

A Roadmap Towards Flourishing Families

happypillar
Final Report

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Today

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 - c. Wave 3: Extending Reach
4. Questions and Comments

Happypillar **now**

Happy families are the pillars of flourishing communities.



Every family member's behavioral and mental health is vital.

According to the Happier Lives Institute

Studies suggest mood is “contagious” between close personal connections like the family.



The mental health care kids need is often out of reach.



According to the National Association on Mental Illness

1 in 5 kids
has a mental
or behavioral
health disorder

20%
of those children
have access to care

What's more, for many families
this is an especially hard time.

This is a time of immense change and challenge for families:

- Technology (social media, ubiquitous screens)
- COVID (early social development challenges)

“The COVID ramifications were just really hard for [our child] and for us”

- Parent Research Participant



There exists an **important gap** in traditional approaches to care.

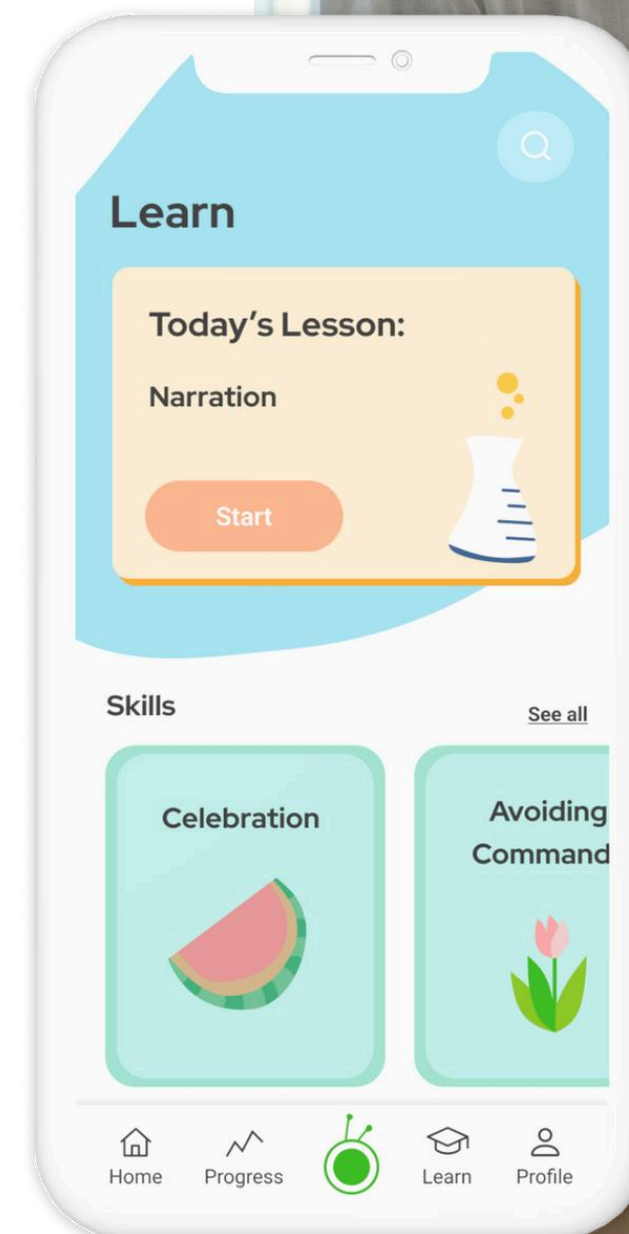


Enter happypillar: increasing access to needed care by filling this gap.



What happypillar does

Happypillar provides personalized guidance for parents to practice evidence-based, effective Parent-Child Interaction Therapy (PCIT) techniques with their children.



Who happypillar serves

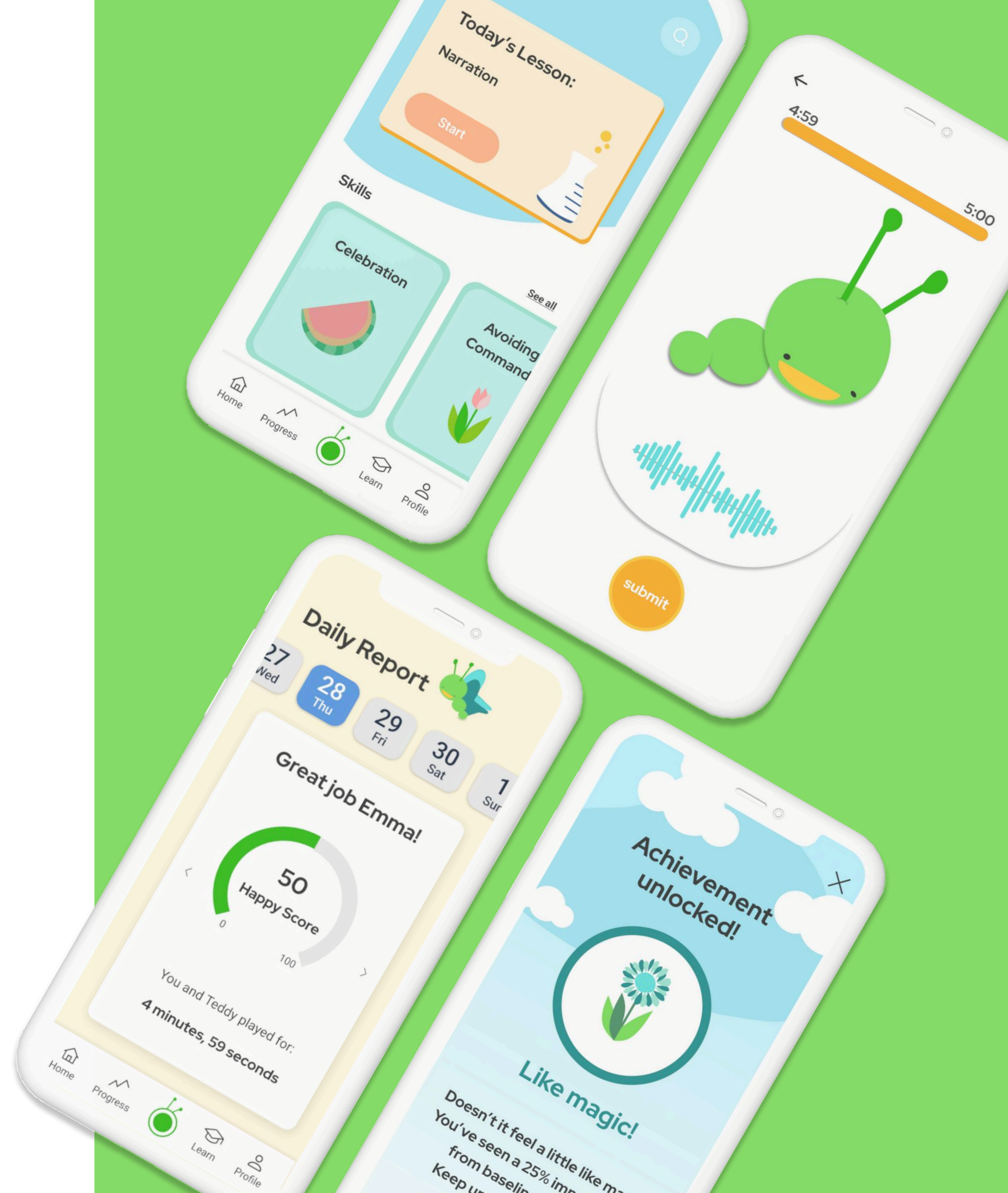
While we have limited demographic data, Happypillar users are parents of children aged 2-7, often with a personal or professional connection to therapy or mental health practices.



How happypillar delivers

Happypillar delivers its PCIT training through an AI-based smartphone app allowing for fast and efficient scaling.

This app not only provides foundational lessons in PCIT but also listens to parents' interactions with their child and provides constructive feedback.



The model

happypillar uses to make money

Happypillar runs a freemium business model with a single free and a single paid tier. The free tier covers the basic functionality needed for PCIT and the paid tier adds further learning, analysis, and customization.

	Free	Premium
Personalized feedback and analysis by experts and AI		✓
Custom progress plan		✓
Advanced reports		✓
Access to previous sessions		✓
Actionable tools and resources	LIMITED	UNLIMITED
Reminders	✓	✓
Streak tracking	✓	✓
Happy Time training	✓	✓
Daily Session Timer	✓	✓
Real-time feedback	✓	✓

Looking to **the Future**

happy^{pill}ar: looking forward

Goals from original brief

- Increase “sticky” paid users

happy^{pill}ar: looking forward

Goals from original brief

- Increasing “sticky” paid users
- Engage healthcare providers as partners

happy^{pill}ar: looking forward

Goals from original brief

- Increasing “sticky” paid users
- Engaging healthcare providers as partners
- Create opportunities for trust-building

happypillar's purpose

happy^{pill}ar's purpose

To empower parents and caregivers with the evidenced-based therapy techniques and personalized coaching necessary to confidently support happy and healthy families.

happy^{pill}ar's purpose

Families across income
levels, cultures, and locales

Equal access through
private and public channels
and insurance models

To empower parents and caregivers with the evidenced-based therapy techniques and personalized coaching necessary to confidently support happy and healthy families.

happy^{pill}ar's purpose

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To empower parents and caregivers with the evidenced-based therapy techniques and personalized coaching necessary to confidently support happy and healthy families.

Personalized guidance and instruction powered by AI tech.

On-demand, evidenced-based and culturally relevant mental health therapy for the whole family

happy^{pill}ar's purpose

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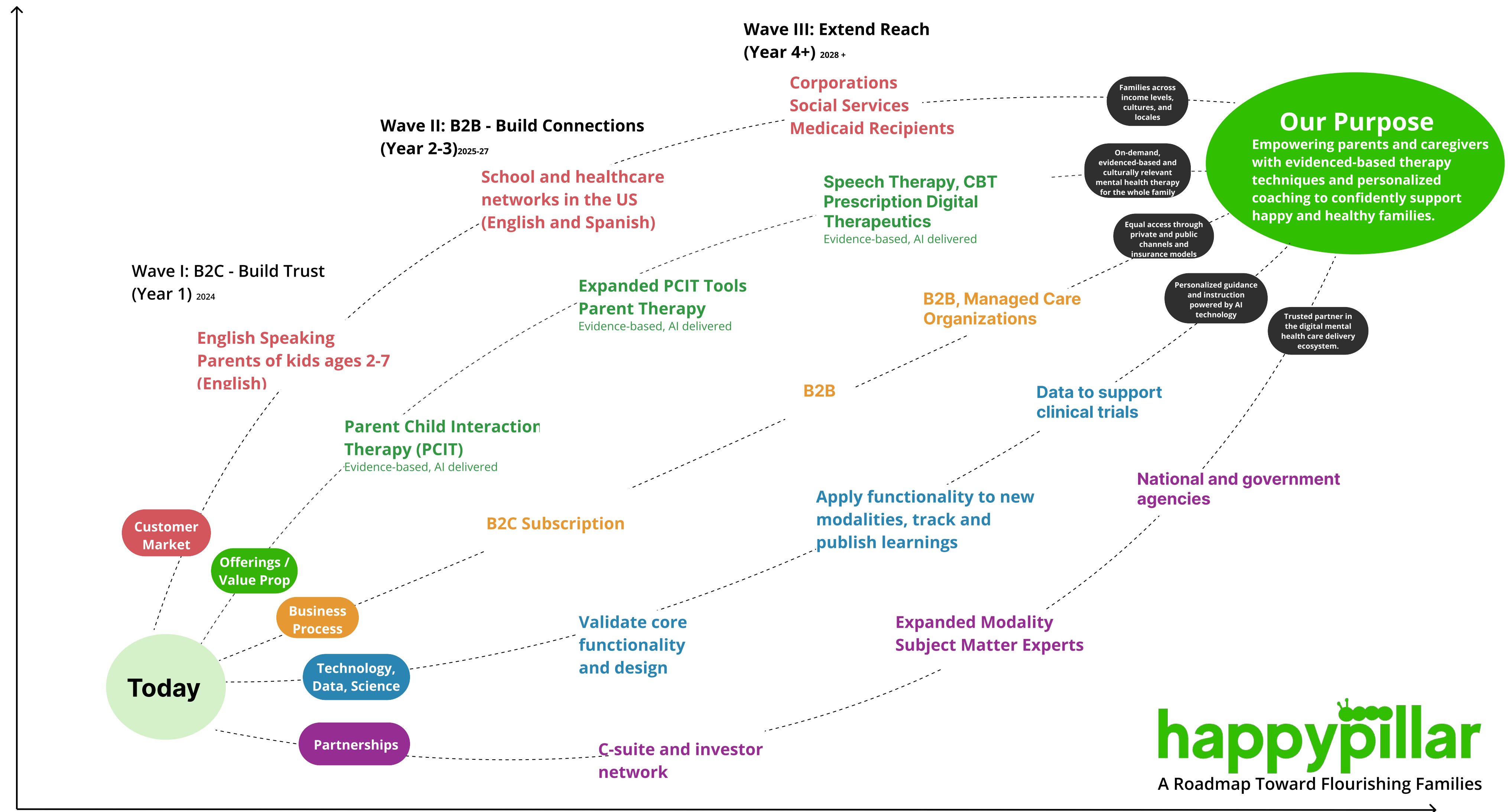
Personalized guidance and instruction powered by AI tech.

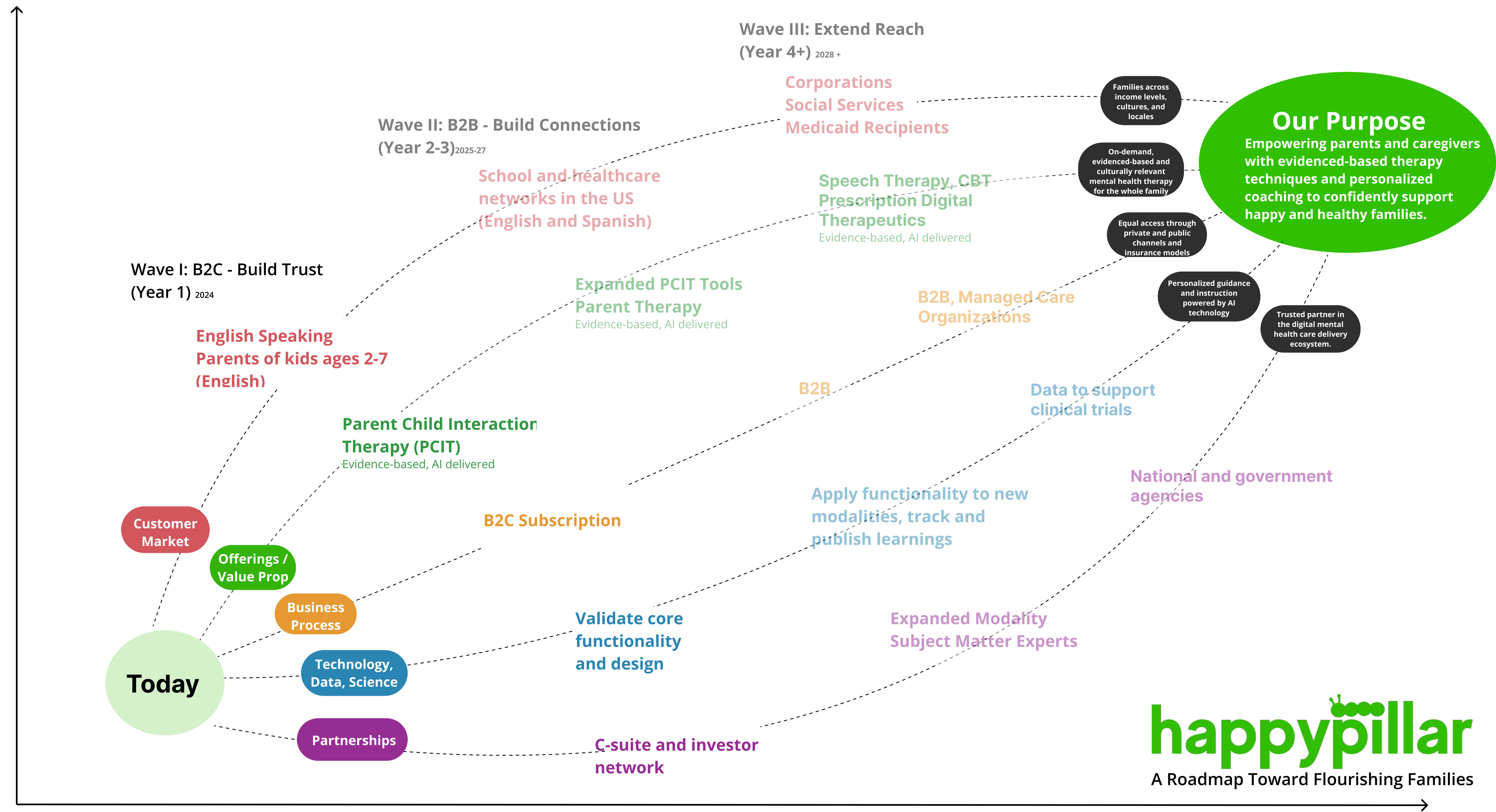
On-demand, evidenced-based and culturally relevant mental health therapy for the whole family

Trusted partner in the digital mental health care delivery ecosystem.

How do we get there?

A Roadmap Towards Flourishing Families





WAVE 1: **Building trust**

Building trust



WAVE 1: **Building trust**

Happypillar's therapy is proven and effective, **but some users don't realize how the design delivers the intended impact.**

Happypillar will:

Build a community of users that trusts and recommends Happypillar as a **useful, effective,** and **personalized** product.

Customer Market: English Speaking Parents of Kids 2-7

Offerings/Value Prop: Parent Child Interaction Therapy

Business Process: B2C Subscription after 14 day free trial

Technology, Data, Science: Validate Core Functionality

Partnerships: C-suite and investor network

Today

Presently, the market lacks accessible evidence-based therapy for children aged 2-7 years.

You have all this fear and guilt. Should we have done all the COVID [precautions]? Should we have been so cautious, or should we have jumped right in...I felt really guilty. I was desperate to find what was available. You know what I mean? There's like a desperation to it. Evidenced-based therapies tailored for specialized populations are lacking.

WAVE 1: Building trust

Market:

English Speaking Parents of kids aged 2-7 yrs

Target early adopters:

Neuro divergent parents,

- Focus on neurodivergent parents, leveraging their firsthand experience, as they are more likely to recognize and actively seek support for their children.
- Research shows, if a parent has ADHD, there's up to a 57% chance that the child may also have ADHD.

Tech-optimist parents

- Appeal to tech-optimistic parents who appreciate and are comfortable with an app actively listening to their conversations and utilizing speech recognition.
- 25% of US households have at least one Alexa device.

Today

Users find insufficient value in the existing offering. They do not recognize the significance of maintaining consistent usage of the app.

"I used a lot at first, and then not as much now that I kind of know what to do for happy time. I'm like, I don't need that feedback. I know how to do it"

WAVE 1: Building trust

Offering:

Parent Child Interaction Therapy

Encourage consistent practice of PCIT skills

- Introduce enhanced onboarding features that familiarize parents with key aspects of the evidence-based approach, emphasizing the significance of daily, intentional 5-minute practice sessions of PCIT skills.
- Link family accounts to sync progress across caregivers.

Encourage consistency via goal-setting

- Introduce a feature that allows parents to take assessments that help them set personal goals, monitor progress and work towards achieving their goals.
- Modify the money back guarantee to build accountability and credibility for offerings in the app and encourage parents to be consistent in the practice.

Today

Generous offerings on the free tier reduces conversion of free users to premium customers.

“I used it a lot at first, and then not as much now that I kind of know what to do for happy time. I'm like, I don't need that feedback. I know how to do it”

WAVE 1: Building trust

Business process: **Subscription after 14 day free trial**

Ensure Happypillar gets compensated for the true value it provides

- Introduce a 14 day free trial that allows parents to see the effectiveness of consistent 5 min practice sessions. Thereafter, \$12.99 monthly, \$69.99 annual, \$99 annual family.

Marketing channels

- Paid Media: Target the early adopter market through paid advertising.
- Organic Marketing: Engage with mom influencers, utilize referrals, and participate in relevant Facebook groups.
- Professional Outreach: Connect with pediatricians and mental health specialists through direct outreach and conferences.

Today

“Can it identify tone? I don’t think so”
-Research Participant

*Lack of trust that the tech can do what
Happypillar claims.*

WAVE 1: Building trust

Tech/Data/Science: **Validate Core Functionality**

Prioritize a smart and seamless user experience

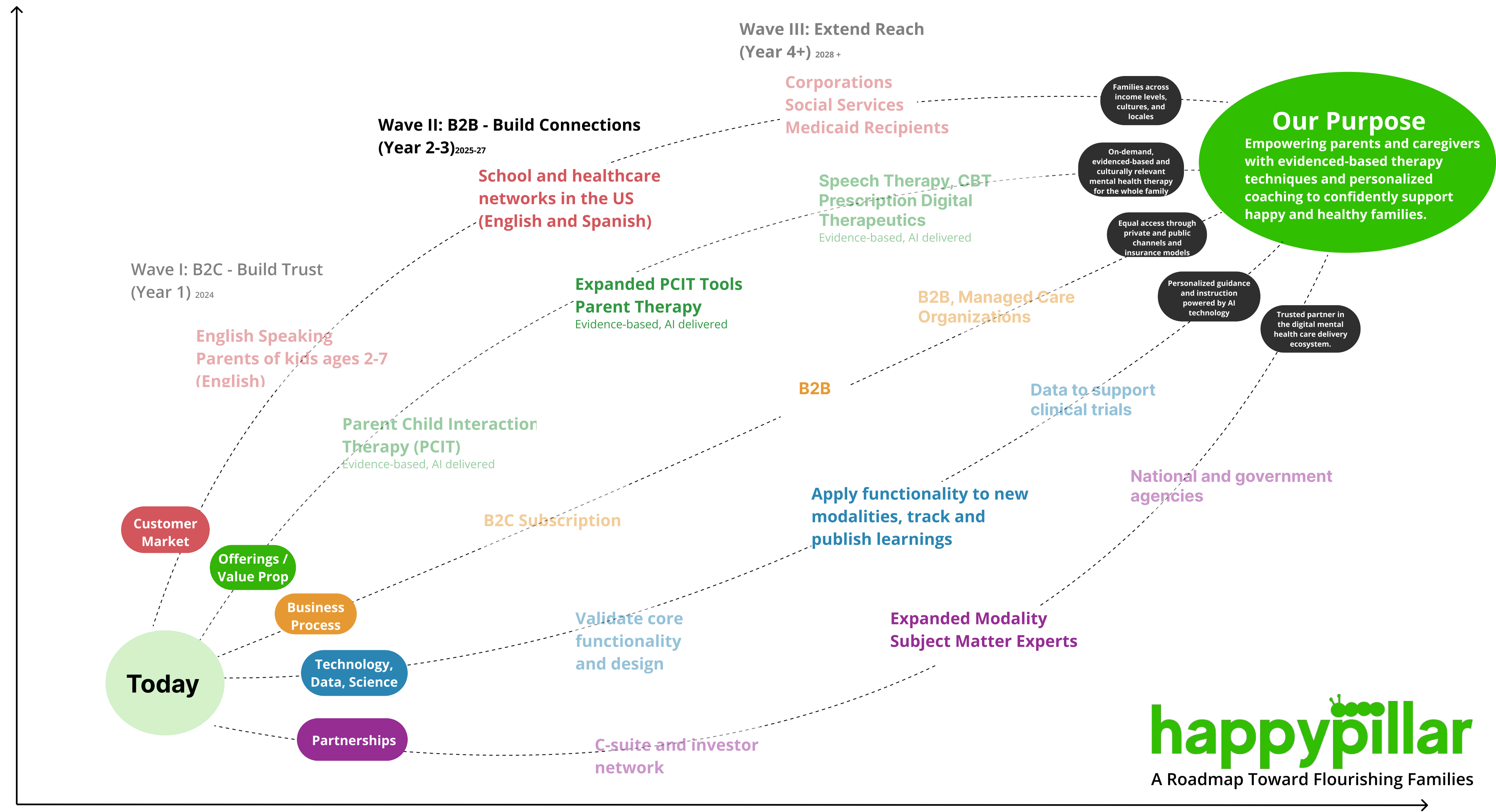
- Enhanced UX/UI (start with onboarding)
- Core AI and NLU functionality
- Integrate with Whisper for ASR and diarisation
- GPT API Integration to semi-automate annotation
- Personalized recommendation engine
- Organizational code eligibility check

Partnerships: C-Suite and Investor Network

Children's behavioral and mental health is supported beyond the home and involves teachers, pediatricians and other trusted adults. Initiate partnerships to extend the value of Happypillar's offerings.

Education : Preschool directors and principals in investor and c-suite network

Medical: Pediatric behavioral health partners in investor and c-suite network. Medical professionals in youth mental wellness educational functions



WAVE 2

Creating Connections



It takes a village to raise a child.

Happypillar will:

Expand impact to more families by creating connections with **trusted educational and healthcare** delivery channels.

Leverage it's proven technology to **deliver new value** through **expanded parent therapy** which further strengthens families.

Customer Market: School and healthcare networks, US

Offerings: Expanded PCIT Tools, Parent Therapy

Business Process: B2B

Technology, Data, Science: Apply core functionality to new modalities, track and publish learnings

Partnerships: Expanded modality subject matter experts

WAVE 1: Building Trust

Market:
**English Speaking Parents
of kids aged 2-7 yrs**

WAVE 2: Creating Connections

Market:
**School and healthcare networks in
the US (English and Spanish)**

Early Childhood Learning Centers
Pre and Elementary School Systems
Primary Care Healthcare Networks

- Target 2y age so that families can benefit from HP's value over time
- Build on discussions underway with school networks who have the budget to deliver product at a greater scale
- 13% of families speak Spanish at home in US, schools need to be able to provide equal access to therapy

WAVE 1: Building Trust

Offering:
**Parent Child
Interaction Therapy**

Wave 2: Creating Connections

Offering
**Expanded PCIT Tools
Parent Therapy**

Expanded PCIT Tools:

Provider finder: build strong connections between parents and provider

Education Reports: for mutual goal tracking, IEP, etc.

Community Discussion Forum: for tips and advice

Parents Therapy: Use evidenced based couples therapy methods, modified for parents, to build and repair their relationship so that they are more united in their joint mission of raising happy and emotionally intelligent kids.

WAVE 1: Building Trust

Business process:
**Subscription after
14 day free trial**

Wave 2: Creating Connections

Business Process **Business to Business**

Scale quickly to take advantage of first mover competitive advantage. AI delivery supports scalability.

Connect the service with families' broader educational and healthcare contexts to add accountability and consistency in usage which bring therapeutic results and sticker users.

WAVE 1: Building Trust

Tech/Data/Science:
**Validate Core
Functionality**

Wave 2: Creating Connections

Tech/Data/Science

**Apply functionality more broadly,
track and publish learnings**

Tech/Data

- On device machine learning
- UI/UX for pediatrician/education dashboard
- Strategic data aggregation and management leading to customer lock in, insights in support of B2B client expansion
- UI/UX for parent therapy

Science

- Show efficacy of AI delivered couples therapy
- Spanish Modality Dev.

WAVE 1: Building Trust

Partnerships:
**C-Suite and
Investor Network**

Wave 2: Creating Connections

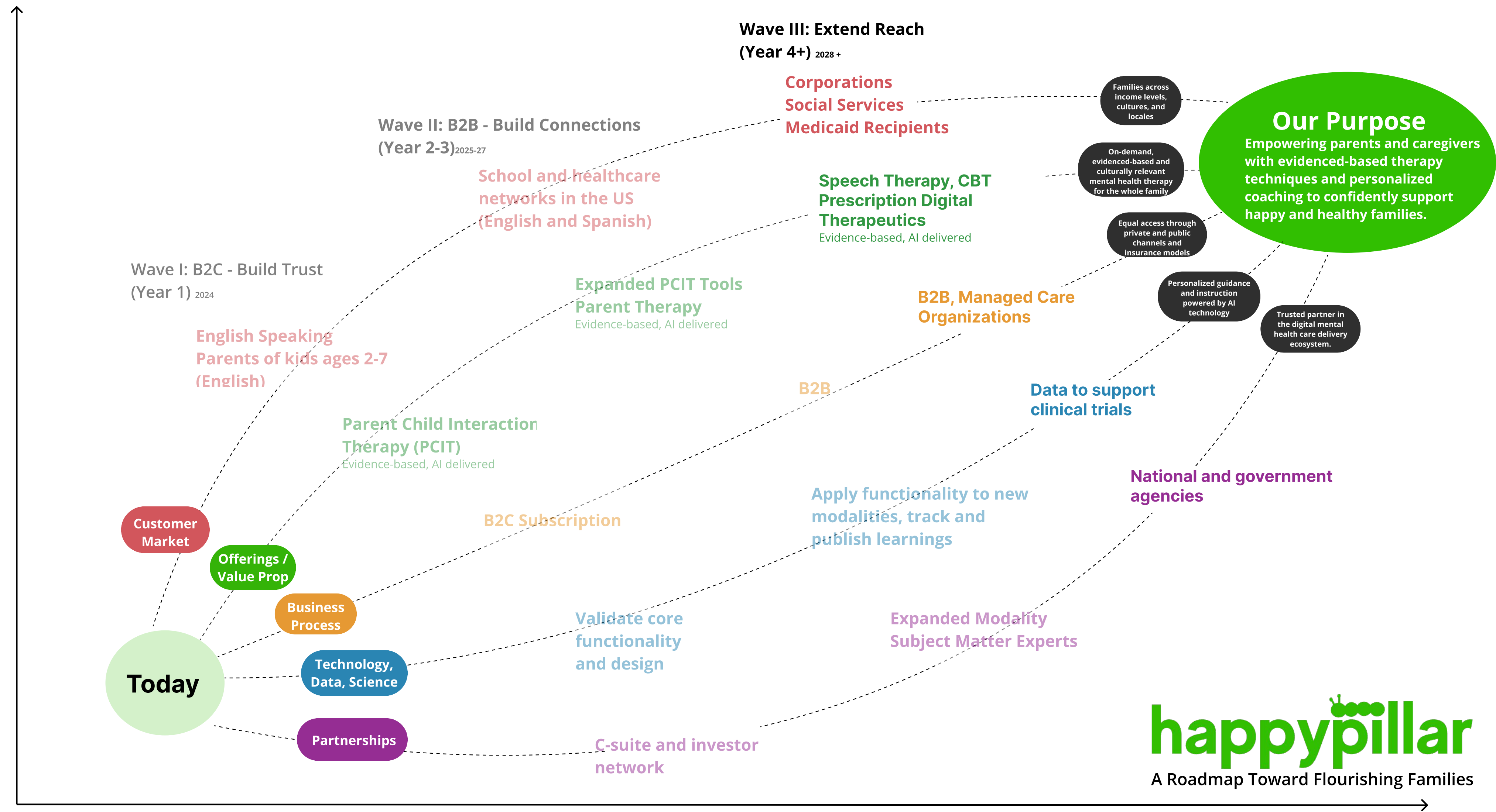
Partnerships
**Expanded modality subject
matter experts**

Medical: State family wellness preventative education functions with parallel missions.

Ex. NYC project TEACH

“Our mission is to strengthen and support the ability of New York's Maternal Health and Pediatric Primary Care Providers (PCPs) to deliver care to children and families who experience mild-to-moderate mental health concerns.”

SME: Spanish linguist to ensure methods grow in culturally relevancy, cultural competency services (Violet Health)



Extend Reach



WAVE 3: **Extend Reach**

- Extend Happypillar's reach by **delivering offerings** through public and social services.
- Expand **modalities** to support existing families as kids grow.
- Leverage data and clinical partnerships to develop **prescription therapies**.

Extend Market: Corporations, Social Services, Medicaid Recipients

Offerings: Speech Therapy, CBT, Prescription Digital Therapeutics

Business Process: Mature B2B model and channels

Technology, Data, Science: Delivers efficacy reports; advances trials, multilingual modalities.

Partnerships: Strategic Partnerships and Cultural Expansion

Wave 2: Creating Connections

Market:

**School and healthcare
networks in the US (English
and Spanish)**

WAVE 3: Extend Reach

Market:

**Corporations, Social Services,
Medicaid Recipients**

Potential Market

Social Services

- The National FY 2024 President's Budget proposes \$317.9 million for mental health programs for youth, significantly increasing funds for Projects AWARE and LAUNCH, and Infant and Early Childhood Mental Health.

Medicaid Recipients

- Access to mental health support remains challenging and government look for expedient and evidenced-based methods to support families

Wave 2: Creating Connections

Offering Expanded PCIT Tools Parent Therapy

WAVE 3: Extend Reach

Offering Speech Therapy, CBT Prescription Digital Therapeutics

Cognitive Behavioral Therapy (ages 8-11, 11-14, 15-18)

- Teens are more comfortable and honest with app then in person.

Trauma informed modalities

- Founding Therapist certified in CBT and has specialized focus in Trauma-informed CBT.

Speech Therapy (6M - 7Y)

- Speech and language therapy is a critical component of early intervention, as there are many pre-speech and pre-language skills that they must acquire before they can learn to form words.

Prescription digital therapeutics

- PDT's are an emerging innovation in health.

WAVE 2: Creating Connections

Business Process Business to Business

WAVE 3: Extend Reach

Business Process B2B, Managed Cared Organizations

Mature B2B model

- Prescription therapy for time bound interventions, payment per treatment.

Channel:

Managed Care Organizations private insurers.

- In 41 states, Medicaid outsources to MCOs like Centene and UHC, who use digital tools to enhance their proposals to state governments.

WAVE 2: Creating Connections

Tech/Data/Science

Apply functionality more broadly, track and publish learnings

WAVE 3: Extend Reach

Tech/Data/Science

Data in support of new modalities and clinical trials

Tech/Data

- Deliver detailed analyses on adherence and outcomes to showcase both economic efficiency and therapeutic success to insurance providers.

Science

- Clinical trials
- Mandarin, Tagalog, +more Modality Dev.

WAVE 2: Creating Connections

Partnerships
**Expanded modality
subject matter experts**

WAVE 3: **Extend Reach**

Partnerships
National and Government Agencies

Corporate

- Expand direct outreach to employers to create partnerships in which Happypillar is an employee benefit.

Government

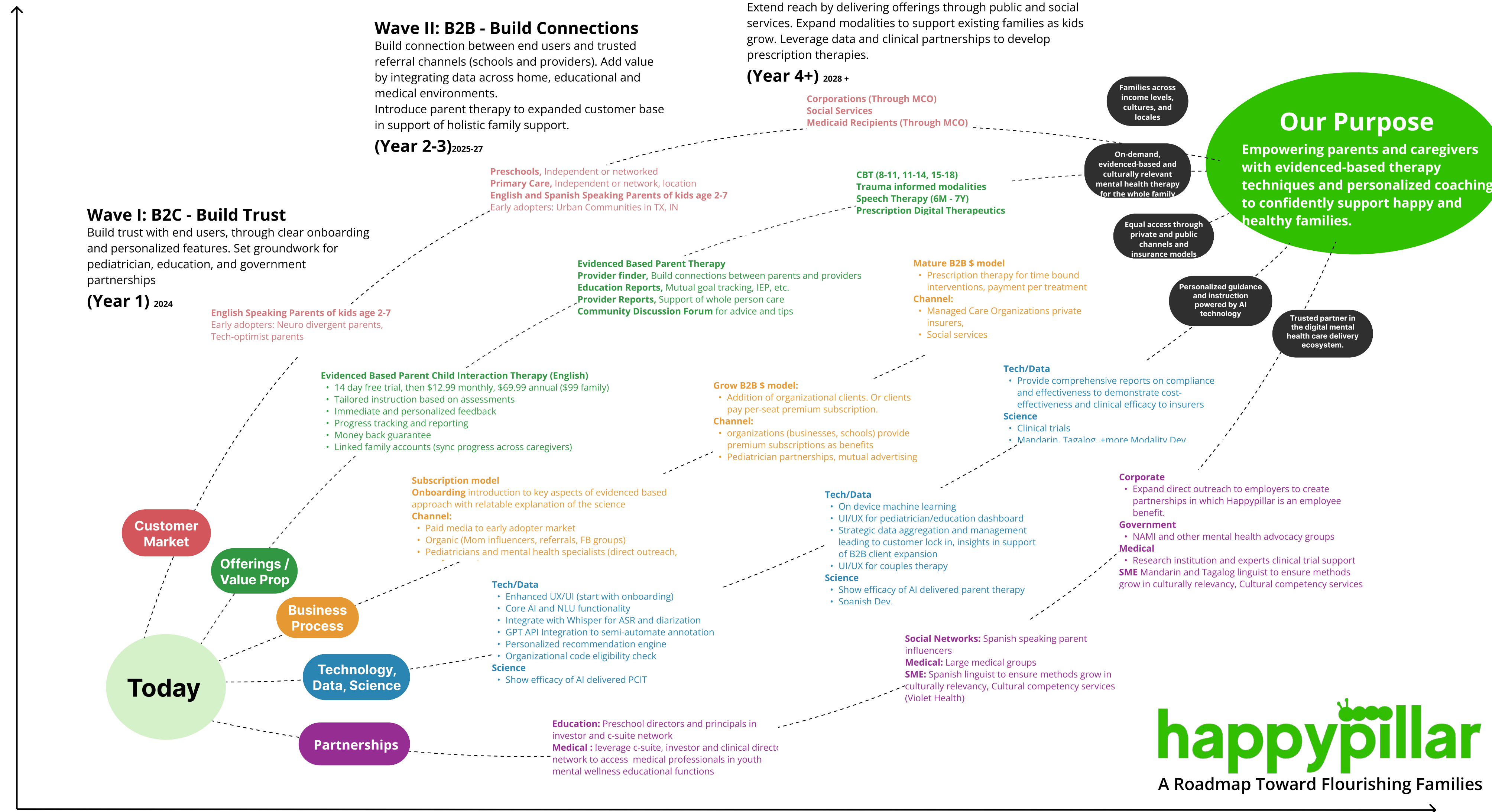
- NAMI and other mental health advocacy groups

Medical

- Research institution and experts clinical trial support

SME

- Mandarin and Tagalog linguist to ensure methods grow in culturally relevancy, Cultural competency services (Violet Health)



Thank you.

Questions & Thoughts



Image sources

- Slide 3: Photo by [kabita Darlami](https://unsplash.com/photos/man-in-white-t-shirt-carrying-girl-in-pink-dress-NeClvmmZa60) on [Unsplash](https://unsplash.com/photos/man-in-white-t-shirt-carrying-girl-in-pink-dress-NeClvmmZa60) | <https://unsplash.com/photos/man-in-white-t-shirt-carrying-girl-in-pink-dress-NeClvmmZa60>
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- Q&A slide: Photo by [kabita Darlami](https://unsplash.com/photos/woman-in-white-and-black-floral-dress-carrying-baby-iArVfiNwdQ0) on [Unsplash](https://unsplash.com/photos/woman-in-white-and-black-floral-dress-carrying-baby-iArVfiNwdQ0) | <https://unsplash.com/photos/woman-in-white-and-black-floral-dress-carrying-baby-iArVfiNwdQ0>