Conner Hepting

James Green

ENES210

15 December 2020

Individual Analysis of Team Project

1. Investor Perspective

If I had the opportunity to invest $10,000 of my first-year salary after graduation in this mental health communications app, I would definitely invest in it. The first reason that it appeals so greatly to me is because I have always suffered from mental illness. I would personally say that when I was in the target range for this app that was when my anxiety was most prevalent. During this time, one of the main things that got me through these issues was being with others to either take my mind off things or discuss what was going on. This included friends, family, classmates, and therapists. However, I do understand how expensive therapy can be, especially for college students and a little bit older. So, to me this app is a great way to get the 18-24 age group that struggles significantly with mental health the opportunity to discuss their problems with others and therapists for an extremely affordable cost. I personally, wish that this was an option to me when I was going through my mental health issues.

The second thing that stood out to me that would gain my investment is the detail in the promotional strategy. Clearly this team knows the ins and outs of marketing and how to get its app to the right people. The first thing I noticed is they didn’t just focus on advertisements, they talked about all aspects of promotion in advertising, public relations, personal selling, direct marketing, and promotion. The fact that they plan to make their advertisements more personal shows that they understand this is a very sensitive market that benefits more from personal relationship than mass marketing. Also, their plan to use social media as a major form of promotion intrigues me because their target market is heavily involved in social media. Finally, the fact that they are dedicating some of their budget to public relations would push me to invest because they understand how brand image is so important and that their customers opinions matter most. For me this deep investment in the entire promotion plan shows that this company would be worth my investment.

The third main reason I would be inclined to put $10,000 of my first year prior to college’s salary into this app is the team they have surrounding their founders. Along with the group of founders starting the company, they have a very experienced and professional group of advisors and key partners. They will have significant help in developing the app with advisors Steve Morrill and key partner Mindbowser Inc., who are both experts in that field. Along with that they will have much guidance in the mental health field because of their partners Socially Determined, Rose, Hurdle, and the University of Maryland Counseling Center. All of these companies have significant experience in dealing with mental health patients, especially people in their target market of 18 to 24-year old students and young adults. Through the help of these advisors and partners, I am truly convinced that this company will have a successful venture.

Between the combination of their target market and problem, their marketing and promotion plan, and their combination of advisors and partners I have decided that I would invest $10,000 of my first-year salary after graduation in this app that connects students and young adults with mental illness to therapists and those struggling with them at a very affordable cost.

1. My Contributions
   1. My two biggest contributions in the group project were the Promotional Strategy section and the Funding Plan section. For the promotional strategy I detailed all the steps of the process in advertising, public relations, personal selling, direct marketing, and promotion. For the funding plan section, I went through how much we would need to get the company off the ground and how as we grow, we will look for more funding from family and friends, angel investors, and series A investors. Out of all my contributions to the project I feel these were my two most important.
2. Contributors
   1. Samuel Heman-Ackah III, Valeria Jovel, Hakim Hart
3. Google Doc Link
   1. <https://docs.google.com/document/d/1q3m5Kab6REKtoUrU2mXKTtfweSRf6gZjQIJV8DGocJE/edit>