→ **Problem 3**

Lack of awareness regarding mental health





fika

Revolutionizing the way to combat mental illness

Connecting to professional help with in seconds

Solution 1



Connecting clients to mental health professionals at the touch of a button

Solution 2



Incorporation of informative and helpful media content

Solution 3

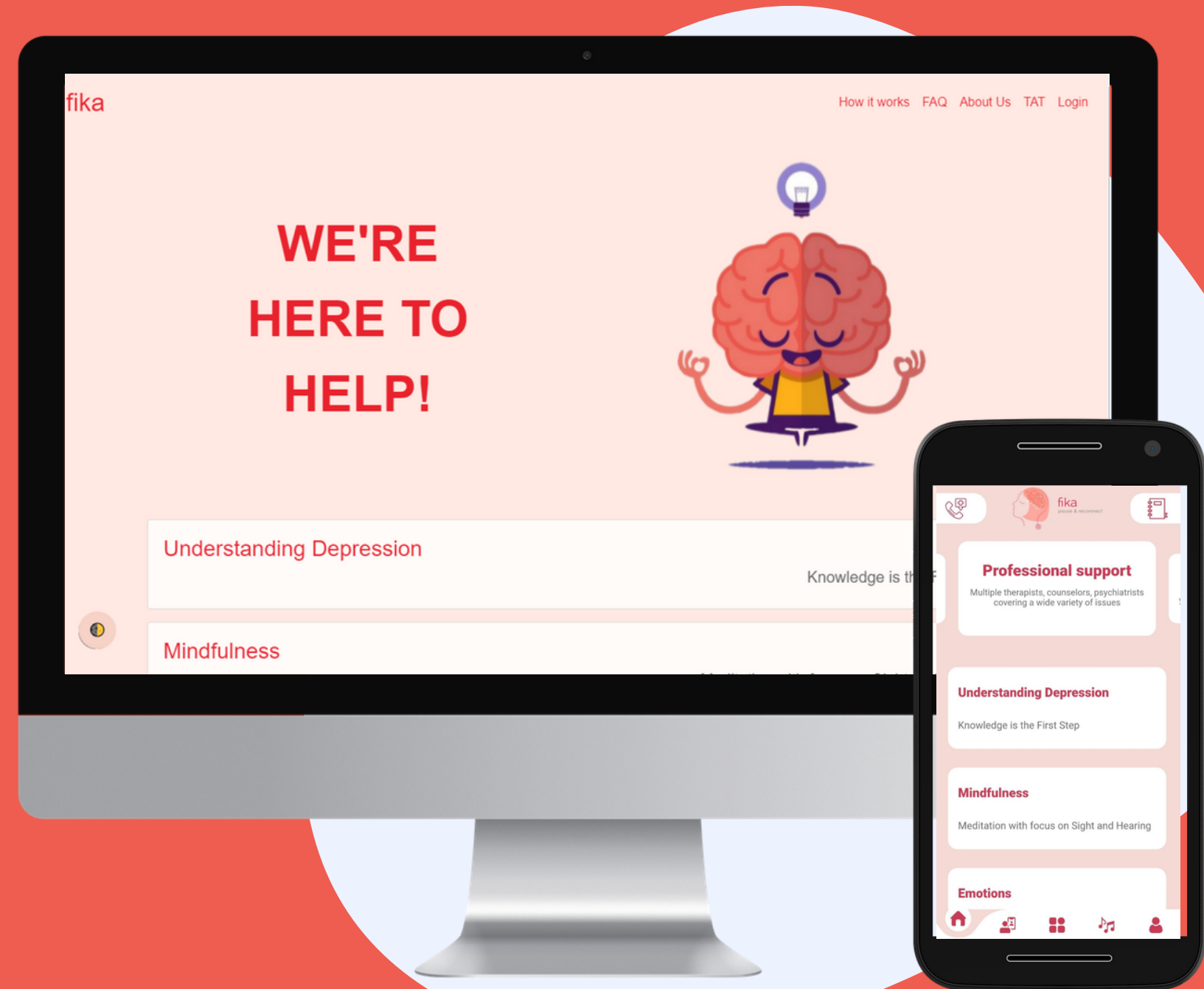


Personalized user experience and special focus on developing countries like India

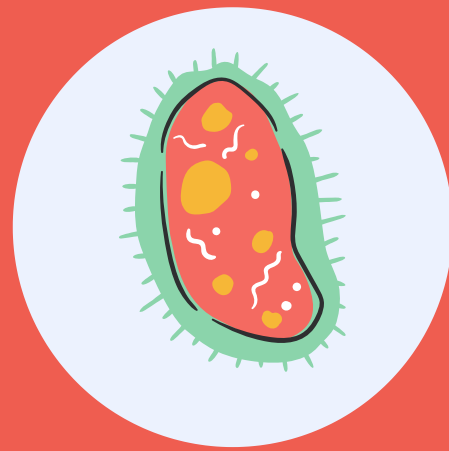


Multi-platform support

Service is available as a website as well as an android app



Timing



Reason 1

The Global pandemic has affected millions of lives and has been detrimental with regards to the mental health of the general public

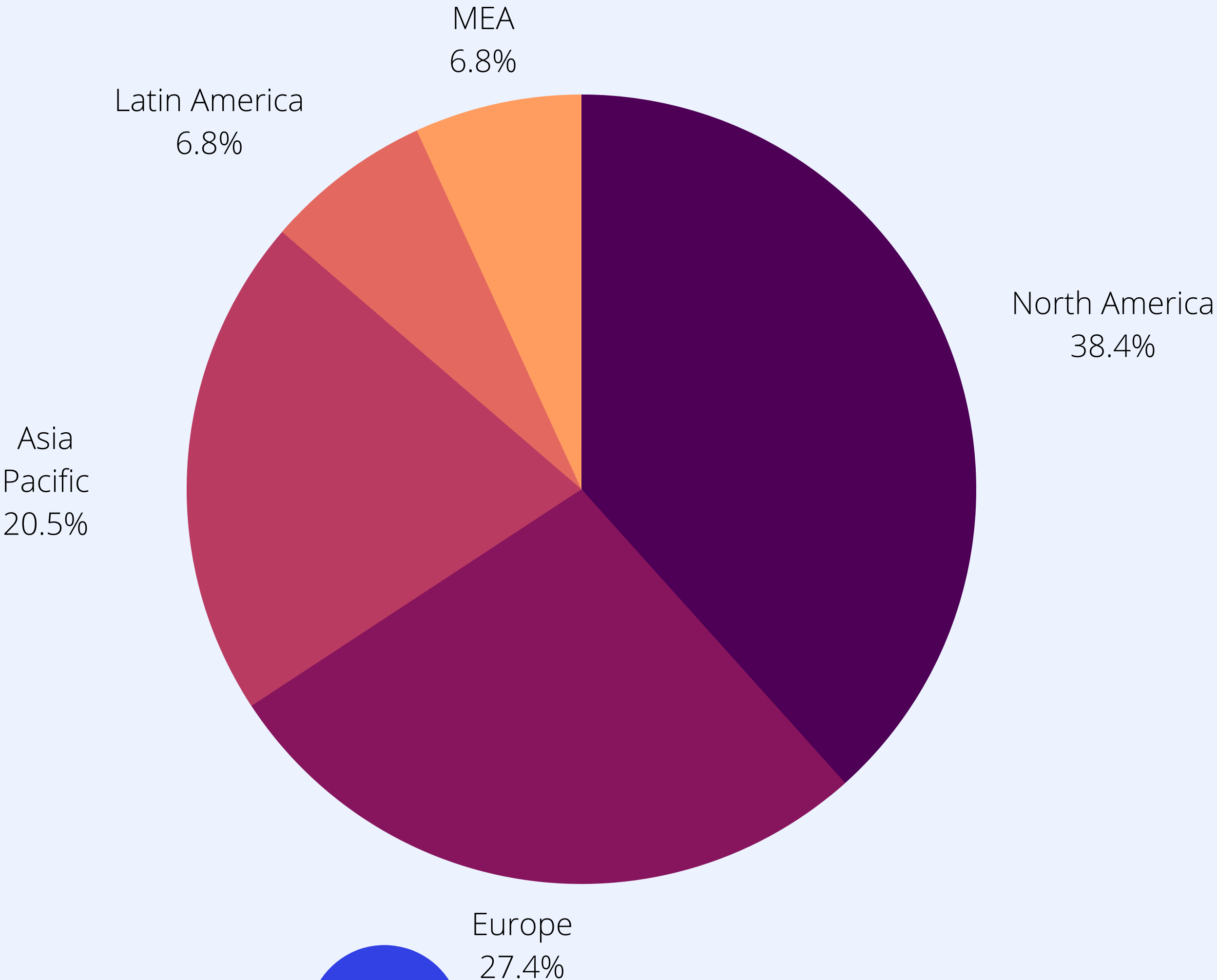


Reason 2

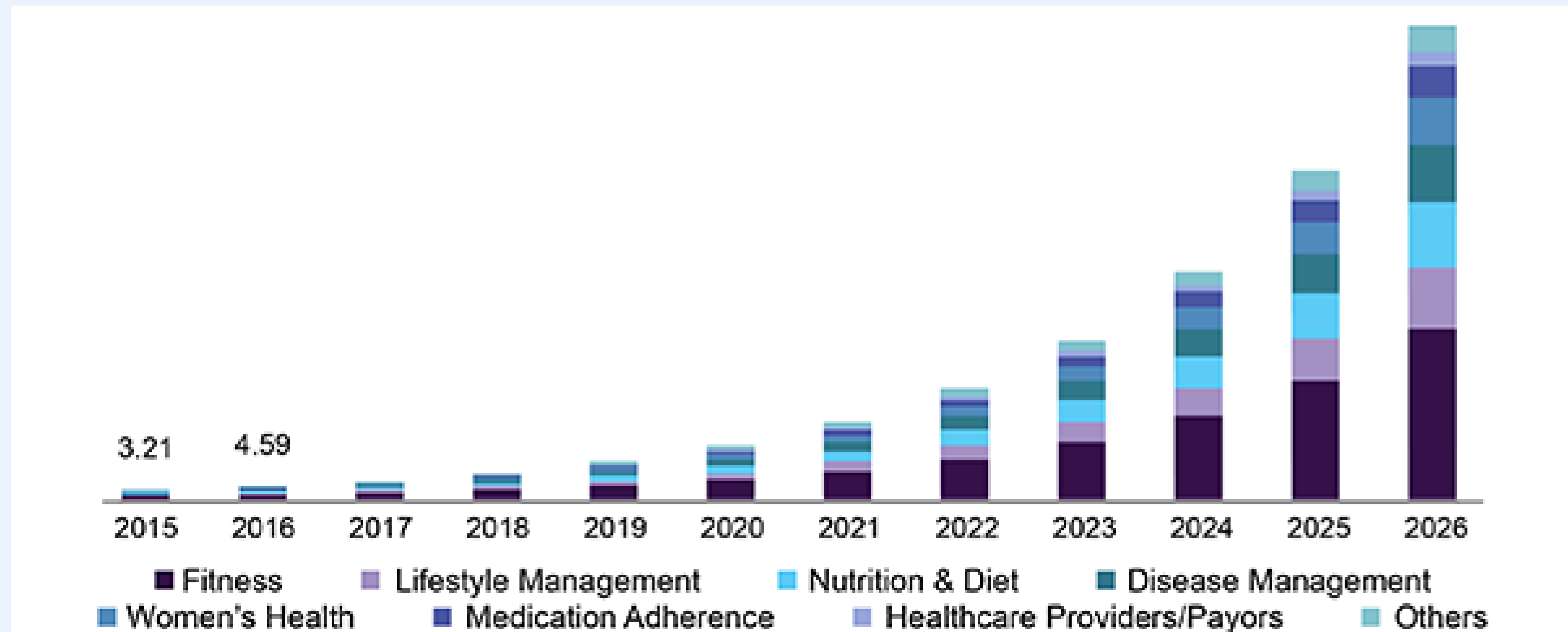
Very few mental health based services which cater to the Indian population



Market Analysis



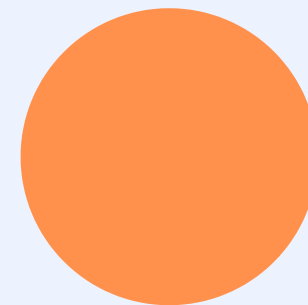
Mental health apps market size (USD Billion)



Direct Competitors



Indirect Competitors



Competitive Advantages

○ Advantage 1

All in one package for everything related to mental health

○ Advantage 2

Seamless booking of appointments with health professionals

○ Advantage 3

More accessible to people with multi-lingual support, dark mode and multi-platform service

○ Advantage 4

Freemium service compared to expensive solutions offered by other companies



Thank you!

Feel free to ask any
questions you may have



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