

EXECUTIVE SUMMARY

Our team's name is Prosper Mental Health, and it is made in Canada. Our reason to create this app is because of the stigma which can lead to fear, discrimination and discourages people from getting the support and help that they need. This business was created to create self-realization for others that the pandemic has affected everyone one way or another and it is essential to take care of our mental health to avoid problems like low self-esteem, and confidence. The reason our team is passionate to spread awareness about mental health and eradicate the stigma to make our community a supportive and better place.

Through our app, we want to create a network of mental health resources and contacts for teens. We plan to provide our information and spread knowledge regarding mental health and our target market are teenagers 13-18 years. The value we bring through our app is critical life skills; this will help teenagers to think about how to take care of themselves in the future years and provide equal importance to their mental health just as their physical health.

COMPANY DESCRIPTION

We are a non-profit business and do not have goals to make money from our app. Our Mission Statement is to educate teens on mental health and provide them with the right kind of help and support online. Through our app, we want to create a network of mental health resources and contacts for teens.

Team Members

- Chetna Sharma: app developer, executive member, leader
- Erika Ram: leader, technical support
- Devika Goyal: creator, team member, the user of our app
- Tiffany Gu: technical support

Why was the business created and why your team is passionate about it?

This business was created to create self-realization for others that the pandemic has affected everyone one way or another and it is essential to take care of our mental health to avoid problems like low self-esteem, and confidence. The reason our team is passionate to spread awareness about mental health and eradicate the stigma to make our community a supportive and better place.

Highlights of what we want to accomplish through our app:

- We want to bring users some ways to deal with certain kinds of stress/depression/other concerns.
- We want to bring users some hotlines/other resources when they need help.
- We want more people aware of mental health.
- We want teenagers to know how to cope/learn more about mental health and how to help others.
- We want to give information on understanding mental health stigma and what you can do to prevent it from happening.
- We want to provide strategies to cope with a mental health illness and take care of our mental health daily.

PRODUCTS AND SERVICES

In our app, we have a section for educational material in PDF format about Mental Health disorders. Tips or guidelines for how to have 'hard' conversations about mental health on the last slide of each PowerPoint. We also have scenarios or case studies in videos, which tell you what to do when something happens. Information about where to get help. Also have ways to cope by shaking the phone for different tasks to do for each mental health disorder.

Below is the comparison chart of our competitor analysis and what makes our app stand out.

	Our app	Teenmentalhealth.org	eMentalHealth.ca	Cmha.ca
Available on the app store for android	✓	✗	✗	✗
Information on different mental health Disorders	✓	✓	✓	✓
Information on where to get help	✓	✓	✓	✓

Direct links to helplines from your phone	✓	✗	✗	✗
Gamify learning about Mental Health	✓	✗	✗	✗

Way to Improve and things we could add to make our app more useful is:

- Add more resources for mental health disorders.
- Incorporate daily messages or notifications
- Fun ways to take care of yourself or works of encouragement.
- Add in some interactive mental health activities or a game to help engage in this.
- Interesting daily facts/stories to cheer ppl up.
- Connect others with different consultants and counsellors.
- Have navigation to locate different mental health places to go to which are nearby their house.

MARKET ANALYSIS

Team Prosper Mental Health

Canada

Market description

Below are some mental health websites compared to our app

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Direct links to helplines from your phone	✓	✗	✗	✗
Gamifies learning about Mental Health	✓	✗	✗	✗

How our app will perform and why?

Our app will perform prominently. Our app is much needed, especially during these hard times. Our app has many features, ranging from videos to accelerometers and much more. Our app is highly capable to contribute to mental health problems. For example, when someone needs information about a certain mental health disorder they can simply use our app to find out quickly and easily.

Also, it can be used for those who want to improve their mental health, if a person is having a panic attack they can simply click panic attack under ways to cope, and our app will give them some activities they can do to help. Our app will be much used because many people struggle with mental health. Most of them don't go to see a therapist or tell others. They keep it to themselves. Our app is like your friend. It's there for you for your mental health needs.

Target Users

Our target users are teens 13-19 however anyone can use the app. Our target users are 13-19 because most people struggle with mental health during that age.

Competitor Analysis

	Our app	Wysa mental health supporter	Cmha.ca	Teenmentalhealth.org	eMentalHealth.ca
Strengths	Is free of cost, teaches you about mental health, what it is and disorders. Has a "ways to cope" section for each mental health disorder. Has emergency contacts.	Helps you talk to someone about selected mental health disorders.	Has helplines. Also, have events to attend. Has a lot of articles.	Well-organized helps people who might have a friend/family/peer going through a certain disorder. Shows some disorders, example: for eating disorder they have a list of "anorexia, binge eating, etc"	Helps you find therapists appointments in your city/location. Good for people wanting to go get help.
Weaknesses	No 1-1 talking, has different methods to help, more effective.	Has costs to talk to therapists from the app, etc. Doesn't teach you about mental health, simply just there to talk about what the user is going through.	Hard to navigate. Has a lot of articles, it's hard to find what you're looking for. Doesn't explain how to cope.	Doesn't tell how to cope, example giving tasks to a person who's going through depression	Hard to navigate. Gives to places to go to get help doesn't give help on the websites.

Marketing Plan

Our app's purpose to help people learn about mental health as well as to help people who have mental health disorders.

How our app will reach its target audience: we will tell our classmates about it, also we will tell our teachers to tell their students from all classes. We will tell our classmates to share our app on social media. We will also tell our school guidance counsellors.

There are no prices or promotions since our app is nonprofit.

Our company will function great. When the app is produced, some users will download it, then they will use it and if they like it they will recommend it to others.

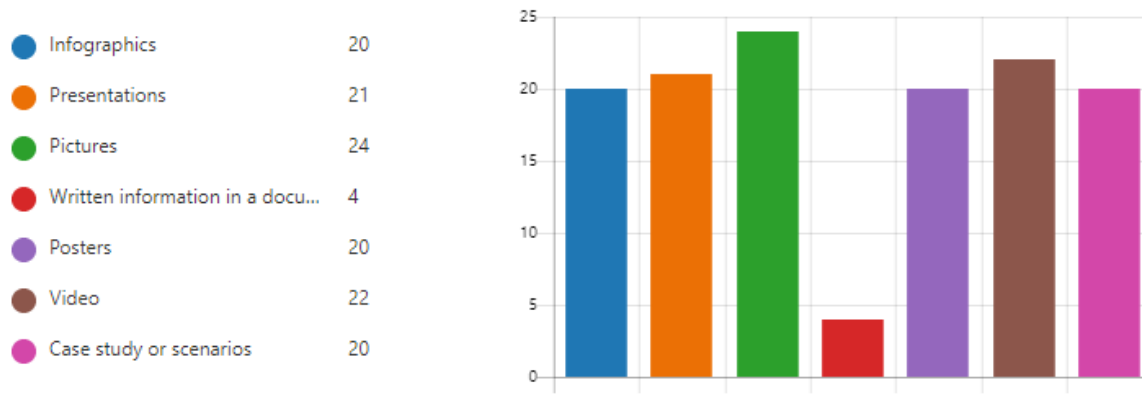
Financial Plan & Projections

We will make no money because this is a non-profit app. If something goes wrong our team will fix it free of cost. We will apply for community grants in the future for operation costs and more.

Results from survey

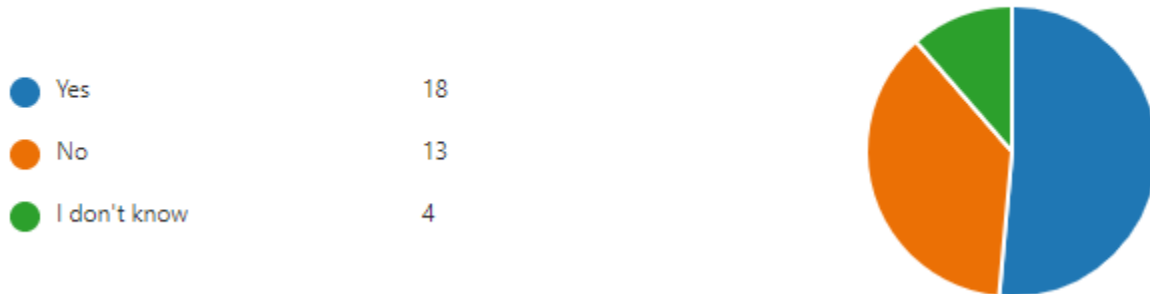
What ways of learning and educating others on mental health do you prefer to have in an app?
Please select all that apply.

[More Details](#)



Have you or a loved one has ever gone through a mental health issue?

[More Details](#)



What type of phone platform do you prefer?

[More Details](#)

