

University of Ottawa  
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# **INTRODUCTION TO PRODUCT DEVELOPMENT AND MANAGEMENT**

**GNG 2101  
Team: Z11**

## **DELIVERABLE G.1: Business Model**

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## 1. Introduction

This project aims to help the mental health crisis caused by the COVID-19 pandemic by creating an application that can be used to facilitate virtual therapy throughout the province of Ontario. This document aims to provide a detailed business model for the app project called "Healthy Mind Connect". It will cover the product commercialization, the triple bottom line business model, and the assumptions of the business model. Furthermore, this report will be submitted alongside an economics report that will break down the financials of the business. The product commercialization section defines the business model that is best suited to the commercialization of Healthy Mind Connect. Then, the triple bottom line business model is analyzed and explained. Finally, the assumptions made in the business model will be explained and justified.

## 2. Product Commercialization

The business model which is best suited for commercializing the app would be a freemium business model. The freemium business model allows the app to remain free for users, honoring the client's wishes, while also making revenue in some way to help maintain the business. The app will be fully free to obtain and to use and all the essential functions seen in the first two prototypes will be free to use. The revenue which will help maintain the business running will

come from the fee specialists will pay to be able to work through the app with zoom services. There will also be revenue coming in from providing the app users with premium access to the app which will have the same essential functions such as booking appointments, checking the Calander, seeing the information page, with some extra added features like an in app journal, a mood log, and more options for users to personalize the app how they wish. There will also be in app advertisements which will not disturb the functionality or efficiency of the app while at the same time bringing in revenue.

This business model was chosen because it was the model which best fit what the client asked for which is the free services of the app. The entire purpose of the app is to provide mental health help to those in need of it and make it easily accessible to everyone in Ontario, so it is essential that everyone can also afford these services which is why they have to be free. The freemium business model satisfies this requirement. The revenue for the business will not be coming directly from the users. The business model also allows for premium options within the business which customers and users can choose to opt in to. All the essential functions are free of cost but users have the ability to upgrade to premium functionality if they pay a subscription fee. The revenue will also be coming from the specialist who will be paying a fee to use the services of the app which virtually connect them to both long term and short term patients and provide them with zoom services as well. Another source of revenue will be advertisements within the app which will be in the form of small banners and other like forms which will not cause the users frustration when using the app while also not disturbing the functionality of the app by being unskipable or taking up the entire screen. The freemium business model is perfect because it

allows for the business to still be profitable while also providing patients with free care and services.

### 3. Triple Bottom Line Business Model

<b>Key Partners</b>  - University of Ottawa - Zoom	<b>Key Activities</b>  - Coding - Designing - Questionnaire	<b>Value Proposition</b>  -Focus on people with mental health problems caused by unemployment, overwork or social isolation during the pandemic.  -One-on-one therapy -Do a questionnaire before use	<b>Customer Relationships</b>  - Professional therapists use - Patients use	<b>Customer Segments</b>  -People who have mental health issues -People who suffering from serious mental illness(ex. depression, disorder) -internet users
	<b>Key Resources</b>  - Creativity - Coding ability - Empathy		<b>Channel</b>  - Mobile App - Zoom - Email	
<b>Cost Structure</b>  - Software maintenance and updating - Host zoom meeting - Renting office			<b>Revenue Streams</b>  - Free offering and premium membership - Advertising	

### 4. Business Model Assumptions

The business model presented in section 3 of this report held with it some key assumptions.

These assumptions were made to make a simple business model off of little real data of our product. The assumptions made are as follows:

1. There is a need for more access to mental health help and people are willing to do it virtually.
2. Users would use zoom.
3. People interested in using the app have an email account.
4. Design team will be able to add routine updates.

Now that the key assumptions of the business model are known, we need to do a slight feasibility study on each of them to make sure they are realistic.

**Table 1: Feasibility Study:**

Assumption	Argument Behind the Assumption	Feasibility
There is a need for more access to mental health help and people are willing to do it virtually.	<p>The World Health Organization declared the next pandemic to be one of mental health following the COVID-19 pandemic. This shows there is a need for mental health support services such as this app.</p> <p>Retrieved from:  <a href="https://www.who.int/teams/mental-health-and-substance-use/mental-health-and-covid-19">https://www.who.int/teams/mental-health-and-substance-use/mental-health-and-covid-19</a> </p>	These assumptions should hold some fidelity to the real scenario.
Users would use zoom.	<p>A study done by the national post showed that at least 84 % of Canadians would feel comfortable with video conferencing. Furthermore, since this would be facilitated through an app, we expect the client to be somewhat comfortable with technology.</p> <p>Retrieved from:  <a href="https://nationalpost.com/news/canada/nearly-three-out-of-four-canadians-says-virtual-conferencing-tools-are-an-excellent-alternative-to-interacting-in-person">https://nationalpost.com/news/canada/nearly-three-out-of-four-canadians-says-virtual-conferencing-tools-are-an-excellent-alternative-to-interacting-in-person</a> </p>	These assumptions should hold some fidelity to the real scenario.
People interested in using the app have an email account.	<p>The Canada email commerce reported that at least 85% of Canadians have an email account and are comfortable using it.</p> <p>Retrieved from:  <a href="https://www.emarketer.com/content/canada-email-commerce-2021">https://www.emarketer.com/content/canada-email-commerce-2021</a> </p>	These assumptions should hold some fidelity to the real scenario.
Design team will be able to add routine updates.	This assumption is made because it allows us to assume the product will be taken care of even after we have presented our work.	These assumptions should hold some

	This assumption assumes the product to be long term and allows for the economic analysis to be done.	fidelity to the real scenario.
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## 5. Conclusion

To conclude, understanding what business model best fits a business is essential to establishing and commercializing the business. The mental health app needs to be free for users/ patients while still somehow making revenue and profit to ensure the business can stay running. The business model which best fit this project was the freemium model. The triple bottom line business model was used to help simplify the who, what, how, and how much of the business. Finally, some assumptions were made about the business model.

## 6. References

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