BRIDGING THE MENTAL HEALTH CARE GAP:

A Connected Platform for Comprehensive Support

Addressing affordability, fragmentation, and personalization for millions in need

Click here for Prototype Preview – Frontend UI

SUBMITTED BY - VAIBHAV AGARWAL

CURRENT PROBLEM

High Barriers to Access: Therapy is expensive, intimidating, and often unaffordable

Lack of Personalization: One-size-fits-all apps don't adapt to individual needs

Therapist Blind Spots: Clinicians lack tools to track patients' emotions between sessions

Fragmented Solutions: Journaling, chat, and therapy exist in silos, without integration

WHY IT MATTERS?

"Millions face gaps in affordable, personalized, and connected care — without integration, mental health outcomes suffer"
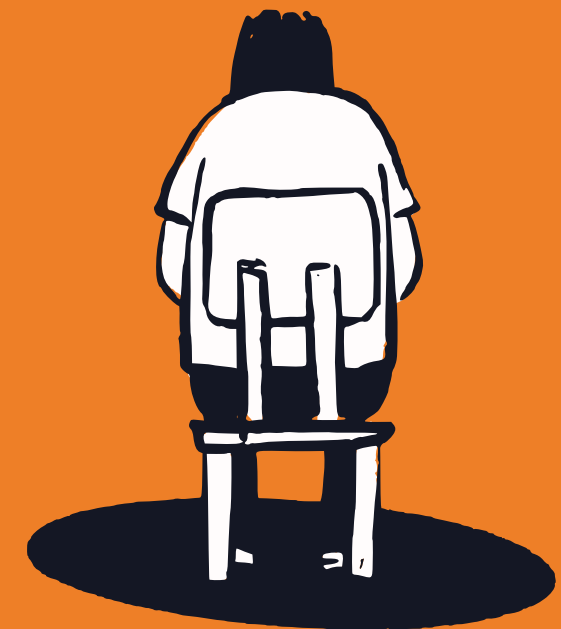
MARKET LANDSCAPE

1 in **7** Indians requires mental health intervention

~200Mn of adults in INDIA suffer from mental disorders

YET

70-92% Receives no treatment

70%

Therapists report insufficient between-session patient data, forcing reliance on limited self-reports during sessions

PAIN POINTS

For Patients

High Costs: Therapy ~₹3000 in metros, ~₹1000 in smaller cities → unaffordable for many

Fragmentation: Only 19% of users stay active on mental health apps

Low Personalization: 76% want condition-specific support, 59% seek cost-sensitive care

For Therapists

Limited Monitoring: 78.3% check-in compliance, but no integrated platforms

High Admin Load: Manual, disconnected tracking systems

Delayed Action: No early-warning for patient decline

MARKET SIZE

GLOBAL

$7.48Bn IN 2024

*projected to reach $23.80 billion by 2032 (18% CAGR)

INDIAN

$500Mn IN 2024

*projected to reach $1.41 billion by 2030 (18.5% CAGR)

COVID EFFECT
Mental health app downloads jumped over 30% globally in 2020–21

EXISTING GAPS

WHAT CURRENT PLAYERS ARE LACKING

Fragmented Care – Current players (teletherapy apps, chatbots, meditation tools, trackers) operate in silos, offering partial solutions without integration, leaving patients and therapists disconnected

Therapist Tooling & Safety Deficits – Professionals lack dashboards, between-session visibility, and escalation protocols, while users face privacy concerns and inconsistent crisis support

Accessibility & Affordability Gaps – Therapy remains expensive, digital apps often require subscriptions, and most lack localized content for Tier-2/3 users

Low Clinical Trust & Outcomes – Few platforms provide continuous tracking, evidence-based personalization, or therapist-ready insights, limiting adoption by clinicians, insurers, and enterprises

PROBLEMS FACED BY THESE PLAYERS

Mental health apps avoid regulation and lack medical validation/insurance coverage, which led to weak trust — with many flagged for selling sensitive user data

50%+ churn within 30 days due to poor habit-building features and no clinical accountability → users drop off before seeing impact.

KEY THREATS

Regulatory Risk – Rules may classify AI apps as medical devices, driving costly trials or feature bans

Big Tech Threat – Google/Apple control distribution and can outcompete with free, integrated platforms

USER PERSONA

Name- Riya   Age- 30

Name- Dr. Mehta   Age- 45

DEMOGRAPHICS

A young professional who is very anxiety-prone and budget-conscious.

He has over 15 years of experience and manages more than 25 patients each month.

GOALS

She wants an affordable and personalized care pathway that stays connected to professional support

He wants continuous mood monitoring that provides regular insights and early-warning alerts.

PAIN POINTS

- Finds therapy too expensive
- Relies on 4 or more disconnected apps
- Struggles with therapist continuity

- Relies on patient self-reports
- No real-time alerts
- Manual progress tracking

FEATURES

Continuous Behavior Tracking

Therapist Dashboard

Daily Micro-Assessments: Instead of long surveys, 1–2 min daily check-ins

Real-Time Alerts: Notifies therapist if stress exceeds set thresholds

Passive Tracking: With consent, app passively tracks phone signals (sleep, activity, voice tone) to detect stress/anxiety
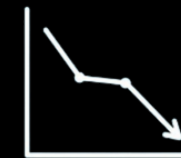
Progress Tracker: Therapist can see long-term progress trends (e.g., anxiety ↓ 20% in 3 months)

AI-Powered Weekly Insights: AI generates weekly therapist-friendly reports highlighting stress/anxiety trends

Secure Chat: The Therapist can nudge patients between sessions

FEATURES

Personalized Self-Help Tools

On-Demand Therapist Booking: User can schedule instant teletherapy sessions.

Adaptive AI Coach: If the app detects recurring negative thoughts, it suggests coping strategies

Crisis Alert: If the model detects severe depression, it immediately alerts online/nearest therapist

Safe Space Community

Peer Support Groups: Small themed groups (10–30 people) for sharing experiences on issues like work stress, student anxiety, or depression—safe, anonymous, and stigma-free

Professional Moderation: Licensed experts oversee discussions with AI-assisted moderation for safe conduct to ensure respectful, supportive spaces.

USER JOURNEY

Downloads app, sets profile, lists challenges (anxiety, stress, sleep), enables check-ins & passive tracking → Completes daily mood check-ins; app tracks sleep and phone usage pattern → Accesses personalized self-help tools like adaptive AI coping suggestions, and peer support groups → Detects severe stress/ideation → alerts therapist → If needed, she books an on-demand teletherapy session directly in-app

Downloads app, sets profile, receives Riya's baseline profile and history, and is added to his therapist dashboard. → Sees Riya's weekly summary reports on the dashboard, with early-warning alerts if anxiety spikes beyond safe thresholds. → Oversee community discussions, supported by AI that flags potentially harmful language for review → Receives real-time alerts and can intervene early suggesting an urgent check-in. → Conducts session with full history and community interactions — visible in the dashboard

GO-TO-MARKET STRATEGY

PHASE 1

Objective: Validate product-market fit and build initial credibility

- Targeting **College students & young professionals** as they are more easy and open to reach

- **Therapist Onboarding**: Partner with 50–100 licensed therapists in Tier-1 cities with free onboarding and branding benefits

- **Pilot Launch**: Close beta with 500–1000 users via universities club partnerships giving early traction

Goal Metrics: Therapist sign-ups, daily active users, and pilot retention >40%

PHASE 2

Objective: Scale adoption and deepen ecosystem trust

- **Market Outreach**: Targeting professionals via Instagram, LinkedIn, and YouTube campaigns

- **Therapist Network**: Expand to 500+ with revenue-sharing and recognition badges

- **Corporate Wellness**: Partner with 10+ mid-sized companies for employee benefit programs

Goal Metrics: 50k+ users, 10+ corporate partners, 60-70%+ positive trust/safety feedback

PHASE 3

Objective: Build sustainable revenues and ensuring accessibility

- **Freemium → Paid Upsell**:
  Free: Mood tracking, peer groups, AI nudges

  Paid (₹299–₹499): Progress tracker, therapist chat nudges

  Premium (₹999–₹1499): Direct therapist sessions

- **Corporate & Therapist Revenue**: SaaS-style corporate plans (per employee) and Commission-based revenue share on therapist sessions.

Goal Metrics: 200k+ users, 15%+ paid conversion, ₹1–2 Cr ARR.

PHASE 4

Objective: Establish category leadership in digital mental health

- **Integration:** Partner with corporates, universities & insurers for bundled benefits

- **Innovation**: Launch advanced AI (stress prediction, burnout alerts)

- **Branding**: Position as thought leader via large-scale campaigns

- **Expansion**: Aggressive campaigning and scaling to Tier-2 cities

Goal Metrics: 1M+ users, market leadership, strong brand recall.

COMPETITOR ANALYSIS

Parameter	wysa	amaha	mindpeers	lissun	Our Solution
Target Audience	Individuals seeking self-help via AI chatbot	Individuals & corporates needing therapy + programs	Corporates & young professionals	Hospitals, clinics, individuals	Individuals + their therapists
Key Features (for Riya)	AI chatbot, journaling, CBT-based tools	Self-help journeys, therapist booking, corporate wellness	Personality assessments, therapist network	Therapy booking, offline centers, group sessions	AI-driven journaling, passive tracking, personalized care modules, peer support
Key Features (for Dr. Mehta)	None (therapists not included)	Therapist directory + session management (basic)	Limited corporate reporting for HR	Therapist-patient matching, offline consults	Emotion trend dashboard, at-a-glance insights, patient progress reports
The "Bridge" Feature	None (self-help only)	Weak bridge: therapy booking but no continuous loop	HR–employee bridge (not therapist–patient)	Offline–online care bridge	Seamless patient data → therapist dashboard
Business Model	Freemium B2C + premium B2B	B2C + B2B (corporates, insurance)	B2B corporate wellness + B2C therapy fees	B2B (hospitals, corporates) + B2C	Freemium + Tier-Based Pricing to B2B &B2C

PRIORITIZATION MATRIX

Increasing order of prioritization →

SOLUTION	Reach (in %)	Impact (0-3)	Confidence (in %)	Effort (0–3)	Rice Score
Daily Micro-Assessments	100%	3	100%	1	3
Secure Chat	80%	3	100%	1	2.4
Real-Time Alerts	60%	3	80%	2	0.72
Peer Support Groups	80%	2	80%	2	0.64
AI-Powered Weekly Insights	80%	2	80%	2	0.64
On-Demand Therapist Booking	60%	2	80%	2	0.48
Adaptive AI Coach	100%	2	60%	3	0.4
Passive Tracking	60%	2	60%	3	0.24

SUCCESS METRICS

SOLUTION	GOAL	METRICS TO BE TRACKED
Onboarding Experience Optimization	Ensure new users complete their first mental health activity in week 1	• Onboarding Completion Rate (%) • % of users completing 1st activity in week 1 • Drop-off rate during onboarding
Habit-Building & Engagement Features	Build consistent engagement and reduce churn through weekly routines	• Streak Engagement (% of users active 3+ consecutive weeks) • Weekly Retention Rate (after 3 months) • Average Number of Activities per User per Week
Community & Therapist Interaction	Strengthen emotional support through social and professional interaction	• Community Participation Rate • Therapist/Coach Interaction Rate • % of users joining group sessions

THANK YOU

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