“People of color, particularly African Americans, feel the stigma more keenly. In a race-conscious society, some don't want to be perceived as having yet another deficit.”

-Bebe Moore Campbell
PROBLEM

➔ Estimated **16%** of non-Hispanic Black women experiencing generalized anxiety in their lifetime

➔ Estimated **27%** of non-Hispanic Black women experiencing depression in their lifetime

➔ Approximately **40%** that needed mental health treatment or counseling did not receive it

FOCUS GROUP QUOTES

“My anxiety definitely comes from being the first person in my family to do a lot of things.”

“It just seemed normal to be...so worried, and trying to be perfect and whatever, or feeling like blue, or something like that. If somebody had named it, and then I could have been like, "Okay, so there are support services for that?"

“I think having a space to talk about it, where it was known that it was a space to debrief...would have been helpful...Just thinking back...somebody naming what [anxiety and depression] were would be really helpful.”
3- TIERED SOLUTION

- Self-management
- Peer Support
- Connection to mental health professional

80% of Black women own smartphones
## COMPETITOR LANDSCAPE

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<tr>
<th>Features</th>
<th>Shine</th>
<th>Exhale</th>
<th>Clarity</th>
<th>Wysa</th>
<th>Breeze</th>
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MILESTONES

1. Focus groups conducted
2. Prototype created
3. Usability testing of WellSis app
4. Publications
5. Community and wellness feature design sprint
6. Google funding to develop MBCT features
BUSINESS PLAN

→ **B2C** free version; advertising events and relevant products and services according to user’s interests

→ **B2B** premium subscription; more mental health insights and resources available

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