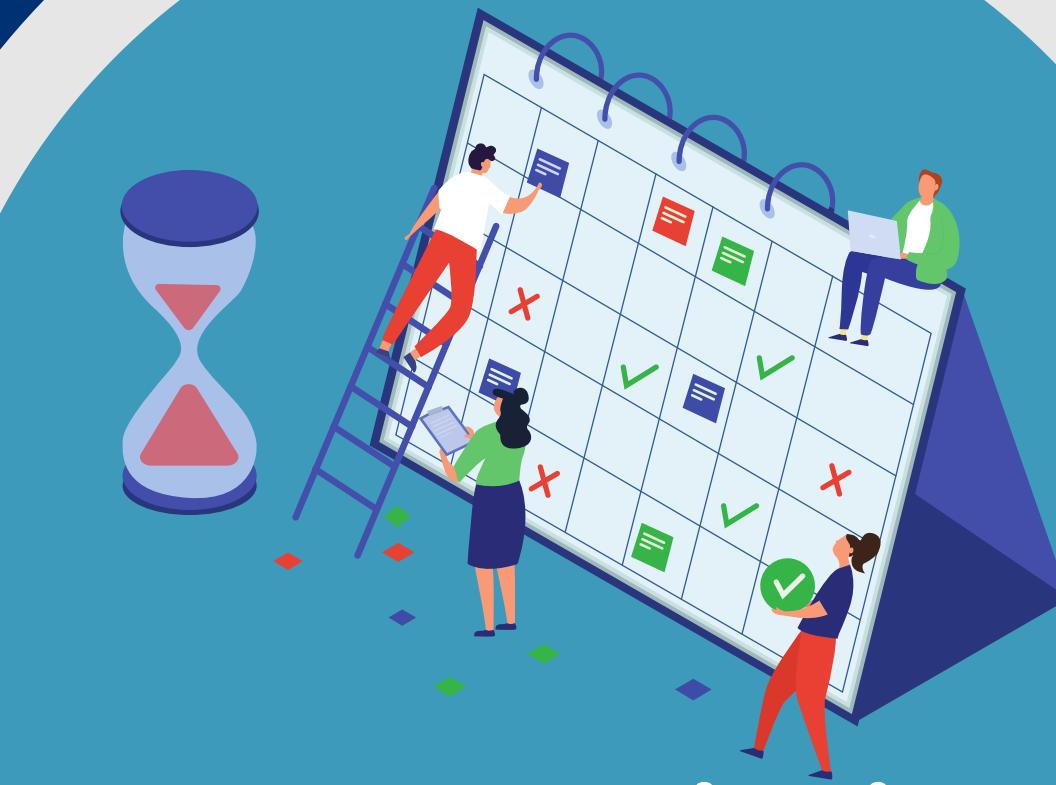




Healthify.



Dynamic Task Division



Mental Monitoring

DISRUPT THE MENTAL HEALTH INDUSTRY

OUR PRINCIPLES

PRIVACY

Personal data
remains private

TRANSPARENCY

Consent &
Acknowledgment

EFFECTIVENESS

Consent &
Acknowledgment

ACCESSIBILITY

to Technology

COLLABORATION

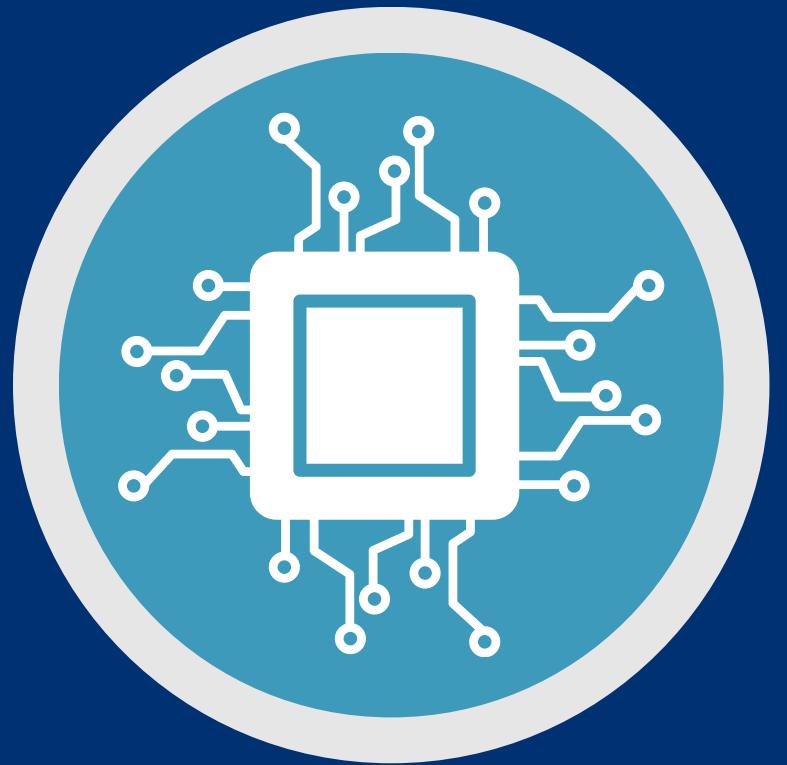
Close knit network of
stakeholders

EXCLUSIVENESS

Remain exclusive as a
company



TIPPING POINT



Digital
Malfunctions



Employee
Dishonesty

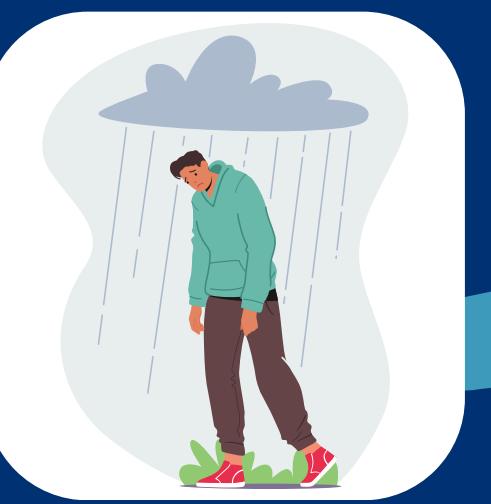


Productivity
Snowball
Effect

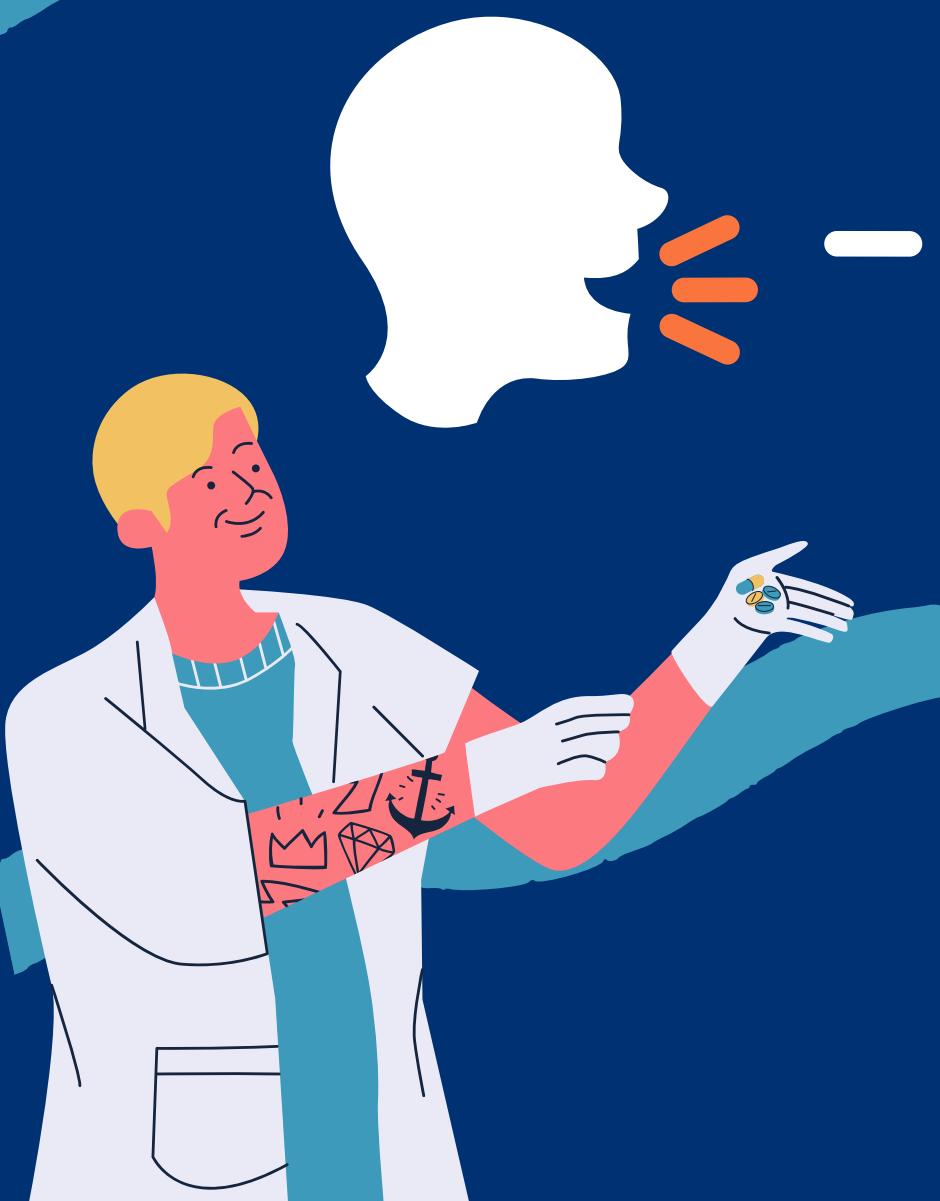




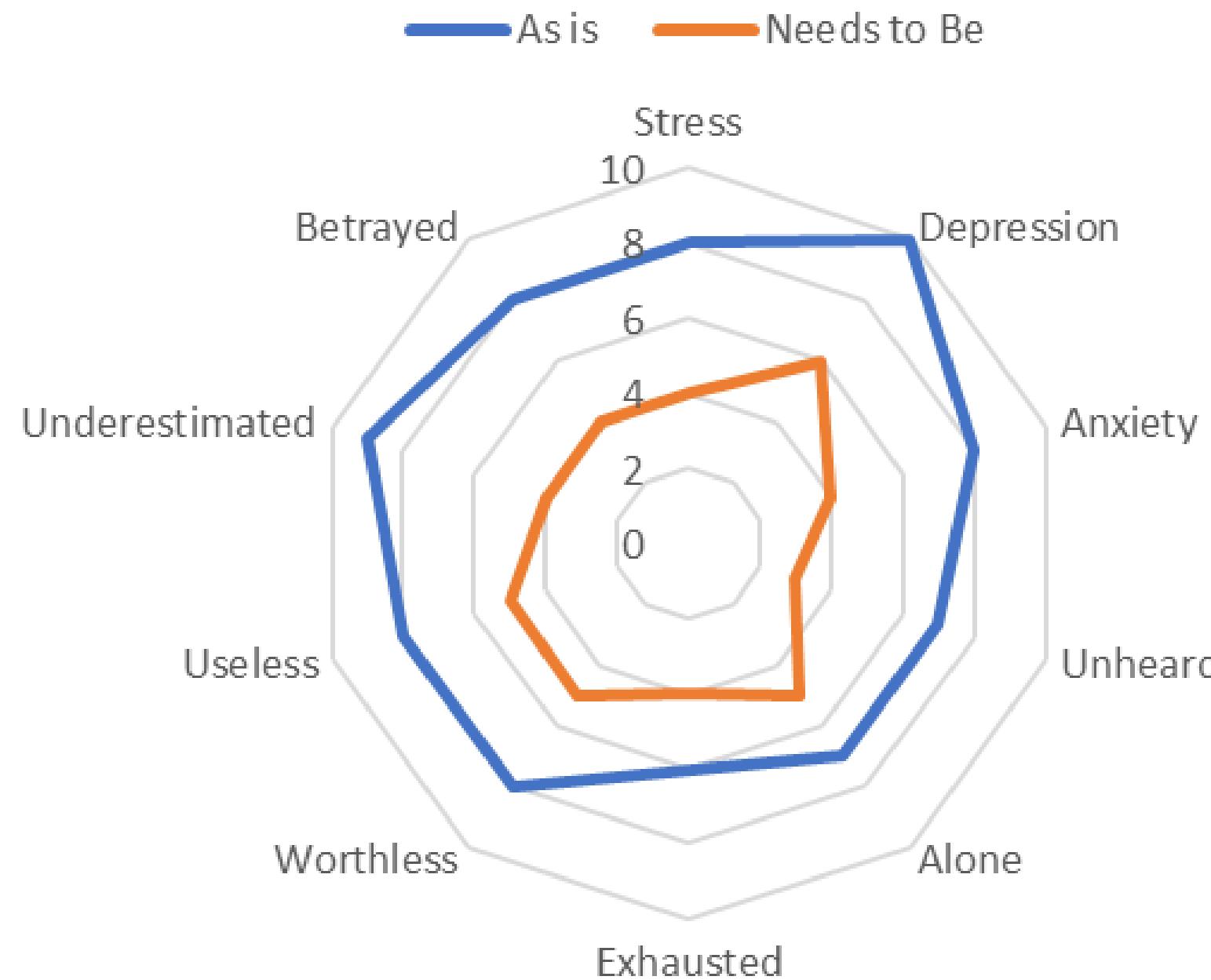
EXPERIENCED STRESS



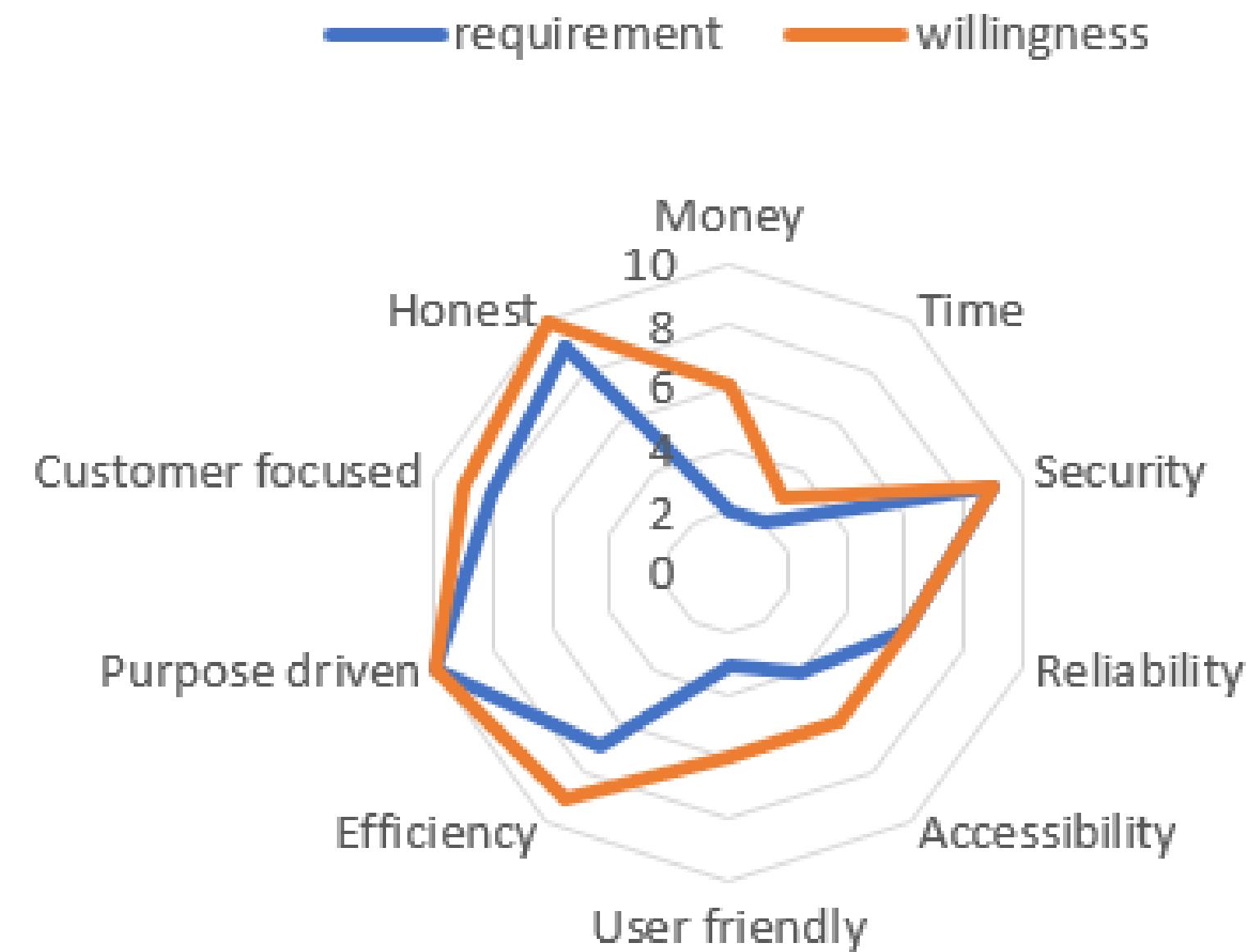
DIAGNOSED DEPRESSION



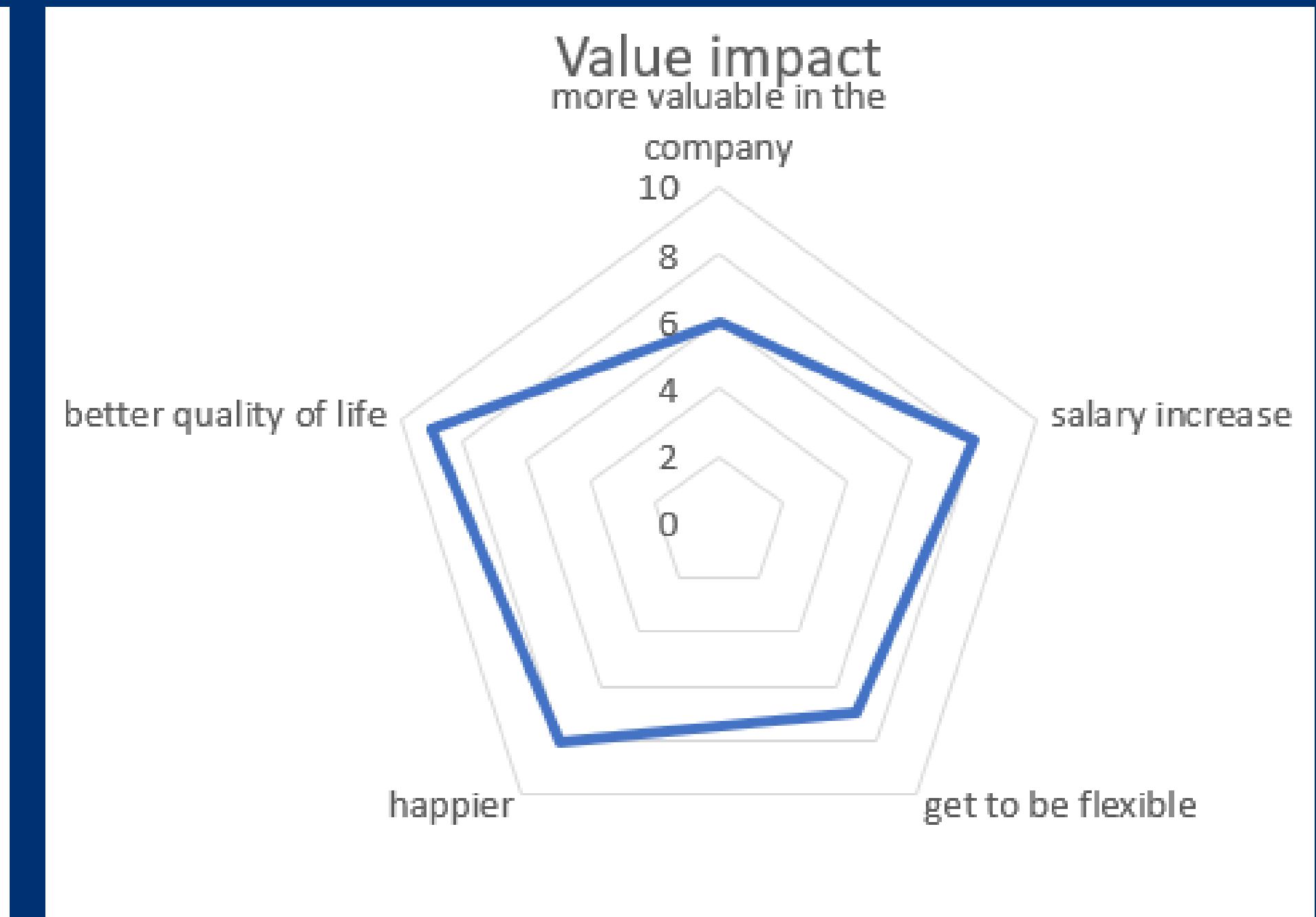
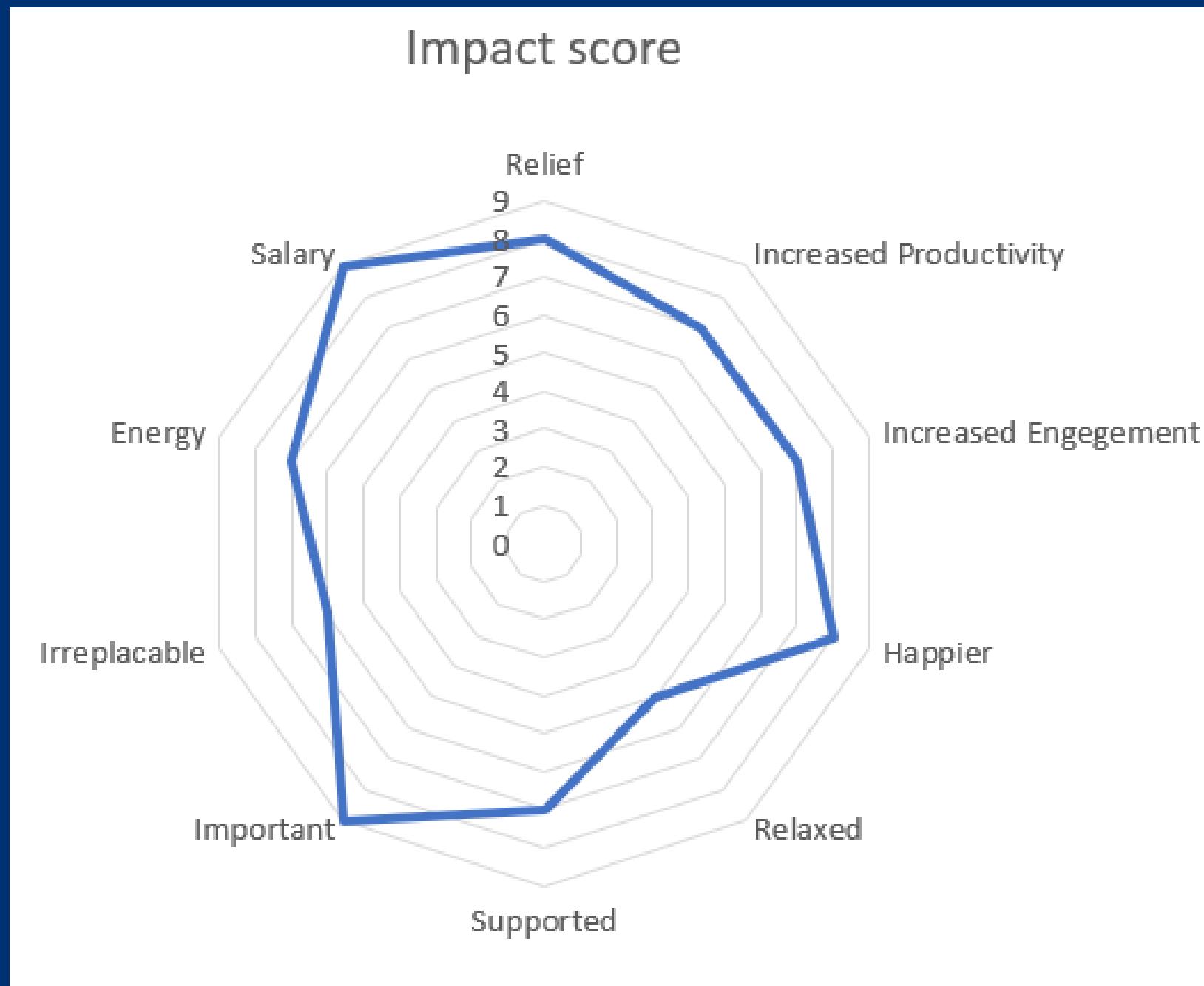
Pain Radar



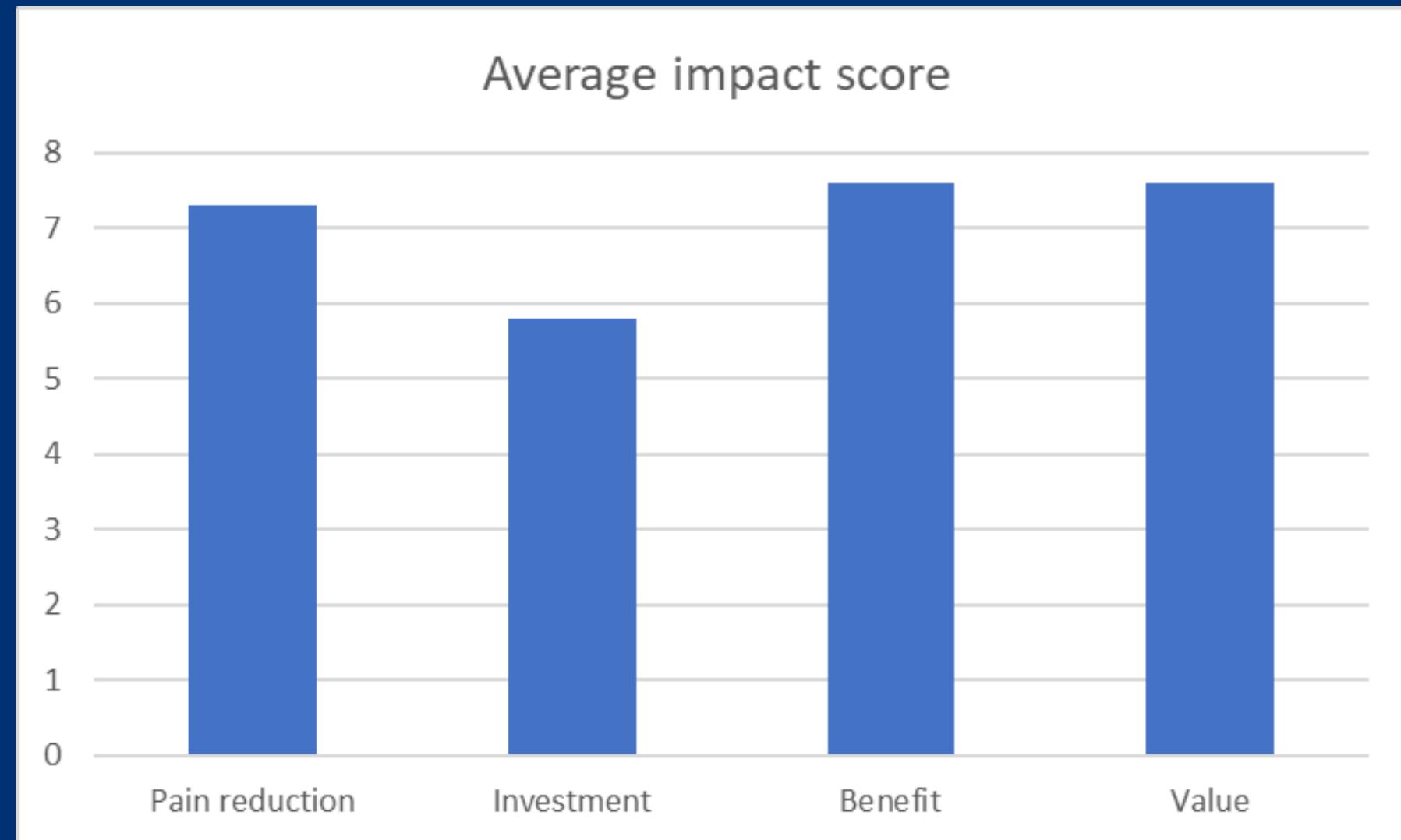
Investment radar



Half the average pain points at any place, at any time.



Exceed expectations moderately with great benefits.

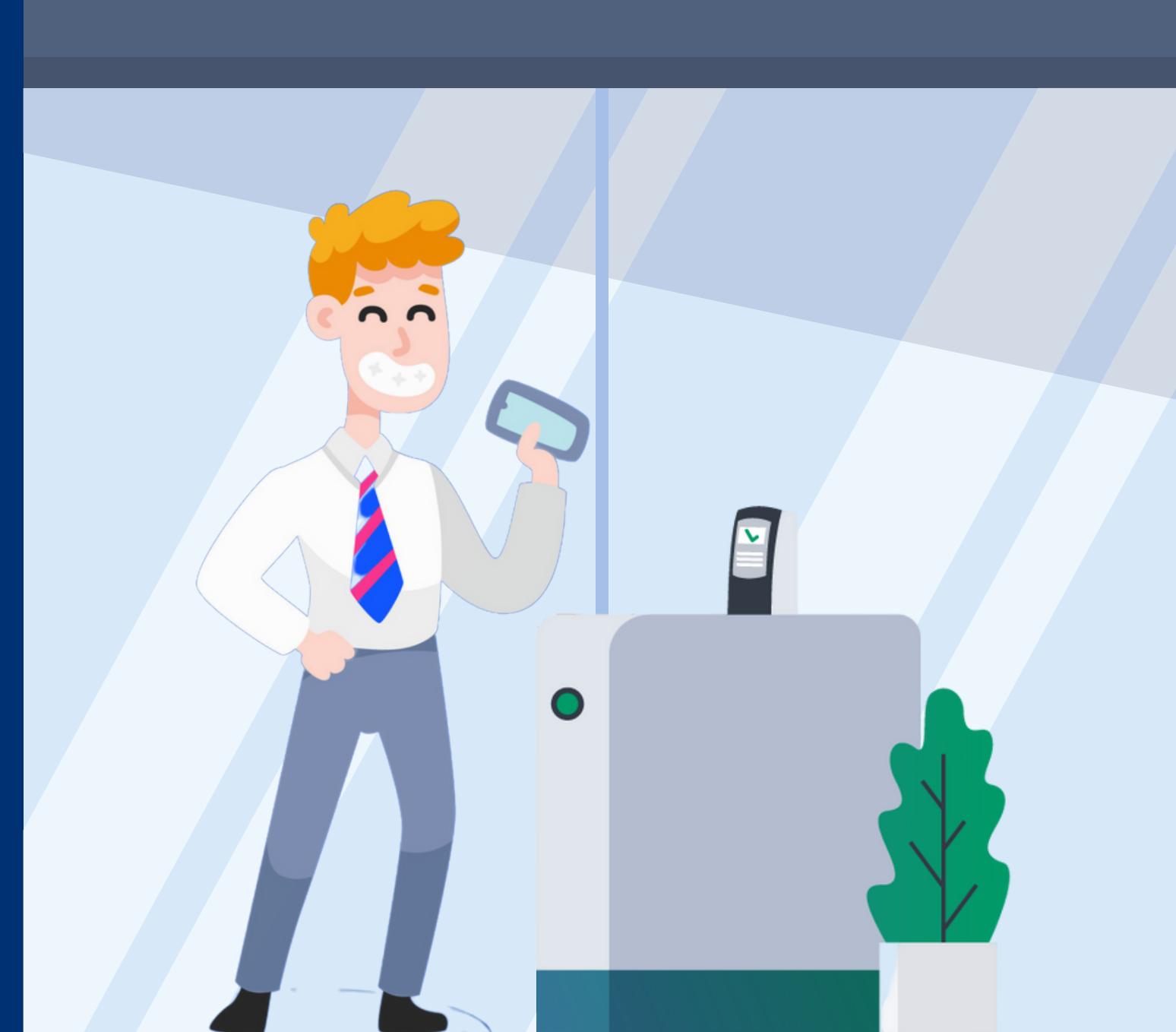


Benefit & Value >>
Investment & Pain Reduction
Conclusion: product is worth to adopt.

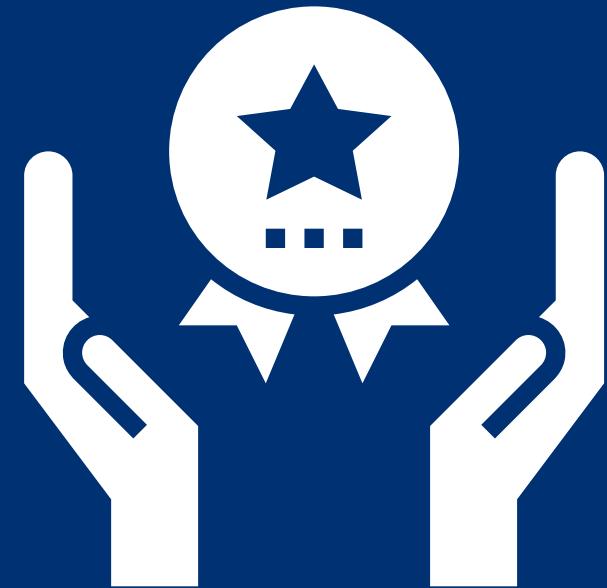
Capable of tracking and predicting mental health status of employees and preventing burn outs.

Technology consists of an algorithm that tallies a score of answers of employees based on expert opinions.

Gate equipped with scanner and display to answer questions when scanning employee id. Answers stored securely on database.



4 MONTHS LATER



75% of employees have actually experienced the promised benefits of our product.

Employees have been receiving free access to psychological treatment without the confrontational meetings.

50% to 75% of people experience less stress and anxiety in the workplace making them less prone to burn out.

VIDEO

Healthify.

APPENDIX

Meet our team:



Arjun
India
Business
Analytics



Mario
Brazil
Entrepreneur
Music
Industry



**Bianca
FelizFiguereo**
USA
Business
consultant



Vincent
Belgium
Future
CEO



Tommy Luong
Czech Republic
Marketing



Violeta Portilla
Colombia
Marketing

What's your great idea?	How does it relate to the healthcare industry?	What is the size of the market we want to impact?								
<p>The idea we are proposing will disrupt the way a company conducts business. By monitoring the behaviors and moods of employees on a daily basis by asking them psychologically approved questions when they scan in and out of work, we can tally a score that measures their stress and burnout levels. This will be done by asking them trivial but meaningful questions that are easy to answer and insure honesty. We tally the score of each employee and when a certain alarming score is reached, the employee will have an assessment with HR. This is where the second part of the idea comes. By having a score per employee we can dynamically divide work instead of static dividing assignments. Thus tailoring the workload to the specific strengths of employees. This will improve the efficiency and effectiveness of the task and ultimately reduce stress and burnout rates. Instead of you going to HR, HR comes to you.</p>	<p>Mental health is one of the major sectors in the healthcare industry and is most often neglected. 3/5 people in the workforce in the USA experience stress induced by the workplace and 1/5 employees are diagnosed with work-induced depression. When people take leave, the companies need to pay for their leave and assign them, psychologists or psychiatrists. Our goal is to prevent this last step from ever happening and tackle the problem before it is too late. Preventive behavior monitoring is a disruptive innovation in the mental health industry.</p>	<p>The size of the market we want to tackle is nuanced. The mental health size in the US is \$204 Billion. However, this implementation could reach any existing company and be scaled up to schools and sport clubs thus increasing the market size to the trillions.</p>								
How will you improve the healthcare market with your idea?	<p>Include a SWOT+DICE analysis.</p> <table border="1" data-bbox="1374 1075 2565 1680"> <thead> <tr> <th data-bbox="1374 1075 1873 1125">Strengths</th><th data-bbox="1873 1075 2565 1125">Weaknesses</th></tr> </thead> <tbody> <tr> <td data-bbox="1374 1125 1873 1362">New concept, bridge between HR and employees, employees happier and increased performance for company</td><td data-bbox="1873 1125 2565 1362">customer dishonesty, power failures, economic snowball effect</td></tr> <tr> <th data-bbox="1374 1362 1873 1412">Opportunities</th><th data-bbox="1873 1362 2565 1412">Threats</th></tr> <tr> <td data-bbox="1374 1412 1873 1680">No direct competitors, improved business models for companies, employees will feel listened to, low scale up costs</td><td data-bbox="1873 1412 2565 1680">AI technology, companies with more power beating us to it, government ruling favoring against our product.</td></tr> </tbody> </table> <p>DICE= Duration + Integrity + Commitment + Effort</p> <p>D: 2-4 months, Integrity: Good, Seem to want success, Commitment: Eager for success, Effort: 20-40% additional --> Total DICE score: 10 (WIN ZONE)</p>	Strengths	Weaknesses	New concept, bridge between HR and employees, employees happier and increased performance for company	customer dishonesty, power failures, economic snowball effect	Opportunities	Threats	No direct competitors, improved business models for companies, employees will feel listened to, low scale up costs	AI technology, companies with more power beating us to it, government ruling favoring against our product.	What are your next steps to be done to ensure success?
Strengths	Weaknesses									
New concept, bridge between HR and employees, employees happier and increased performance for company	customer dishonesty, power failures, economic snowball effect									
Opportunities	Threats									
No direct competitors, improved business models for companies, employees will feel listened to, low scale up costs	AI technology, companies with more power beating us to it, government ruling favoring against our product.									

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