

SAKHA

(Student Amicable
Kompanion and Health
Assistant)

-by SKAPED

Group Number – 15 (SKAPED)

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Business Overview

Targeted Problem and Audience

- One-stop health, wellness, social and mental solution service for students.
- Improve on the existing solutions by catering to the specific market of students of schools and colleges staying away from home and not having the feasibility of availing all types of diet solutions.
- Focus on the mental health aspect which has been a long-standing problem among students due to lack of current productive solutions.

Proposed Services

- SAKHA (Student Amicable Kompanion and Health Assistant) - one-stop comprehensive application service.
- Diet Charts and Meal Planning based on menu constraints due to mess food and lack of cooking equipments.
- “Mental Health Buddy” to guide students through the stressful times.
- Use of state-of-the-art AI models for judgement-free services and confidentiality.
- Personalized expert advice when requested and other subscription model benefits.



Relevant Competition

Health and Fitness Services

- HealthifyMe: Weight Loss Plan

Takes into account your current body health status, the health goals you want to achieve and suggests a diet and workout plan on a subscription model basis.

An active monthly user base of 20 Lakh users in the 20-50 age group and the largest faction being the 25-34 age group. Monthly subscription costs around Rs.700.

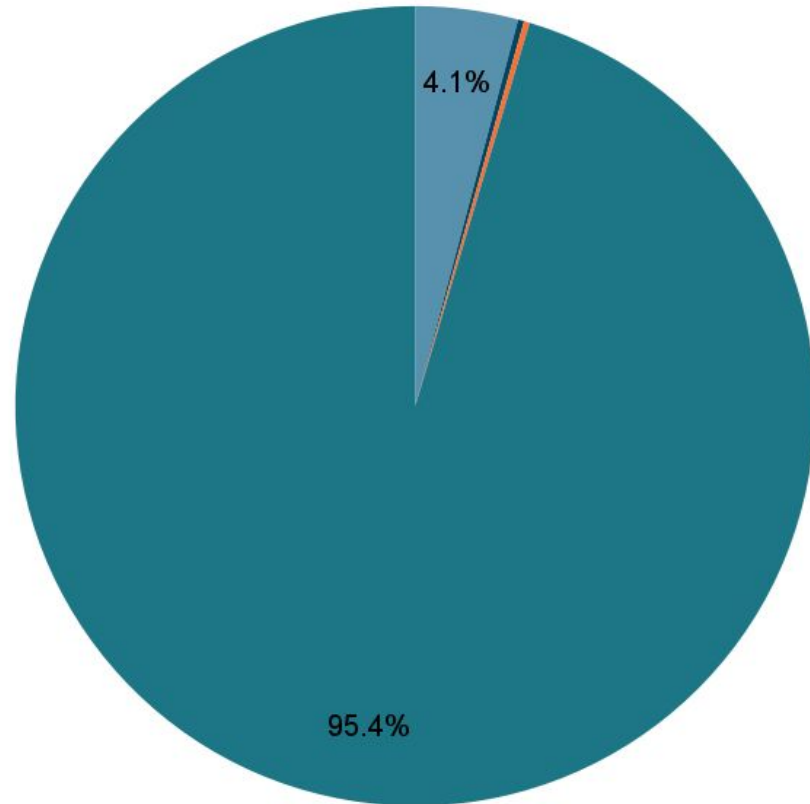
Similar Services

- MyFitnessPal - Calorie Counter
- Fitpass - Gyms and Fitness Pass
- Cult.fit Health Fitness and Gyms



Approximate User Distribution - Health and Fitness (Demographic : India, 18-24y)

- Healthifyme 4.1%
- cult.fit 0.25%
- Others 0.25%
- Untapped 95.4%



Mental Health Services

- BetterHelp - Provides professional help to overcome mental health issues on a subscription basis (billed at around 60-90 \$ per week) after collecting data from user through questionnaire.
- Wysa: Mental Health Support - Provides mental health solutions using a “Emotionally intelligent chatbot” that uses AI to react to emotions the user expresses. Professional help and premium features are available on subscription basis ranging from 100\$ per week to 100\$ an year.
- Headspace - Guided Meditations, Courses and Mindfulness exercises to deal with stress, anxiety and other mental health aspects. Subscription pricing ranging from 6-13 \$ per month.

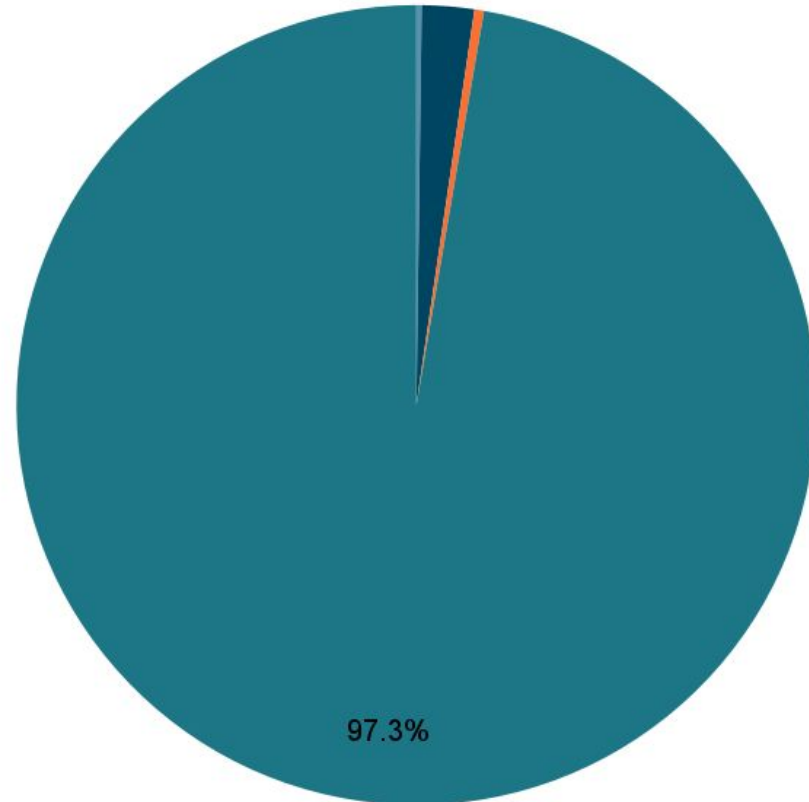
Similar Services

- Talkspace
- BetterMe: Mental Health



Approximate User Distribution - Mental Health Subscription (Demographic : India, 18-24y)

- Betterhelp 0.2%
- Wysa 2.1%
- Headspace 0.4%
- Untapped 97.3%



Enter Sakha

Our services include an one-stop health and wellness solution service named “**SAKHA - Student Amicable K(C)ompanion and Health Assistant**” which includes

1. **Meal charts** - managing health aspirations through the struggle of mess food and junk food cravings.
2. **Feasible diet plans** (Intermittent Fasting, Low carb, High Protein, etc.)
3. **Workout plans** (requirement specific) - juggling your way through the tough class hours.
4. **Friend Groups** to share fitness and well-being information amongst college friends .
5. **Economical** for students with different subscription plans: individual, group, corporate(College Admin).

Edge over Competition

- Existing physical health solutions don't explicitly target the student population (specifically those staying away from home); instead, they cater to a larger market. The considerable differences between student health solutions and those that serve the general populace, gives our business an advantage. The diet and exercise routines offered by current health solutions are neither practical nor economical for students to access and maintain.
- For all these programmes, most current services demand a substantial premium (500-900 rupees per month). For students and young adults such steep prices strongly discourages the use of wellness apps. In fact, this may lead to more stress financially for many users.
- College counselling centres have proved to be inefficient with multiple problems including, incompetency, understaffed centres, and more importantly a side window of communication with the administration about private issues.
- With increasing awareness about mental health and unfortunately, the increasing uncertainties in student lives, we strongly believe SAKHA can solve this longstanding and urgent problem.



...Complete Physical, Mental and Social Well-Being

At **SAKHA**, we do not look at mental health to be separate from physical well-being as is also recommended by WHO.

SAKHA's state-of-the-art AI chatbot, specifically catered to handle the Indian psychology and the young adult mindset gets you the help you need in the most discrete fashion possible.

A well-designed MealModeler that can alter popular diet option based on any constraints you might face from allergies – to mess menus.

A top-notch FitnessScheduler that can work in constraints relating to those tough days with 8-1 Classes and 2-5 Lab hours.

With the ability to form Fitness and Well-Being groups the power is in the hands of the user to form healthy, motivating and positive spaces.

And in times of need, we guarantee a 24*7 human counsellor and medical advisor with an average waiting time of 10 minutes.



Implementation

- Take **college surveys** and get to know how we can make our services more “student-friendly”.
- Bring together **highly trained health professionals** to bring to each and every student the best of health solutions.
- Build user **friendly application services** and keep improving on them by rolling out various versions and continual beta-testing among student users.
- Make the health solutions **feasible and affordable** for creating market pull and bring newer **appealing subscription** features.
- Conduct webinars and school/college **promotional activities** as a part of marketing and sales strategy.
- Innovative **campus affiliate program** to popularize the program and gain more traction amongst the target market.
- FUTURE PLANS: enlarge market to the working class of young adults probably bachelors, with very little time and energy left.



Vision and Mission

We@SAKHA” do not look at mental health differently. We are eager to become the friendly companion you need, to aid you through the toughest of times. We do not ask you to fill up big questionnaires - instead we figure out together what is disturbing you and how we can solve it. We do not charge you for your first mental health advice session . You just need to book an appointment and you will get a call from us within 10 minutes. We also have our AI chatbot continually trained across various scenarios to help you through meanwhile. Our subscription model features include weekly therapy sessions, guided meditation and mindfulness exercise sessions, group therapy discussions that allows you to share your own recovery story and get inspired by others stories as we collectively march towards to goal of mental well-being.



Estimated Sales projections and P&L statement

Year	Fixed Running cost*	Variable cost**	No. of users	Total Cost	Yearly Subscription Fee***	Net Sales	Gross Profit	Gross Profit %
1	50,00,000	2,500	5,000	1,75,00,000	3,000	1,50,00,000	-25,00,000	-16.67
2	1,00,00,000	2,700	40,000	11,80,00,000	3,000	12,00,00,000	20,00,000	1.67
3	2,00,00,000	3,000	1,00,000	32,00,00,000	3,600	36,00,00,000	4,00,00,000	11.11
4	3,50,00,000	3,300	5,00,000	1,68,50,00,000	4,400	2,20,00,00,000	51,50,00,000	23.41
5	5,00,00,000	3,800	10,00,000	3,85,00,00,000	5,400	5,40,00,00,000	1,55,00,00,000	28.70

*Fixed Cost (per year) = Application Services maintenance/upgradation costs + AI chatbot maintenance/upgradation costs + Professional experts retention cost + Company Organization salary + Marketing/Promotions

** Variable Cost (per year, per user) = Professional Expert (charged per session) cost + AI chatbot (charged per query) cost + subscription model features availability costs

*** Yearly Subscription fee - indicates an average yearly fee across different subscription models



**Thank
You**

