mindaid
"We All Matters"

DON'T
ASK FOR HELP

Don't fight alone. We're here to help.

REACH US THROUGH OUR NEW MOBILE APPS

MINDAID
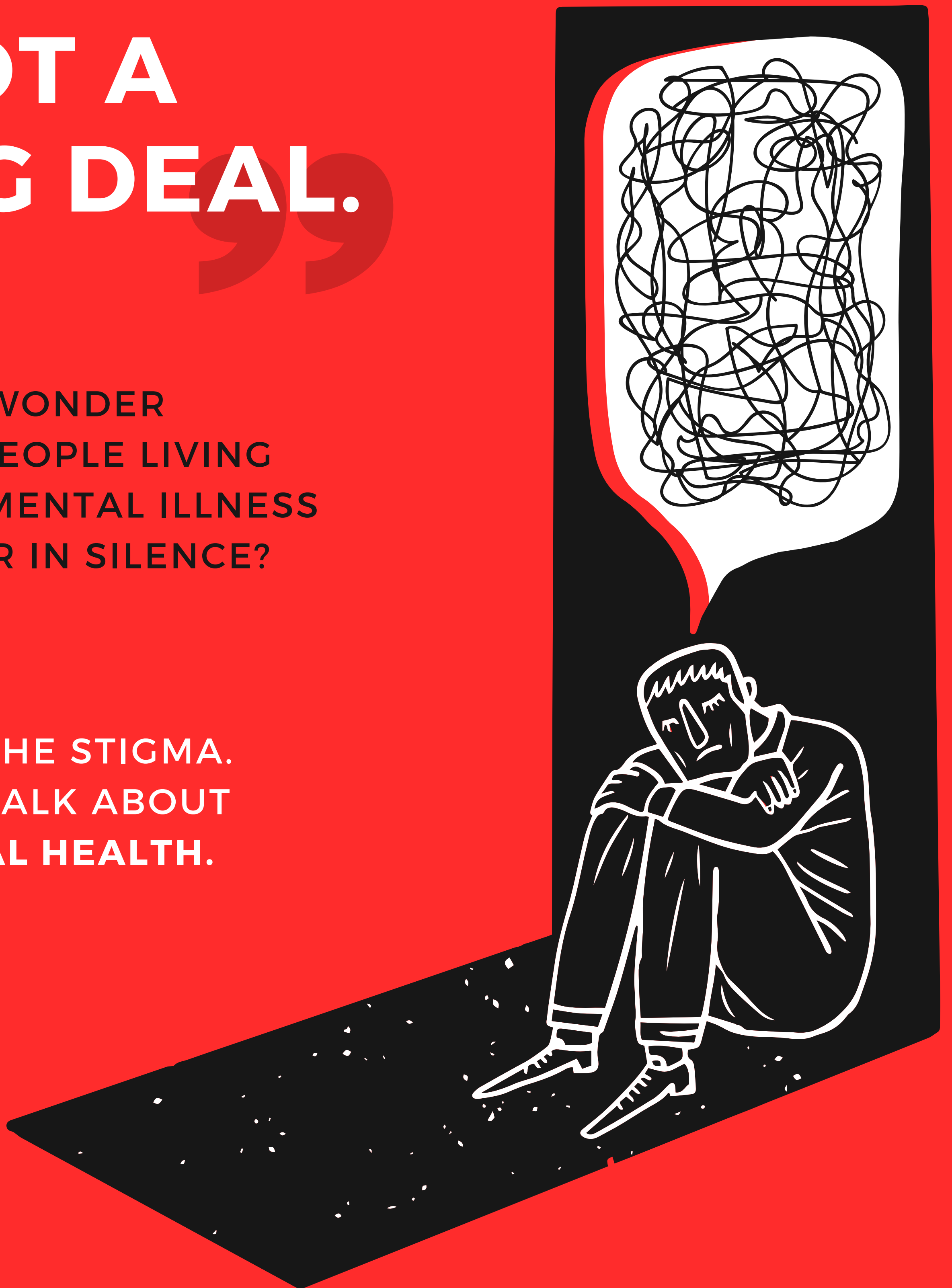## Mental Health Apps

WE'RE HERE FOR YOU ANYTIME, DAY OR NIGHT.

Download our apps on
Playstore and Appstore Now!

EXECUTIVE SUMMARY

INTRODUCTION

MINDAID is a technology-driven mental health monitoring apps containing numerous useful features to aid those in need of mental support. This proposal provides an overview of the spectrum of E-Mental Health applications and how it is being implemented. The reliability and efficacy of this app will be discussed in this proposal.

The idea of developing mental health apps sparked after seeing the spike in suicide cases amid pandemics. In the midst of the pandemic Covid-19, all people around the world are affected. Financial constraints, movement restrictions, and domestic violence are among the reasons that lead to the hike in suicide cases recently. Thus, we felt that it had become our responsibility to amend the situation before it is worsening.

EXECUTIVE SUMMARY

VISION

To be one of the best and most reliable mental health apps that contribute much in declining mental health issues around the globe

MISSION

Developing a life-saving app which can reach and help millions of people anywhere and anytime who are struggling with their mental health issue.

BUSINESS NAME:

MINDAIDS APP

TYPE OF BUSINESS:
MENTAL HEALTH TRACKING APPS

BUSINESS LOCATION:
SKUDAI, JOHOR

CAPITAL:
RM5,000

EXPECTED REVENUE:
RM25,000

WHAT IS
MINDAIDS APP ?

WITH A VARIETY OF FEATURES BACKED UP BY CLINICALLY APPROVED CONTENT, THE MINDAIDS APP **PROMISES** TO HELP USERS REDUCE STRESS AND ANXIETY LEVELS IN A **SHORT AMOUNT OF TIME**. TO KEEP ITS PROMISE, THE APP INCLUDES A VARIETY OF LEARNING MODULES AIMED AT A **VARIETY OF STRESSFUL LIFE SITUATIONS**.

CUSTOMER

THIS APP IS DESIGNED **FOR BEGINNERS** WHO DON'T KNOW WHERE TO BEGIN WITH MEDITATION BECAUSE IT GIVES YOU STEP-BY-STEP INSTRUCTIONS THAT SHOW YOU EXACTLY WHAT TO DO AND KEEP YOU ACCOUNTABLE. THIS APP **USES EVIDENCE-BASED TECHNIQUES** LIKE **COGNITIVE BEHAVIORAL THERAPY (CBT)** AND **ACCEPTANCE COMMITMENT THERAPY (ACT)** TO **TREAT DEPRESSION, EATING DISORDERS, ANXIETY, PTSD, OBSESSIVE-COMPULSIVE DISORDER**, AND MORE.

MINDAIDS APP BUSINESS
STRATEGY

ADVERTISE TO ALL MENTAL HOSPITAL

WITH THIS METHOD, IT WILL BE ABLE TO REACH OUT TO POTENTIAL USERS WHO ARE LOOKING FOR THIS TYPE OF APPLICATION. THIS METHOD WILL HELP THE PATIENT BECOME MORE AWARE OF THEIR MENTAL STATE. THIS METHOD ALSO ENCOURAGES DOCTORS TO RECOMMEND THEIR PATIENTS BECAUSE THE APP PROVIDES A COMPLETE MENTAL ADVISORY AND RECOMMENDATION SERVICE AT THEIR FINGERTIPS.

PROMOTE THROUGH SOCIAL MEDIA

MENTAL ILLNESS CASES HAVE BEEN ON THE RISE SINCE THE OUTBREAK. MANY PEOPLE ARE DEPRESSED, WHICH CAN LEAD TO MENTAL ILLNESS. THIS IS AN OPPORTUNITY FOR US TO PROMOTE OUR APPLICATION WHILE ALSO CARING ABOUT THE USER'S MENTAL HEALTH.

BUSINESS OWNER'S PROFILE

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MindsAid Apps Towards Sustainable Development Goals

What is SDGs

Sustainable development Goals (SDGs) is a set of goals proposed by the UN to improve the quality of human life through social, environment and economic aspects. There were 17 goals listed and specific targets were given to complete the goals within an achievable timeframe which were mostly set to be achieved by 2030. The implementation of SDGs are monitored and recorded to ensure the fulfilment of the targets under each goal.

Importance of SDGs

SDGs were made so it can be the standard goals since all countries are following and keeping up with the goals. The goals are also revised to fulfil every aspect of the issues that may contribute to the improvement of the future of human.

MindsAid Apps Towards Sustainable Development Goals

Mental Health in SDGs

Mental health is categorized under the third SDG which is Good Health and Well Being. Mental health is as important as physical health to promote well being by reducing suicide rate as mentioned in target 3.4 of SDGs.

How Our Business fulfil SDGs

Our business intend to help our customers on assessing and improving their mental health through various ways appropriate for the customers with the guidance from psychiatric professionals. Customer's satisfaction on our service and their well being will be our main purpose while ensuring the right methods and supports are validated and approved by the professionals. Our business aspire to reduce the suicide rate which roots from mental illnesses.

APPS MONETIZATION STRATEGIES

What is it?

App monetization is one of the strategies that we implemented to generate money and eventually sustain our business. In other words, our apps become our business. The approach that we take is freemium and subscription.

WHAT IS FREEMIUM?

Freemium means that the user download the apps for free and then buy their way into premium functionality

WHAT IS SUBSCRIPTION?

User must pay a recurring price at regular intervals to enjoy extra features in our mobile apps which will be worth their money

WHY FREEMIUM?

- Encourage user to try our apps
- Allow the user to experience the apps user interface (UI)
- Collect feedback from their experience

WHY SUBSCRIPTION?

- Provide the users with numerous extra features
- Continue upgrading the system and additional features from time to time
- Provide user interface upgrade accordingly

HOW FREEMIUM WORKS?

- Free to download
- User can still use the basic features of the apps
- User also can opt to enjoy trial premium service for 30-days

HOW SUBSCRIPTION WORKS

- We divide into several plans according to user needs and categories
- Recurring monthly payment
- Provide jaw-dropping discount for a yearly subscription
- Enjoy the extra features
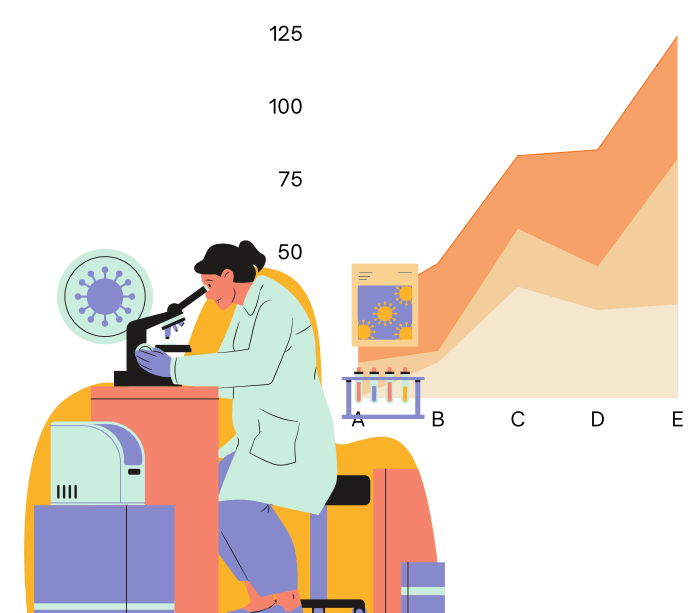
LIMITATION

We cannot make a counteroffer when a customer decides to unsubscribe because it happens outside of our mobile solution

Mindaid App's

OBSTACLES

EXPECTED CHALLENGES OF THE APP

TRUST BUILDING

Every little detail, including privacy policy, bio authentication, and built-in extensive knowledge base, should be given careful consideration

CLINICAL EVIDENCE

People will need to know whether the Mindaid app is backed by real-life research and if there is clinical evidence for its effectiveness.

ENGAGEMENT

The app need to rotate content regularly to keep user retention high.

MINDAID COMPETITORS

Moodfit

PROS:
Adaptable based on goals
Visual insights with actionable exercises

CONS:
Lacks access to professional help
May lead to self-diagnose

MoodMission

PROS:
Developed by mental health professionals
In-app rewards to increase motivation

CONS:
Initial questionnaire can be overwhelming
Options are limited

talkspace

PROS:
Ability to talk to a licensed mental health professional

CONS:
Not appropriate for severe mental health issues
Expensive

SANVELLO™

PROS:
Effectiveness backed by research
Costs may be covered by health insurance

CONS:
Requires a monthly subscription to access advanced features

HEADSPACE

PROS:
Accessible meditation options for people of all skill levels
Quick and easy-to-use

CONS:
After free 10 sessions, need to pay to subscribe

happify™

PROS:
Great activity integration focusing on a variety of individualized goals

CONS:
The challenges and deadlines can be stress-inducing