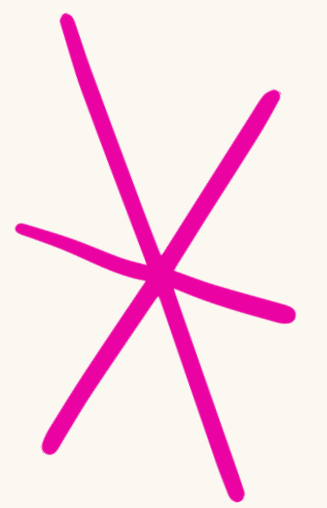


# THERAPY NOW





1. Introduction
2. Problem
3. Prototype
4. Solution
5. Market size
6. Competitor analysis
7. Marketing Strategy
8. Business Model
9. Financials
10. Conclusions



# The Team



**Rümeyssa Topcu**  
*Project manager*



**Sinem Erdoğan**  
*Marketing*



**Betül Kültür**  
*Project manager*



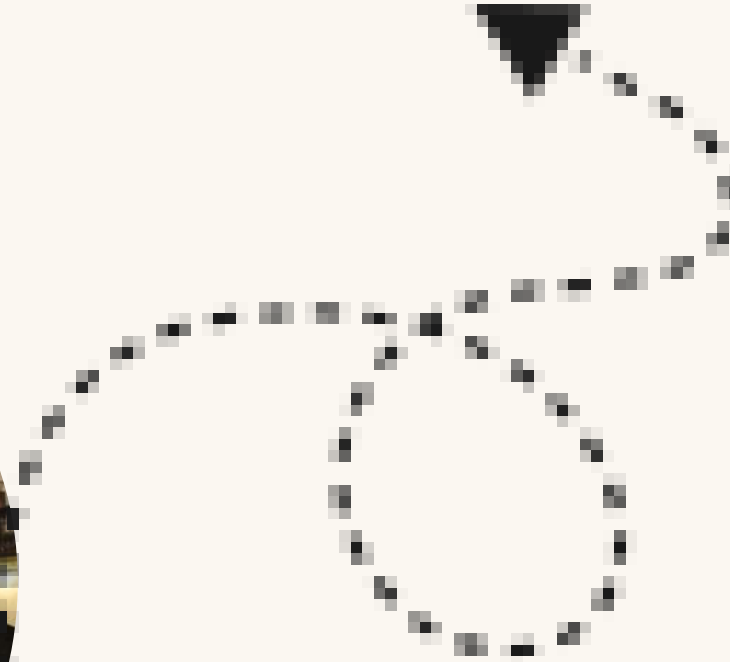
**Mert Emre Turalioğlu**  
*Finance manager*

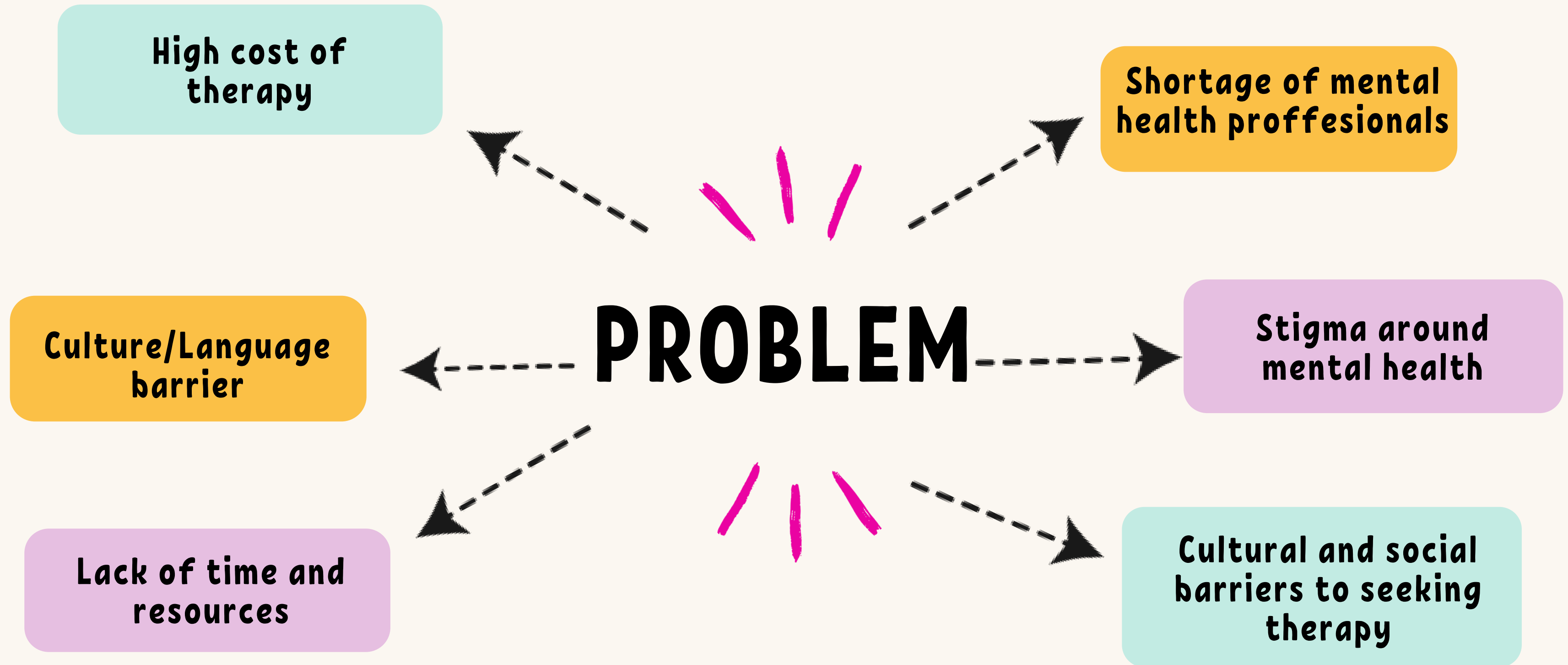


**Esra Dilara Karaçete**  
*Psychology Consultant*



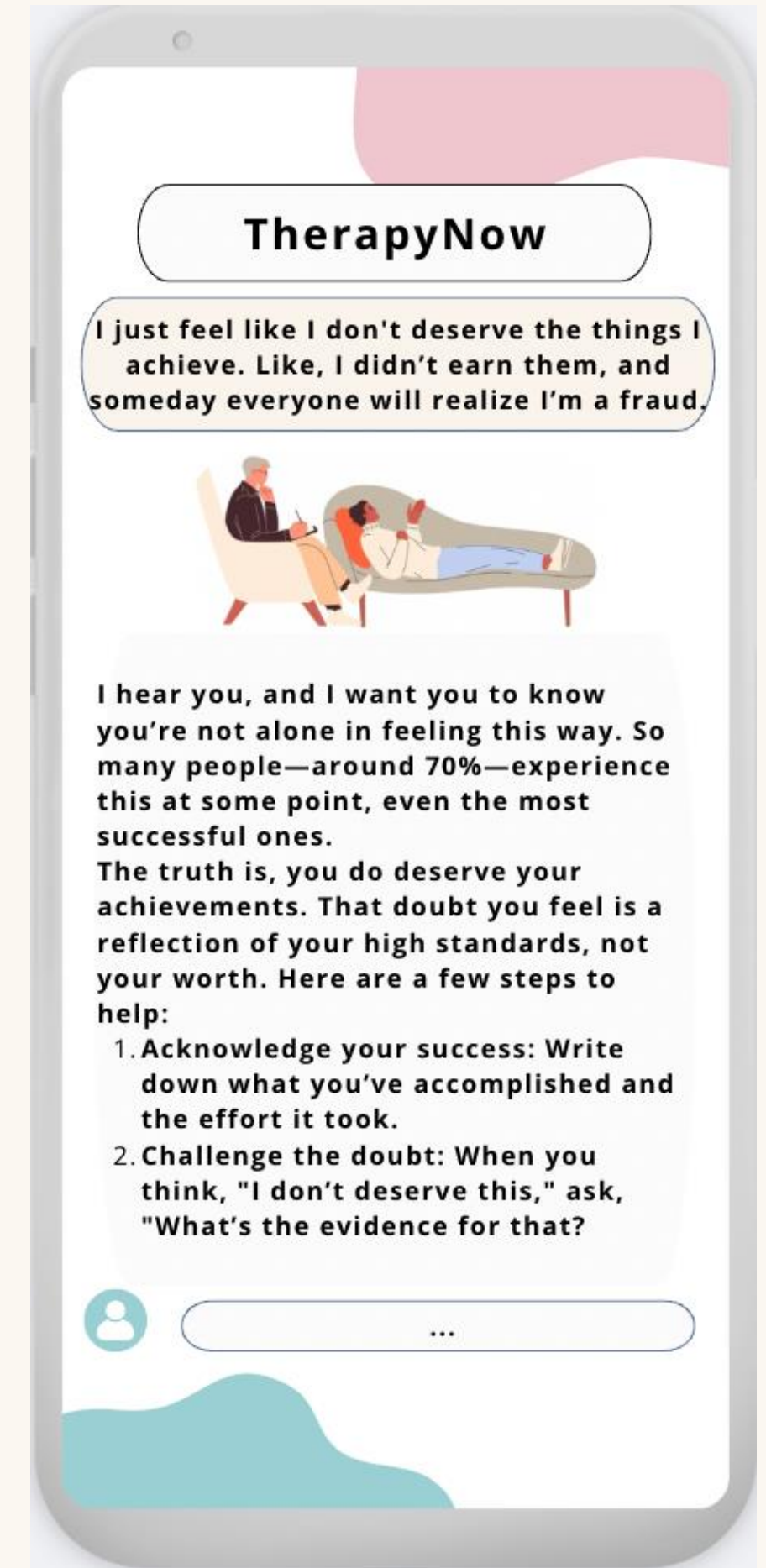
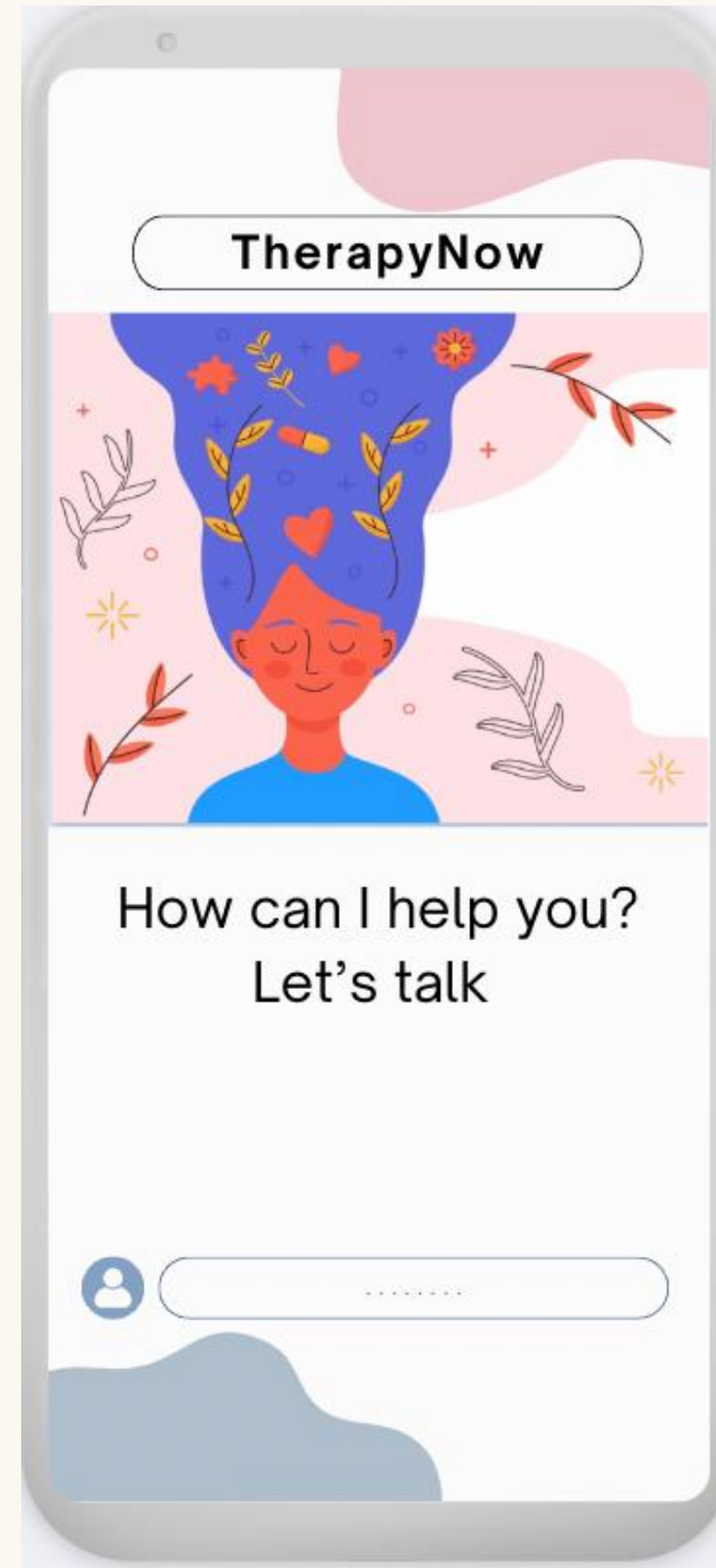
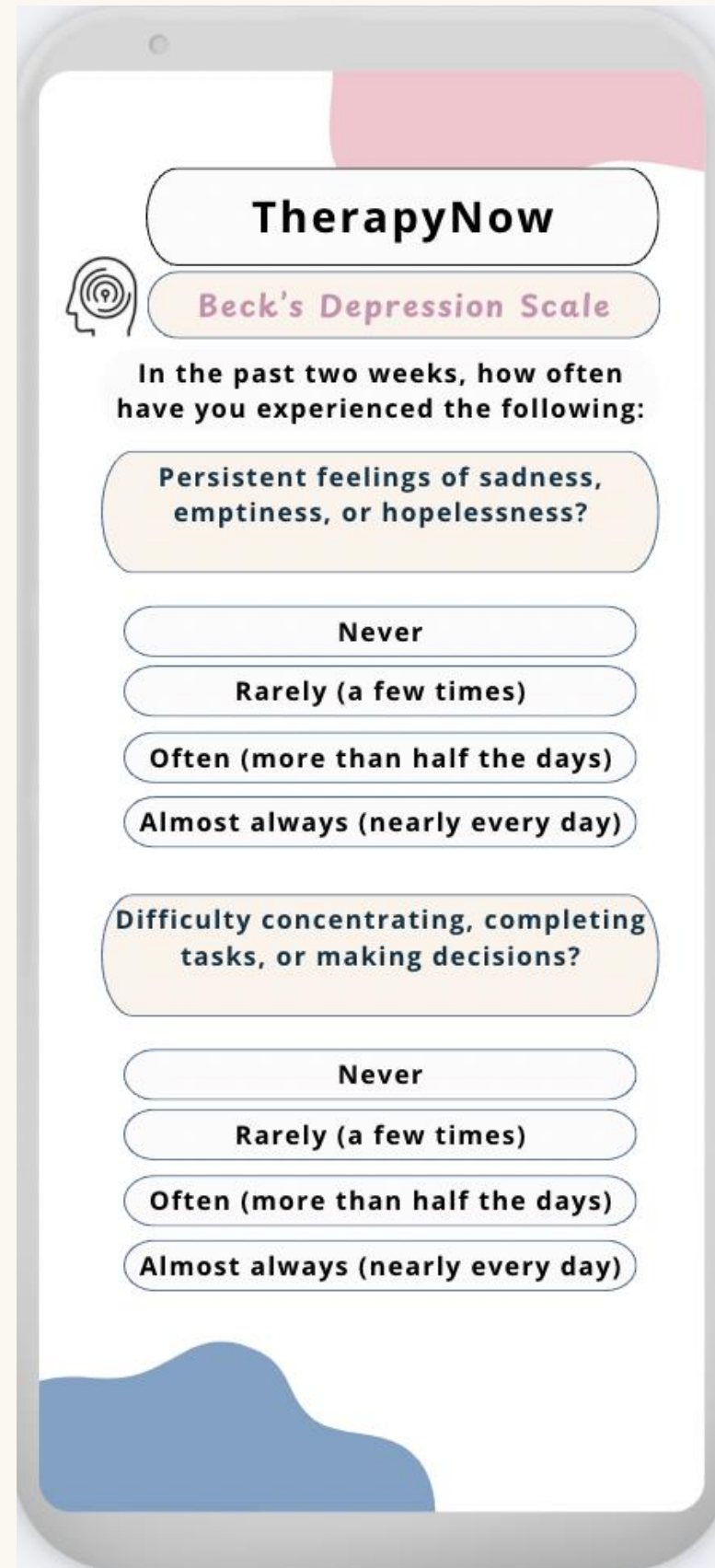
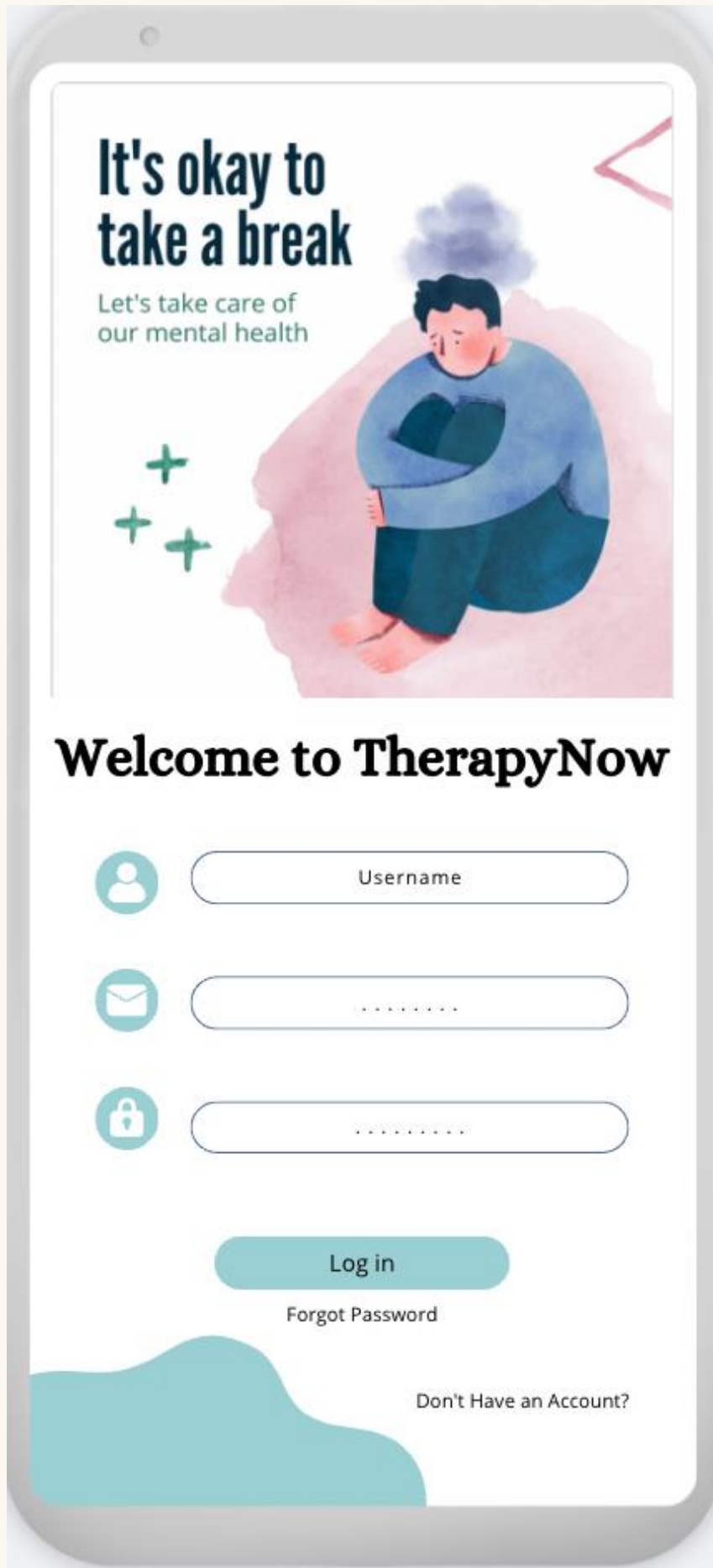
**Berk Sara**  
*IT manager*







# Prototype



# SOLUTION WITH THERAPY NOW

Tailored psychological consulting instantly

**Personalized Consulting with Everyone**

Empathetic and Context-Aware responses guided by expert psychologists

**Emotionally Intelligent AI**

24/7 Availability

**Accessible 24/7 Mental Health Support**

Scalable support to millions without overburdening therapists

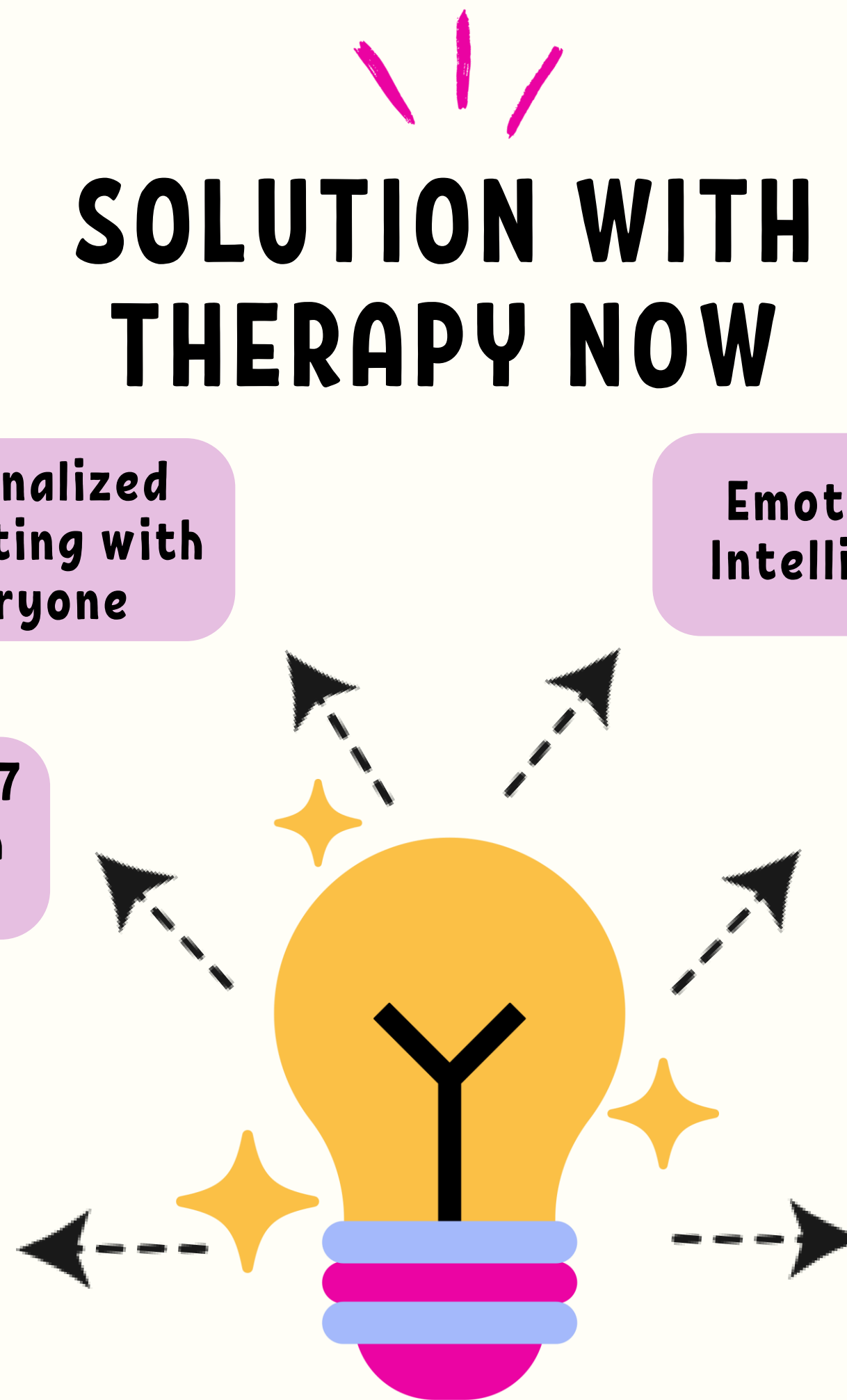
**Scalable Mental Health**

Tracking user interactions to provide actionable insights

**Smart Data Insights for Better Care**

Offering support in multiple languages and accommodating various cultural nuances

**Inclusive and Multilingual Support**



# MARKET SIZE



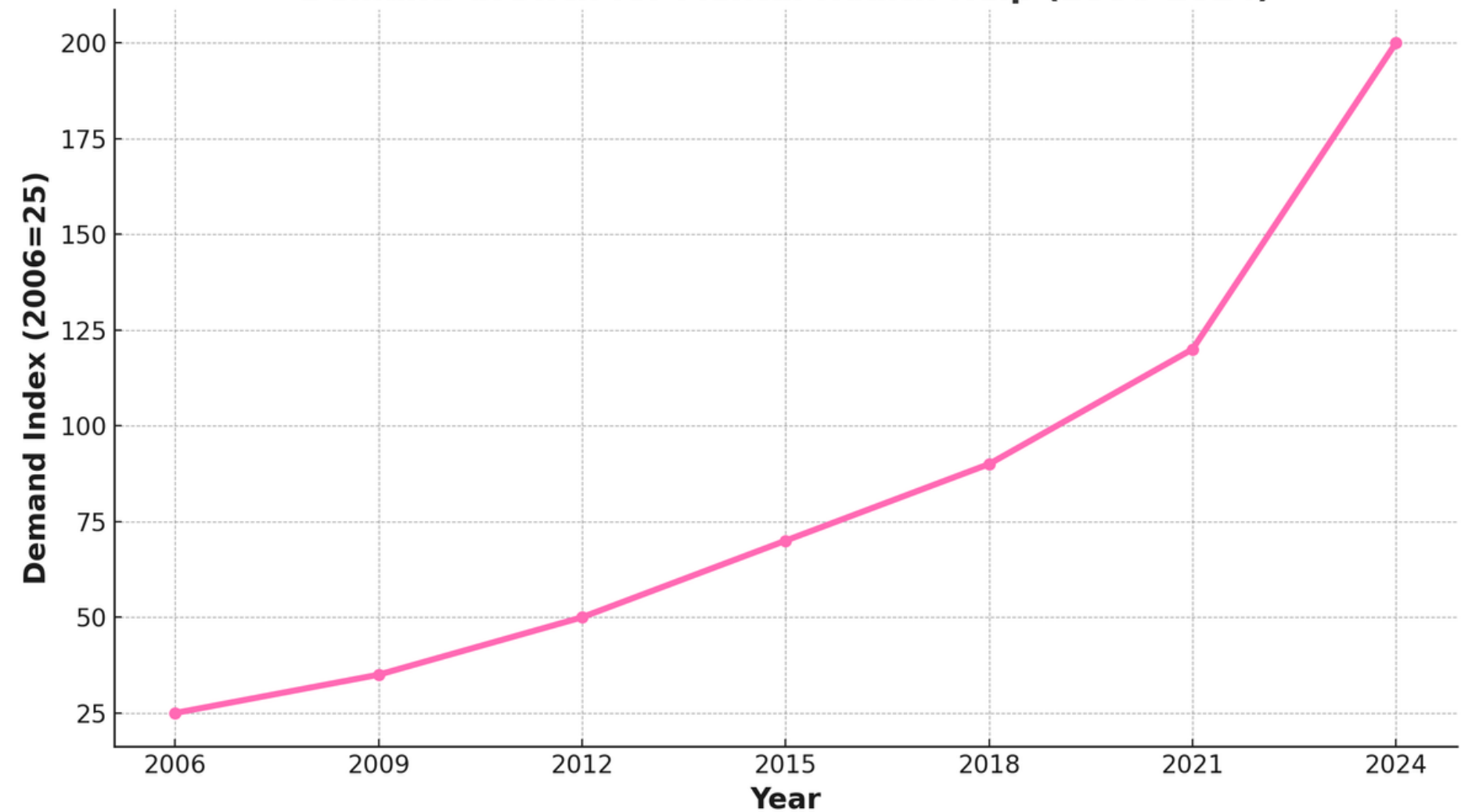
**GLOBAL (2024): 970 MILLION PEOPLE (1 IN 8) LIVE WITH MENTAL DISORDERS.**

**GLOBAL (2030): MARKET PROJECTED TO REACH USD 39.59 BILLION WITH 0.60% CAGR.**

**TURKEY (2024): 17% OF THE POPULATION (~14M) FACE MENTAL HEALTH ISSUES; ~9M SEEK SUPPORT ANNUALLY.**

**TURKEY (2030): MARKET EXPECTED TO REACH USD 149.3M WITH 0.18% CAGR.**

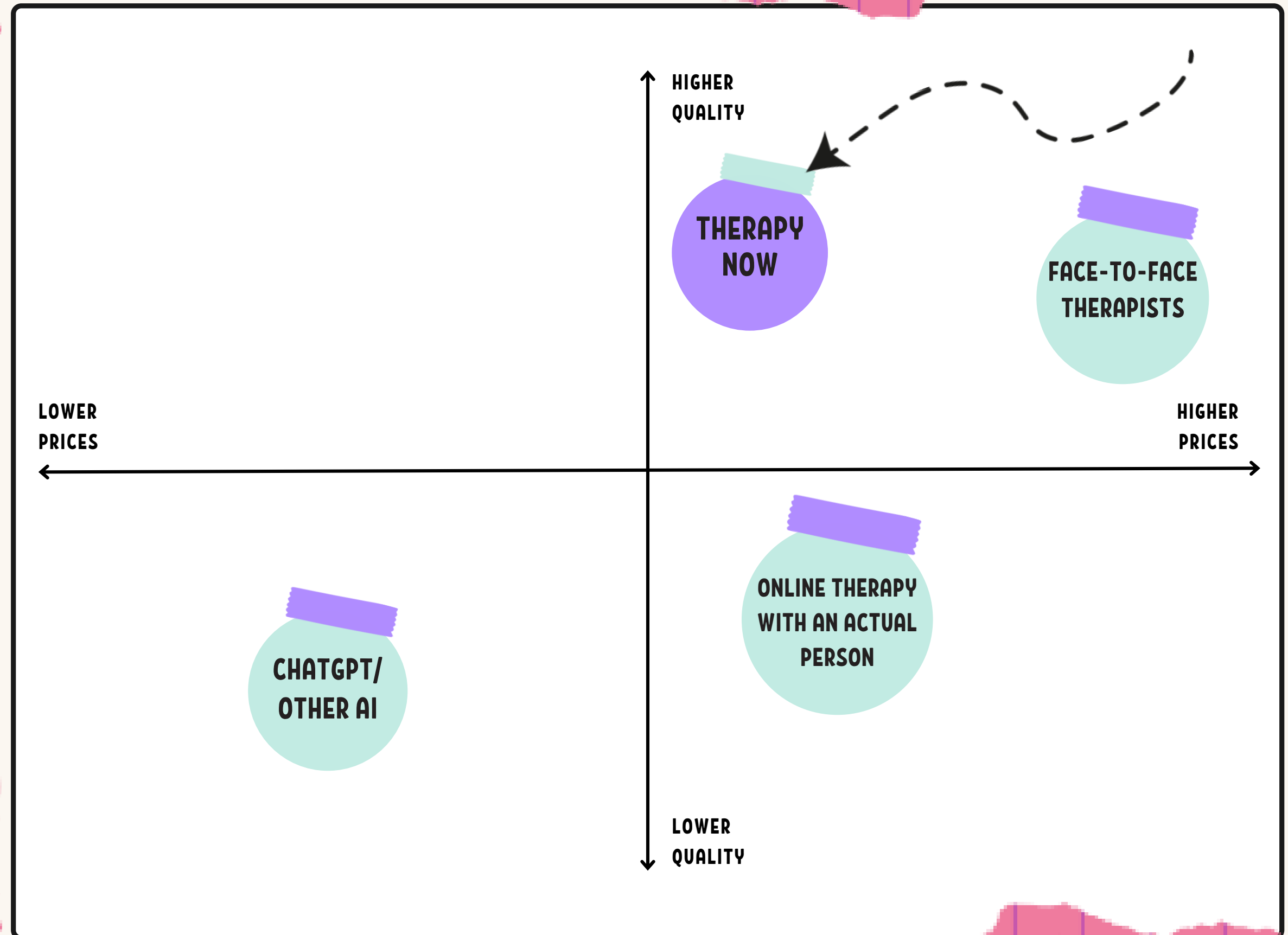
**Demand Growth for Mental Health Help (2006-2024)**





# COMPETITOR ANALYSIS

- 1** Better quality therapy with Therapy Now, since the competitors are not specialized on the topic.
- 2** Face-to-face therapy is costly and time-consuming.
- 3** Online therapy option with a real therapist is more costly and less effective since a single person cannot compete with an AI technology.

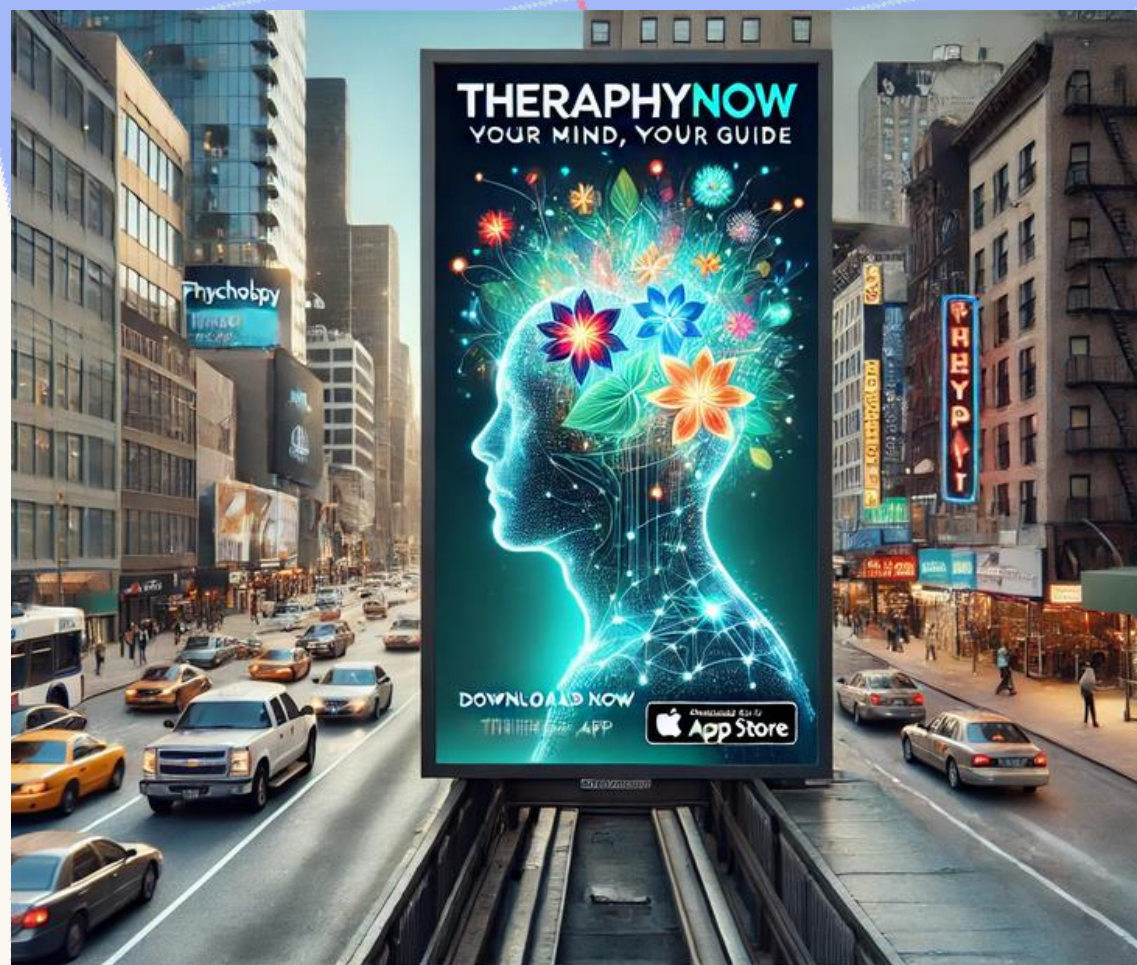




# COMPETITOR ANALYSIS

| App Name      | Chat-Based Therapy | AI Personalization | Video Content | Clinical Approval | Therapist Integration | Gamification Elements | Daily Active Users (DAU) | Subscription Cost (Monthly) | Scalability |
|---------------|--------------------|--------------------|---------------|-------------------|-----------------------|-----------------------|--------------------------|-----------------------------|-------------|
| Therapy Now   | ✓                  | ✓                  | ✓             | ✓                 | ✓                     | ✓                     | 6,000                    | \$14.99                     | High        |
| Woebot Health | ✓                  | ✓                  | ✗             | ✓                 | ✗                     | ✓                     | 20,000                   | \$9.99                      | High        |
| Everyday Help | ✓                  | ✓                  | ✓             | ✗                 | ✗                     | ✗                     | 15,000                   | \$7.99                      | Medium      |
| Wysa          | ✓                  | ✓                  | ✓             | ✓                 | ✓                     | ✓                     | 25,000                   | \$11.99                     | High        |
| BetterHelp    | ✗                  | ✗                  | ✓             | ✓                 | ✓                     | ✗                     | 50,000                   | \$60.00                     | Medium      |
| Youper        | ✓                  | ✓                  | ✗             | ✗                 | ✗                     | ✓                     | 10,000                   | \$12.99                     | Medium      |
| Moodfit       | ✗                  | ✓                  | ✓             | ✓                 | ✓                     | ✓                     | 5,000                    | \$8.99                      | Low         |

# MARKETING STRATEGY



- **COLLABORATE WITH INFLUENCERS**

Influencers that have high engagement in YouTube, Instagram and TikTok with a wellness and psychology niche is a useful tool to increase awareness.

- **GOOGLE ADS**

According to Google "On average, businesses earn \$2 for every \$1 spent on Google Ads." Therefore, with an right keywords and the SEO it is an effective option.

- **ADVERTISEMENT BOARDS ON THE STREETS**

Putting creative advertisement boards on the streets that have high-traffic to attract the attention of potential customers.

- **SHARE EXPERIENCES OF CURRENT USERS**

Build a platform on the website for users who want to share their experiences on app with others to show how much app benefited them.



# Business Model

**Individual**  
Monthly \$14.99  
Yearly \$149.99



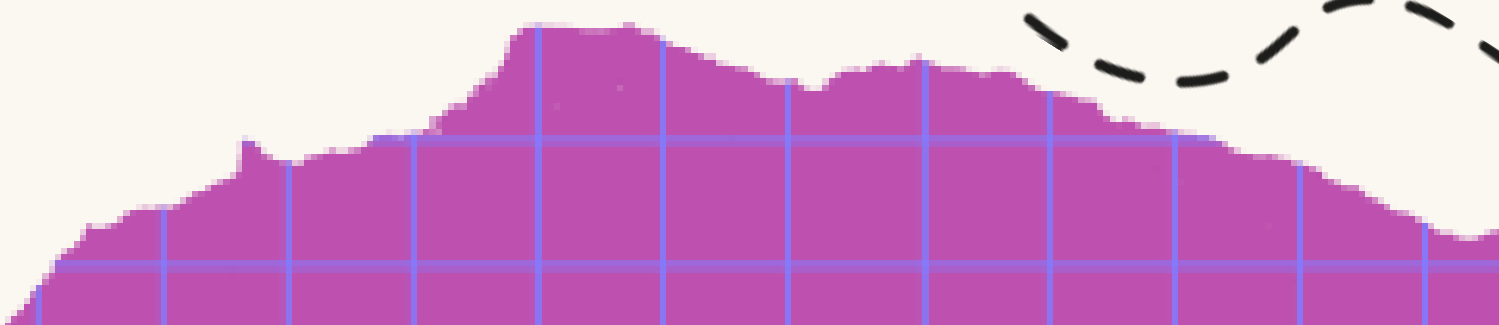
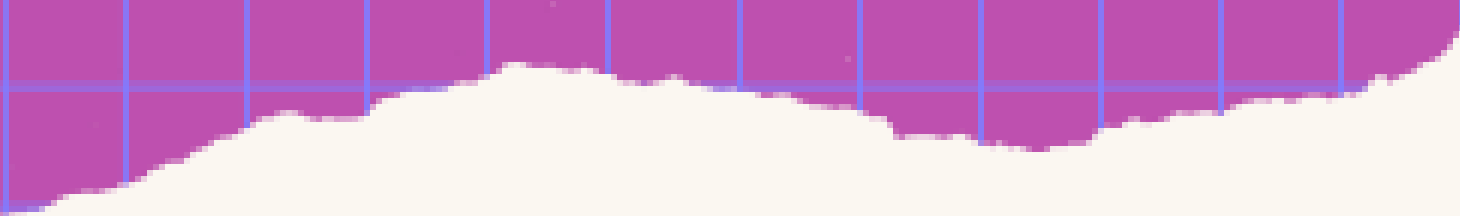
**Student**  
Monthly \$9.99  
Yearly \$99.99



**Family**  
Monthly \$19.99  
Yearly \$199.99



**FREE** Free Trial for 7 days !!

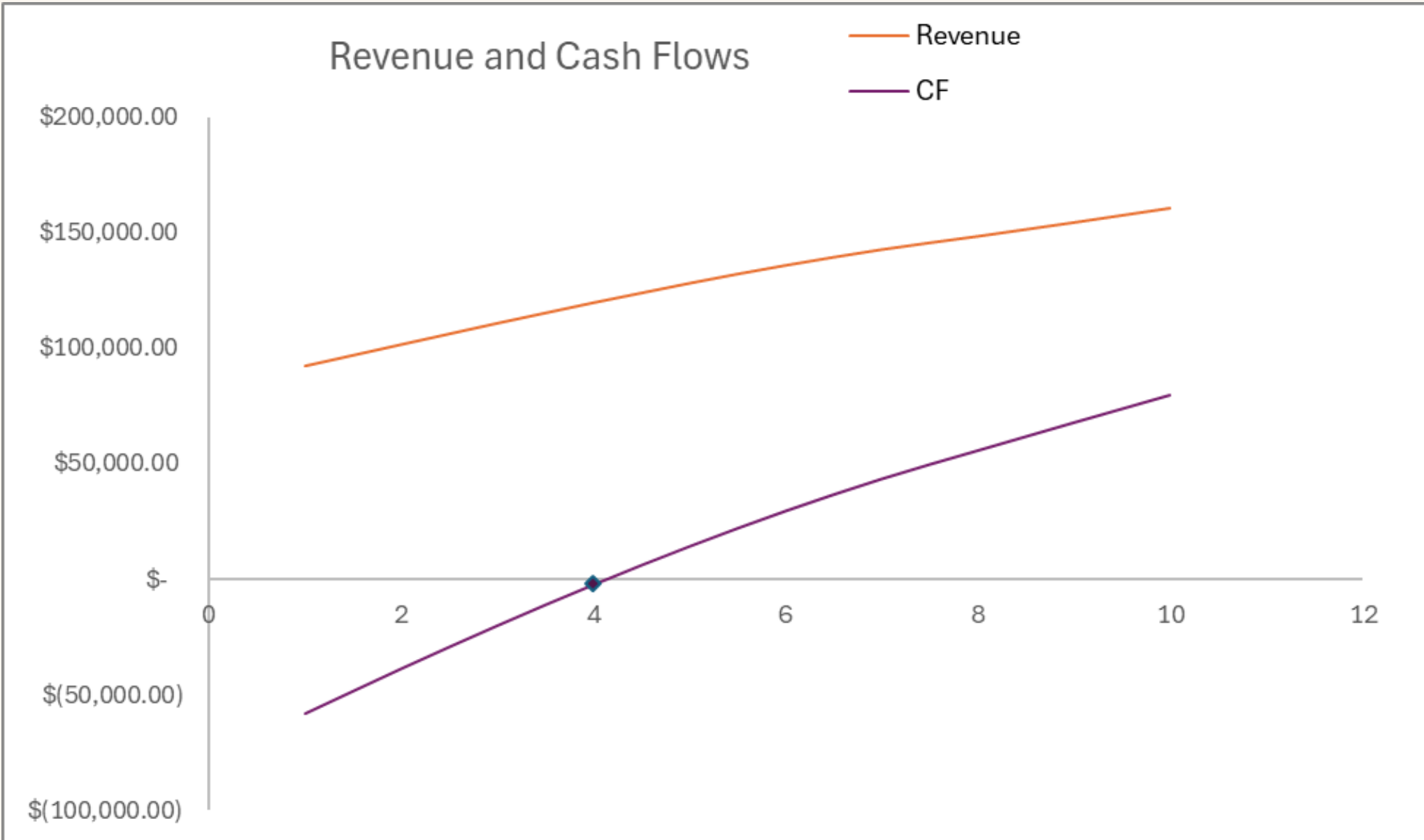




# Financials

| Year    | 1             | 2              | 3              | 4             | 5            | 6             | 7            |
|---------|---------------|----------------|----------------|---------------|--------------|---------------|--------------|
| Revenue | \$ 92,500.00  | \$ 101,750.00  | \$110,907.50   | \$119,780.10  | \$128,164.71 | \$ 135,854.59 | \$142,647.32 |
| EBIT    | \$(53,000.00) | \$ (33,565.00) | \$ (14,935.45) | \$ 2,746.16   | \$ 19,323.14 | \$ 34,631.93  | \$ 48,510.25 |
| CAPEX   | \$ 5,000.00   | \$ 5,000.00    | \$ 5,000.00    | \$ 5,000.00   | \$ 5,000.00  | \$ 5,000.00   | \$ 5,000.00  |
| CF      | \$(58,000.00) | \$ (38,565.00) | \$ (19,935.45) | \$ (2,253.84) | \$ 14,323.14 | \$ 29,631.93  | \$ 43,510.25 |

- Break Even Point: 4th Year
- Initial Growth Rate: 10% and decreasing 1% annually
- Constant Growth Rate of 4% after Year 7
- Approximate TV at a discount rate of 20% at Year 7: \$350,000







# Investment Needs



## Stage 1 Investment: \$150,000

- Product Development
- Marketing
- Market Research
- Operational Setup



## Stage 2 Investment: \$200,000

- Platform Enhancement
- Expand Marketing
- Team Expansion

THANK  
you

JOIN US IN REVOLUTIONIZING MENTAL HEALTH SUPPORT!