Blossom

Your personal guide and support
network for overcoming social anxiety

Meet our Team

Hunter Wallace

President

Major: Architecture

Minor: Entrepreneurship/Innovation

Colin Ferguson

Software Developer

Major: Computer Science

Minor: Computer Technology

Jaigen Glaze

Managing Member

Major: Entrepreneurship / Innovation.

Minors: Computer Science and

Computer Information Systems

Advisors

Huseyin Ergin

Assistant Professor of Computer
Science at Ball State University
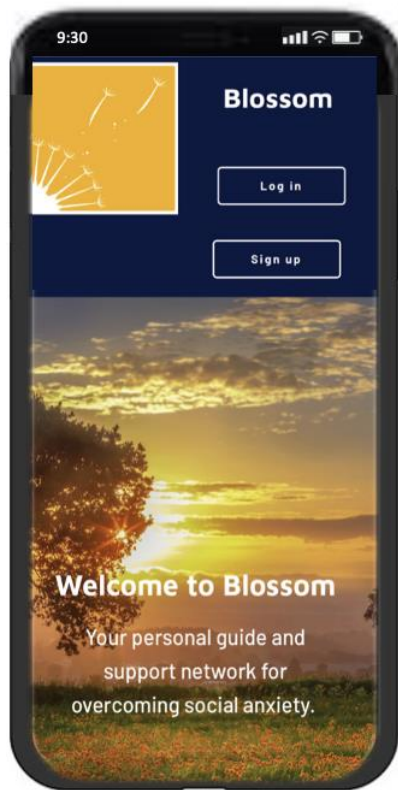
Krystal Geyer

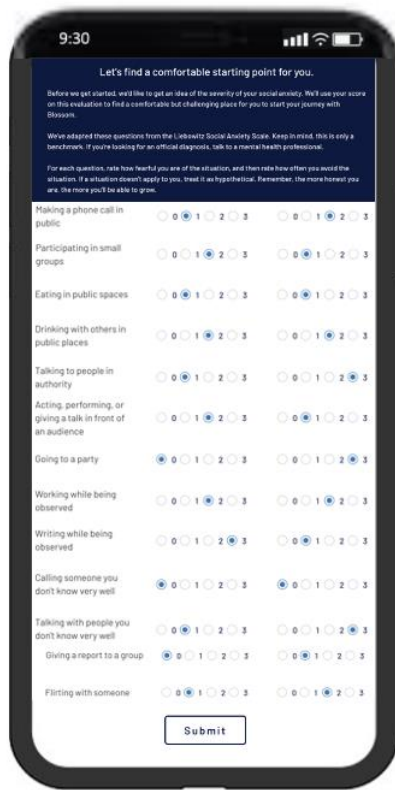Assistant Director of
the Entrepreneurship Center

Problem

- "Each day I go to school is a living nightmare."

- "It's just a continuous cycle of negative emotion."

- "Social anxiety makes you lose who you truly are."

- "I had insights and wanted to contribute to the conversation, but it felt odd."

- "I need a job, but I just can't do it."

- "This shit's ruining my life."

- "I feel like a failure; social anxiety hinders me in every small part of my life."
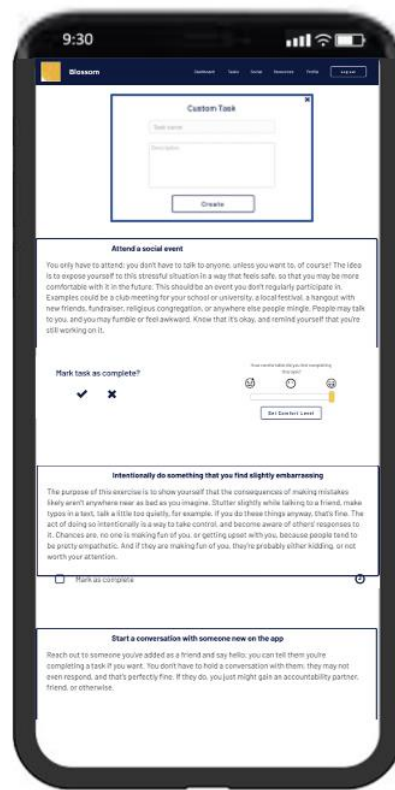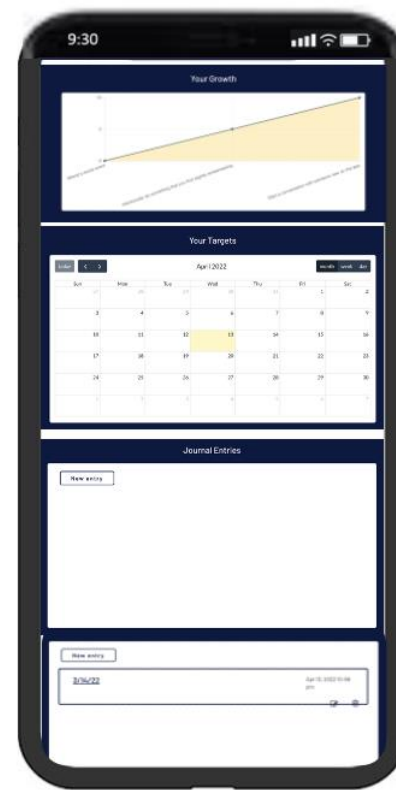
Solution

Landing Page   Evaluation Page   Tasks Page   Individual Growth   Profile Page

Market

- According to the National Institute of Mental Health, an estimated 7.1% (15 million) of US adults had social anxiety disorder in the past year. An estimated 12.1% of US adults experience social anxiety disorder at some point in their lives.

- Within the next 5-10 years, we hope to achieve a market share of 10%.

I know the answer to this question! What if I'm wrong? Will people laugh at me? What if they stare at me? I guess I'll just stay quiet….

I never have struggled with social anxiety before. As I get older, I worry about my appearance more and what people think of me. I don't know what to do!

I struggled with social anxiety a little before the pandemic. Ever since we went virtual, I am terrified to go out into public.

Competition

	CBT	Mood Tracking	Group Discussion	Progress Tracking	Therapists	Subscription	Pricing
(Dandelion)	✓	✓	✓	✓	✓	✓	$4.99 / month for premium subscription
MindDoc	✓	✓		✓	✓	✓	For 12 months at 30% off is $4.08 / month
MoodTools	✓	✓					$4.99 / month
Calm						✓	$5.83 / month
Smiling Mind		✓		✓			The app is free, but they do take donations
Sanvello	✓	✓	✓	✓	✓	✓	Premium + coaching is $50.00 / month

Business Model (SaaS)

Key Partners

-Registered psychologists

-Market research companies

-Marketing agencies

-Software developers

Key Activities

- Software Development

- CBT exercises

Key Resources

- Software

- Licensed Therapists

Value Proposition

- An affordable app to help people overcome social anxiety with CBT exercises

Customer Relationships

- Online support

Distribution Channels

- App stores & website

Customer Segments

- People who struggle with social anxiety

Cost Structure

- Software development

- Marketing Research

- Partner costs

Revenue Streams

- Free version and premium subscription for $4.99/month

Sales and Marketing

- 15 million people in the US struggle with social anxiety.

- We aim to reach 1% in the first year.

- At $4.99 a month per person equals $750,000 per month or $9M annually

- We aim for 10% market share by year 10, for a market of $90M per year.

Social Media Advertisements

Word of Mouth

Referral program incentivizes people to invite friends for a discount on the premium version

Milestones

April 2022

-MVP validated by licensed psychologists ready for large scale user testing

-Software in place to accept payments

-Referral marketing enacted

July 2022

-Established small user base and steady cashflow

-Using pre-seed funds to advance business further

-Registered an LLC in Indiana

January 2023

-Mobile app available in major app stores

-Revenue greater than $1,000/month

January 2024

-Revenue greater than $10,000/ month

Ask and Use of Funds