

DSM 520



BetterUs

The Mental Health App

Liyi (Katerina) Tong, Prima Lo, Xixin (Mera) Zhang

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POINTS FOR DISCUSSION:

- Market Research
- Societal Issue and Market Gap
- Proposed Solution
- Key Functions
- Integration of Technology
- Future Growth

What are the common associations to the word

"MENTAL HEALTH"



**"1 in 5 Americans will
experience a mental
illness at a given year."** -CDC

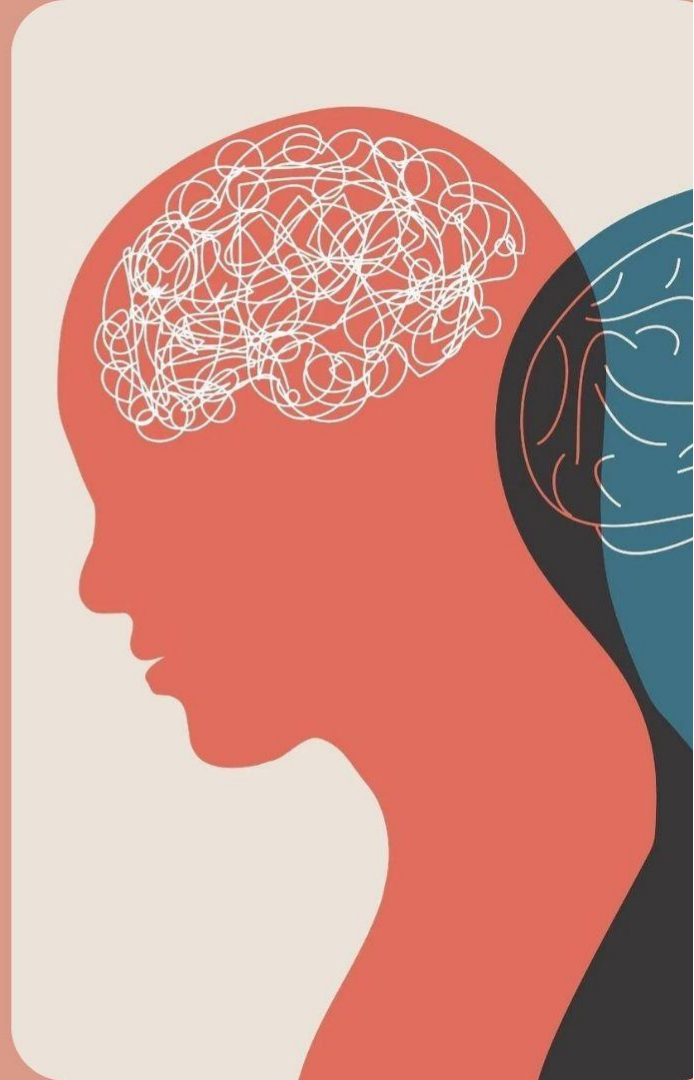
In the United States, over half (56%) of adults with a mental illness receive no treatment. - Mental Health America

Barriers

High Cost and Insufficient Insurance Coverage

Limited Options and Long Waits

Lack of Awareness



Research Data on the Social Stigma

Overall, what are people saying towards the topic of mental health and mental illnesses?

Results from the National Council for Mental Wellbeing



37% of Americans have worried about other's judgement



21% of Americans have even lied to avoid telling the truth



86% say the term "mental illness" carries a stigma

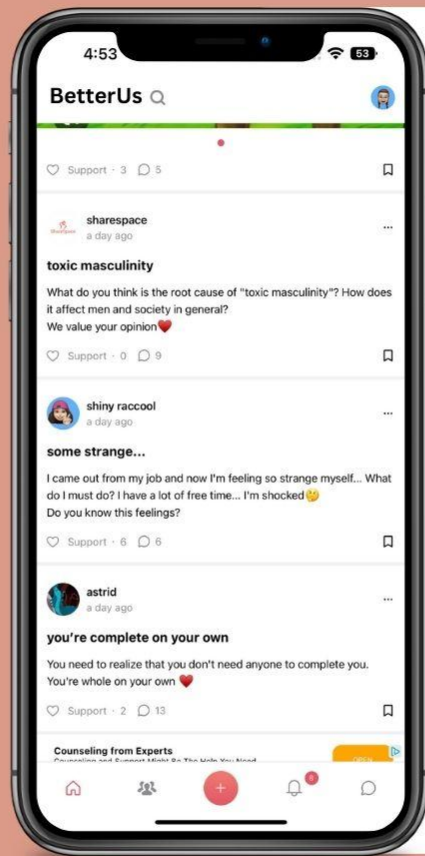


87% express that having a mental illness is nothing to be ashamed of



84% believe that people with mental health disorders can live normal lives

Introducing the BetterUs App



A SOCIAL NETWORKING APPLICATION

Focused on promoting mental health
and well-being,

Aims to become the leading online
platform providing peer-to-peer support
and affordable mental health help.

Encourage, harvest, and protect a
positive communication environment.

Functions of the BetterUs app

01

Anonymous Feed Sharing

Allow users to personalize their accounts without sacrificing privacy.

02

Community Building & Group Chats

Connect users with similar interests, concerns, and experiences.

03

Private sessions with Verified Professionals

Provide affordable, quality mental health care according to users' needs. Both paid and unpaid services are available.

04

Resource Database

Access to credible articles and an extensive, nationwide medical network.

05

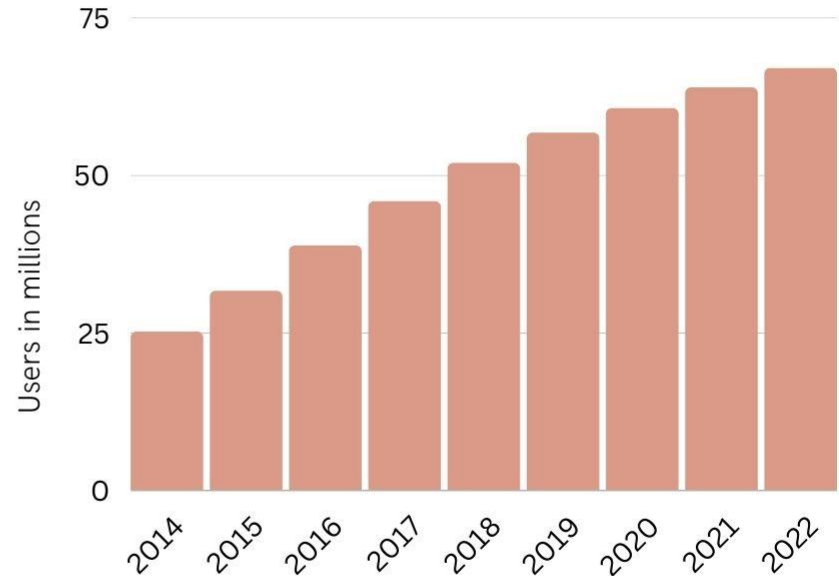
Electronic Medical Record

Build a personal EMR for the review of medical professionals within our ecosystem.

Integration of Wearable Technology



Number of wearable device users in
the US from 2014-2022



Source: Statista 2022

Users without wearable tech

- Manually complete self-monitoring and self-assessment
- Users may manually log daily physical and mental data on the app
- Receive app notifications to log daily, weekly, and monthly data.

Users with wearable tech

- User experience made easier with users' existing wearable devices
- New tools enable access to biometric and activity data
- Users can opt-in for automatic sync on the app to store their data

On Company Growth

HOW WE PLAN TO EXPAND IN THE COMING YEARS



Develop Partnerships

Work collaboratively with governments, organizations, and insurance companies to improve offerings on the app.



Extend Offerings Globally

Acquire users globally and continue building a medical network of professionals from around the world.



Further tap into the Telehealth Industry

Continue developing our platform to broaden the availability and accessibility of telehealth.



Don't hide
your emotions,
let's kill the
stigma together!

— BetterUs