

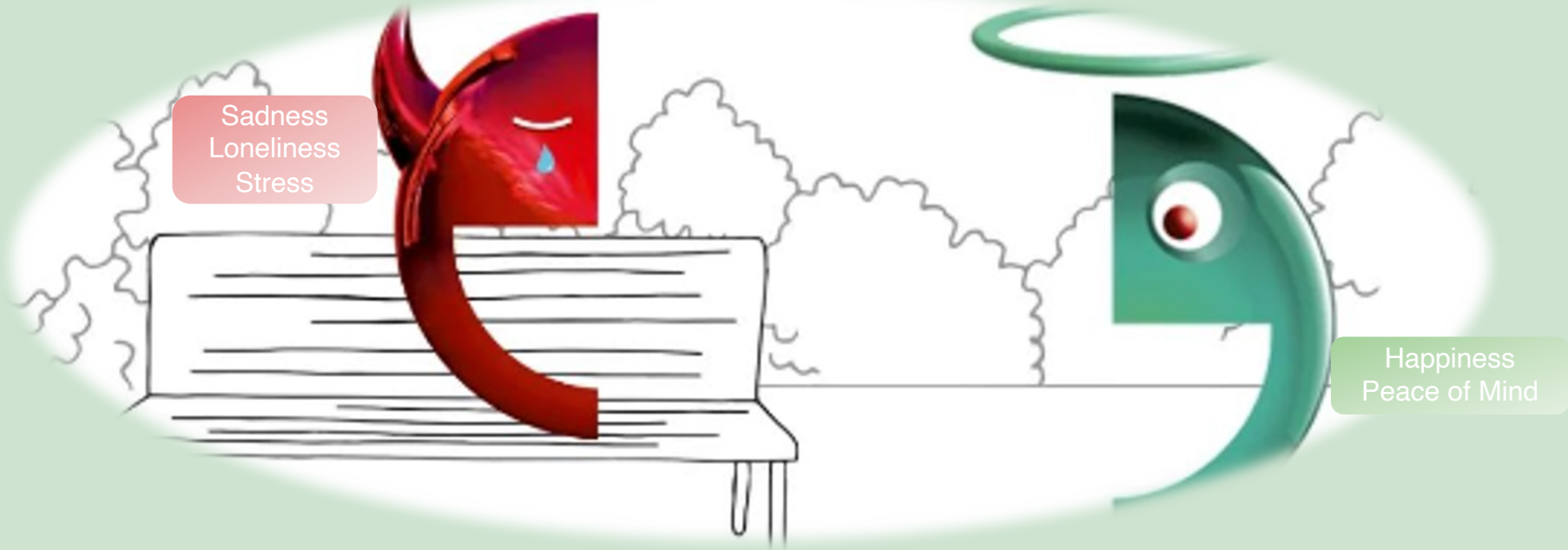


SOLH WELLNESS

Social Entrepreneurship in Mental Health

Solving Global Mental Wellness Pandemic

This is the story of a group intent on making lives happier, more peaceful and fulfilled for the world. The road is hard, the journey is arduous, but they are committed to the goal.



Sadness
Loneliness
Stress

Happiness
Peace of Mind

And the story begins with 5 adjectives...

Sadness, sorrow, and loneliness have been common all through human life. Yet till a short while ago, people were able to find **happiness and peace of mind** in their daily lives. Life kept moving!



Contagion

- Fear of disease contraction
- Isolation, lockdown induced stress

Conformity

- Expectations from self
- Expectations from others
- Social/peer/family pressure

Conflict

- Geopolitical tensions
- Wars (increasingly global)
- Everyday conflicts due to changing life dynamics

Climate Change

- Climate induced stress (pollution, lifestyle)
- Worry of future (self, planet)
- Extreme weather patterns
- Overpopulation, urban stress, etc

World was changing with 4 key influencers....

becoming tougher to live in. Contagion, conformity, conflict, climate change were just a few of the challenges individuals faced. Everyone was sad, stressed, isolated, and needed support. It was no longer limited to the sick or the ones with disorders.

Government's focus is people with illness (depression, suicidal, etc.) or people needing survival (bottom of pyramid). It's the others that need support as well, a situation worsened by

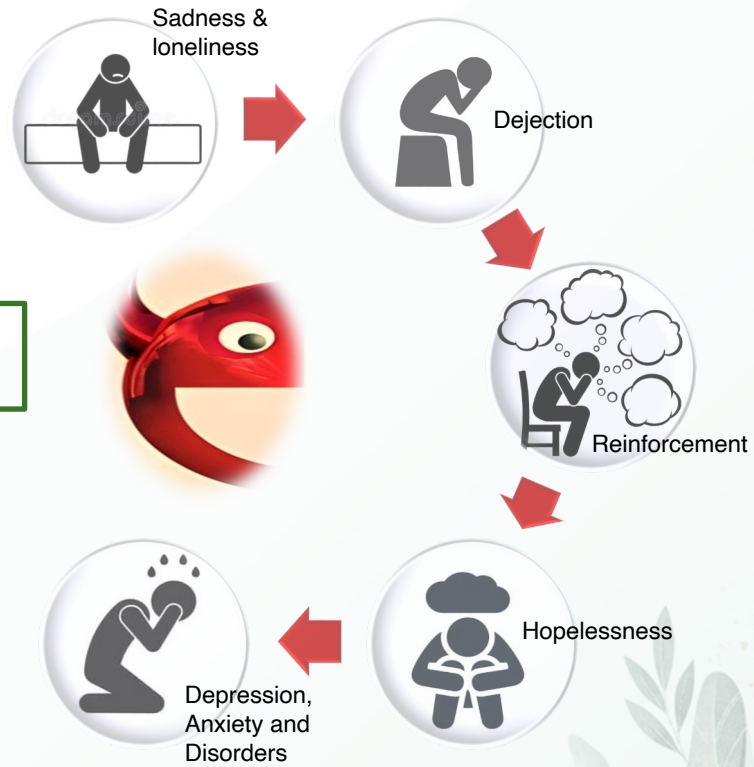
- Nuclear families
- Digital dominance
- Changing youth lifestyle



But people wouldn't seek help...

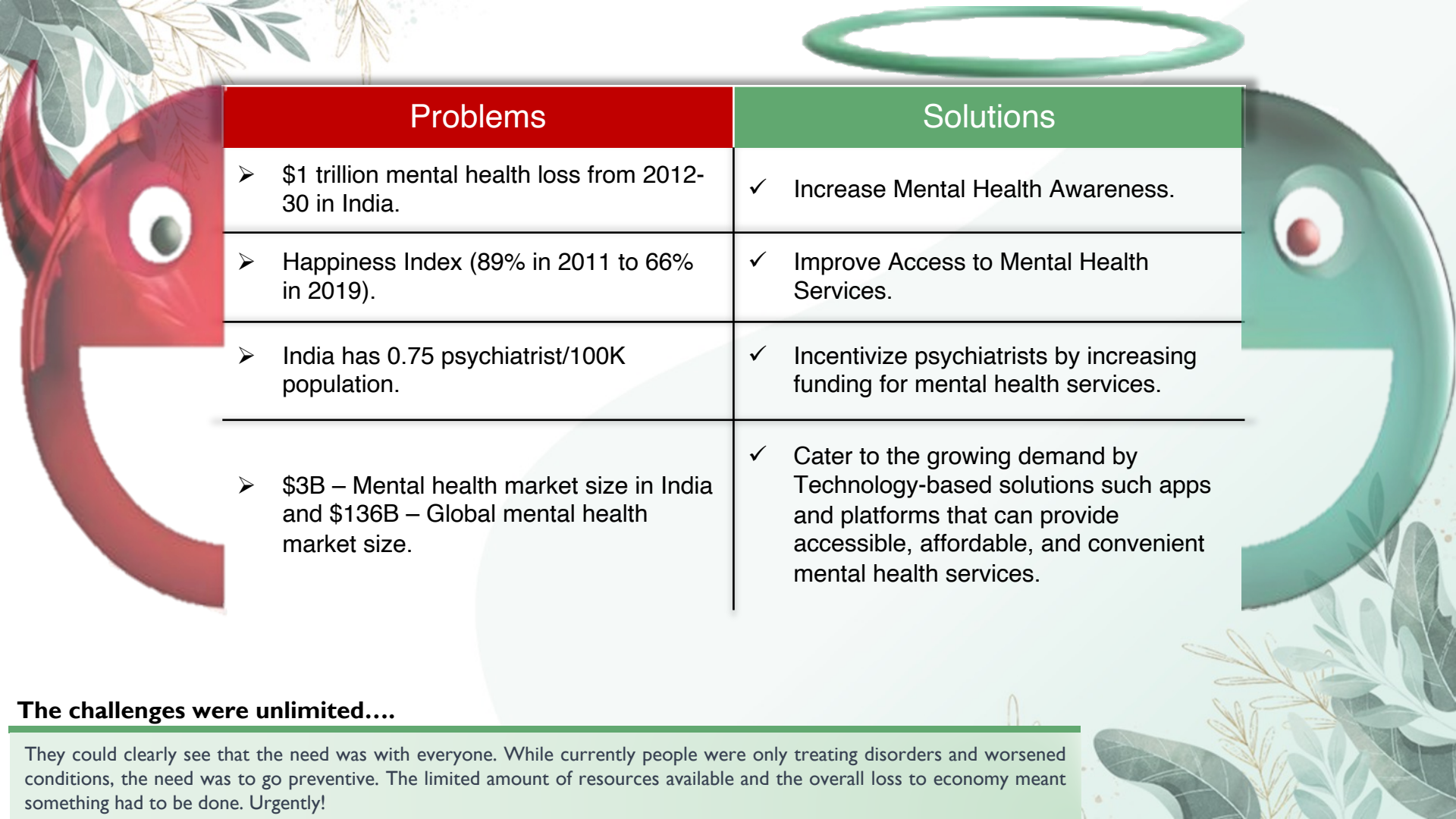
People were worried about the stigma surrounding mental health. There was no acceptance and anyone who dared was judged. Their issues were trivialized. Their crush was considered 'a phase that will pass.' Everyone's solution was 'Be strong', 'Be powerful.' 'learn to manage relationships', no one helped with how! Solution discovery & personalization were key challenges

Preventive versus sick-care
Early Intervention = Less Damage



As the World was rapidly changing....

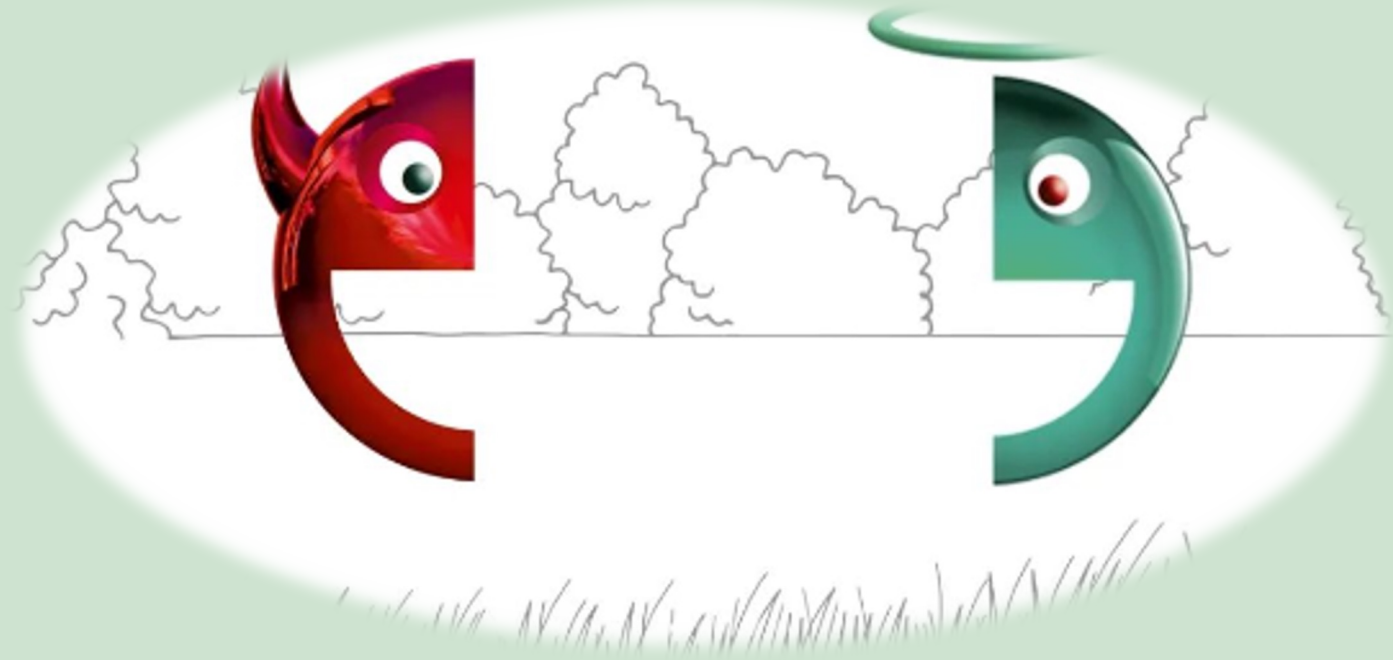
and facing unprecedented mental health challenges, a group of passionate individuals recognized the need to identify these stages and educate individuals on when and how to seek help to maintain optimal mental health and wellness. They knew the key is prevention.



Problems	Solutions
➤ \$1 trillion mental health loss from 2012-30 in India.	✓ Increase Mental Health Awareness.
➤ Happiness Index (89% in 2011 to 66% in 2019).	✓ Improve Access to Mental Health Services.
➤ India has 0.75 psychiatrist/100K population.	✓ Incentivize psychiatrists by increasing funding for mental health services.
➤ \$3B – Mental health market size in India and \$136B – Global mental health market size.	✓ Cater to the growing demand by Technology-based solutions such apps and platforms that can provide accessible, affordable, and convenient mental health services.

The challenges were unlimited....

They could clearly see that the need was with everyone. While currently people were only treating disorders and worsened conditions, the need was to go preventive. The limited amount of resources available and the overall loss to economy meant something had to be done. Urgently!



Do people really work on their mental health...

These visionaries saw the world and realized that while people don't agree to work on their mental health, outside of some hours of learning, work & chores; they spend most of their life on mental health. **All that was missing was the vocabulary, tools & framework.**

With the right intervention, everyone can be more efficient, productive & a better version of themselves.

They created...



Solh Wellness was created with a simple but powerful mission: to make mental health **support affordable, 24x7 accessible, personalized** and accepted across the world by providing an **AI driven non-judgmental** safe space for people to express themselves & seek support to prevent clinically diagnosed mental disorders. We will decrease depression and anxiety in youth, replacing it with resilience, perseverance and determination to act by empowering them with personalized tools, solutions, counselling and structured therapies to lead more **positive, happier, and healthier lives** while pursuing improvement towards **better mental health..**



With a vision to....

Increase the psychological capital of every individual and hence the society by removing stigma and **empowering** everyone with **tools, solutions** and access to **preventive mental health support**

Let's meet them.



Mr. Kapil Gupta
CEO & Activist
Digital Entrepreneur 15+ yrs



Dr. Tarun Sehgal
Subject Matter Expert
Psychiatrist (UK, Aus) 20+ yrs



Ms. Muskan Gupta
Youth Outreach
Psychology graduate

Together they created an impact....

Their approach was centered around the belief that each individual has the power to create positive change in their lives. They work with their users to identify their unique strengths and challenges, and then provide them with the tools and support they need to achieve their goals.



Created tools & solutions....

They realized that everyone's approach to mental wellness is unique and there is no 'one-size-fits-all'. With the approach to empower every individual, they created a range of mental health tools designed to address the unique needs of each individual. They created 3 different type of solutions – Self Help Tools, Community Support Tools, Expert Services. The need is healthcare, not just sick-care.

Self Help Tools

Self-Assess



- Industry standard tests for quick analysis & expert intervention
- Self-screening on multitude of mental wellness areas
- Critical to measure progress

Mood Analytic



- Track your mood over a period to gain insights
- Find your triggers and stimulations
- Key insights for clinical intervention (between sessions)

Goals & Milestones



- Record and track your performance through goals
- Pause. Plan. Proceed. Measure. Achieve
- Ensures you are on track & motivated

Read & Learn



- See what the experts have to say
- Be updated on what's happening in the mental health world
- Thought pieces on causes, symptoms & solutions

Self-help (Before you seek outside support)

They empowered people with the ability to quickly diagnose, track and get support through self-help tools. This included a wealth of online resources, including blogs, videos, mood tracker and self assessment test, that individuals can access anytime, anywhere, to learn more about mental health and wellness.

Community Support Tools

Journaling



- A committed, non-judgmental, safe-space to share
- Ability to read others experiences of struggle or solution
- Nested conversations for effective results

Support Groups



- Support groups around the most common mental health areas
- Community based model to learn from others experiences
- Moderated system to ensure people can share and add value

Anonymity



- Trusted, safe space where people can share without fear
- Ability for people to share anonymously in journaling and support groups
- Ability for people to even do bookings anonymously to create trust

Solh Buddy



- Find others going through similar experiences and connect
- We call it unrelated listening: Matching people based on their profile
- See badges, ratings, profile completeness & attributes to know you are safe

Community Support (Together we can)...

An online 24 x7 community where individuals can share their experiences, seek & offer support, and connect with others who are going through similar challenges. These people understood the stigma and the unwillingness of people to share their mental health and hence provided Anonymity as an option everywhere.

Professional Services

Clinical Intervention



- Find psychiatrists, psychotherapists, psychologists, counselors
- 250+ providers across India (offline & online)
- View schedule, make booking, get reminder, session through the app

Allied Therapy



- Practice mental health with stimulates you
- 100+ providers across various categories
- Mindfulness with experts (yoga, art, music, dance, meditation, etc)

Talk Now



- First point of connect if you are feeling overwhelmed or need help
- Guidance to navigate the app & get support with ease
- Add emergency contacts for raising alarms in future

Packages & Subscription



- Subscriptions available for B2B (institutes, corporates, groups)
- Content solutions from expert providers across various areas of expertise
- Content delivery solution to be created within Solh App

And finally, the money talks!...

They promised to always provide the platform for free to everyone. However, they provided paid services to those who needed them. They provided Talk now, a 24x7 chat with counselor, various therapies, allied therapies & solution packages, and AI-driven proprietary mental health marketplace.



One-stop-panel for professionals

- A world-class SAAS(Software-As-A-Service) based solution for service providers
- Ensure safety, security & privacy

Conduct online session

- Take notes,
- Fill-up MSE,
- Chat / transfer files with patients
- Transfer to another expert by the click of a button if needed.

Get New Business

- Providing vast reach and new patients
- No need to worry about marketing & promotion

Provider Panel Appointment

- Manage your schedule in one window
- New bookings and management
- Get reminders

Customizable Solution


- Customizing your packages
- Offer multiple solutions in a safe, secure & trusted mental-wellness space


Zero Onboarding Cost

- Platform is available for free
- Providers can bring their patients for sessions too

Made life of a mental health provider easy...

They knew how valuable the current providers are in this mission and hence they created a solution – Solh Provider Panel for mental health professionals, psychologists, and allied therapists to enhance the effectiveness and accuracy of their work. The providers loved it and joined in.





Empowered Acceptance

Trust & Integrity


Personalized Equality

**Compassion &
Respect**

**Psychological
Capital**

Teamwork

Prevention



They knew there is distrust everywhere...

And hence they began with these core values. They knew they can bring hope and healing to the world and help individuals find happiness, peace of mind, and fulfillment in their lives.



MARKETING


- Digital promotion on social media sites
- Empowerment through tools, solutions in the app
- Badgification on the app
- Inbuilt engagement avenues in the app
- Associative marketing collaborations
- Influencer marketing
- PR & Collaborations (relevant media channels)
- Website and blogs from experts
- Mental wellness journal, book, expert content

COLLABORATIONS

- Schools, colleges, universities, institutions
- Corporates looking for CSR activations
- Organizations – Mental health of employees
- NGOs and special interest groups
- Spiritual, motivational speaker groups
- Doctors & mental health professionals
- Country / region based partnerships
- Content solution providers
- Solh Fiesta – Mental health festival

They ensured the world knows what to do...

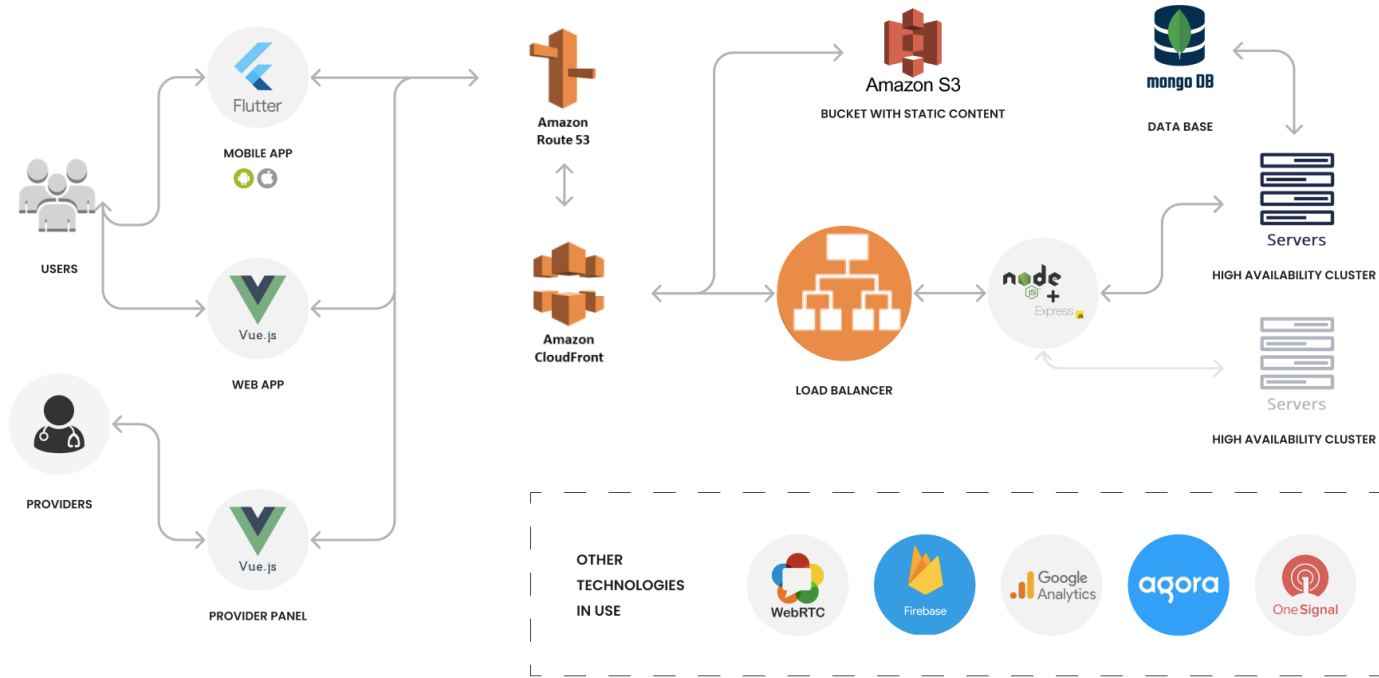
They know the challenge is not in what they have built but how they will get people to use. They could do at scale what others struggled with in onesies and twosies. And they are building the ecosystem innovatively and long-lasting 😊





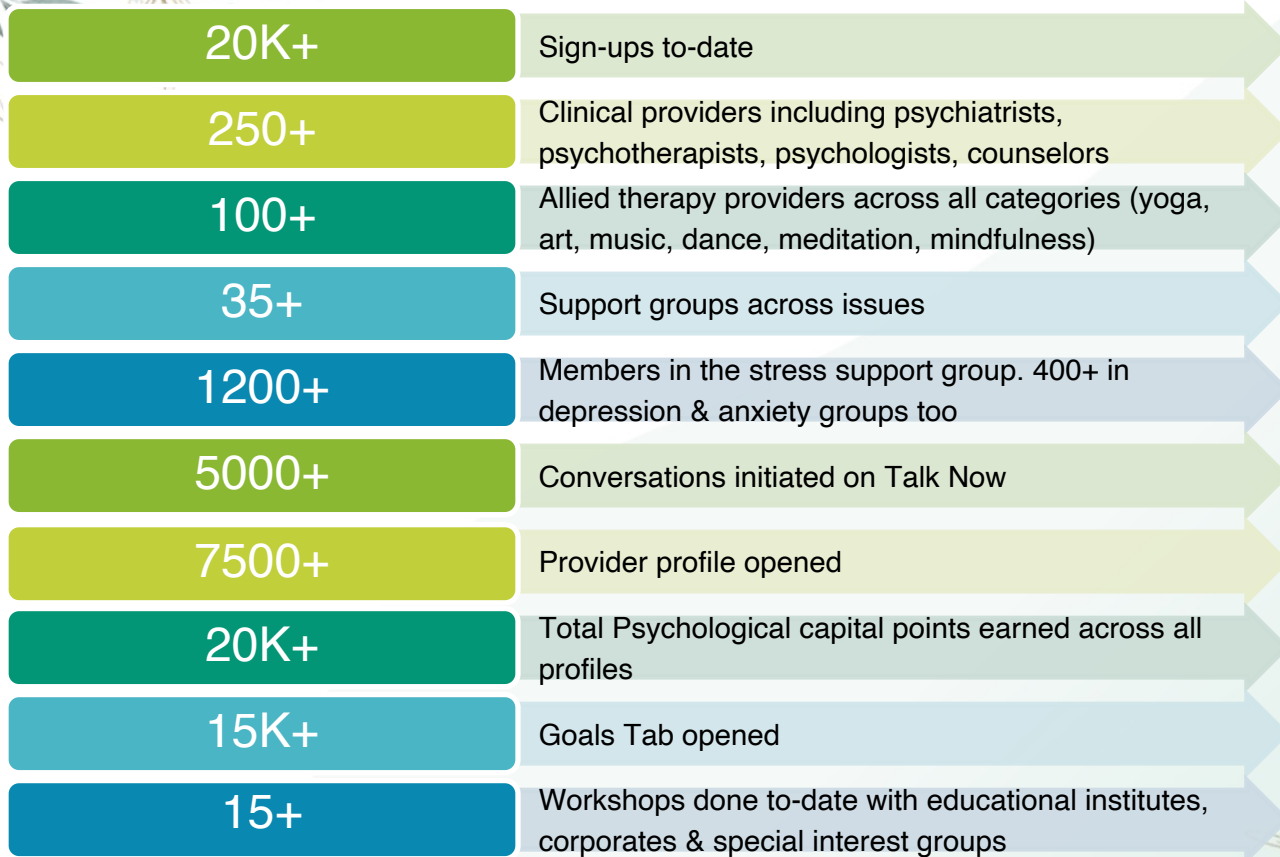
They are ready to go deep....

They are now ready to sail towards success fully aware of the opportunity, the challenges and how they can overcome them and why only they can overcome them 😊



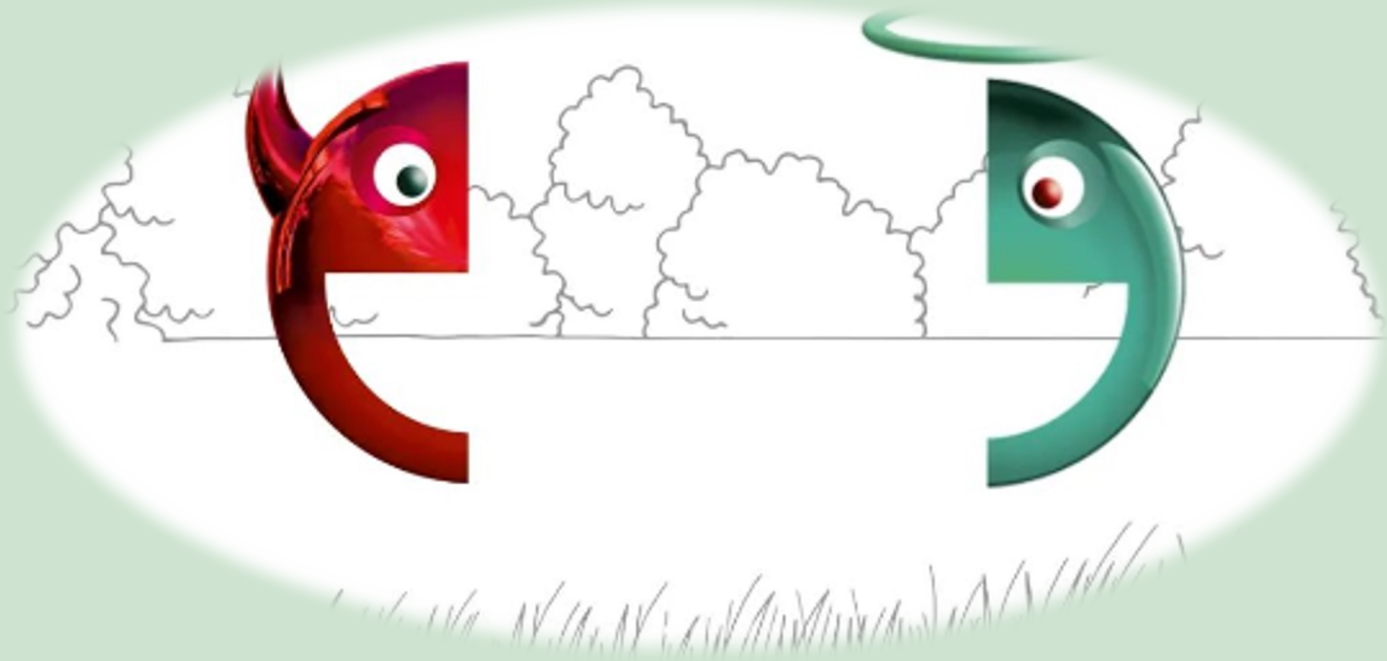
They created the right tech infrastructure....

They knew the tech had to be scalable, global and best-in-class. Flutter & Vue for frontend, Node for backend, AWS for hosting, Firebase & GA for measurability and Agora for video.



The initial results are very promising...

While they are still waiting to move into top gear, the initial results and feedback have been encouraging from all quarters. From the providers, from the users, from the organizations and from the influencers.



Let's Begin...

Join us in the mission to bring hope and healing to the world. **Invest in Solh Wellness** and help create a world where everyone can live their best life.



Facial-Emotional-Recognition

Implement FER in videos for diagnostic tests & therapy sessions. Online-offline integration & research



Multi-lingual

The mind and the soul uses mother-tongue for communicating. Solh will respect and honor that



Collaborations

Governments, NGO's, special interest groups, hospitals, pharma companies, training organizations

Mental Health Providers

Solving an existing operational challenge of handling customers digitally, taking notes & transferring



Chat Bots

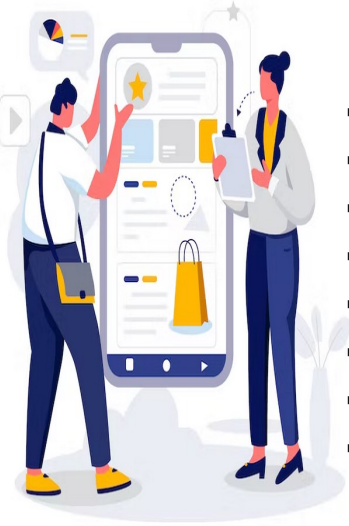
Integrate chat-bots for better handling of user requirements. AI and humans together for best results



They have outlined the road ahead...

The product now is fully functional yet there is lots that can be done. AI, data-driven, online-offline integrated, global and scalable – integrating the right tech.

What Do Individuals Get?



- **Empowerment** through tools, solutions
- Unrelated **peer support** as needed
- **Anonymity** so they can share it all
- **Reduced stress, better output**
- A committed **safe space** they can trust
- Therapist, counsellor, doctor on call
- Structured & **personalized** programs
- Happier, more productive, lower stress environment with better work-life balance

What Do Organizations Get?

- **Higher productivity**
- **Reduced stress** amongst individuals
- **Lower attrition** rate
- **Healthier** environment
- Availability of **counsellors 24/7**
- **Improved mental health** of everyone
- A **difference** amongst equals
- Complementing HR & management
- **Structured** & personalized programs



The ecosystem helped everyone...

They truly believed that any improvement in mental health quotient of an individual is reflected many times in their overall output. When it comes to communities, such improvements can result in exponential growth in output.



Let's solve this
Global Pandemic!

