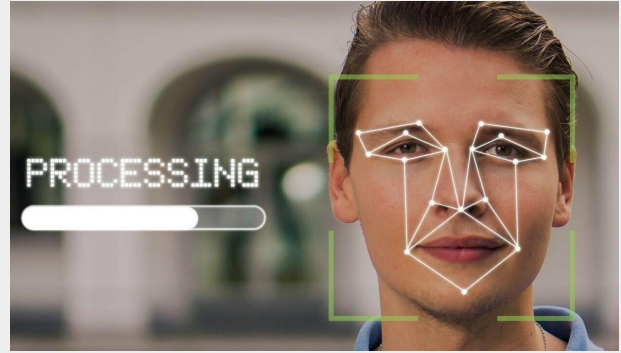


The Problem

AI therapist with **mood recognition** and **eye care** functionalities directly addresses the pressing challenges of modern life, catering to diverse user groups with tailored assistance for **emotional support, stress management, eyes health**, and overall **well-being enhancement**.



Health Concerns in Modern Life we live



Pre-Pandemic Usage

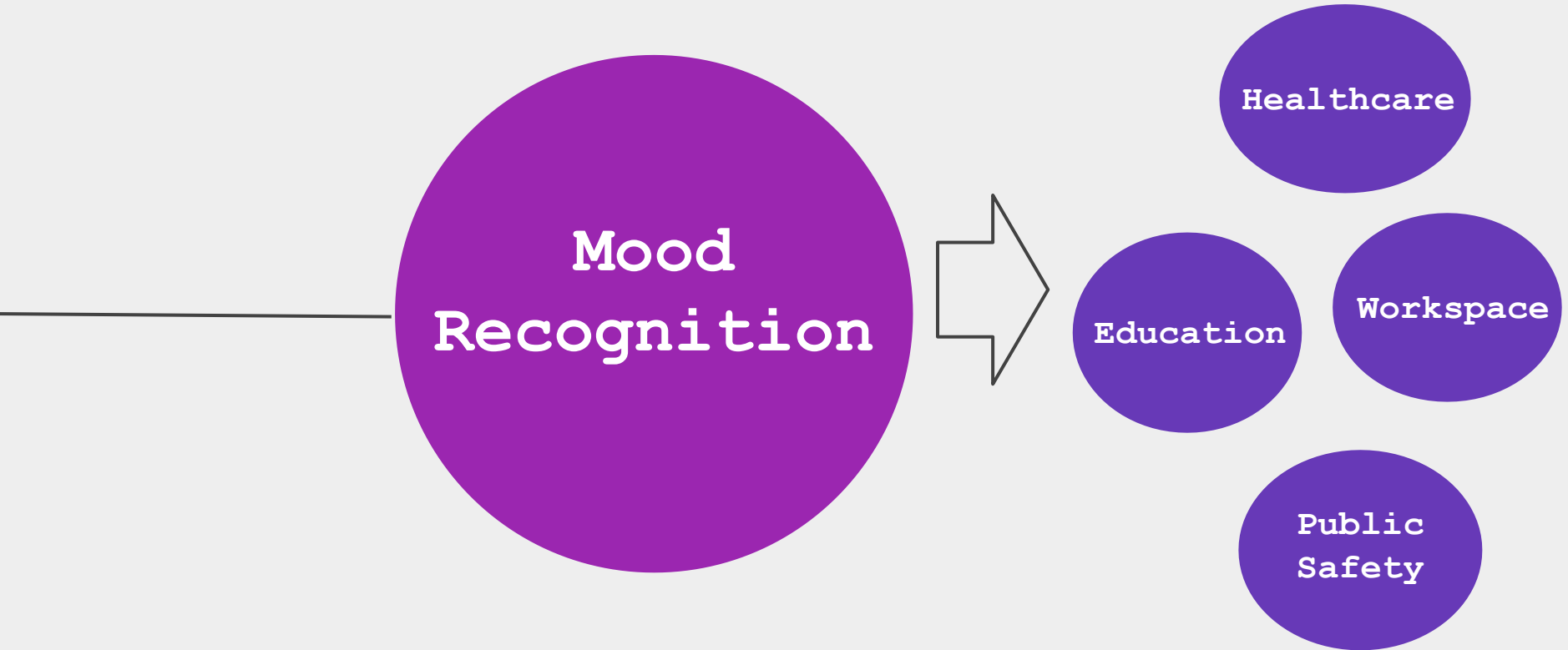
- Survey conducted by the Pew Research Center in 2018 found that 81% of U.S. teens aged 13 to 17 owned a smartphone with 45% online constancy.

Post-Pandemic Surge

- The COVID-19 pandemic accelerated the adoption of technology for remote learning, leisure, and communication.
- According to a report by Common Sense Media in 2021, 82% of U.S. kids aged 2 to 18 now own a smartphone, up from 53% in 2015.
- *With the average teen spending ~7 hours and 22 minutes on*

COVID-19
Pandemic

< Health Concerns in Modern Life we live >



HEALTH CONCERN IN MODERN LIFE WE LIVE

```
graph LR; MR((Mood Recognition)) --> ES((Emotional Support)); MR --> CA((Convenience Accessibility));
```

**Mood
Recognition**

Emotional
Support

Convenience
Accessibility

Angry: 0.00
Disgust: 0.00
Fear: 0.00
Happy: 0.00
Neutral: 0.99
Sad: 0.01
Surprise: 0.00

AI Therapist Lean Canvas

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE
<p>1. Digital Eye Strain and Discomfort</p> <p>2. Difficulty in managing work-life balance, long hours on screen and working with screens.</p> <p>Existing Alternatives</p> <ul style="list-style-type: none"> * Eye checkups and therapy sessions which can be expensive. * Waiting to get appointments for 	<p>1. A comprehensive platform that allows to track eye health and mental health real-time using webcam</p> <p>2. EASY-TO-USE, educates and suggests recommendations for eyes and moods</p> <ul style="list-style-type: none"> * Incorporate a "AI Therapist" feature to help users get feedback and suggestion from AI. 	<p>"Discover Mental Care and Eye Care with Webcam: Real time tracking of your moods and eye health"</p> <p>HIGH-LEVEL CONCEPT:</p> <p>COMPREHENSIVE PLATFORM THAT OFFERS MENTAL HEALTH WELLNESS AND EYE HEALTH</p>	<ul style="list-style-type: none"> Seamless Integration of Services AI-Driven Personalization Real-Time Interventions Educational Content <p>Exclusive partnerships with local health centres, mental wellbeing centres and government hospitals, ensuring access to good dataset of patients.</p> <p>A vast database of patients, models trained for eye care and tracking moods for mental health, we have a lot of social good and wellness to contribute. An app for people by innovators.</p>
KEY METRICS			CHANNELS
1. N. Downloads			Inbound: App Store Optimization (ASO), social

Business Plan & Go-to-mar ket Strategy

Go-to-market Strategy & Business Plan

- Freemium Model: *starting with basic features then earning money by Premium features*

Market Size

according to a report by MarketsandMarkets the global market for AI-powered mental health solutions is expected to reach **\$2.8 billion by 2026**, from **\$0.8 billion in 2021**. This growth is being driven by the increasing prevalence of mental health conditions, the rising demand for personalized and affordable mental health care, and the growing adoption of AI technologies.