



Alive

Gamified Self-therapy App

Executive Summary

Clinical therapy poses a big commitment for most people, both in time, effort, and money. However, mental illness can be prevented if more people have the right tool.

Alive is a **low-cost, low-barrier self-therapy solution** for people with early signs of depression. The app turns boring psychology analysis into an **interactive and visual activity**. Our serie of Cognitive Behavior Therapy **gamified exercises** help users recognize and change their negative thought patterns, with **proven effectiveness**.

The app targets **young adults** living in **urban areas** with **early symptoms of mental illness**. This groups has limited finance for conventional therapies, hence makes our app an appealing alternative.



Executive Summary

The app follows a **freemium subscription** model. Premium users enjoy **personalized exercises** according to their on-going progress and **integrated Apple health statistics**.

User retention and monetization are the key areas for evaluating the app long-term success. To do that, the long-term strategy is to expand the app's value proposition with a **large library of in-house therapy contents**.

My vision is to make Alive **the future of self-therapy**, and potentially become a **common tool for online clinical therapists**.



Problem

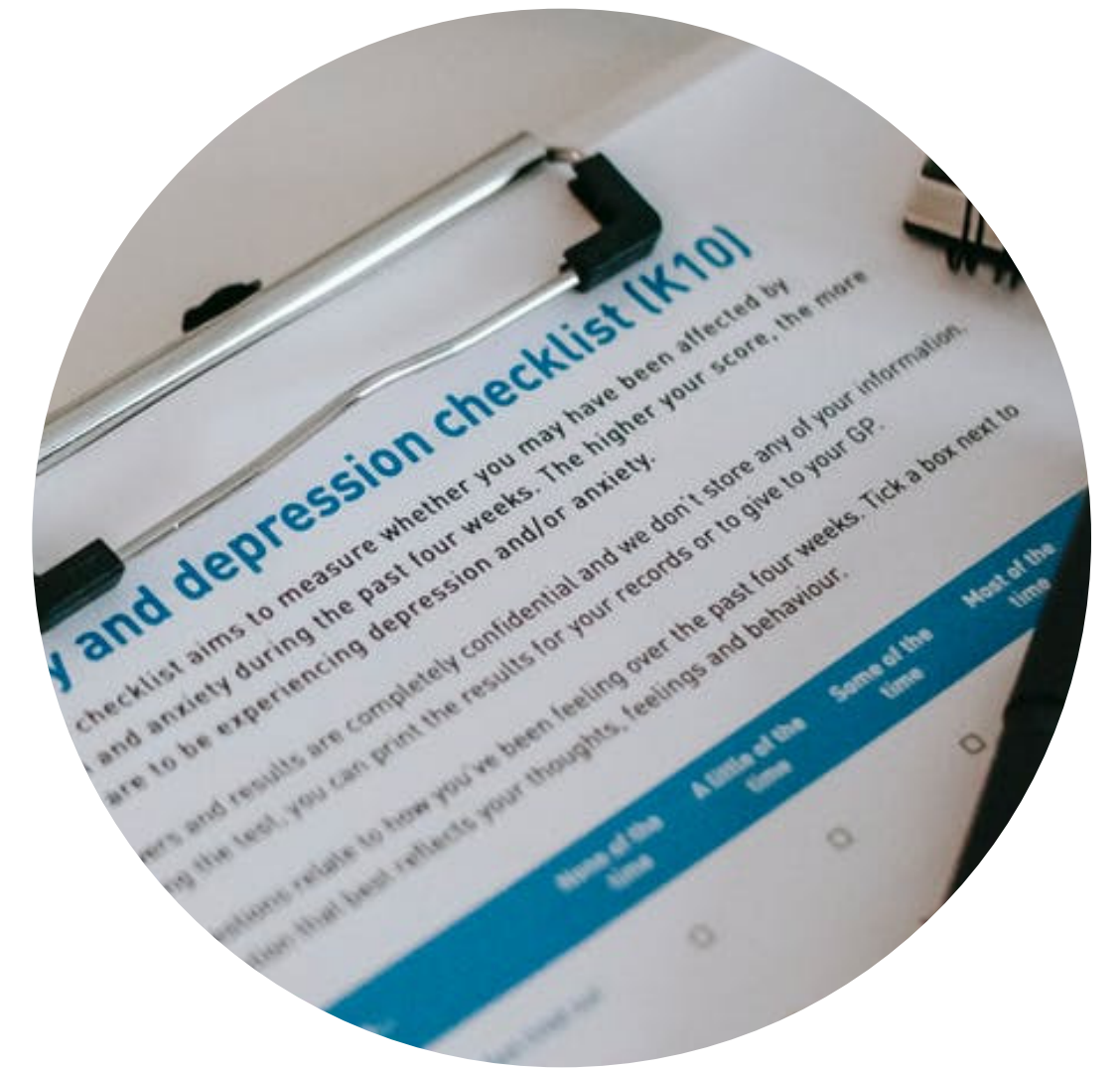
Why do people *fear* therapy?



Stigma & Trust Issue



Big commitment



Not Engaging

Solution

An emotional wellness app with **interactive self-therapy** exercises for **early prevention** of mental illness

Feature 1. Gamified CBT Exercises

A [study](#) of 3,876 people found self-guided online Cognitive Behavior Therapy (CBT) significantly to be more effective in lowering depression symptoms compared to face-to-face treatment.

The interactive game helps users recognize their negative thought patterns and reframe them from the false belief.



You made a mistake at today's meeting
What is in your mind?

I am a total failure!

They must be laughing at me right now.

I **always** messed **everything** up!
I **should have** done better.

Overgeneralization

Really? 🙄

Always? Everything?

There must be at least 1 thing you've done right before. It's not fair to tell yourself that. This is an opinion, not fact.

Feature 2.

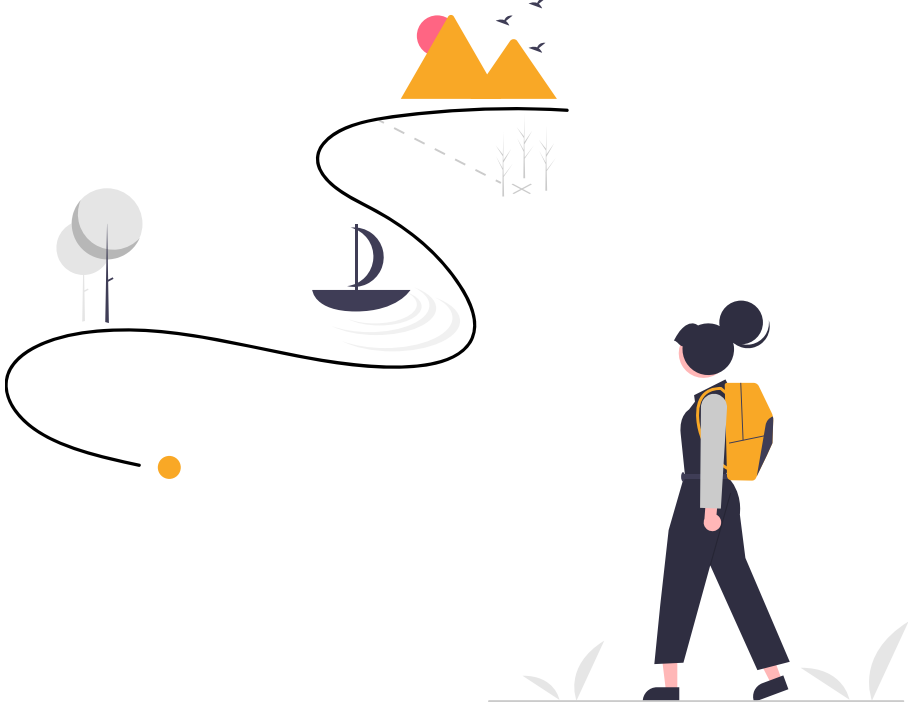
Daily Motivation

After finishing a CBT lesson, a **simple task** is given for users to **apply theories into their own life**.

Human psychology tends to trap us into thinking thing is more difficult than it actually is. Overtime, completing tasks and **comparing reality with expectation** gives users a **sense of re-affirmation** and see the self-therapy effect clearer.

Depending on their comfort zone, users have the choice to:

- Switch to easier tasks or skip entirely.
- Share result with the app community.



Today Motivation

Go for a walk

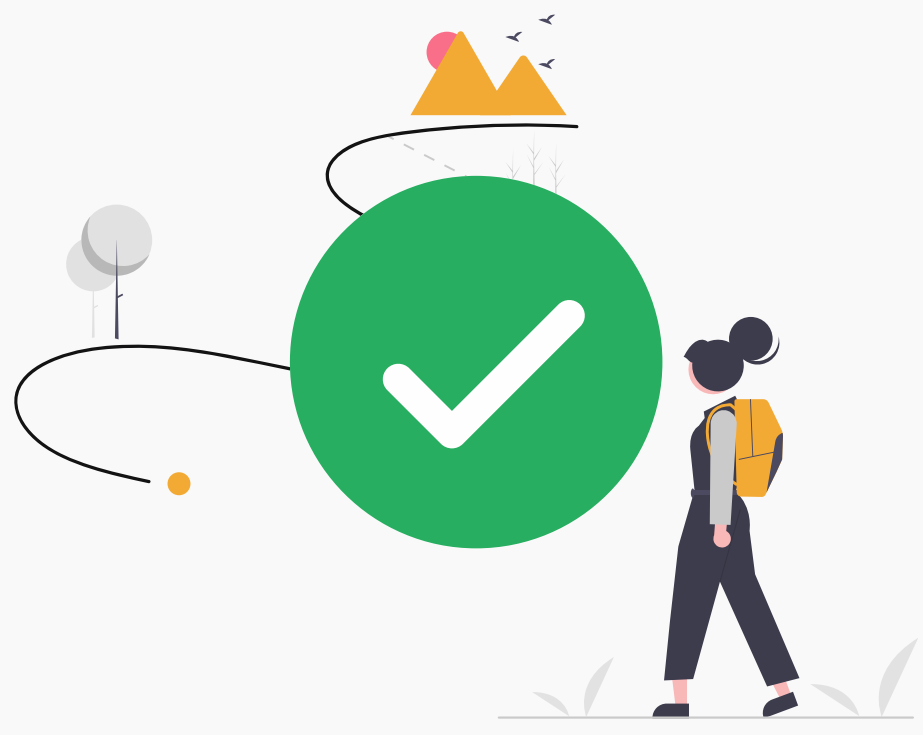
How difficult is this going to be?

1 2 3 4 5

Easy Difficult

All Done

I'm not comfortable with this. Something else, please.



Today Motivation

Go for a walk

How difficult was it actually?

1 2 3 4 5

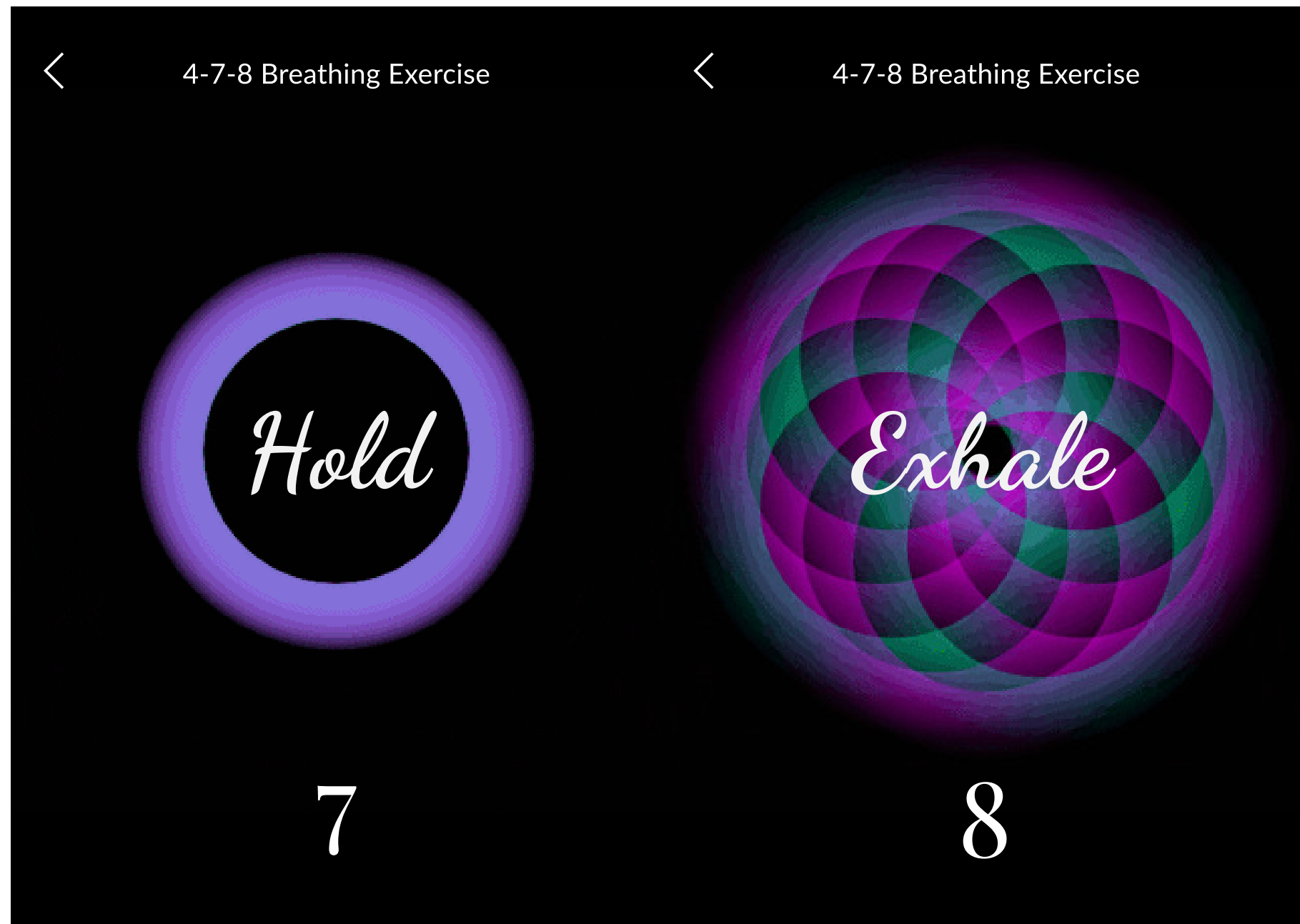
Easy Difficult

You got it! Fortune-Telling TRUMPED

It's not as hard as you thought, wasn't it?

Our mind tends to make up fear what we don't know. Once done, everything seems more achievable!

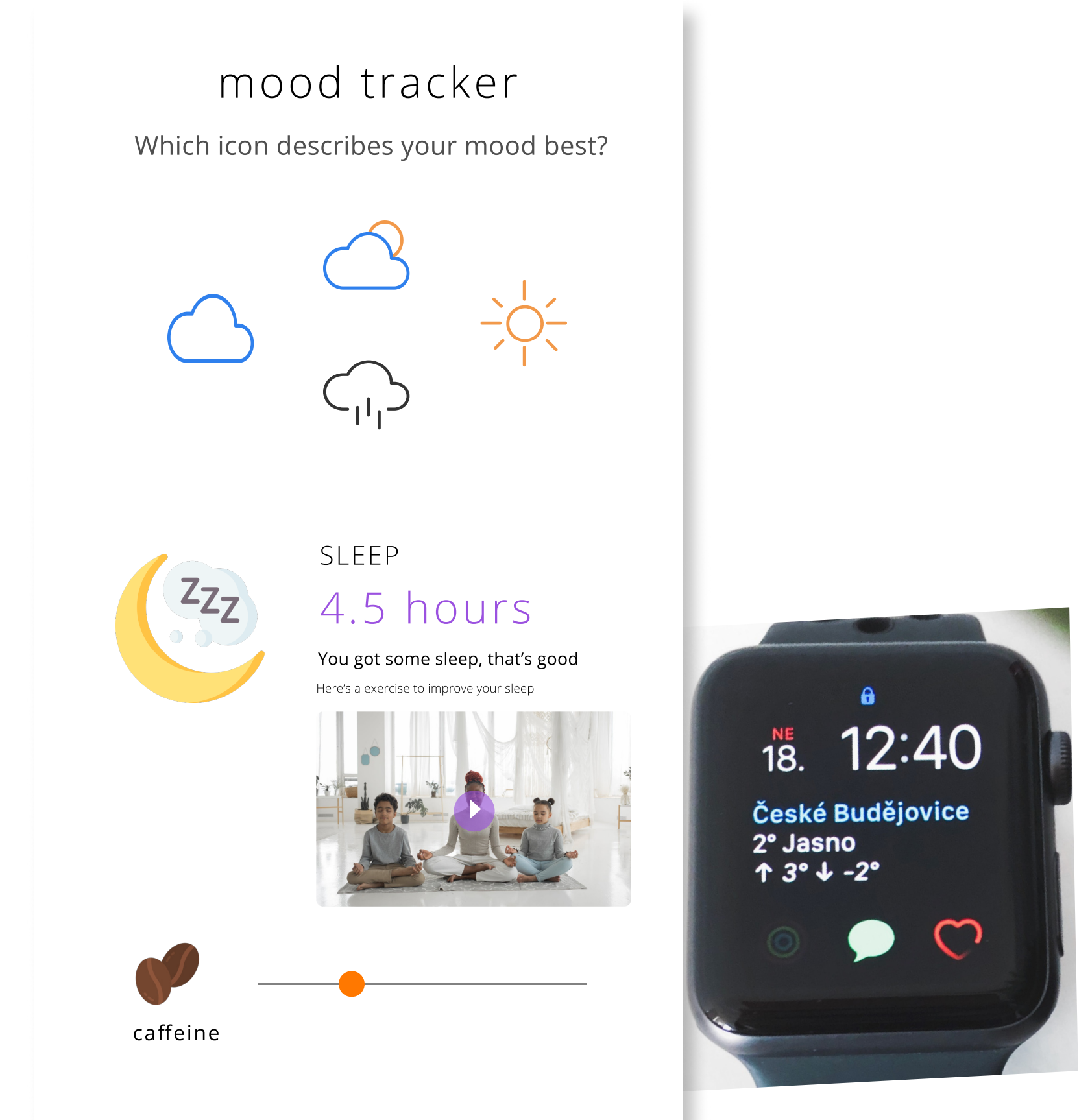
Feature 3. Mental wellness kit



Visualized Breathing Exercise

Focus on calm breathing helps control sudden panic attacks. Now easier with visualization.

Many beautiful themes to choose from.



Mood and habit tracking

Sleep quality, menstrual cycle, caffeine and alcohol consumption all have big effect on mental health. Tracking lifestyle changes help users identify triggers.

Values

Science-based

- CBT's effectiveness is proven by a long track of studies, popularized by Dr. David D. Burns's book "Feeling good" where he recommended CBT self-therapy to **patients with milder depression** that cannot attend clinical therapy.

Flexible & easy to get started

- **Lower the psychological barrier to therapy.** Discreet, no waiting time, low cost.
- It is not replacement for therapy but **helps people prevent mental illness** as early as possible, and **reduce the demand pressure on therapy clinics.**

Interactive

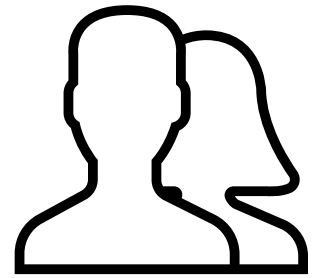
- No more boring and complicated questionnaire. Exercises are designed in **interactive game** format with **relatable examples** and **easy visualization.**
- Reduce the seriousness and negative image associated with therapy.

Personalized

- **User progress and lifestyle inputs** are used to customize their next exercise experience. For example, low sleep quality suggests more sleep-related exercises.
- **Progress report can be exported** to share with clinical therapists.

Target Customer

Who



**Young millennials &
gen Z adults**

(born 1986-2003)

- [Report](#) shows this generation has the **highest rates of depression**.
- Young adults have control over their finances, but with **limited income to afford therapy**.

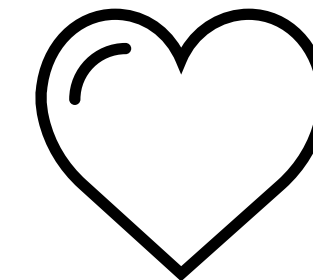
Where



**Lives in international
urban cities**

- Cities are associated with **higher rates of most mental health problems** (40% higher risk of depression)
- **International or English-speaking cities** to use our app is in English.
- North America, UK, Australia, Singapore, Netherland, etc.

Lifestyle



**Mild to moderate
symptom**

- Early symptoms, hence **lower commitment for in-person therapy**.
- **Live alone** without close family support
- **Frequent social media users:** [Research](#) shows using social media for more than 3 hours daily increases the risk of mental health problems.

Business Model

Freemium SaaS Model

Basic

free

- Basic CBT exercises and daily motivation
- Basic mental wellness kit

Premium

€ 9.75/ month
€ 40.95/ year (65% off)

Basic benefits and:

- Personalized exercises and daily motivation.
- Fully integrated health statistics
- All visualization themes

Go to Market

Strategic Online Ads

- **Interactive and immersive ads** that showcase the app's unique game-like therapy. This also **acts as a quick trial** for users.
- **Relatable ads on social media** (Instagram, Tiktok) that brings awareness to the negative feelings typical for social media users "When was the last time you compared yourself to others?"

7-day free trial, then freemium

This is enough time for users to ...

- Explore the premium content library but not finish it.
- Start and **complete early tasks in the Custom Track.**
 - It is human psychology that we want to finish what we started.
- Create a personal profile, **import mental conditions and health statistics.**

Referral

Sharing as a Daily Motivation

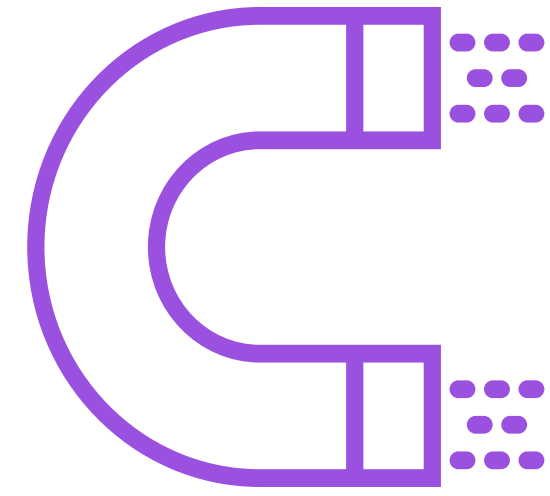
- Sharing is good for both the app and the users.
- Some daily tasks should encourage users to socialize such as reaching out to an old friend, sending a thank you note, etc.
 - **Creates opportunity to mention the app with others.**
- Has to be done elegantly to not appear manipulative.
- NEVER request the users to directly share the app

Rewarded referral

- Extended 14-day premium for both the user and their friend once they both signed up.

KPI

Short-term



Acquisition (2nd focal point)

- Number of app installs (organic and paid)
- Paid marketing conversion (CTR, CPI)
→ **Adjust marketing budget and method**



Retention (most important)

- Active user conversion rate for DAU, WAU, MAU, analyzed by demographics → **Identify sticky customer groups**
- Customer feedback analysis
→ **Improve UI, value proposition accordingly**
→ **Increase app store conversion**



Monetization

- MRR and ARR movement
→ **Sustainable periodic revenue volume.**
- ARPU per cohort → **Identify profitable cohorts**

Strategy

Focus on **attracting and retaining users** over profit.

→ **Find product-market fit.**

Foundation for expansion.

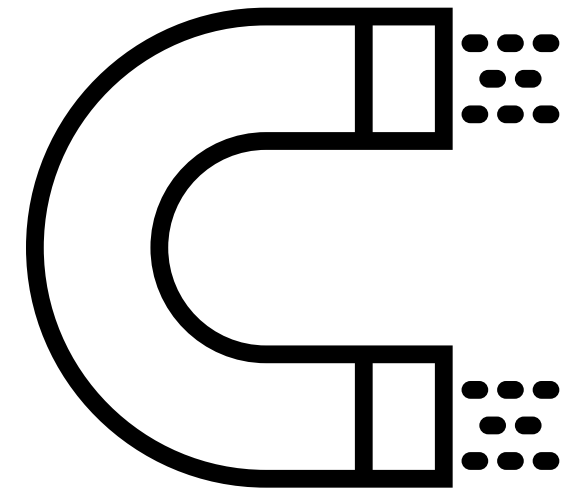
KPI

Long term

Strategy

Grow a **large base of sticky customers** + Identify and expand **most valued propositions**

→ **Monetize efficiently**



Acquisition

ROI per lead source, analyzed by:

- Target segment: is the target customer defined accurately?
- Campaign type: what type of content is well received?
- Channel: where are our profitable customers at?
- Referral: which type of users bring more people to the app?

→ **Adjust market fit**

KPI

Long term



Retention (most important)

Conversion rates at crucial stages:

- Trial activation → **Improve Call to Action UI; adjust pricing.**
- Paid subscription after trial → **Improve product's value proposition, overall UI.**

User behavior analysis:

- **Event analysis** (Which tool motivated users to upgrade? When do users tend to uninstall the app?, etc.)
 - **Increase conversion, reduce friction**
- Session count, length
- Highly engaged contents
 - **Content planning: identify sticky features for future expansion.**

KPI

Long term



Monetization (focal point)

Growing Net ARR = new ARR + expansion ARR - churned ARR

Gives an overview of the SaaS business.

Breakdown to identify problematic components.

- Low new ARR → increase acquisition
- High churned ARR → increase retention

Churn rate < 0

Signals healthy growth, expansion revenue > lost revenue.

→ **Keep as low as possible to Increase stickiness**

LTV > 3 x CAC

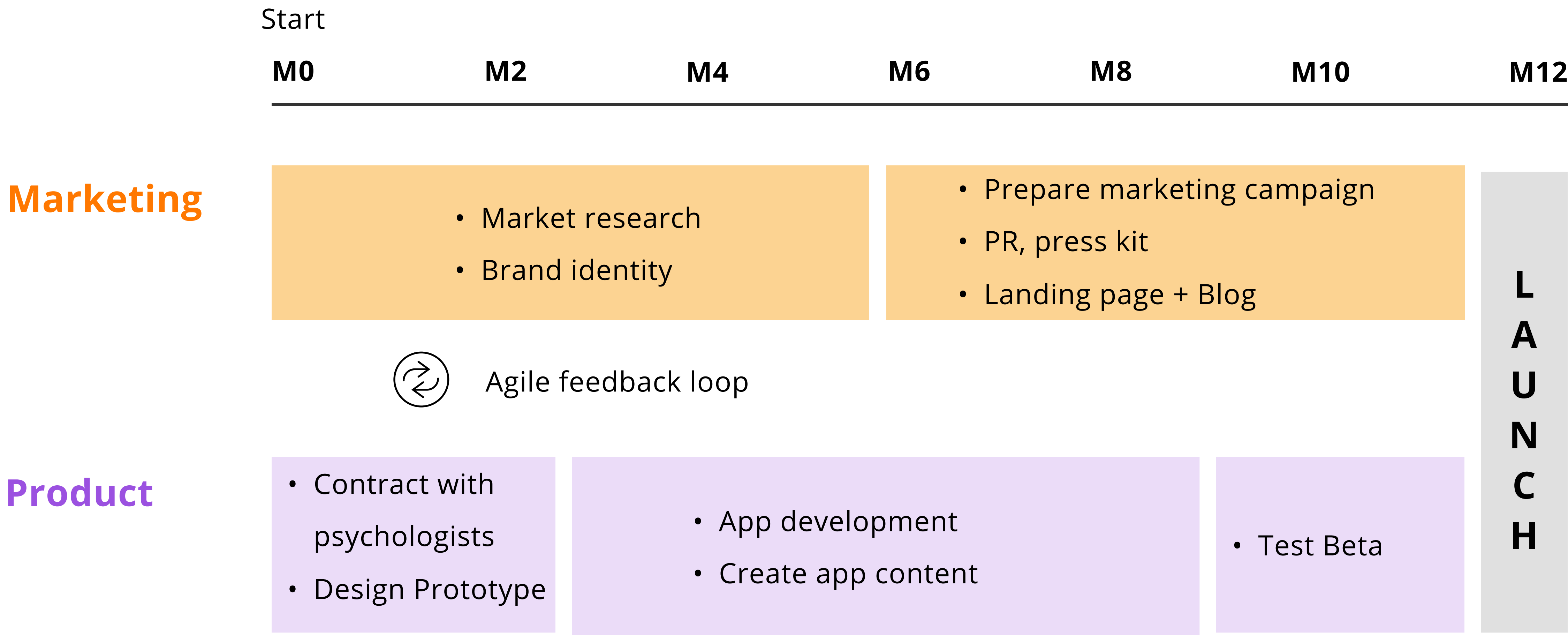
- Month to recover CAC = 12 to 18 months

→ **Efficient monetization**

Timeline

Prelaunch (Year 1)

- Focus**
- Market research
 - App content, technical performance
 - Acquisition preparation



Timeline

Post-launch short-term (Year 2-3)

Stage

Burst Acquisition

(M12 - 22)

Retention-focused

(M22 - 36)

Focus

- **Drive traffic**
- 150k app installs
- Featured: App of the day

- **Find product-market fit** before expansion
- High active user rate (DAU or WAU/MAU)

Marketing

- Release marketing campaign
- ASO, SEO
- Promotional Event

- **Identify sticky customers & product features**
- Adjust marketing accordingly

Product

- App analytics with emphasis on cohort & behavior analysis
- UI Optimization
- Address customer feedback

Timeline

Post-launch long-term (Year 4 - 5 onwards)

Stage

Expansion

(M36 - 60)

Monetization

(M60 onwards)

Focus

- **Increase value proposition**
- Strengthen competitive advantages
- Top 100 Health App

- **Efficient monetization at large-scale**
- Increase ROI.
- $LTV = 3 \times CAC$

Marketing

- Display ads of new features
- Niche marketing

- **Reduce display ads** quota
- Focus on **words of mouth** & app **community building**

Product

Increase highly engaged content
as identified in previous stage.

- Maintain quality **app experience**
- Focus on **increasing conversion**

Gradually introduce **new premium contents**:

- **New therapy methods** (Psychodynamic Therapy, DBT, etc.)
- **Niche content** (LGBTQ, breakup, social media addiction, climate change anxiety)

Business Risks

Low-to-medium new-entrant barrier

App can be replicated fairly easily, since CBT knowledge is widely available.

→ **Locking users** by

- Building **extensive user mental health profile** for customization
- **Producing in-house content** with psychology experts.

Lack of face-to-face human interaction

Biggest strength, but also a weakness.

- Fully automated, low cost, and highly scalable
- But, **fails to capture more serious users** with the need for professional therapy

→ **Opportunity for new future app features** (next slides).

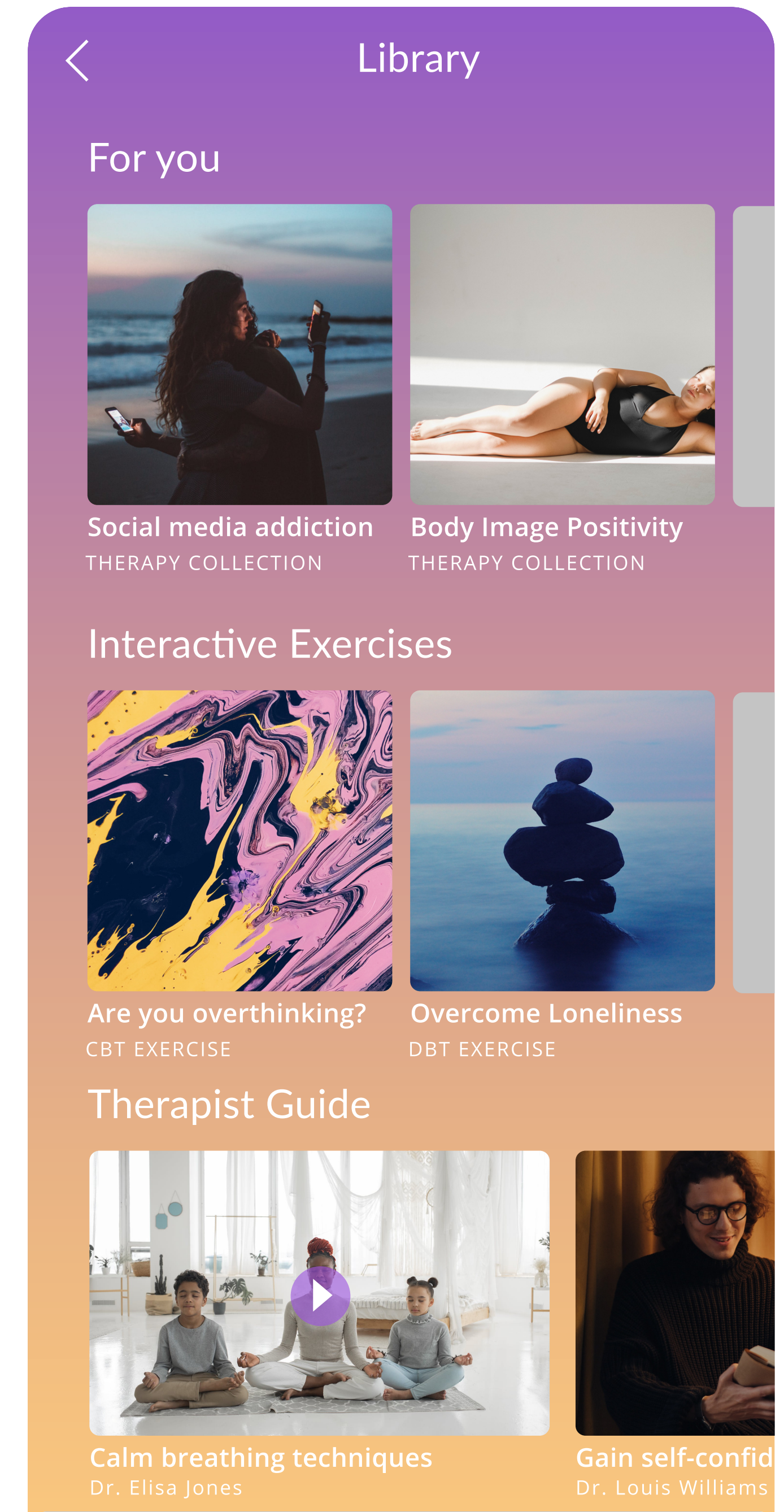
Vision

The Future of Self-therapy

Although KPI analytics are extremely important for a SaaS business, the app needs to ultimately **compete by expanding the value proposition for users.**

Including:

- Large library of **original content and various therapy techniques** beside CBT.
- **Frequent collaboration** with major psychology experts and institutions.



Vision

Existing features can be directly integrated into real online therapy sessions, or at clinics:

- User mental profile within the app can help clinical therapists to give quicker diagnoses.
- Self-therapy contents are similar to the “homework” given by therapists.

Capture “the last mile” of more serious patients, who are willing to pay more.

But requires **serious investment**:

- **Clinical tests** for wide application
- Build a **large network of qualified therapists**.

Integrated Online Clinical Therapy





Thank you 
for the opportunity

Productflows

Alive

The Future of Self-therapy