



W&H : EUDAIMONIA

Wellbeing & Harmony Reimagined

Pitch Deck



CONTENTS

- About us
 - Problems and solutions
 - [Size of the Market](#)
 - [Competitors](#)
 - [Competitive Advantages](#)
 - Customer personas
 - [Revenue Model](#)
- Plan of action
 - Go to market strategy
 - [Team](#)



About us..

W&H: Eudaimonia is your one-stop shop for mental health, offering a user-friendly platform packed with cutting-edge technology. Track moods and medications with real-time alerts, get matched with a perfect therapist for secure messaging, explore a vast library of expert resources, connect with supportive communities led by licensed counselors, and gain insights through our AI system that analyzes body language for stress and anxiety. Track progress with sophisticated journaling tools, find dedicated support for caregivers, and receive 24/7 companionship from our AI-powered chatbot. W&H: Eudaimonia – your partner on the path to mental well-being.



Problems and Solutions



LACK OF CREDIBLE AND EASY SELF ASSESSMENT TOOLS	W&H: Eudaimonia offers advanced AI based self assessment tools based on vital parameter and body language analysis
LACK OF CLEAR PROGRESS MARKERS IN THE MENTAL HEALTH JOURNEY.	W&H: Eudaimonia offers journaling and AI tracking for progress tracking with optional sharing for support.
FEELINGS OF ISOLATION AND BURNOUT AMONG CAREGIVERS.	W&H: Eudaimonia provides caregiver features with support communities and journaling tools.
LIMITED ACCESS TO QUALIFIED THERAPISTS & CREDIBLE MENTAL HEALTH INFORMATION.	W&H: Eudaimonia provides online therapist matching and curated mental health resources.
STIGMA AND ISOLATION FOLLOWING A MENTAL HEALTH DIAGNOSIS.	W&H: Eudaimonia fosters supportive communities for open conversations.
DIFFICULTY MANAGING MOODS, APPOINTMENTS, AND MEDICATIONS.	W&H: Eudaimonia offers AI-powered mood & medication tracking with alerts.



Size of the Market

Total Available Market (TAM):

148 MILLION

Serviceable Available Market (SAM):

104 MILLION

Serviceable Obtainable Market (SOM):

5 MILLION (3-5 YRS)

- Based on the calculated SOM (Sustainable Obtainable Market) of 5 Million and a modest ARPU (Average Revenue Per User) of ₹400 per person, we can estimate W&H: Eudaimonia's gross revenue potential:

- Gross Revenue Estimate = $SOM * ARPU$

- Gross Revenue Estimate = $5 \text{ Million} * ₹400$

- Gross Revenue Estimate $\approx ₹2 \text{ Billion (yearly)}$

TAM

148 Million

SAM

104 Million

SOM

5 Million





DIRECT COMPETITORS	INDIRECT COMPETITORS
<ul style="list-style-type: none">• Rocket Health• Better Help• Your Dost	<ul style="list-style-type: none">• Level SuperMind• Headspace• Lybrate





W&H: EUDAIMONIA

COMPETITIVE ADVANTAGE

1. Know Yourself Better: Advanced AI

- Go beyond basic trackers.
- W&H's AI self-assessment and mood detection offer a deeper understanding of your physical and mental well-being.

2. Cutting-Edge Research: Academic Collaboration

- Stay on the leading edge.
- W&H partner with an academicians and professor for cutting-edge research, ensuring your experience is powered by the latest advancements.

3. Trustworthy Information: Scientific Accuracy

- Empower yourself with knowledge.
- W&H prioritizes scientific accuracy, providing information you can rely on to manage your health effectively.

4. A Supportive Journey: Built-in Community

- You don't have to go it alone.
- W&H connects you with a supportive community, fostering motivation and accountability on your path to well-being.

5. Smart Tracking & Insights: Technology Advantage

- Track progress, gain insights, stay compliant.
- W&H's AI-powered tracking features go beyond data collection. They provide easy monitoring, identify patterns, and leverage AI to assess mental health for early intervention. Personalized plans keep you engaged and on track.

6. Your One-Stop Mental Wellness Hub

- W&H goes beyond just a platform. We're your comprehensive mental healthcare companion.
- Access personalized guidance from mental health professionals, explore self-help tools, and connect with a supportive community – all within W&H.

CUSTOMER PERSONAS



Name:

Abhimanyu Singh

Age:

28

Occupation:

working professional

Location:

Gurugram, Haryana (Works
in a corporate IT firm)

User Description:

- Abhimanyu is a high-performing software engineer working long hours in a demanding environment. He feels constant pressure to meet deadlines and struggles with work-life balance.

Personal Characteristics:

- Willing to learn
- Solution-oriented

Hobbies and Interests:

- Playing cricket,
- spending time with family, watching movies

Goals:

- Improve work-life balance, manage stress effectively, enhance sleep quality, prevent burnout.

Challenges:

- Juggles a demanding workload with personal commitments.
- Feels pressured to be constantly available and struggles to disconnect from work.

Needs:

- Access to mindfulness exercises, guided anxiety management, and tools for time management. Personalized recommendations for relaxation techniques and healthy lifestyle habits.

Sources of Info:

- Employee wellness programs offered by his company, online articles on mental health in the workplace, recommendations from colleagues.

CUSTOMER PERSONAS



Name:

Riya Sharma

Age:

17

Occupation:

Student

Location:

Kota, Rajasthan (Attends a coaching institute)

User Description:

- Riya is a highly motivated student preparing for IIT entrance exams. She experiences intense pressure to succeed and struggles with anxiety and sleep issues.

Personal Characteristics:

- Willing to learn
- Solution-oriented

Hobbies and Interests:

- Reading fiction,
- listening to music (calming genres)

Goals:

- Reduce stress and anxiety, improve sleep quality, maintain focus during long study sessions.

Challenges:

- Manages a heavy study load and limited free time.
- Feels overwhelmed by competition and societal expectations.
- Hesitant to seek professional help due to stigma.

Needs:

- Access to relaxation techniques, sleep aids, and tools to manage anxiety. Personalized and affordable mental health support and progress tracking to stay motivated.

Sources of Info:

- Recommendations from friends preparing for exams,
- social media groups for students,
- coaching institute announcements.

Revenue Model

Freemium Model (Basic):

- Basic self-assessment tools
- Limited access to educational resources (articles, videos)
- Lite community features (read-only access)

Standard Plan:

- All features of Freemium plan
- Advanced self-assessment tools with personalized insights
- Extensive library of educational resources (articles, videos, interactive modules)
- Active participation in the community (posting, discussions)
- Basic AI-powered tracking and mood monitoring

Premium Plan

- All features of Standard plan
- In-depth personalized guidance and goal setting
- Access to live Q&A sessions with mental health professionals
- Advanced AI-powered tracking with comprehensive mental health insights and early intervention suggestions
- Direct messaging with coaches/therapists for additional support (limited consultations)

please note that this is just a rudimentary list of the plausible features and provisions encompassed within the constraints of the various plans that we seek to offer, the features and pricing will vary as we further refine and fine tune our product.

Revenue Model

Institutional

Subscriptions:

Educational Institutions:

Price: Variable based on institution size and student body

Features:

- Customized platform access for students and faculty
- Bulk student enrollment options
- Data dashboards for anonymous student well-being insights (for institutions)
- Training and support for faculty/staff on using W&H effectively

Corporate Wellness Programs:

Price: Variable based on company size and employee count

Features:

- Customized platform access for employees
- Integration with existing corporate wellness programs
- Access to on-demand webinars and workshops on mental health topics
- Option to include subsidized individual premium plans for employees

Additional Revenue

Streams:

Partnerships: Collaborate with mental health professionals/organizations to offer premium services (therapy sessions, consultations) within the app (revenue sharing model).

Content Creation: Develop and sell downloadable content like mindfulness exercises, guided meditations, or personalized goal-setting templates.

PLAN OF ACTION

Phase 1 (Months 1-2):

W&H: Eudaimonia – Growth Strategy (Phase 1)

- Target: 5,000 Students (Partnerships & Social Media) (Month 1-2)
- Product: Core Student Features (Self-Assessment, Study Planning, Basic AI Tracking) (Month 1)
- Content: Student Mental Health Library (Articles, Videos) (Month 2)
- Metrics: Track Downloads, Engagement & Conversions (Ongoing)
- Feedback: User Surveys for Improvement (Month 2)



W&H: Eudaimonia – Growth Strategy (Phase 2)

- Target: 15,000 Users (Focus: University Students)
- Marketing: Social Ads, Student Orgs & Clubs (Workshops) (Month 3)
- Partnerships: University Counselors (Month 4)
- Product: Student Features (Sleep, Mindfulness) (Month 3)
- Community: Forum for Student Connection (Month 4)
- Metrics: Track User Growth, Demographics & A/B Test Marketing (Ongoing)

Phase 2 (Months 3-4):



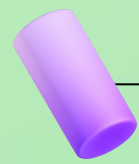
PLAN OF ACTION

Phase 3(Months 5-6):

- Target: 30,000 Users & Pilot with Corporate Partner (Month 5-6)
- Content: Workplace Mental Health (Blogs, Webinars)
- Events: Industry Conferences & Participation (Month 5)
- Product: Work-Life Balance & Productivity Tools (Month 5)
- Pilot: Secure & Analyze Corporate Program (Month 6)

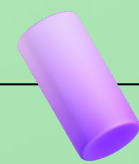


GO TO MARKET STRATEGY



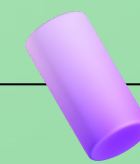
Q1

MVP Development and launch to a targeted audience within BITS, Hyderabad campus. Product refinement and enrichment will be main priorities



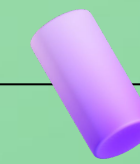
Q2 TARGETED LAUNCH (MONTHS 1–6):

W&H targets students (15–18) with basic AI for mental health & study



Q3 AUDIENCE EXPANSION (MONTHS 7–12):

W&H expands to universities (18–23), refines AI for personalization



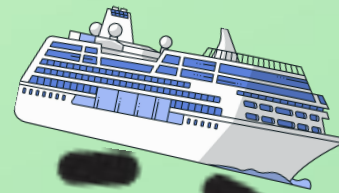
Q4 MARKET DIVERSIFICATION (MONTHS 13–18):

W&H targets working professionals (24–32) with AI for mental health & early intervention

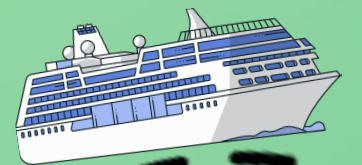
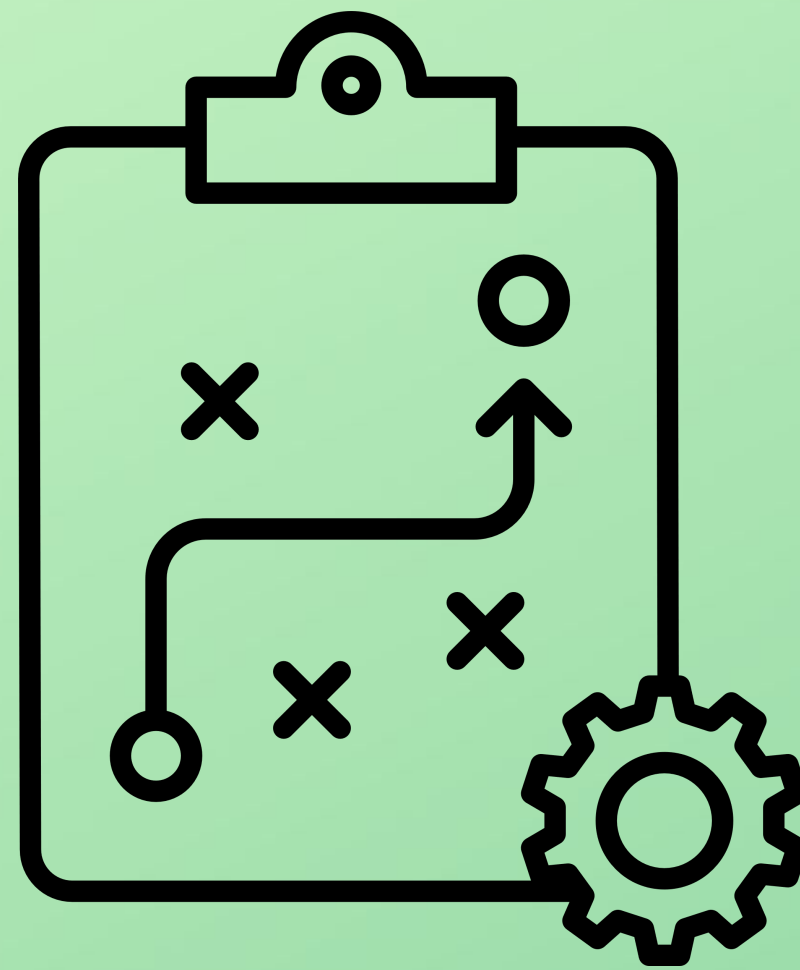
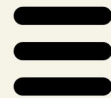
GO TO MARKET STRATEGY

Stage

1



- Target: Exam Prep Students (15–18)
- Goal: Validate Core Features & Build User Base
- Downloads: 30,000 | MAU: 10,000 (10m Avg)
- Partnerships: 20 Coaching Institutes
- Focus: Student Needs, Basic AI for Mood & Patterns (Months 1–4)



Stage

2

- W&H: Eudaimonia – Growth Strategy
- Target: Expand to University Students (18–23)
- Goal: Grow User Base, Refine AI, Generate Revenue
- 80,000 Users | 30,000 MAU (15m Avg)
- Freemium to Standard: 10% Conversion (Uni Students)
- AI: Complex Patterns & Personalized Insights (Months 7–12)



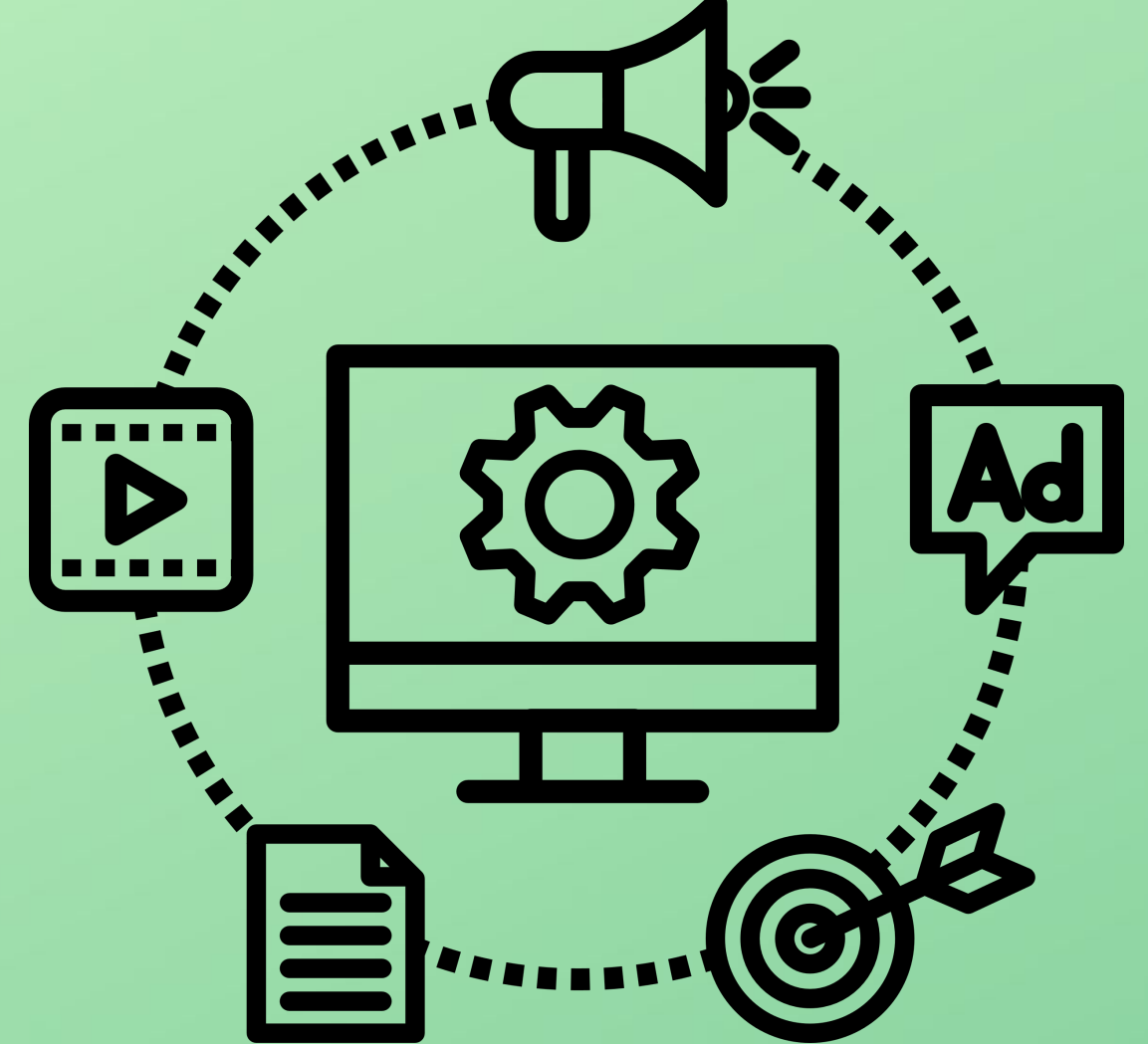
GO TO MARKET STRATEGY

Stage

3



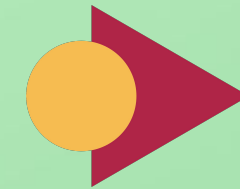
- W&H: Eudaimonia – Growth Strategy (Stage 3)
- Target: Working Professionals (24–32) & Educational Institutions
- Goal: Diversify Market, Partner, Refine AI
- 150,000 Users | 50,000 MAU (20m Avg)
- Freemium to Standard: 20% Conversion (Professionals)
- AI: Early Intervention for Mental Health (Months 13–18)



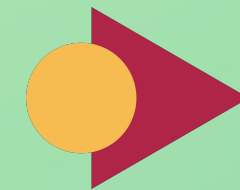


*Thank
You*

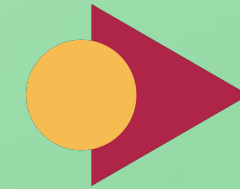
The Team



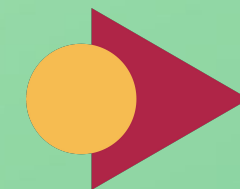
Soumil Nema
Co-founder



Aashi Sharma
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**THANK YOU FOR YOUR TIME!
REACH OUT TO US FOR QUESTIONS.**

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