



Bridging the Gap in Mental Health Care



The Problem

01

Limited Access to
Mental Health Services

02

Stigma Surrounding
Mental Health

03

Long Wait Times

Our Solution

COMPREHENSIVE PSYCHOLOGIST DIRECTORY

This directory provides users with a wide selection, ensuring that they can find a psychologist that suits their specific needs.

USER-FRIENDLY INTERFACE

Booking a session is as simple as a few clicks, making it accessible to everyone, regardless of their technological proficiency.

FLEXIBLE SCHEDULING

This flexibility helps reduce wait times and ensures that support is readily available.

Market Opportunity

Rapidly Growing Demand

The demand for mental health services in Morocco is experiencing a significant upward trend. Factors such as increasing work-related stress, social pressures, and the stigma surrounding mental health have contributed to the rising need for support.

Limited Competitors

While there are existing players in the mental health care market, there are relatively few platforms in Morocco specifically tailored to the local market. YourMIND's focus on understanding the unique cultural nuances and challenges of Morocco positions us to meet this demand effectively.

Government Initiatives

The Moroccan government is increasingly recognizing the importance of mental health and has introduced initiatives to improve access to mental health care. YourMIND can align with these initiatives to provide essential services.

Traction and Milestones



Launch and Year of Operation

YourMIND was officially launched in 2023. Since then, we have been operational in our prototype for our continuously growing



Psychologists on the Platform

We have successfully onboarded over 50 licensed psychologists to our platform. Our growing network of qualified professionals ensures that users have a variety of choices to find the right fit for their needs.

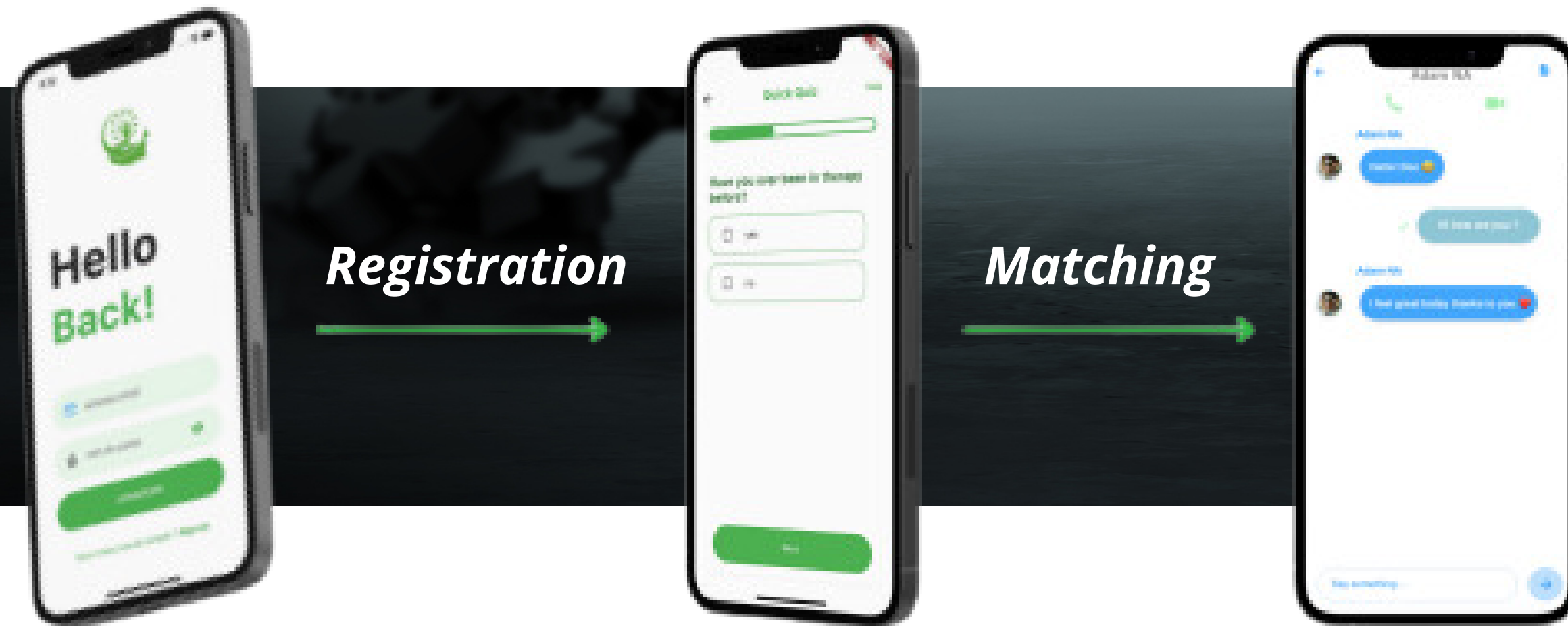


Partnerships

YourMIND has also established strategic partnerships. These collaborations have expanded our reach and enhanced our service offerings.



How it works?



In addition to connecting users with psychologists, YourMIND offers a variety of resources, such as educational content, self-help tools, and community forums. We take a holistic approach to mental health care, equipping users with knowledge and tools for self-improvement. Users can connect with others facing similar challenges through community forums. This sense of community support can be invaluable in the journey to improved mental well-being.

Local Direct competitors

Allo monpsy



PsyPalace

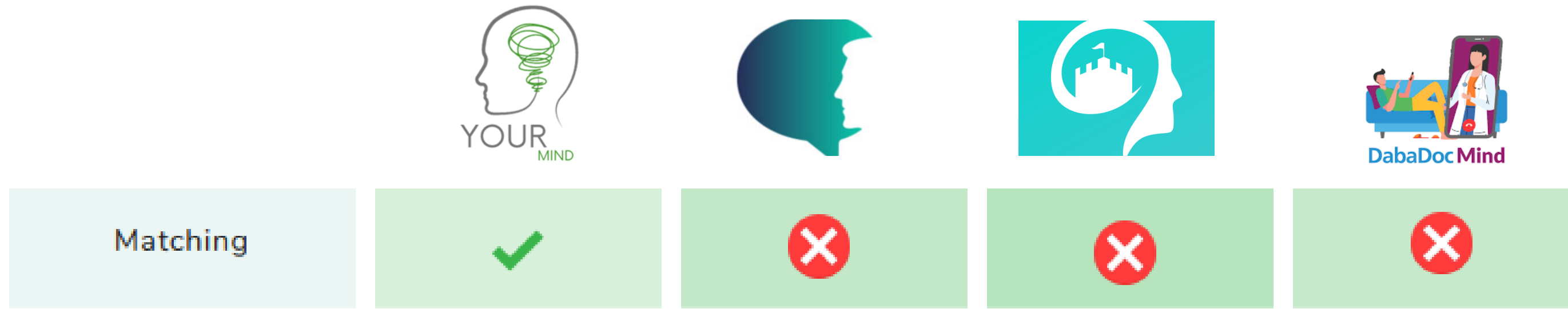


Dabadocmind



DabaDoc Mind

Local Competitive advantages



Diverse Service Models

Some competitors may offer similar services, but YourMIND differentiates itself with a diverse range of features, including a curated psychologist directory, cultural sensitivity, and the integration of educational content and community forums. This multifaceted approach offers a more comprehensive solution for users.

Tailored to Individual Needs

YourMIND's personalized matching service is a game-changer in the mental health care landscape. We use a carefully designed questionnaire to understand the unique needs, preferences, and challenges of each patient.

Personalized Matching

Efficiency and Speed

The matching process significantly reduces the time it takes for patients to connect with the right psychologist. This efficiency is a critical factor, especially for individuals seeking immediate support or in crisis situations.

Enhanced User Experience

By providing a tailored experience, we ensure that patients are connected with psychologists who are not only qualified but also compatible with their specific mental health concerns. This enhances the overall user experience and increases the likelihood of positive outcomes.

Data-Driven Decision-Making

We use data and insights from the questionnaire to continually improve our matching algorithms. This data-driven approach ensures that we are always refining and enhancing our services.

MARKET Analysis

Total Addressable Market (TAM)

Mental health in Morocco has worsened over the past couple of years, with an estimated 26% of Moroccans aged 15 and above having suffered from depression at some point in their life, according to the Moroccan Network for the Defense of the Right to Health and the Right to Life.

Serviceable Available Market (SAM)

The SAM for YourMIND in Morocco is limited to the urban areas of major cities, where the demand for mental health services is typically higher. This includes cities such as Casablanca, Rabat, Marrakech, Fes, and others. YourMIND will employ targeted marketing campaigns, partnerships with local healthcare providers, and community outreach programs focused on urban areas.

Total Obtainable Market (TOM)

YourMIND aims to capture a significant market share within SAM, targeting 80% of the SAM population in major cities. YourMIND's strategy to serve a substantial portion of the urban population in Morocco's major cities, providing accessible and convenient mental health support where the demand is significant.

Our Business Model

Business to Client / B2C

01



Service Fees

Our primary source of revenue is the fees charged for matching patients with psychologists and the sessions provided

02



Subscription Model

Subscribers enjoy limited sessions, ensuring they have continuous access to psychological support. Premium users also gain access to exclusive content and priority support

Our Business Model

Business to Business / B2B



Partnerships

We have established strategic B2B partnerships with leading corporations and organizations in Morocco. These partnerships involve collaborating with HR departments and employee assistance programs to provide mental health support to their employees.



Retention and Expansion

We focus on building long-term relationships with our B2B partners ,and we actively work on expanding our services to address new aspects of employee well-being.

Project Team



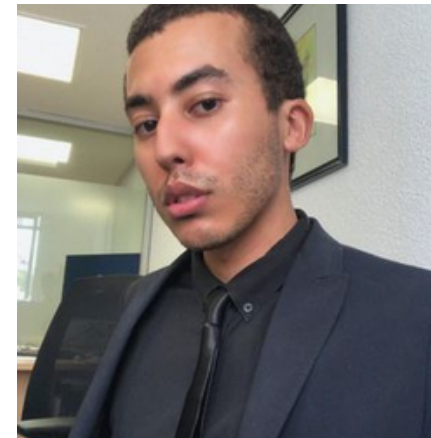
**FADEL
SAHABI**

Chief Executive
Officer (CEO)



**MALAK
TANTAOUI**

Chief Product
Officer (CPO)



**YASSINE
KAMAL**

Chief Operating
Officer (COO)



**SARA
CHAQROUN**

Chief Customer
Officer (CCO)



**ZOUHEIR
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Chief Financial
Officer (CFO)



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THANKS

