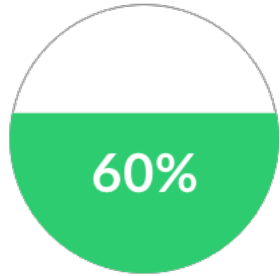


# Serenetide

Stay Well, Study Well.

Eric Chen  
Gaurav Lath  
Chinmaya Madan  
Prashant Megnath  
Helen Ngo

# The State of Mental Health in Canadian Universities



of post-secondary students have admitted to feeling a significant amount of stress within the last 12 months



## Defining Mental Health

- Academic success
- Full and meaningful participation in all aspects of life
- Sustained well-being as the future leaders of our society

Students don't even realize they are suffering from symptoms that are degrading to their mental health, and often only see the results of symptoms, resulting in a vicious cycle.

# Mental Health on Campus: The Gaps

“It is predicted that mental health issues are going to be the leading cause of disability at Canadian universities by 2020.”

- Counsellor to student ratio: 12-15 people serving entire campus
- The Centre for Addiction and Mental Health pegs the cost of therapy at between \$40 to \$180 an hour.
- Average Canadian student spends 32h/week on academics, 18h/week on part-time employment, leaving little downtime to de-stress. (CUSC Survey 2011)
- Appointments are highly structured, require advance planning & scheduling
- 92% of Canadian university counselling centre directors report increases in the number of students presenting with severe psychological issues

We believe it shouldn't be this complicated to get help.

# Treatment Today

1 in 3 students reported that their mental health needs were not met through existing facilities.



## Help Lines

Convenient and accessible

---

Lack of face-to-face interaction



## Walk-in Clinics

Convenient, on-demand model

---

Inconsistent experience



## Campus Clinics

Specialize in student needs

---

Long wait times + stigma



## Online Platforms

Fun and simple to use

---

Not customized to student experience

# Our Pillars

Counselling was the most common type of mental health care need cited by Canadians.\*  
It was also the need that was least met, with just 65% of those with a counselling need feeling satisfied with their level of care.

## Accessibility

We guarantee an appointment within 24 hours.

Counsellors are available outside of the usual 9 - 5 weekday grind.

Costs are covered under university student health plans.

## Connection

On-demand counselling means that students can reach out to a dedicated counsellor in times of need or celebration.

Unlike drop-in or group sessions, students are guaranteed a dedicated listening ear who is familiar with their personal wellness journey.

## Companion

Serenetide is web-based, making it simple for anyone to get connected quickly and securely.

Our service is accessible anywhere with an internet connection. This way, students don't have to share their mental health journey with their campus peers until they are ready.

# The User



Daniel

- University student
- Between the age of 18 to 29
- 1M+ Post Secondary Students in Canada
- Value authenticity

Digital Noise

Speed, Ease, Efficiency

Demand Integrated Experience

Trust People, Not Companies

58% Want "Peace of Mind"

# The Counsellor



Emily

- Psychology Major, Master's Student
- Age: 25+
- Looking to build their professional experience

Employees with a Master of Arts (MA),  
Psychology Degree  
Hourly Rate Ranges by Job

[Check salary info for your own job »](#)

Job Title

National Hourly Rate Data

C\$0

C\$19

C\$38

1-4 years

C\$28.50

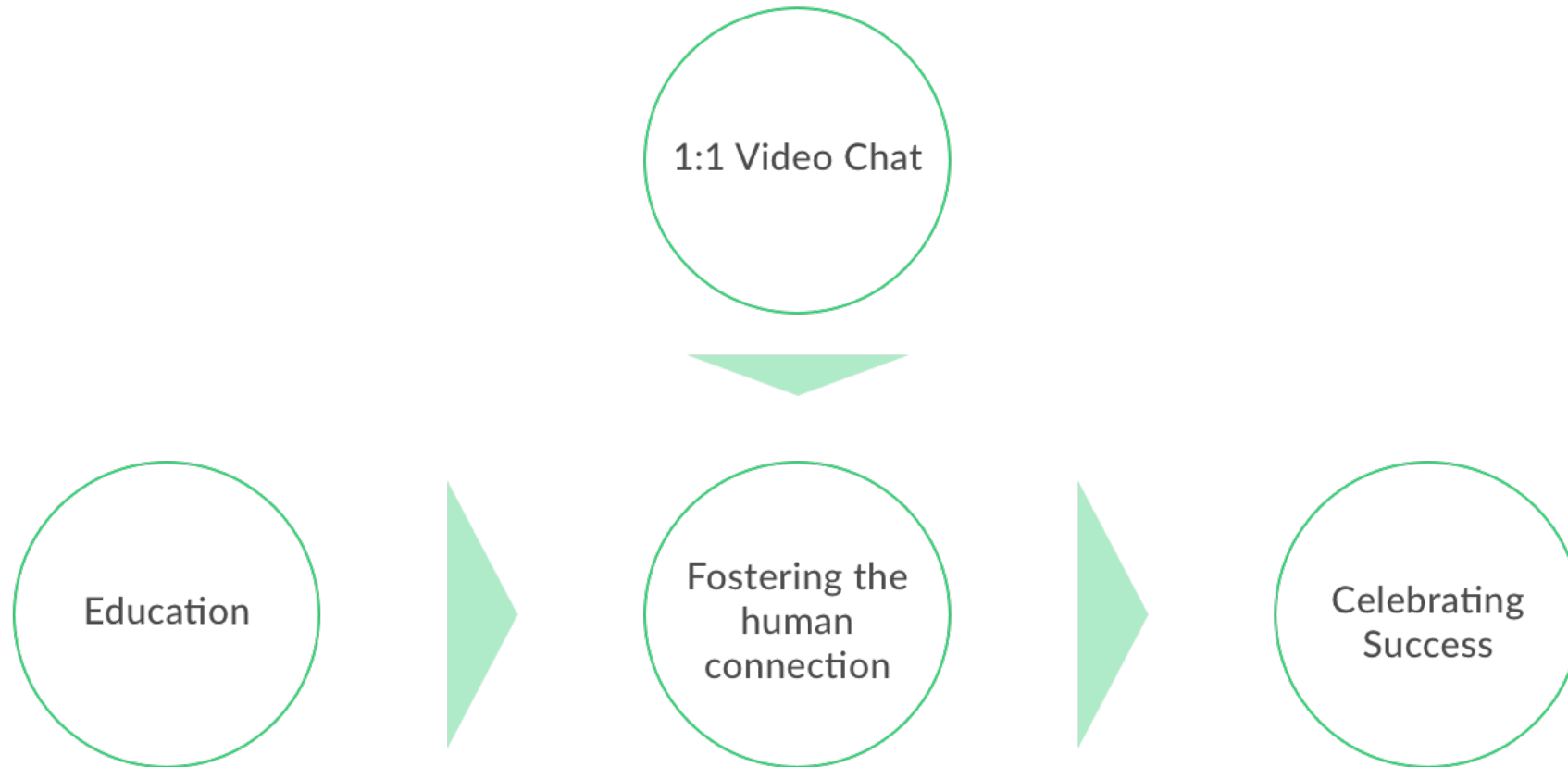
20 years or more

C\$37.54

Country: Canada | Currency: CAD | Updated: 30 Apr 2016 | Individuals Reporting: 7

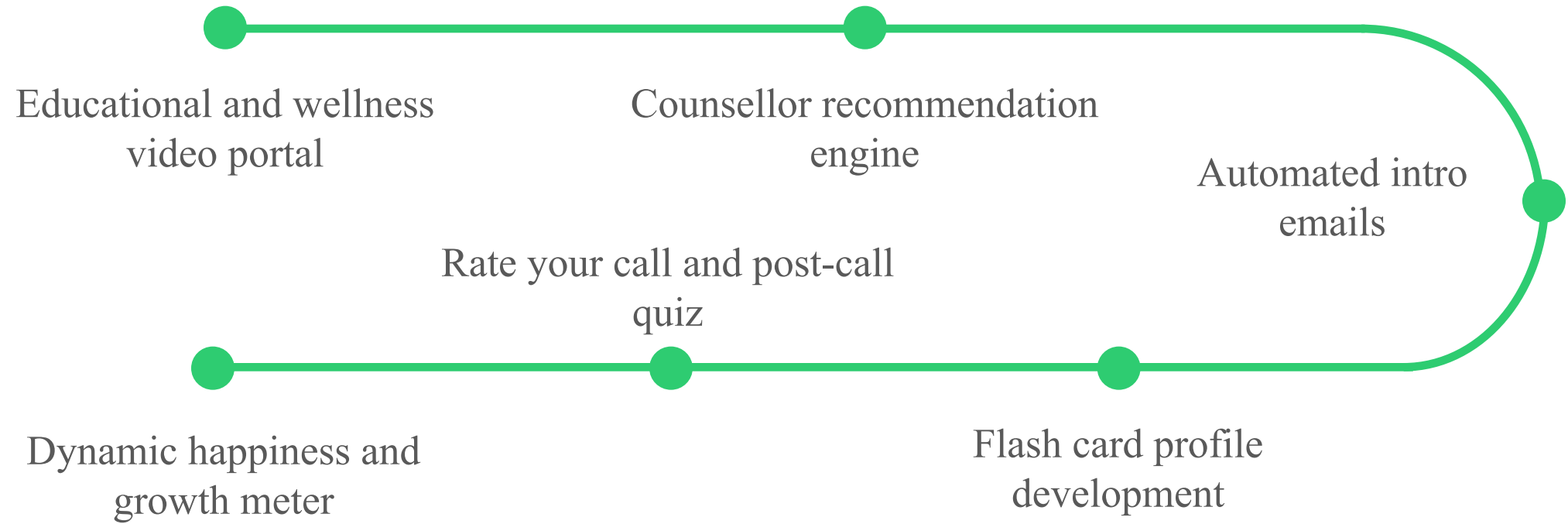
# The Platform

A safe, engaging and educational integrated platform where post-secondary students can easily access resources to improve their mental wellness.





# Roadmap and Features



Real time data collection

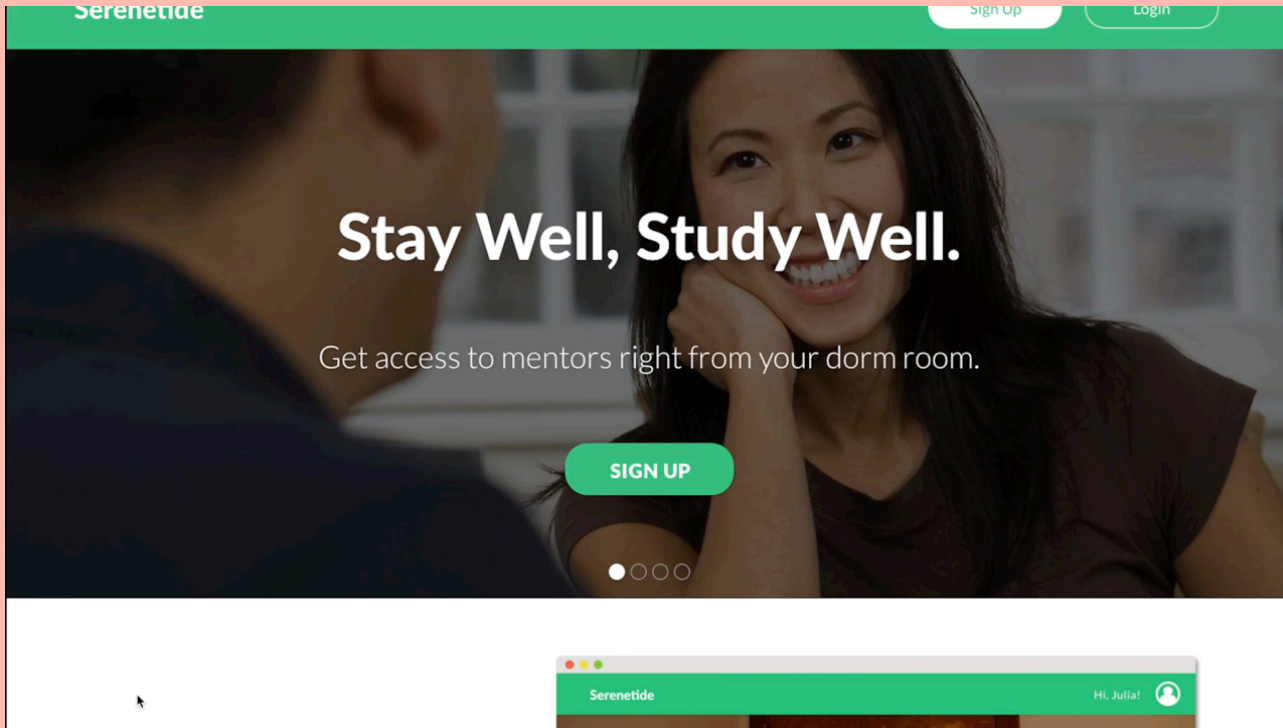


Iterative Development



Predictive analytics + ML

# UI Design



Serenetide Hi, Julia!

### Step 1: General Information

What's your name?

Age  Gender

What school do you go to?

What's your program or major?

What's your favourite subject?

What are your favourite hobbies?

Next >

Serenetide Hi, Julia!

### Step 2: About You!

How often do you experience stress and anxiety?

Do you ever experience panic attacks?

On a scale of 1 to 10, how serious would you say are your symptoms?  
1  10

What are your symptoms?  
 Chronic Sadness  Withdrawal from friends  Other  
 Constant worrying  Always feeling tired  
 Fear of the unknown  Depression

Next >



	Year 1	Year 3	Year 5
<b>Total Revenue</b>	<b>\$937,440.00</b>	<b>\$1,406,160.00</b>	<b>\$2,812,320.00</b>
		(50% Growth Factor)	(100% Growth Factor)
<b>Assumptions</b>			
User Base	6510	9765	19530
Active Users	1953	2929.5	5859
No. of Hours/Year	23436	35154	70308
Student Fee/Hour	\$40	\$40	\$40
<b>Operating Costs</b>			
# of Counsellors	45	67.5	135
Hourly Wage	\$30	30	30
<b>Total Wages</b>	<b>\$703,080</b>	<b>\$1,054,620</b>	<b>\$2,109,240</b>
	<b>First time Investments</b>	<b>Operational Investments</b>	
Development	50000	75000	75000
Server	1000	1500	3000
Professional Training	50000	62500	68750
Hiring	15000	7500	7500
Computers	10000	12500	18750
Professional Liability			
Insurance (\$1500/year/psychologist)	67500	101250	202500
<b>Total</b>	<b>\$193,500.00</b>	<b>\$260,250</b>	<b>\$375,500</b>
<b>Net Income</b>	<b>\$40,860.00</b>	<b>\$91,290.00</b>	<b>\$327,580.00</b>

# APPENDICES



Step 1: General Information

What's your name?

Age



Gender



What school do you go to?

What's your program or major?

What's your favourite subject?

What are your favourite hobbies?

Next >



## Step 2: About You!

How often do you experience stress and anxiety?

 Once a Week 3 Times a Week 7+ Times a Week

Do you ever experience panic attacks?

 Yes No

On a scale of 1 to 10, how serious would you say are your symptoms?



What are your symptoms?

Chronic Sadness

Withdrawal from friends

Other

Constant worrying

Always feeling tired

Fear of the unknown

Depression

Please describe...

Next >

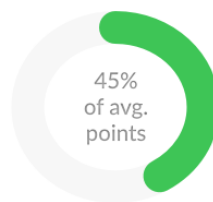


All Progress Lessons Recommendations Rewards

7465 Points To date



40 pts earned today



82 Lessons completed

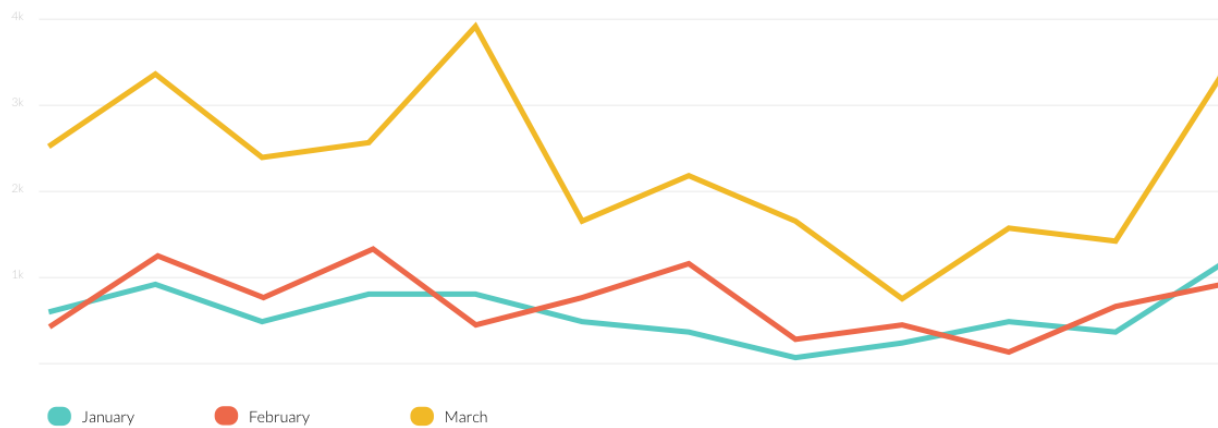


3 Today



Progress So Far

Day Week Month Year

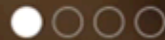


Happiness Meter

# Stay Well, Study Well.

Get access to mentors right from your dorm room.

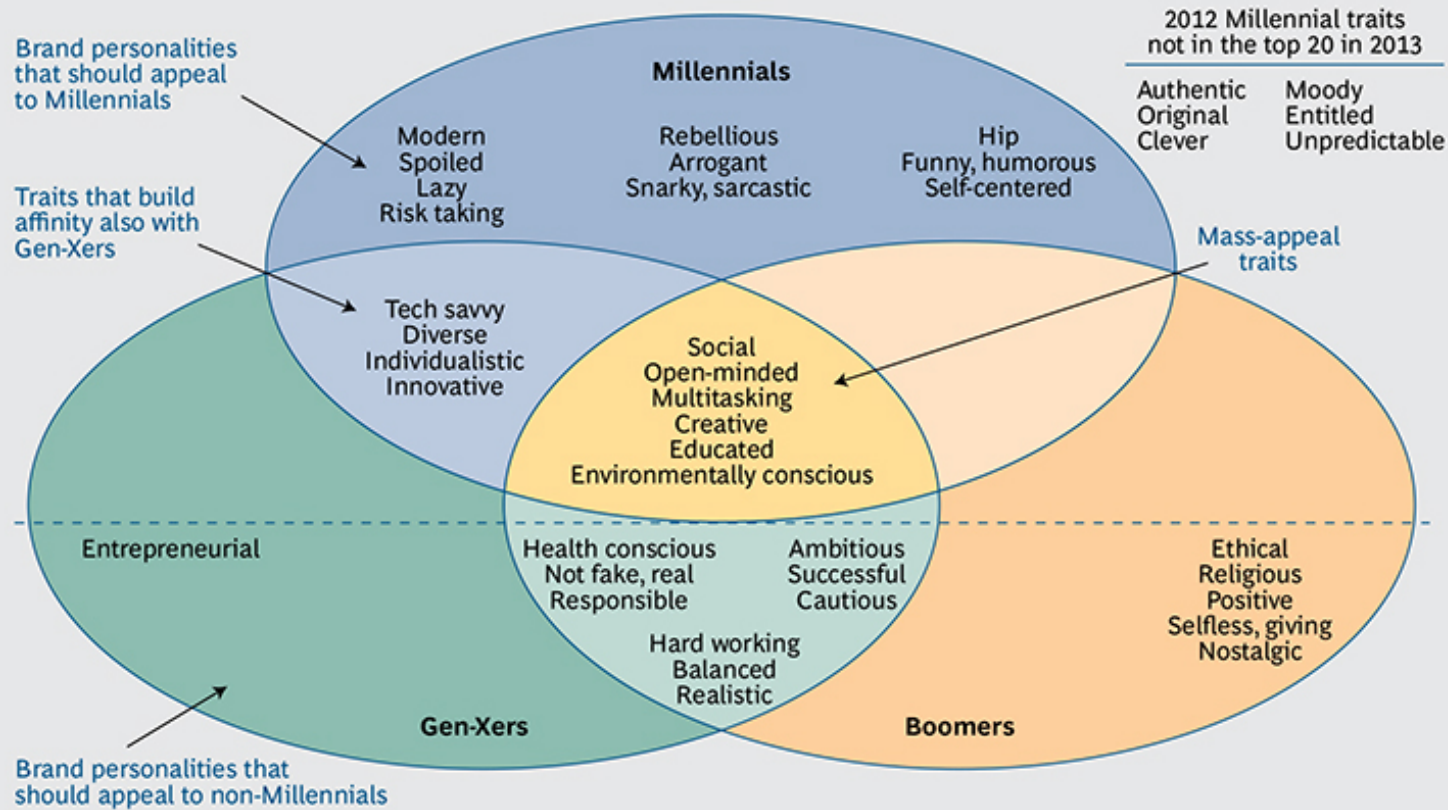
SIGN UP





# Appendix A: Insight into Millennials

**EXHIBIT 5 | Millennials See Their Generation as Having Unique Personality Traits**

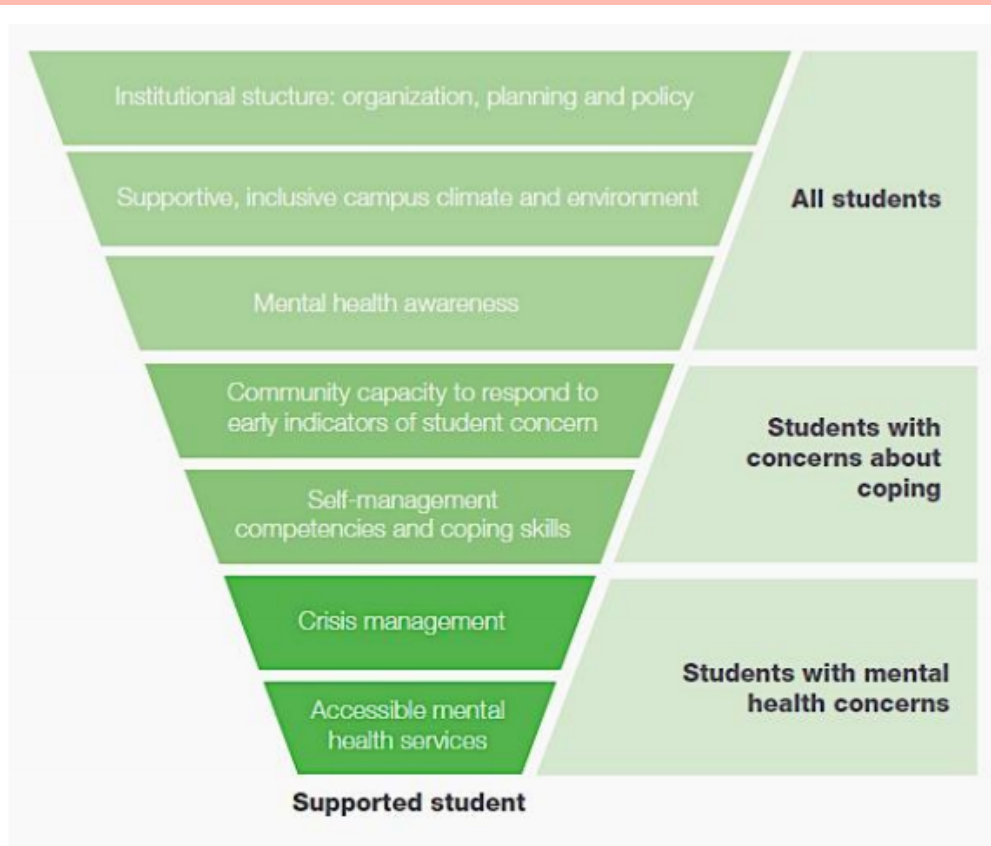


Source: BCG U.S. Millennial Supplemental Consumer Sentiment Survey, 2013.

- Millennials value customized experiences
- They are self-focused and want to share their unique experiences
- Crave social acceptance and human connections
- Consider themselves innovative and unique

# Appendix B:

## Student Mental Health Value Pyramid



- Pyramid of needs based on severity of mental health issues
- Students with mental health issues value support above all else
- Demonstrates value of including wider community in mental health education

**Source:** The Coordinating Committee of Vice Presidents Students, April 2015

# Appendix C: Introductory Questionnaire



## Student Mental Health Self-Assessment Questionnaire

### Section One: Your current Well-Being

Below are some statements about feelings and thoughts. Please circle the box that best describes your experience of each over the **last 2 weeks**.

STATEMENTS	None of the time	Rarely	Some of the time	Often	All of the time
I've been feeling optimistic about the future	1	2	3	4	5
I've been feeling useful	1	2	3	4	5
I've been feeling relaxed	1	2	3	4	5
I've been feeling interested in other people	1	2	3	4	5
I've had energy to spare	1	2	3	4	5
I've been dealing with problems well	1	2	3	4	5

- New users consider their state of mind and wellbeing at the moment of onboarding
- Encourages self-reflection and quantifies mixed feelings
- Allows the therapist to understand their state of mind before a counselling session

**Source:** Warwick-Edinburgh Mental Well-Being Scale

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<b>Total Revenue</b>	<b>\$937,440.00</b>	<b>\$1,406,160.00</b>	<b>\$2,812,320.00</b>
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Server	1000	1500	3000
Professional Training	50000	62500	68750
Hiring	15000	7500	7500
Computers	10000	12500	18750
Total	\$126,000	\$159,000	\$173,000
<b>Net Income</b>	<b>\$108,360.00</b>	<b>\$192,540.00</b>	<b>\$530,080.00</b>