

Business Model Canvas

Designed for:

Terapi

Designed by:










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1.0

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| <div><div>Key Partners</div><div></div><div><ul style="list-style-type: none">TherapistKementerian Pembangunan Wanita, Keluarga dan Masyarakat (KPWKM)Bahagian Sains Kesihatan BersekutuInstitut Kesihatan Negara (NIH)Bahagian Pembangunan Kesihatan KeluargaBahagian Perkembangan Kesihatan AwamCradleMRANTIMDEC</div></div> | <div><div>Key Activities</div><div></div><div><ul style="list-style-type: none">App developmentAI implementationData analysisContent updatesMarketing and promotionCustomer support</div></div> <div><div>Key Resources</div><div></div><div><ul style="list-style-type: none">Skilled developersData analystMarketing materialsCustomer support team</div></div> | <div><div>Value Propositions</div><div></div><div><ul style="list-style-type: none">Personalized counseling recommendations for targeted support and empowerment.Specialized therapist recommendation based on user test result for appointmentTransparent online forum connecting clients and therapists for real-time engagement and comprehensive support.Implementation of AI-powered virtual assistant chat, delivering personalized help and recommendation.AI-powered app offering personalized health guidance, help notifications, and progress tracking for holistic counseling.</div></div> | <div><div>Customer Relationships</div><div></div><div><ul style="list-style-type: none">Free first therapist for every userPoint rewards per appointmentTherapist ranking , suggesting therapist with higher rating.</div></div> <div><div>Channels</div><div></div><div><ul style="list-style-type: none">Social mediaWebsiteAdsWord of mouth</div></div> | <div><div>Customer Segments</div><div></div><div><div>Client</div><div><ul style="list-style-type: none">Overworked ProfessionalsStudents Under PressureMental Health SeekersCareer Transition SeekersNew ParentsRelationship ChallengesRetireesHealth and Fitness GoalsAging AdultsAddicts</div><div>Therapist</div><div><ul style="list-style-type: none">Established TherapistsNew TherapistsSpecialized TherapistsTelehealth PractitionersMultilingual Therapists</div></div></div> |
| <div><div>Cost Structure</div><div></div><div><div><ul style="list-style-type: none">Development CostsMaintenance and UpdatesArtificial Intelligence TokensServer and HostingData Security and ComplianceMarketing and PromotionContent Creation and Licensing</div><div><ul style="list-style-type: none">Partnerships and VerificationsCustomer SupportAdministrative and Overhead Costs</div></div></div> | | | <div><div>Revenue Streams</div><div></div><div><ul style="list-style-type: none">Subscription Fees: Offer different subscription tiers with varying features and access levels.Therapy Sessions: Offer paid virtual or face to face counseling sessions with verified therapists as an additional service.In-App Purchases: Provide additional premium content, resources, or features for purchase within the app.Advertising: Generate revenue through display ads, sponsored content, or partnerships with relevant brands or services.</div></div> | |