



**Sh.A.U.C.K:**

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## Executive Summary

DiscoverME is a kid-friendly app that is focused on the Health & Wellness Industry that allows users to **discover** and manage their “**Mental Health and Wellbeing.**” The app helps nurture our youth to **develop**, **understand**, and **identify** who they are.

- Users can log daily trends such as mood, sleep, eating, and drug use or temptation and **understand** their habits.
- Many individuals may be unaware of their lifestyle trends or underestimate the impact of their day to day habits. Our visual representation of data allows them to **identify** patterns and areas for improvement.
- Users may get overwhelmed after they identify and recognise the need to fix lifestyle choices, which when unattended may lead to serious mental illness, including depression, anxiety, and other mood disorders. Our app serves as a means for **change** through non-judgemental tips and techniques.
- We provide users with kid-friendly interactive features such as games, a journal, and logs to keep track of their mood, sleep, and eating patterns. We also utilize grounding techniques, a practice used by psychologists, to help anchor the user to the present moment with interactive games.
- Our app also offers counseling, emergency, and rehabilitation resources which can be **expanded** to include local treatment centers for locations outside of Southeast Minnesota. Our app has guided meditation and music as well.
- **This app does not diagnose users and is not intended to replace licensed professionals and therapists, nor is it to encourage others to not seek help.**

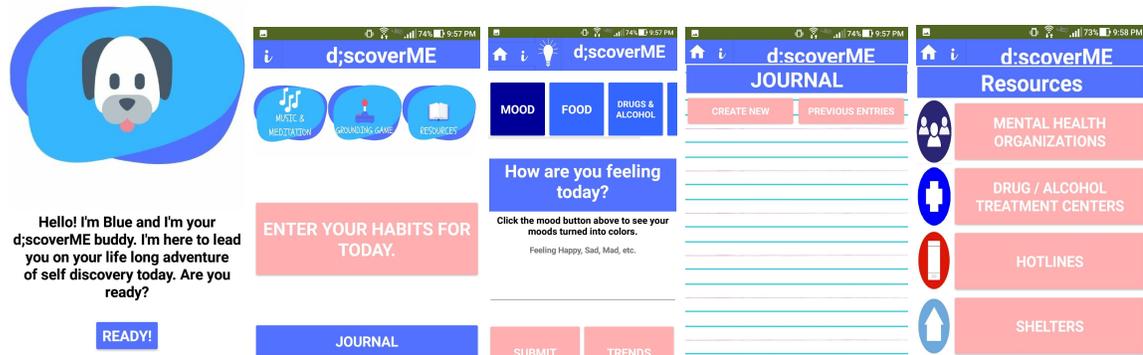
Sh.A.U.C.K. is a nonprofit organization of five diverse young women based in Rochester, MN advocating for mental health awareness. Our goal is to help youth thrive in their community by recognizing and coping with mental health early on. We will create a future free of stigma and a happier, more intuitive generation by providing users equal opportunity to resources and tools they may currently lack.

Our purpose is to gain support from investors and launch our app to benefit our growing market of users. As a result, we hope our app will be an asset to an international audience.

### Description of Business Concept

Connect to a variety of resources and tools personalized to you at a simple touch of a button, and avoid all the time spent switching between apps. With DiscoverME you can view all your personal trends immediately in a fun color coded way! Take care of your mental wellness in a fun and simple way and learn how to be expressive, be strong and be yourself!

- The background of this market is relatively short, as few products and services are directed toward this population. There is a need in the market, since approximately 61.5% of youth with major depression do not receive any mental health treatment, and a large population are still finding difficulties when finding resources and tools.
- Furthermore, the need for this type of product will continue to grow as mental illness and stress are heavily prevalent, and extremely serious issues, and if not accounted for, our community can see an increase in deteriorating health. Children with mental health problems can have lower educational achievement, greater involvement with the criminal justice system, and fewer stable placements in the child welfare system than their peers.
- The **development** activities we are currently working on include processing towards a **beta version** and eventually a **version 1.0**. We will be releasing our beta version on August 3rd, 2019, and continue developing the app for future updates.



- Financially, we are will be functioning by bootstrapping our way through the first iteration of our app. We plan on raising money through platforms such as Kickstarter and GoFundMe as necessary. We would also consider to set up our own fundraising organization by getting a 501(c)(3) status. There will also be additional premium options at a yearly cost for users.
- We have predicted that in 2023 our net profit will raise to about \$35,747.65 and will keep on increasing in future years.
- We have partnered with Cronin Homes Inc. as of May 2019. We will be working with Cronin Homes Inc. to implement features that would be beneficial to their clientele. Our app is one of the few products that truly is designed to help the youth who want to take care of their mental wellness

become connected with needed resources and tools. Cronin Homes Inc. plans to distribute our app and make it available throughout their networks at the beginning of 2020.

### **Market Summary:**

- There is a need for an app to improve mental awareness and stress levels for **adolescents** and **those who are too afraid to speak of their mental status**. **Repressing symptoms** early on can **negatively** affect a child's mental status as they develop. According to a study, 50% of mental health problems are established by age 14. When we reach this market and provide support and tools, we may be able to prevent further problems in the future. Currently, there is a **growth** of 43,000 people each year who develop mental illness in America.
- In 2016, data reports from the U.S. census stated 26% of individuals felt stressed and 13% had mental illness in Minnesota. This is roughly a population of 2,152,781 people, **nearly half** of the state's total population.
- Specifically, we are targeting youth aged 10-15. Many in this market are still trying to understand themselves and develop. According to charts, for youth aged 8-15, approximately 13% have **serious** mental illnesses.
- If we don't try to help youth express themselves and get help, it can lead them to have **lower** educational achievement and **greater** involvement with the criminal justice system.
- Our app is designed to provide more optimal features, resources, and tools directly to the youth. It will help youth **establish a connection** with themselves and gradually become **more comfortable** with their personal needs.
- Many youth do have access to smartphone technology, 56% of **youth** aged 8-12 **have phones**, and 88% of youth aged 13-17 have phones.
- We have conducted a survey with our local high school and middle school students to understand their preferences for a mental health app and intend to implement their suggestions and found that out of 200 people, 188 believed they needed tracking methods to improve their mental wellness.
- Obviously there is a **need** in the market, because approximately 13% of youth in the U.S, 9.62 million, experiences mental illness in a given year. Out of this, 70% of youth **don't have proper intervention** at a sufficiently early age. Furthermore, according to this data, mental illness and stress are heavily prevalent, and are extremely serious issues, and if not accounted for, our community can see an increase in deteriorating health.
- According to US Census, 2019, the potential of our customers keeps **increasing** in size. The size gets bigger as we look at a larger population:

<b>Location</b>	<b>Population of youth aged 10-15 / Potential customers</b>
Minnesota	351,342
USA	13,428,573
World	1,155,000,000

\*Remaining percentages of individuals may be unaware of their mental state.

Feature	DiscoverME 	Pacifica- Stress & Anxiety 	Relax Lite: Stress Relief 	What's Up? - Mental Health App 	Daylio 
Access to key resources (Mental health organizations, hotlines, shelters, local treatment centers, etc).	✓	Search for therapists		-Chat rooms -Websites -Suicide Hotline	
Breathing, Meditation, <b>Grounding Game</b> , and Music features	✓	Breathing and Meditation Only	Breathing and Meditation Only	Wordy Breathing techniques	
Habit tracker with a variety of subtopics	✓	✓			✓
Journaling, Archiving, and Mood trends	✓	✓		✓	✓
Focus on helping to calm stress levels and improve mental awareness/health	✓	✓		✓	
Resources are scalable to the area of the user	✓				
Local Community resources inputted by local agencies	✓				
Don't require registration/payment to use app	✓		In app purchases		✓
Journal with "reactions"	✓	Just journal			Just journal
Geared towards youth aged 10-15	✓				

### **Sales & Marketing:**

- We have contacted Consultants in Psychological Health and discussed how our app could potentially be used in future therapy sessions. We have also partnered with Cronin Homes Inc. and are working with them to implement features. We are planning to potentially allow them full access of the app.
- Mental health is becoming more prevalent across all generations. However, many people have difficulty admitting they need help, or when they do, require intensive therapy to recover. In addition, some people disregard outreach opportunities or are afraid of losing the familiarity of their mental illness. We want to prevent this problem **before** it can develop. By reaching out to organizations and asking if they would promote and recommend our app, we could reach a prime market - those at risk

for developing mental illness. DiscoverMe **stimulates** the self-awareness that youth must have in order to recognize when they need help.

- We also plan to reach out to the Olmsted County Youth Commission to partner with the developing community leaders, **schools**, and schools mental health **clubs** to expand our reach and awareness of mental health.
- Furthermore, we can promote through **newspaper ads/article** to discuss the idea of emotional education and reach out to our local KTTC news to allow our app to become known.
- Our main sales and marketing channel are through our up-to-date **social media platforms**: Instagram and Facebook.
- Our app will be available for free on the Google Play Store, so revenue will come from donations, grants, gifts, and ad revenue. Profits will be used to advance our app and company. In addition, we have also started a Gofundme page for our app.
- We may create another version of our app, which will cost money yearly for premium options for users. This way, users can explore the free version before settling on the paid version with premium features.
- To address how we will function on a work level, each of the five team members are expected to pitch in to get our first iteration off the ground. Anjali and Sarah will continue to work through the technical aspects of the app, Kylie and Uma will continue to work on marketing and community outreach, and Caitlin will continue to work on managing the finances.
- We currently are all considered co-founders. As we are still currently in the first stages of development, we are all in charge of various parts of the creation of DiscoverME, thus no one is considered, officially, an employee. However, in the future, we may hire employees to help with the technical development of different features for our app, marketing, social media, and finances.

### **Operations**

We are currently developing our app through MIT App Inventor, but for the future we would like to change our platform in order to improve the design of our app to fit contemporary standards. We would deliver our product through systems like the Google Play Store and the IOS App Store. Support for our business and app is currently found in pages like Go Fund Me and social media, and with our own efforts by our friends, family, and us. Other potential forms of support for our business and app is to acquire grants and ad clicks.

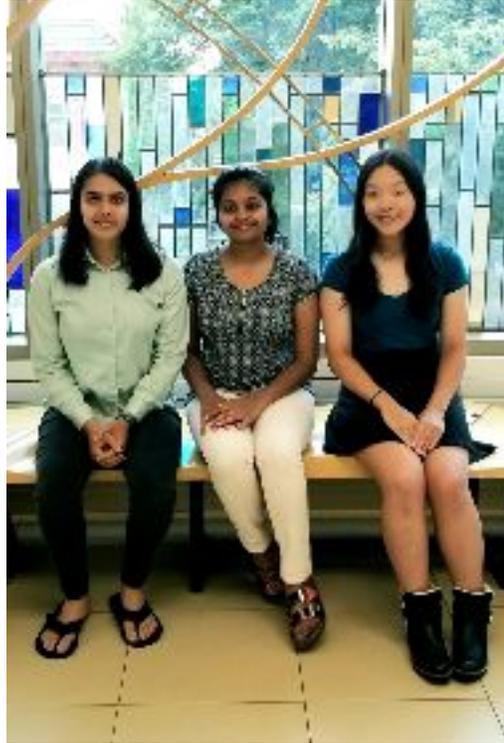
Our plan is to work with Cronin Homes Inc. to further develop our app and then to potentially give full access of our app to. To do this we would need to center our app's focus to those of Cronin Homes Inc.'s issues.

### **Team**

Our team consists of:

- **Chief Executive Officer:** Anjali Donthi is currently a 10th grader at Century High School. Anjali is a co-founder of BASIC Balsa company; They received a \$10,000 sponsorship award, which was used towards the development of the app and company. The app is being used by IMAA and Diversity Council.
- **Chief Financial Officer:** Caitlin McWilliams is currently a 10th grader at Century High School. Caitlin has taken a finance class.
- **Chief Technical Officer:** Sarah Bulur is currently a 10th grader at Century High School. Sarah has worked on large aspects of the code for DiscoverME. She has taken several advanced coding courses.

- **Chief Marketing Officer:** Kylie Meng-Lin is currently a 10th grader at Century High School. Kylie has connections with the mental health community and can empathize well with the mental health topic.
- **Chief Design Officer:** Uma Ashrani is currently a 10th grader at Mayo High School.



(Left to Right) Uma, Anjali, Kylie ; Not Listed: Sarah, Caitlin

- We are led by experienced and devoted mentors who have guided us through the development of this application:

- **Sherry Jiawei Zhou** - Technical Advisor
- **Richard Bogovich** - Marketing Advisor
- **Mark Hurlburt** - Executive and Financial Advisor
- **Lisa Lavin** - Entrepreneurial Advisor

- At Sh.A.U.C.K., we are deeply involved in the mental health community. With a team consisting of students with close connections to the mental health community, many of us have experienced or heard of the hardships people with mental illnesses face. Because of this, we became very passionate about the mental wellness topic, and have a goal to help others who may **not** have the support or tools to get help.

- The lack of basic information on where to find resources all in one place, and the struggles of keeping track of their personal trends, causes not only extra stress and hardship in their lives, but a drain on America's economy as serious mental illness costs America \$193.2 billion in lost earnings per year. We decided to create "DiscoverME" to turn this **lose-lose** situation into a **win-win** situation with nothing more than an accumulation of easily accessible information and tools within reach of the user's fingertips.

- Our immediate goal is to use our proof-of-concept to get user feedback and create a hardened 1.0 version of this app to release to the public. Our proof-of-concept will be verified by Cronin Homes, Inc. with whom we are partnering to release this app to a bigger audience.

- Our future goal is to be able to give Cronin Homes, Inc full access to the app. This would allow them to use this app as a resource for their customers and would also increase the amount of people this app impacts.

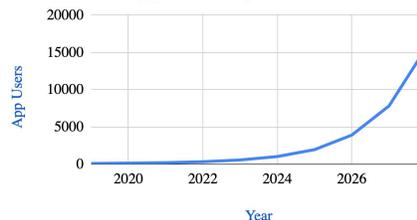
- Below is an overview of our goals:

Immediate Goals	Future Goals
<p><i>Get user feedback on our proof-of-concept by our partner, Cronin Homes, Inc.</i></p>	<p><i>Release the 2.0 version of this app which includes:</i></p> <ul style="list-style-type: none"> <li>- <b>Glossary feature</b> of mental illness terms</li> <li>- <b>Adding</b> several other <b>resources</b> to our app as well as <b>expanding</b> the <b>app</b> to first the other locations in MN, and then to <b>other locations across the U.S.</b></li> <li>- <b>Updating design</b> of our app</li> <li>- <b>Expanding app availability</b> to iPhone and ios.</li> <li>- Adding a <b>calendar function</b> to easily see trends in mental health state.</li> <li>- Adding <b>more interactive games</b> to improve awareness of the user.</li> <li>- A <b>filtering feature</b> for resources feature to increase user friendliness</li> <li>- Include more analytical questions for trackers.</li> </ul>
<p><i>Release the 1.0 version of this app to the public through Cronin Homes, Inc.</i></p>	<p><i>Allow full access of the app to Cronin Homes, Inc.</i></p>

**Financial Plan & Projections**

- We have \$25 in our GoFundMe account, and we plan to use the collected money to update our app and promote it on social media and other marketing platforms.
- For our estimated expenses over the next 5 years, we will need about \$5,898.34. Our goals for these funds include updating equipment, promoting and marketing, and technical tools/platforms. We will hit these people projections through forming partners with several organizations and promoting our app through them.
- We plan to make a net profit of \$35,747.65 in the next 5 years. Since we are a **non-profit**, we plan to make this through donations, grants, ad click revenue, and the yearly purchase of our premium feature(to be released in 2020). According to Braze, we found that only about 5% of our users will buy in-app purchases.
- All of our financial capital will be used towards the app and company development.
- See the details in our financial pro formas on the next page:

D;scoverMe App User Projections



**DiscoverMe Forma Profit and Loss**

**Assumptions**

# of Downloads - First Year	100
% Growth Per Year	Starting with 40% in 2020, increases 10% each year until 100%
Download Price	\$0
In-App Advertising Sales - First Year	\$150
Grant Funding Growth	10%
Premium Feature Cost Yearly	\$12

#### DiscoverMe Pro Forma Profit and Loss 2019-2030

Revenue	August 2019 - December 31 2019	2020	2021	2022	2023
Estimated Users	100	140	210	336	571
Advertising Sales	\$150	\$756	\$1,134	\$1,814.40	\$3,078
Grants	\$2,000	\$2,800	\$4,200	\$6,720	\$11,424
Premium purchases	-	\$35	\$52.50	\$84	\$142.75
Total Revenue	\$2,250	\$3,731	\$5,596.50	\$8,954.4	\$15,215.75

Expenses	2019	2020	2021	2022	2023
Office Rental	- \$0 (Donated by Biobusiness Center)	\$0	\$0	\$0	\$0
Software	\$600	\$600	\$600	\$600	\$800
Employee Salaries	\$0 (Volunteers)	\$0	\$0	\$0	\$0
Marketing & Advertising	\$157.50	\$261.17	\$391.76	\$626.81	\$1,065.10
App Store Fees	\$0 (Play store free)	\$99 (expanding to other app stores)	\$99	\$99	\$99
Total Expenses	\$757.50	\$960.17	\$1090.76	\$1,325.81	\$1,764.10

<b>Net Profit</b>	\$1,492.5	\$2,770.83	\$4,505.74	\$7,628.59	\$13,452.65
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#### Risks/Mitigation

- MIT App Inventor is a **limiting** platform for design and development of our app, so we plan on either moving our app code and concept to another platform or to use some of the business profits to work with a local app development company.
- Although Cronin Homes Inc. is a satisfactory partner for our app, we would like to look into other partners who would match our business and app concept better. Other partners might be those who are **more** mental health driven, instead of focused on the drug and alcohol abuse side of mental health.