# **Executive Summary**

## **Company Name & Contact Information**

Avatarcare Company

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## **Opportunity/Problem**

Mental health problem has drawn increased public attention in China these years with more people realizing the fact that it is now a huge issue. Depression is one of the major mental illness. In 2009, more than 55,000,000 people in mainland China are diagnosed with depression. However, the clinical psychology industry in China is not very developed and does not seem very optimistic. The number of therapists or counselors is too small when comparing with the size of the needed client, while the efficiency and quality of counseling still remain behind in general in comparison with other developed country. In market, artificial technologies has been applied to help deal with the situation, but more in a way of serving the client rather than the professionals in clinical field.

**Solution**

Our company, Avatarcare Company, a social enterprise, wants to apply artificial intelligence to the field of clinical psychology to assist and facilitate the psychological treatment of the therapists. This assistance can happen before the therapeutic session starts, during the counseling, and even out of the sessions when clients are not with therapist. We create products called “physical avatar assistant”, and there are two types of them classified by the two kinds of places they work at: avatar A works at psychiatric hospitals or psychological clinics, and avatar B works at anywhere else the clients stays besides clinics. Before the session starts, avatar A do the information intake with the clients. It records any relevant information of the clients through intelligent conversation and meanwhile assesses clients’ mood and facial expression. Then avatar A gives a clear result of the intake part using charts and graphics to the therapists. During the therapeutic session, avatar A can be used for assessments (in a form of dialogue rather than filling in the forms or inventories) and some special forms of therapy (such as music therapy and art therapy). When the session is finished and the client is going back home, avatar B starts to work with the requests of the therapists and the clients. It is designed to be a professional artificial companion of the clients when and also records physical and mental conditions of the clients and helps the implement of the therapeutic plan.

### **Target Market**

Company Avatarcare’s target field is clinical psychology. Our goal to assist the therapist and promote the efficiency and quality of counseling services has shown that the target market of this physical avatar assistant can be any institutions, organizations, and centers that provides offline professional psychological therapies and counselings: psychology departments, psychiatric hospital and psychological clinics. At the first phase of the business, we would start at the first-tier cities in China like Beijing and Shanghai where higher acceptance to advanced technology is shown. Taking Beijing as a sample, there are around 100 places including psychological clinics and hospitals that have psychological department.

### **Competition**

Using advanced artificial intelligence applied in clinical psychology field, we barely have competitors with our focus on assisting counselors’ therapy. On the digital mental treatment development aspect, our main competitor is Woebot, a chatbot using the principles of cognitive-behavioral therapy, or CBT. But Woebot’s main focus is providing digital companion to relieve the depression. On the physical aspect, our main competitor is a companion robot, Lovot. But Lovot are designed more like a digital pet to accompany the customers. Since we have a very specific focus on the medical and clinical application of artificial intelligence to assist the professional counselors during the therapy to enhance the quality of the treatment, we are very original to help the psychological treatment. Therefore, fairly speaking, we have no direct competitors.

### **Why Us?**

With two young females founders, one with professional psychology knowledge and the other with business, our team has great concerns and empathy using advanced technology like artificial intelligence and machine learning to support mental therapies. Our strongest competitive advantage is that we are professional and focused on the data perspective to support which creates more efficiency for the therapists to both improve the treatment experience for the patients and supporting with sufficient and consistent data from the patients through the whole therapy. Another advantage also the fundamental one, Avatarcare is applying professional psychology knowledge to the chatbot program and the physical robot. Our team has much experience, resources and expertise in IT development and psychology applications.

### **Forecast**

Avatarcare is a social enterprise to set obtaining social benefits as the priority. It will not be profitable within the first two years. First year, without being paid, we produce 10 physical avatars sending to 5 hospitals’ psychiatric departments for probation. Then at the second year, we would expand our production amount to at least 100 avatars. The prices of the avatars is 5k dollars each. So Avatarcare would start to make profits around the third year. Since we also provide maintenance service for these avatars, we have a stable income since the third year. We assume the longer we are in the market, the stronger our image stands in the professional psychological field.

### **Financing Needed**

Avatarcare would need a total of $450,000 to start. Each of us will invest $100,000 of our own money bringing us to $200,000. Then we are looking to obtain $100,000 funding through Teja Ventures which’s main focus is the startups by women or on the development of women. Lastly, we are asking for the financial support, $100,000 from the government since we are a social enterprise. $300,000 for the physical robot including hardware and software expenses, professionals’ recruitment and certified dermatologists, etc. $100,000 would be used for IT development, research, etc. Last $50,000 will go towards operational expenses, promotion campaign and miscellaneous expenses.