

**Cognity**

Therapy Revisited.



## Sarah

- College student studying economics
  - On a budget
- Has anxiety and is stressed out from study workload
- Doesn't have much time throughout the day
- Doesn't know who to talk to
  - Worries therapy may be uncomfortable & too personal





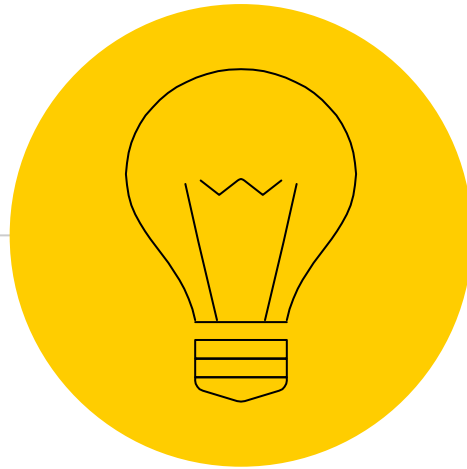
## Traditional Therapy

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Inaccessible

Expensive

Uncomfortable



# Cognity

Our mission is to provide **affordable** access to modern therapy services using a mobile app.



## Mental Health Crisis

*Inaccessible*

*Expensive*

*Uncomfortable*

**Always  
available on  
your phone**

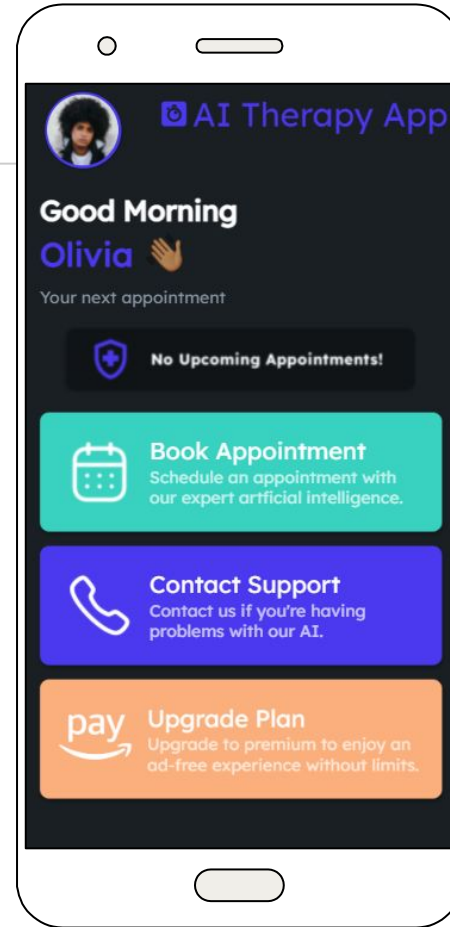
**About 1/10th  
the price of  
traditional  
therapy**

**Private, on your  
phone, not  
talking to a  
human directly**



## Introducing: **Cognity**

→ An **affordable** & easy-to-use app for all your therapy needs  
→ We use A.I. algorithms behind the scenes to **analyze**, **match**, and **respond** to user input



1

## Talk to the User:

- Analyze input & match with known conditions
- Offer someone to talk to for our users using – some just want someone to listen

2

## Professional Network:

- A network of licensed expert therapists offers seamless session booking
- Our modern business model allows competitive hourly rates



## Input Analysis: proof-of-concept

Your Message

I am a bit depressed

*You: I am a bit depressed*



**Detected Depression; Confidence**  
**0.999049961566925**

```
def getreply(input):
    sentence = input

    sentence = tokenize(sentence)
    x = bag_of_words(sentence, all_words)
    x = x.reshape(1, x.shape[0])
    x = torch.from_numpy(x).to(device)

    output = model(x)
    _, predicted = torch.max(output, dim=1)
    tag = tags[predicted.item()]

    probs = torch.softmax(output, dim=1)
    prob = probs[0][predicted.item()]

    # lower number makes wrong tag detection more likely
    if prob.item() > 0.75:
        for intent in intents["intents"]:
            if tag == intent["tag"]:
                return(f'Detected {random.choice(intent["responses"])}; Confidence {prob}')
    else:
        return(f' I do not understand, sorry')

    return(f'Detected {tag}; Confidence {prob}')
```





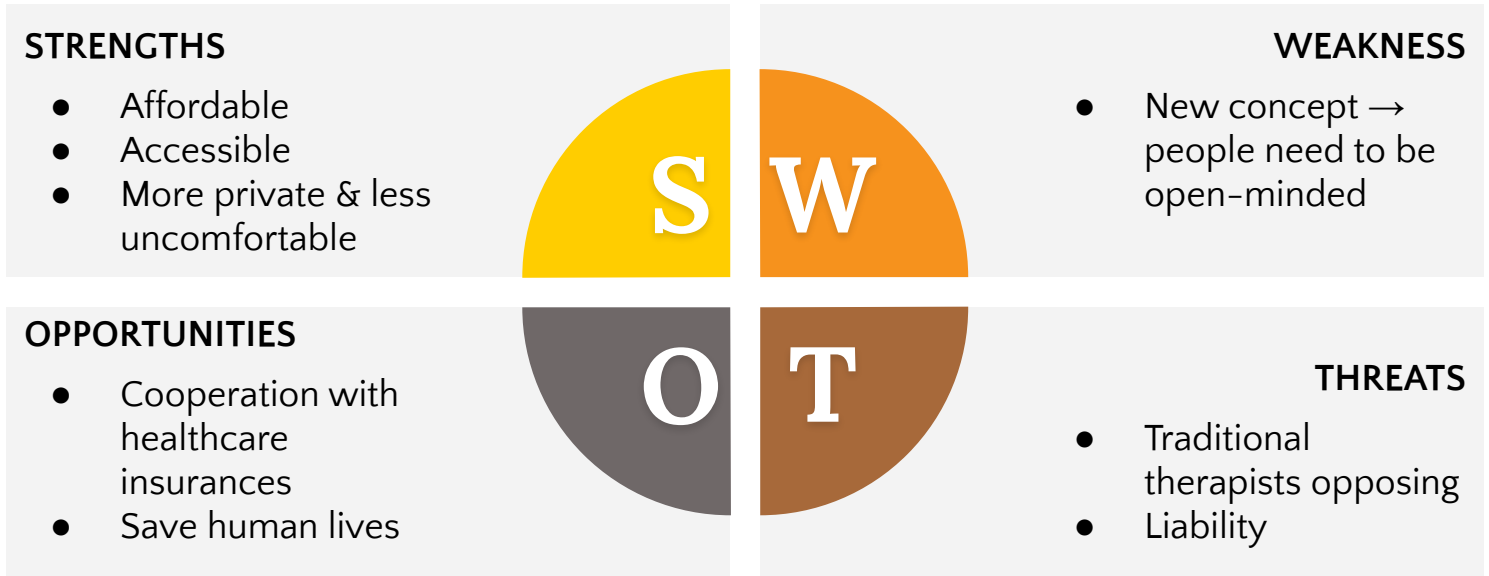
## Business Model

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- **\$24.99/month** flat fee → profitable & affordable
- Subscription model: very profitable over time (spotify)
- With a \$75,000 initial investment, only 500 users for 6 months to be profitable
- Very low monthly maintenance costs after initial development (est. \$500/month = 20 paying users)



# SWOT Analysis





## Why Cognito?

### Affordable

Cognito is priced at a flat  
**\$24.99/mo.**

→ This gives users unlimited access while providing a **profitable** business model.

### Accessible & Private

Can be accessed **on-the-go**  
from your phone

→ More private than talking to a real human → users feel **more comfortable** “opening up”



## Cognity vs Competition

<i>Platform</i>	<b>Cognity</b>	Traditional Therapists	Talkspace (Video Therapy)
<i>Availability</i>	<b>24/7 unlimited access</b>	Requires appointments + In-Person	Requires appointments
<i>Reliability</i>	<b>Fully trained A.I.</b>	Susceptible to Human Error	Susceptible to Human Error
<i>Confidentiality</i>	<b>Fully confidential</b>	Limited confidentiality	Limited confidentiality
<i>On-The-Go</i>	<b>Mobile Support</b>	Requires in-person	Video Calls
<i>Price</i>	<b>\$24.99/mo</b>	Up to \$250/hr	\$300/mo



## Market Research

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**According to the CDC:**

→ **20% of adults** have received or needed mental health treatment **in the last 12 months**

→ That's **51 million potential adult users!**



## Market Research

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→ Traditional therapy only has a **50% success rate**, and up to **10% of patients** even get worse

→ Our artificial intelligence will **revolutionize** the field of therapy. We will offer **high-quality, personalized** treatment for our users.

# \$9,800,000,000

The therapy industry is worth **\$9.8B**, and is **still increasing** every year.





# Marketing

## WORD OF MOUTH

Many users will discuss their experiences with the app among friends.

W

S

## STUDENT CONTACTS

We will market the product to students worldwide using university contacts.

S

P

Social Media campaigns on Instagram, TikTok, and YouTube

## SOCIAL MEDIA

Partnerships with medical professionals, companies, and more

## PARTNERSHIPS





# Investment

## \$200 - Next Steps:

1. Attend Mental Health conferences
2. Create MVP & minimize R&D costs
3. Begin marketing, test the market
  - a.  $CLV > CAC$

**Thank you for your  
time!**

**Cognity**

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