



# GET RELIEF

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**Find your relief**

Having community can help you  
manage stress

# Problem Statement



Students at Texas State University need an outlet that can aid them in coping and handling the stressors in their daily routine.

# Market Analysis



- College students are greatly affected by poor stress management knowledge
- Students require resources to develop coping skills for the multiple stressors they experience in college
- Students need easy access to information due to their busy schedules



# Financial Projections



- Monthly subscription plan of five dollars after a 30-day free trial for premium features, yearly subscription plan of 50 dollars, or a lifetime subscription for 300 dollars.
- Estimated amount of employees is 10-15 (low expense)
- Additional expenses would be application development, hosting, administrative expenses, marketing, and advertising. Projected cost is approximately \$500,000.
- Estimated net profit is \$1 Million.

# Global Implications



- The global average of the number of stressed people out of 143 countries is 35%.
- America is considered one of the most stressed out with 55 percent of Americans being stressed during the day.
  - That is roughly 170 million people who are stressed out!
- Overall, 88 percent of college students reported their school life to be stressful, 45 percent of them reported having high levels of stress.

# Diversity Implications



- Stressors vary between different cultures, genders, ethnicities, sexualities, age groups, disabilities, etc.
  - Everyone should be able to find and connect with people that share similar stressors.
- Our application must include various accessibility setting adjustments, inclusion tactics, and inclusive diversity features.
  - This includes setting features to assist users with vision, hearing, reading, communication, and motor skills.

# Competition



## *Calm:*

-An app that aids with stress relief by including guided meditations, calming music and sounds, and Sleep Stories.

- -Bills \$69.99 annually as well as a lifetime subscription of \$399.99



## *Happify:*

-This app focuses on Cognitive Behavioral Therapy (CBT) and positive psychology. You are put on "Tracks" which groups of activities and games which help the user achieve their goals and ultimately relieve stress.

- Happify charges \$14.99 per month or \$139.99 per year.

## *Get Relief:*

-Our app sets to give a rate that is more affordable for students compared to our competitors.

- 30-day free trial and after expiring, costs 5 dollars a month.
- There would also be a lifetime package available for 300 dollars.



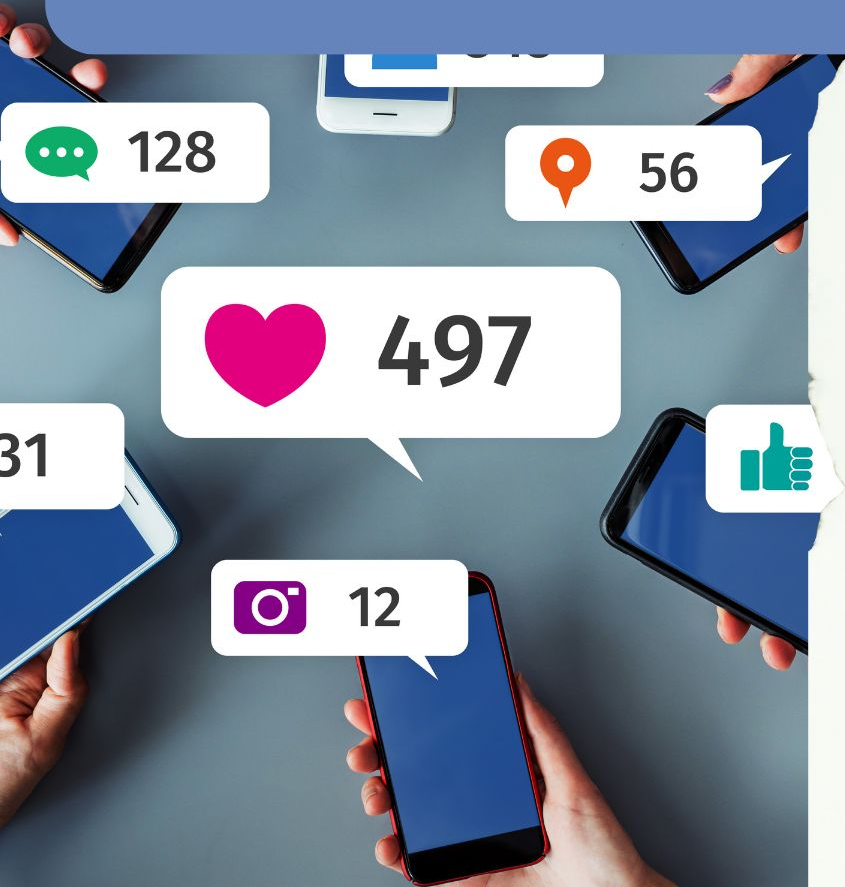
# Potential Solutions



- Our solution is to develop an app that not only educates students on different types of stress and how to mitigate it, but it will connect students together to create an anonymous environment where they can build support and interconnectedness.
  - Establish an app that incorporates resources backed by health care professionals as well as a chat room for students to connect with each other anonymously.



# Marketing Strategies



## *Digital Marketing*

- Collaborate with Texas State University's marketing team to implement social media promotion of the new stress management app
- Offer an incentive for the first 100 students who download and share the app to earn points that can be used to receive a gift card of their choice

## *Face-to-Face Marketing*

- Promote the app on the quad by giving out free water bottles and showcasing its features
- Set up a tent on the square once a month on a Friday night to gather sign-ups in exchange for a slice of pizza

# Limitations



## FUNDING

- Start-up funding: development, hosting, administrative expenses, marketing, and advertising.

## TECHNICAL

- Since we will be based online, we will be limited to only service those with a network connection.