



StudentPulse

Jon Allen, Erin Nichols
Isaiah Baptiste, Alana Koh

Overview

Problem

Mental health is a widespread problem among students - there is no existing way for schools to easily follow the mental health of their students or how it affects their performance.

Solution

An app that promotes communications between students and their schools. This can make it easier to spot warning signs so that problems can be addressed by psychologists or school officials.

The Business Model Canvas

Key Partners: <ul style="list-style-type: none">- School systems- Mental Help programs- Metal health professionals (therapists, psychiatrists)	Key Activities: <ul style="list-style-type: none">- Data collection with user input- Big data and analysis	Value Propositions: <ul style="list-style-type: none">- Easy communication between students and the school- Find correlation between in-school performance and self-reported well-being metrics- Predictions based on previously collected data to help prevent future dangers	Customer Relationships: <ul style="list-style-type: none">- School districts- State-wide	Customer Segments: <ul style="list-style-type: none">- Public schools- Businesses (in future)- Teenagers- Educators
	Key Resources: <ul style="list-style-type: none">- Health data collection apps (Apple Fit, FitBit, Google Fit)		Channels: <ul style="list-style-type: none">- Social media- Mental Health corporations- School and Educational sites	

Cost Structure: <p>Developers</p> <ul style="list-style-type: none">- Graphic designers- Software developers <p>Database Hosting</p> <ul style="list-style-type: none">- Firebase or AWS	Revenue Streams: <p>Short term (funding):</p> <ul style="list-style-type: none">- Grants- Selling anonymized data (used for censusing, or machine learning) <p>Long term:</p> <ul style="list-style-type: none">- School licensing
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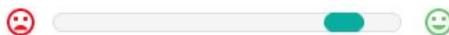
Wireframes and Design

Login

Sign In



How are you feeling today?

 _____

NEXT



Student Name



Daily Stats.

Calendar

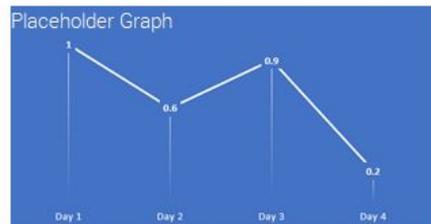
Graphs/Track

Communicate

Anonymous Report

← Keep on Track

Daily Mood



Grade Averages



← Communicate

-  **Counselor**
Single line description text.
-  **Teacher**
Single line description text.
-  **Therapist**
Single line description text.
-  **Psychologist**
Single line description text.



Student Name
School

 Lorem ipsum dolor sit amet...

 Lorem ipsum dolor sit amet...

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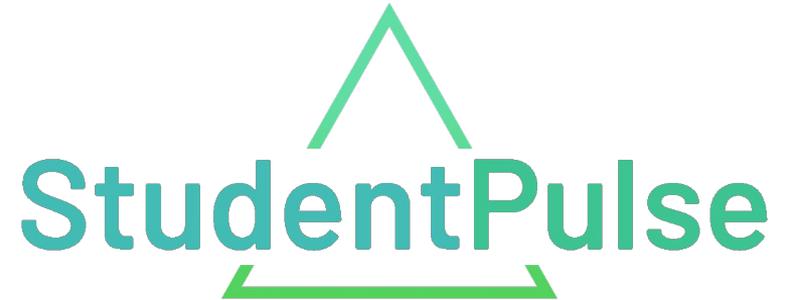
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Logo Design



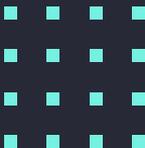
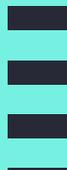
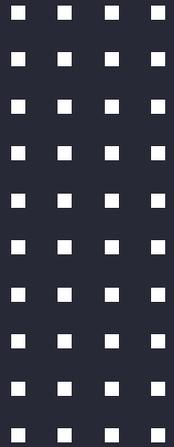
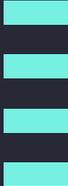
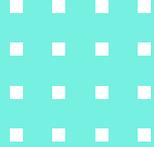
Icon



Banner

End of Pre-presentation

The next slide is the title slide for our live presentation



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Problem

- ❖ There is a **mental health epidemic** among students today
- ❖ Students **can't communicate** their mental health concerns easily
- ❖ Schools **can't follow up** on their students' mental health situation

Solution

An app that...

Creates **easy ways**
for students to
reach out

Allows schools to
monitor students
mental health

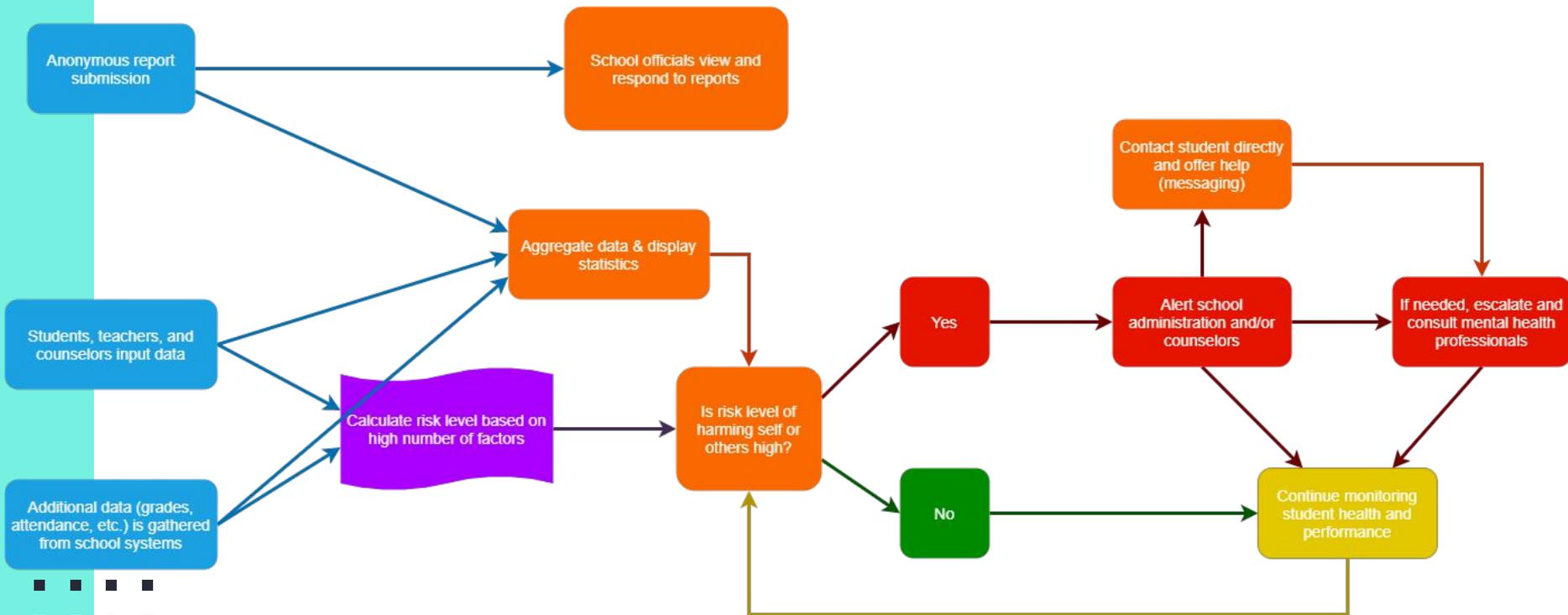
Solution

- ❖ Display **correlation** between in-school performance and self-reported well-being metrics
- ❖ Generate **predictions** based on previously collected data to help **prevent** future dangers

Product

- ❖ Students input how they are feeling on a given day
- ❖ The data is given to administrators in a way that does not compromise **confidentiality**
 - Compared with current grades and fluctuations
- ❖ Students and administration can **communicate** through a secure online chat
- ❖ Anonymous Reporting feature

Usage Flow



Advantages

- ❖ Students' friends are the **first ones to know** if there is a problem
- ❖ **Benefits** school systems in almost every area, from **academics** to **career success**
- ❖ **Prevent** related problems like drug abuse, violence, and bullying

Competition

- ❖ Our Competitors:
 - **Cognitive Matters** - an organization working to help mental health
 - **Google Classroom** - a site that allows teachers to post classwork
 - **Schoology** - a site that allows teachers to post classwork and grades
 - **Daylio** - an app that allows users to track their mood and habits
 - **SaySomething.net** - an anonymous reporting site

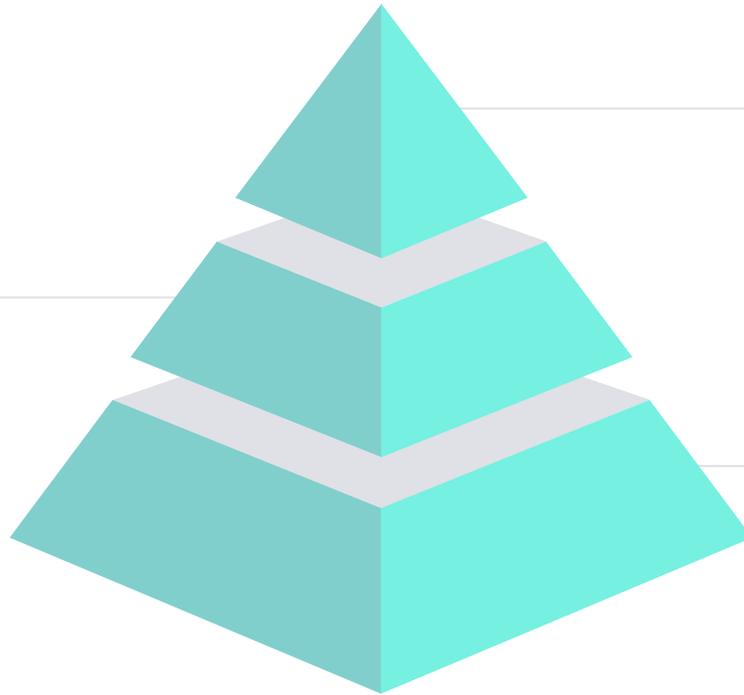
Competitive Advantages

- ❖ Combination of **many different features** to address a **complex, multifaceted problem**
 - Take **mental health and education** into consideration
- ❖ Marketed towards both students & school administrators
- ❖ Many of these other apps and sites are free
 - However, they also only focus on one topic
 - Our app focuses on **education, communication, and mental health**

Market Size

**110,000
Schools**
In the US

2

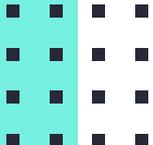


5 Million Teens
Suffer from a mental
disorder

3

**50 Million
Students**
Are in the US
school system

1



Market Validation

40 Million Users

Of Google
Classroom

5 Million Downloads

Of the mental health
app Daylio

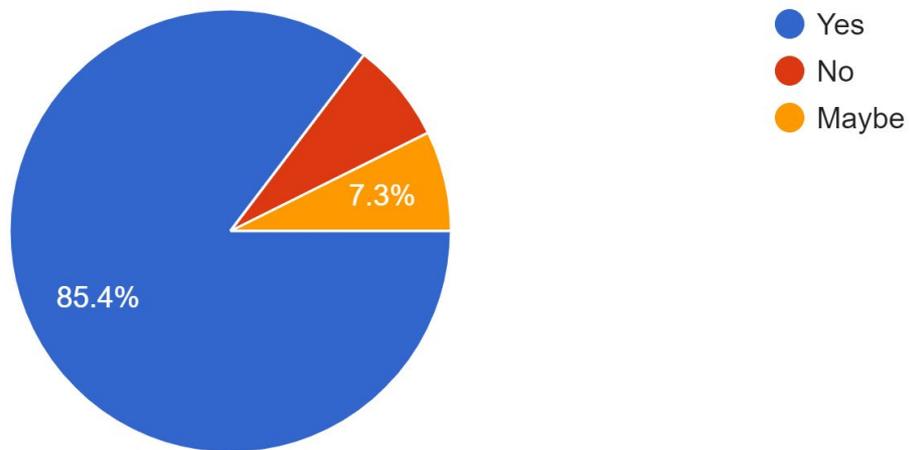


Survey Results



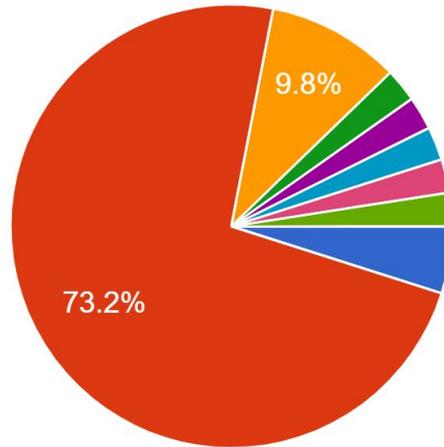
Have you or someone you know struggled with a mental health issue?

41 responses



Do you think that schools do enough to support and help their students during difficult times?
Please try not to use the other option if your answer...try to use one of the long answer questions below.

41 responses

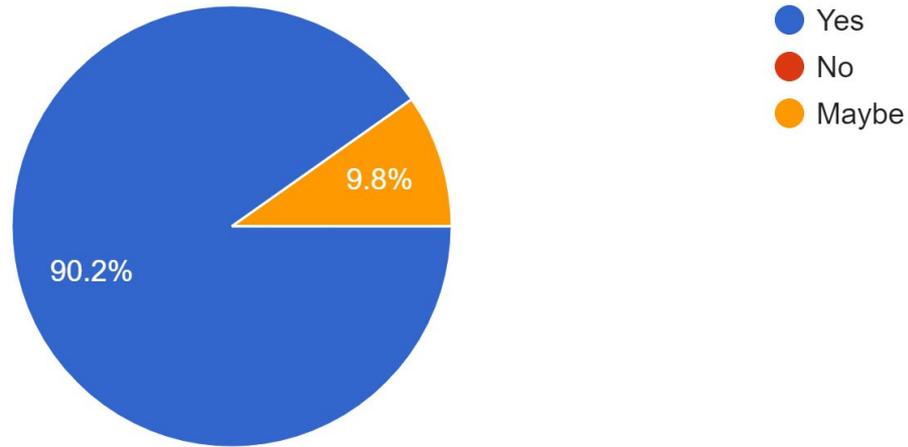


- Yes
- No
- Maybe
- It depends on the school and teacher.
For instance, I know some of my teach...
- Some schools do their best while others don't give a [redacted]
- There is always room for improvement...
- I think the answer is no but I would like...
- i don't think students feel comfortable...



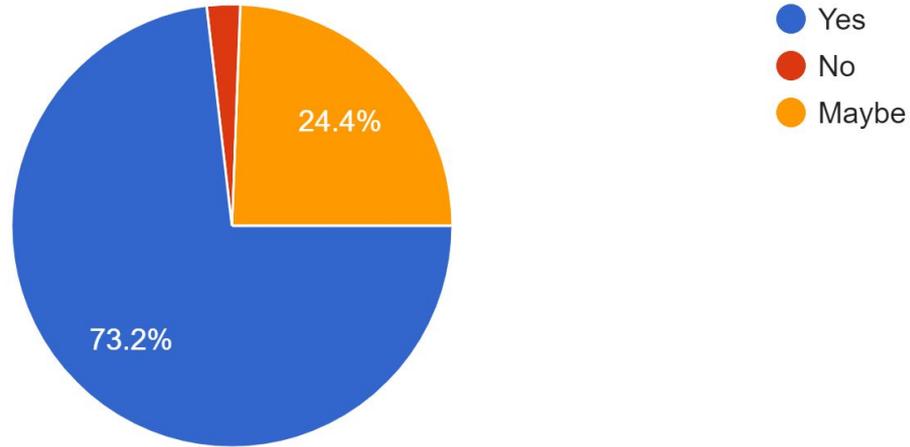
Do you think that schools and/or students would benefit from an easier means of communication with teachers, counselors, and psychiatrists?

41 responses



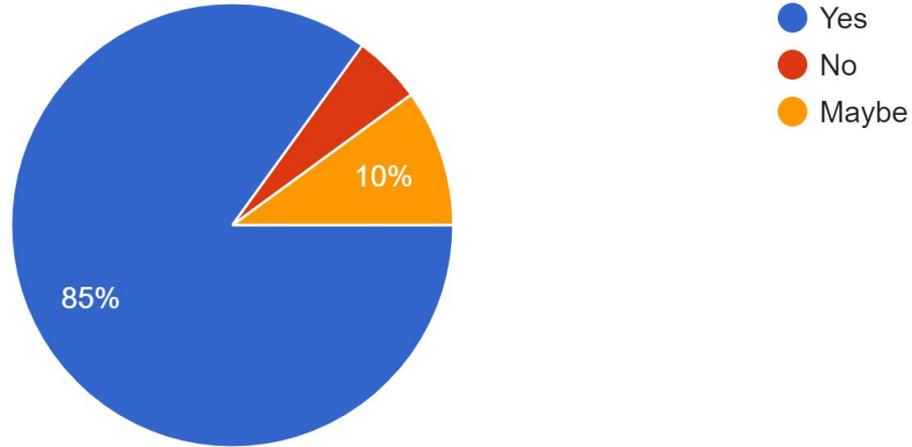
Do you think that schools and/or students would benefit from an anonymous incident reporting system?

41 responses



Would you feel comfortable sharing anonymized data to allow this service to be provided and to improve health-related algorithms in the future?

40 responses



Requested Features (Anonymously collected)

"A way to get in contact with mental health services"

"Direct access to talk to a counselor or teacher 24/7"

■ ■ ■ ■
■ ■ ■ ■
■ ■ ■ ■
■ ■ ■ ■
"For you to not repeat the same app idea as 2 years ago"

"The ability to communicate any additional diagnosable mental health issue (Such as Depression, Anxiety, etc.) since this can have a massive effect on daily mood."

"Just a system where if a student had mental health issues, they could anonymously give out reports and try to receive help. I think it's a common spread problem, and steps should be taken about it."

Other Comments

“This is a great idea!”

“Due to rise of mental health issues & drug abuse, this app would definitely be beneficial to students.”

“Thank you for doing this”

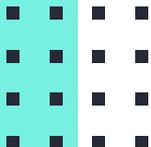
Business Model

Short term / Startup

- Grants
- Selling anonymized data for censuses, studies
- Training & licensing machine learning models on aggregate data

Long-term

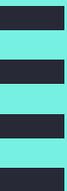
- Education
- School Licensing



Market Adoption

Promoting to
school districts

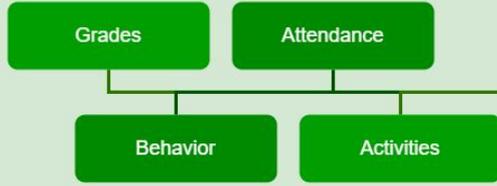
Health data
collection apps



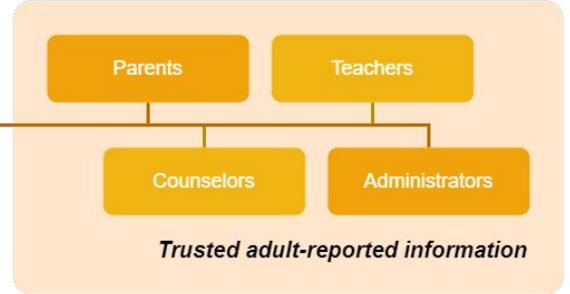
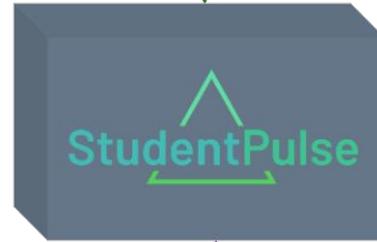
Tech Demo



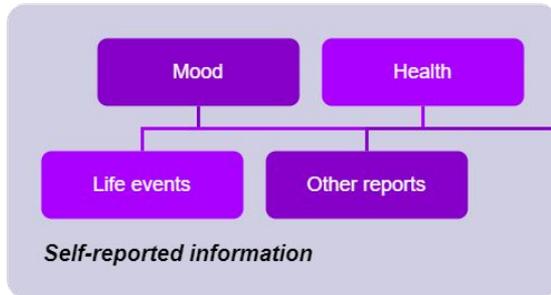
Data Sources



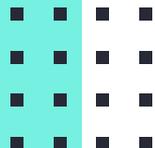
School-provided information



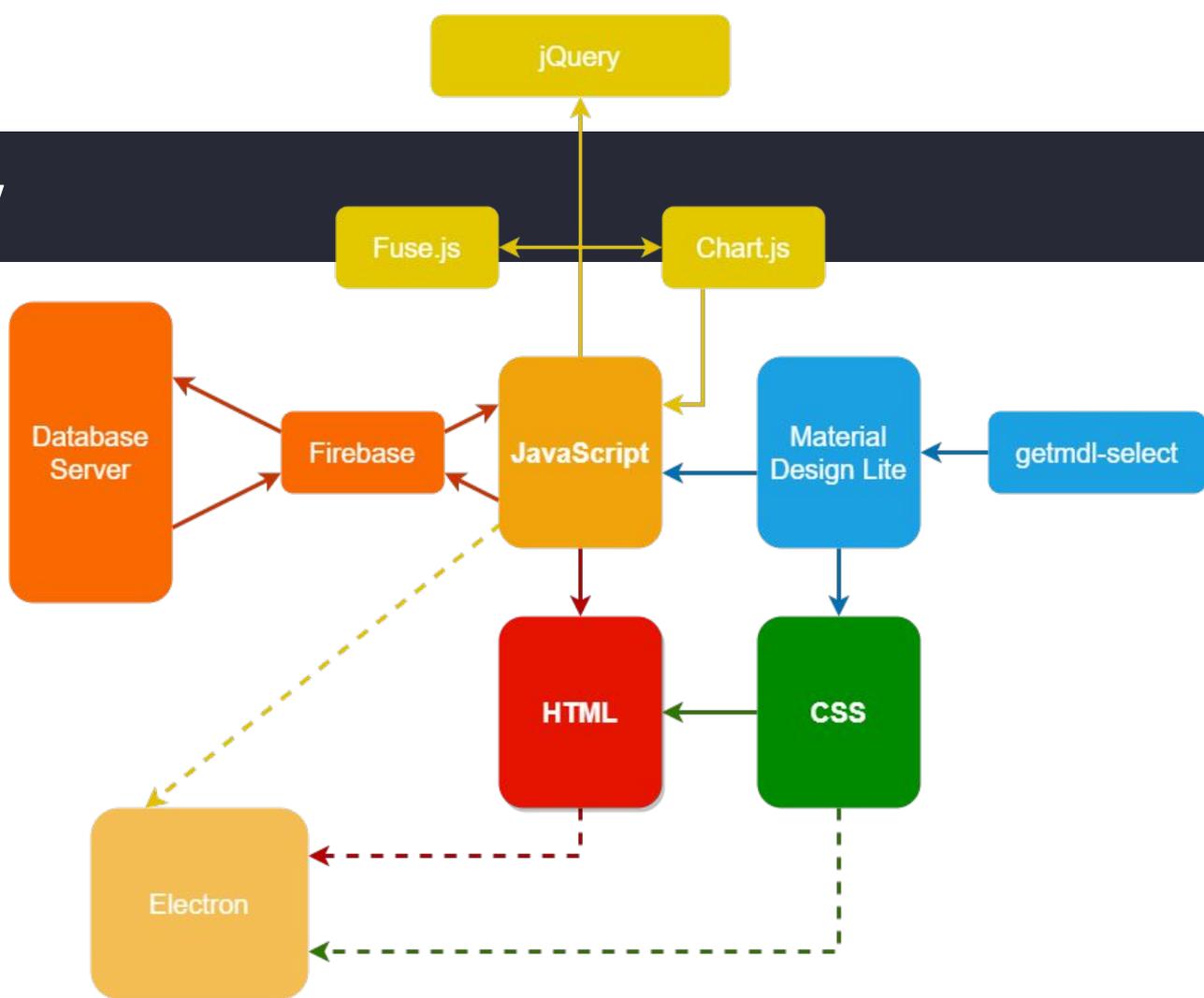
Trusted adult-reported information



Self-reported information



Technology



Code

bit.ly/2HPu8ue

Tools

Code/Tech

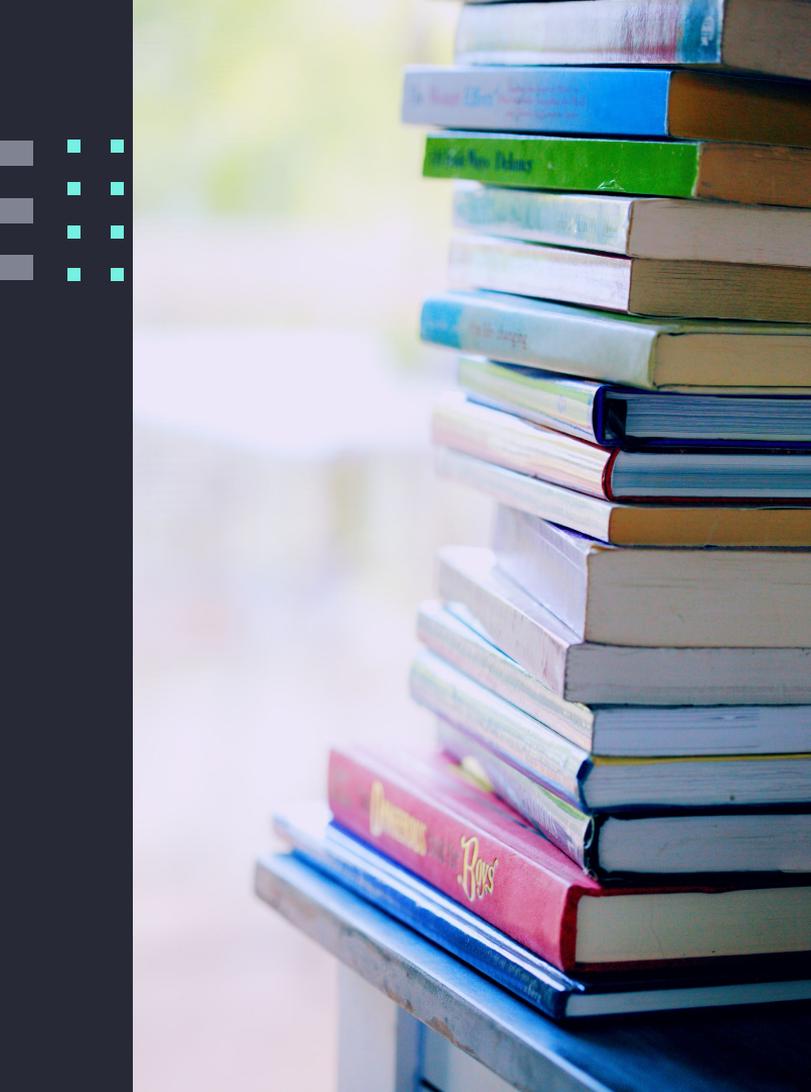
- Git/GitHub
- Atom

Presentation

- Draw.io
- Google Forms

Graphic Design

- Adobe Illustrator
- Adobe Photoshop
- Justinmind



Thank you
for listening

Any questions?

