

# Vardhaman College of Engineering (2024–25)



Igniting Innovation | Empowering Startups | Impacting Society

## Innovation Title

MindEase - Your Mental Wellness Companion

## Innovation Id

IR2025-942972

## Theme

Healthcare & Biomedical devices.

## Problem Statement

Young adults in India struggle with rising stress and limited support, lacking proactive, accessible tools for emotional wellness, leading to burnout and reduced self-awareness.

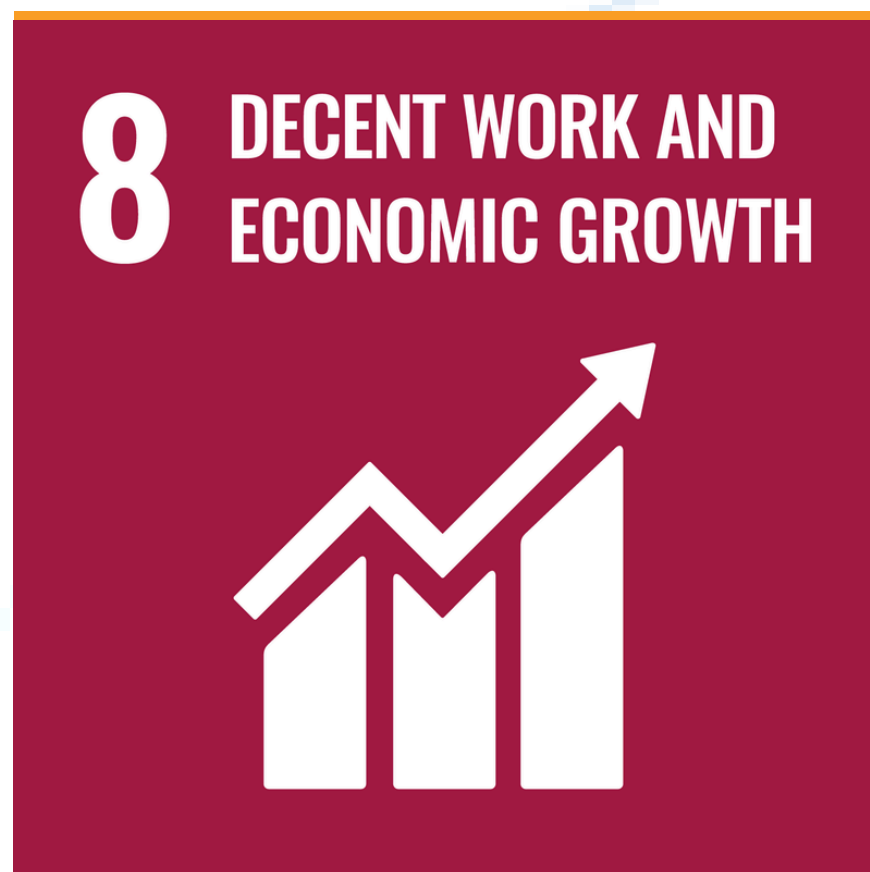
## Proposed Solution

- AI-powered wellness companion using emotion prediction.
- Personalized journaling, breathing, conversational tools.
- Stigma-free, mobile-first, multilingual design.
- Scalable freemium model with institutional partnerships.

## TRL Level

- TRL LEVEL - 5
- Validated in Lab

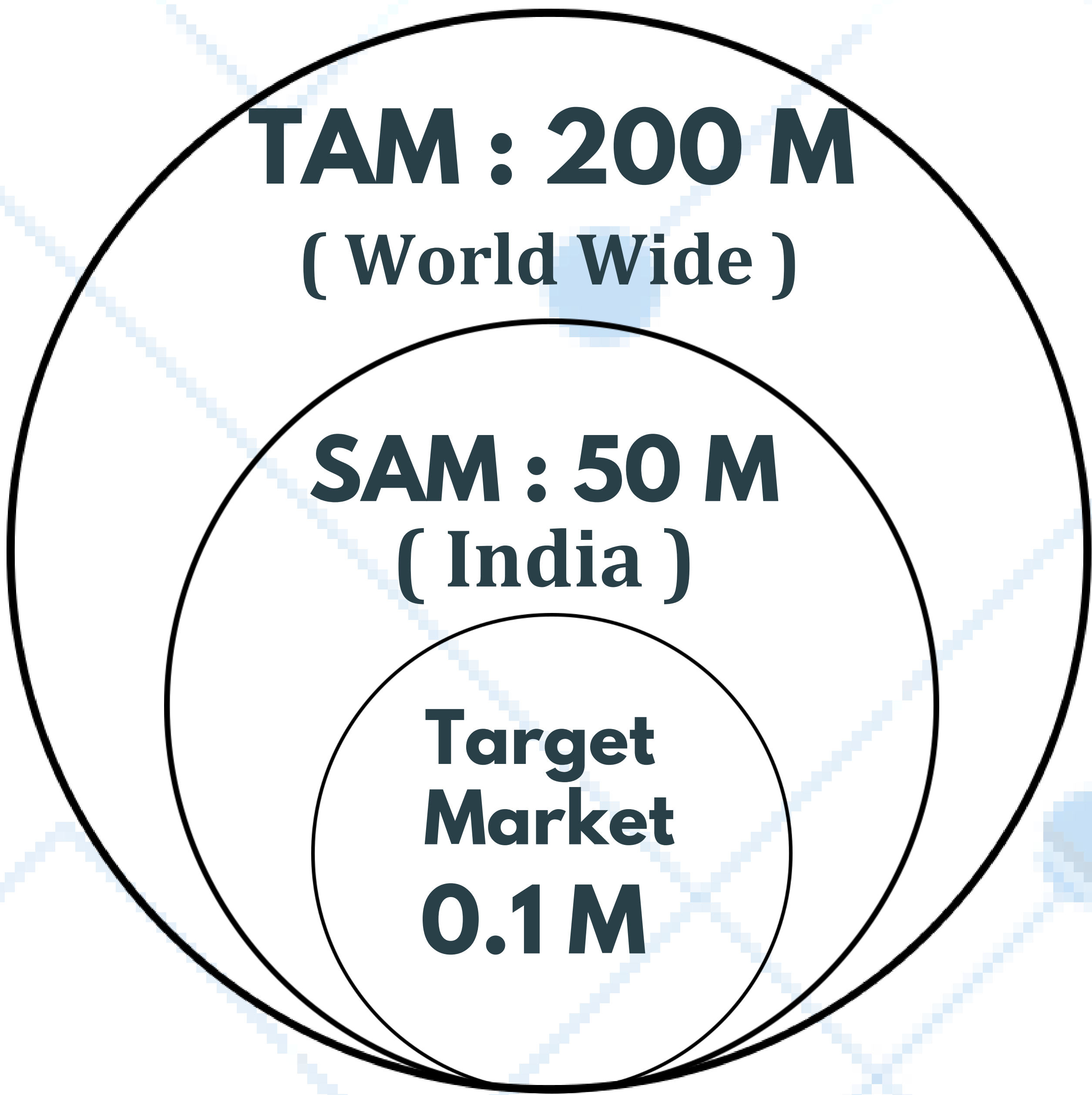
## SDG's



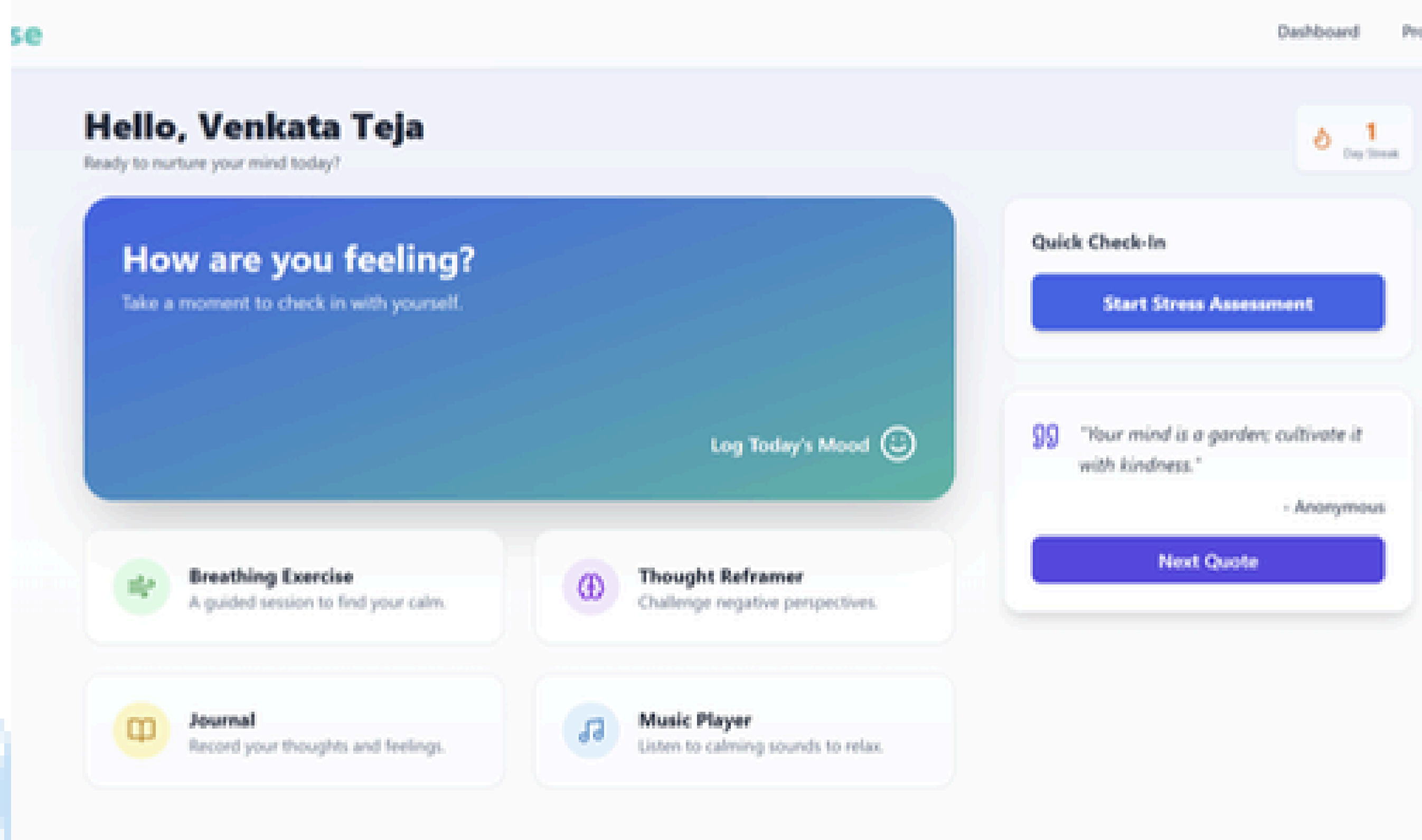
## Budget

Category	Budget Allocated
Platform Development	3 Lakh
Infrastructure & Cloud Hosting	1 Lakh
User Testing & Optimization	1 Lakh
UI/UX Design, Accessibility & Safety	1.5 Lakh
Compliance, Marketing & Contingency	1.2 Lakh
Total	7.5 Lakh

## Market Analysis



## Prototype



## Competition

- Wysa(AI bot for mental health)
- Headspace / Calm (global apps)
- Amaha (formerly InnerHour)
- YourDOST

## Bussiness Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<p>Whom will you work with to run the business? Name your partners and the roles they will take on.</p> <p>MindEase collaborates with universities and NGOs to reach students and communities, cloud service providers for scalable infrastructure, and mental health professionals for credibility and advisory support. Corporate wellness partners expand adoption, while marketing agencies help drive awareness. Together, these partners strengthen distribution, trust, and long-term sustainability of the platform.</p>	<p>What are the tasks and activities to keep the business running every day?</p> <p>Revenue streams include freemium subscriptions, institutional partnerships, sponsored wellness programs, and future research collaborations. This diversified model balances affordability with sustainable growth opportunities for MindEase</p> <p>6</p> <p>Key Resources</p> <p>What are the tangible and intangible things you will use to make the product?</p> <p>Key activities involve AI model development, app maintenance, user testing, marketing, and compliance. These daily tasks ensure innovation, reliability, and adherence to privacy and safety standards.</p> <p>8</p>	<p>What need are you trying to address? What value will your product bring to the target audience?</p> <p>MindEase addresses the growing need for accessible, stigma-free mental health support by offering AI-driven emotion prediction, personalized journaling, and guided breathing exercises. The platform provides affordable, multilingual, and culturally relevant solutions, empowering young adults to proactively manage stress and emotional well-being without the barriers of cost or judgment.</p> <p>7</p>	<p>What relationships will you establish with each customer segment?</p> <p>MindEase will partner with universities, NGOs, corporate wellness programs, cloud service providers, and mental health professionals. These partners provide outreach, credibility, infrastructure, and distribution support for scaling.</p> <p>3</p> <p>Channels</p> <p>Where will your product be available? List the ways you plan to reach your target audience.</p> <p>Customer relationships will be built through personalized AI engagement, community-building initiatives, and continuous feedback loops. This ensures trust, retention, and refinement of the user experience over time.</p> <p>4</p>	<p>Who is your target market? What are the characteristics of your early adopters? List the groups that you expect to use your product.</p> <p>MindEase primarily targets university students and early-career professionals in Tier-1 and Tier-2 Indian cities. These individuals are tech-savvy, cost-conscious, and often hesitant to seek traditional therapy due to stigma. Secondary segments include universities, NGOs, and corporate wellness programs that can adopt MindEase for institutional well-being initiatives.</p> <p>1</p>
Cost Structure	Revenue Streams			
<p>What are the fixed and variable costs of launching your product? Consider the cost at each stage - from setting up and hiring all the way to marketing and distribution.</p> <p>MindEase's costs include fixed expenses such as AI development, app infrastructure, salaries, and compliance with privacy standards. Variable costs cover marketing campaigns, user acquisition, and pilot programs. The initial allocation of ₹7.5 Lakhs is distributed across development, infrastructure, testing, design, and contingency, ensuring lean yet impactful resource utilization.</p> <p>9</p>	<p>How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.</p> <p>MindEase generates income through a freemium subscription model, offering basic features free and premium upgrades at affordable monthly fees. Additional revenue comes from institutional partnerships with universities, NGOs, and corporates, sponsored wellness programs, and future collaborations with research organizations using anonymized data insights to support mental health innovation.</p> <p>5</p>			