Venture Value Proposition

New Venture: E-Mental Health Application for Maternal Depression

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STUDENT NAME:

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1. Introduction

The emergence of globalisation has gradually resulted in the creation of ample opportunities for businesses. The new venture creation process is the key step that is mainly considered the pathway of crucial entrepreneurial activities that significantly helps in exploiting opportunities and generating value (Davidsson et al. 2020). The appropriate value proposition is the one that is developed in such a way that it fits in the market based on the customer's problems (Payne et al. 2017). Therefore, the main aim of this report is to provide a venture value proposition. The problem that has been recognised for value proposition is the issue of maternity depression mainly faced by women in Australia. The key solution or business that has been identified for analysis is the creation of an **E-Mental health application for maternity depression named 'Prega Care'**. The venture value proposition would identify the appropriate fit between product and market by observing trends, research survey conducted among 50 Australian residents and past research reports conducted in relation to the issue of maternity depression.

2. Customer problems and alternative solutions

2.1 Current Problem: Maternity depression

The cases of maternity depression are consistently confirmed by doctors and health institutions in Australia. The term maternity depression is mainly used to describe depression faced by women during pregnancy and the first year of pregnancy Karl et al. (2020). Women affected by maternity depression in Australia creates a sense of hopelessness among women. A research study conducted in the year 2021 claimed that around 38% of pregnant women and approximately 16% of the women after giving birth are affected by maternity depression (Zanardo et al. 2020). This issue of maternity depression is often not defected in women because of the hesitation women show towards their emotional distress. As per the research undertaken in Australia and various other countries, around 15-22% of women are likely to experience depression during pregnancy and after birth of the women (Nakamura et al. 2020). Moreover, according to the research survey conducted by me, it has been found that 59.2% women are likely to suffer from the feeling of stress, anxiety and unknown fear (Appendix). Furthermore, 59% of the Australian residents agreed in survey that women faced maternity depression (Appendix 1). Maternity depression is an important issue to resolve because it creates an adverse impact on the unborn baby in the form of prematurity, low weight during birth, and intrauterine growth restriction.

2.2 Solution for the problem

In the research survey, it has been founded that 54% of Australian search for mental consultancy during pregnancy and marital depression (Appendix 1). Moreover, majority of the respondents agreed that online application is the best solution to the problem (Appendix 1). Therefore, one of the best possible solutions to resolve the issue of maternity depression in Australia is offering an e-health service through e-mental health applications. The aim of launching this issue is to provide e-health services in the form of **e-mental health application**s for supporting women in supporting women to detect of maternal depression, consulting them, and referring them to the health professional in case of need. In this way, the aforementioned issues of detecting maternity depression in women and its after-effects can be successfully reduced by using this application i.e., "Prega Care".

3. Targeted Customers

The main targeted or focus group of customers for this venture would be pregnant women and new mothers. The main value proposition for this focus group of customers is detecting maternal depression with the help of an easily usable and self-testing tool which would protect the personal data of women. In addition to this, the other customer groups for this business venture of e-mental health applications are health professionals looking forward to resolving the issue of maternity depression, insurance companies, public health associations, NGOs supporting women, and network partners. As per the research studies, every one among five women is facing the issue of maternity depression due to which the main targeted customers are pregnant women and new mothers.

4. Unique Value Proposition

"Keeping women healthy through early detection and prevention of maternity depression"

The unique value proposition of Prega Care is mainly focused on providing online health care services, especially for women dealing with mental stress and maternity anxiety. The new venture is more of a value-added service which will be in the form of a complete stress relief program consisting of meditation sessions, consultancy services, physical activities, and moral encouragement for women passing through the pregnancy or early maternity period of their lives.

5. Value Proposition Canvas

The Value Proposition Canvas is a visual tool that is used by businesses to position the business products or services around the needs of the customers. Moreover, similar to the business model canvas, the value proposition concept break downs the value propositions into different parts which in turn assists the teams to address each part individually (Hamwi et al. 2021). The key value prepositions of "Prega Care", the e-mental health application are early detection and prevention of maternity depression, ensuring privacy, and providing an easy-to-use application that is self-tested and protects the personal data of women. the other key value propositions of the service application include support for consultancy and clinical studies. The value proposition canvas mainly comprises canvas profiles of the customers which address the key points such as what jobs the product is trying to accomplish, what are the hard or unpleasant points commonly known as pains, and what are the gains of the products i.e., how does the product create the gains to soothe the pains of the customers (Tanda & De Marco 2021). On the right hand of the value proposition canvas, there exist value propositions that address questions such as what is the product or service, how it created gains that are needed by the customers, and soothes the pain which is not demanded by the customers.

5.1 Customer segment

Customer Jobs

The main customer jobs that would be performed using the e-mental health application would be consultancy, detection, and prevention of maternity depression among women. For detecting and reducing the issues of anxiety and depression, the application will facilitate various customer jobs such as fixing regular appointments for offline health check-ups for women, checking the heart rate, and indulging pregnant women in regular physical activities. In addition to this, other customers' jobs would include taking regular motivation sessions for women to boost their morale, especially during the period of their pregnancy. Furthermore, the application would also suggest food intakes and diet plans which should be used by pregnant ladies and women who became a mother recently. Lastly, the most important customer jobs include taking regular live one-to-one sessions with women to identify the status of their mental health. This shall be done through flexible online and offline appointments with doctors and psychiatrists.

Pains

Certain pains are related to the present business value of the detection and prevention of maternity depression among women. These pains mainly include high charges of appointments fixed with doctors and psychiatrists in case the client is detected with symptoms of stress and anxiety. In addition to this, other significant pains that the user can face include traveling time to meet the doctor in case of offline appointments, the likelihood of social isolation, complexity faced in accessing the assistive services by the clients, especially in case of mental distress, misunderstanding of clinical and social vocabulary to be used by the doctors and the possible risk of the premature exhausting of family-based caregiver.

Gains

The main gains that can be obtained upon using the e-mental health services application primarily include early detection and prevention of maternity depression. This would consequently control the health risks for unborn and newborn babies. Depression in women during pregnancy creates a direct impact on the health of unborn babies. Therefore, the early detection of depression in women is likely to mitigate various issues in unborn babies such as prematurity, low weight during birth, and intrauterine growth restriction. In addition to this, other important gains include the easy use of the facility for women, flexible schedules for online meetings and consultancy, a facility for communication with other similar women facing similar issues, and a facility for self-testing and scheduling appointments with doctors and psychiatrists in case of uneasiness.

5.2 Value Propositions

Product and Services

The main products and services that would be offered through this application mainly includes consultancy services aimed at ensuring detection of depression in women. Furthermore, it includes additional valuable services for pregnant and new mothers aimed at reducing stress, anxiety or depression in women. These services are physical workout sessions, online Zumba classes, personalised diet charts based upon the issues faced by the mothers and personalised prevention services.

Gain Creators

The main gain creators of e-mental health service application include easy accessibility, one-to-one interaction with the clients. In addition to this, updated technology using real-time data of customers and GPS to locate the patients is another gain creator of the application.

Pain relivers

The main pain relievers include early detection of stress and anxiety symptoms in women during pregnancy and initial years of baby being born. This early detection helps the service providers in mitigating the risk of mental disorder, stress and anxiety. In addition to this, other key factors that act as pain relivers in the present case mainly includes the facility of online consultancy, guidance about physical activities that are required to be done and overall counselling of women over issues of mental distress, lack of confidence and feeling of overwhelming.
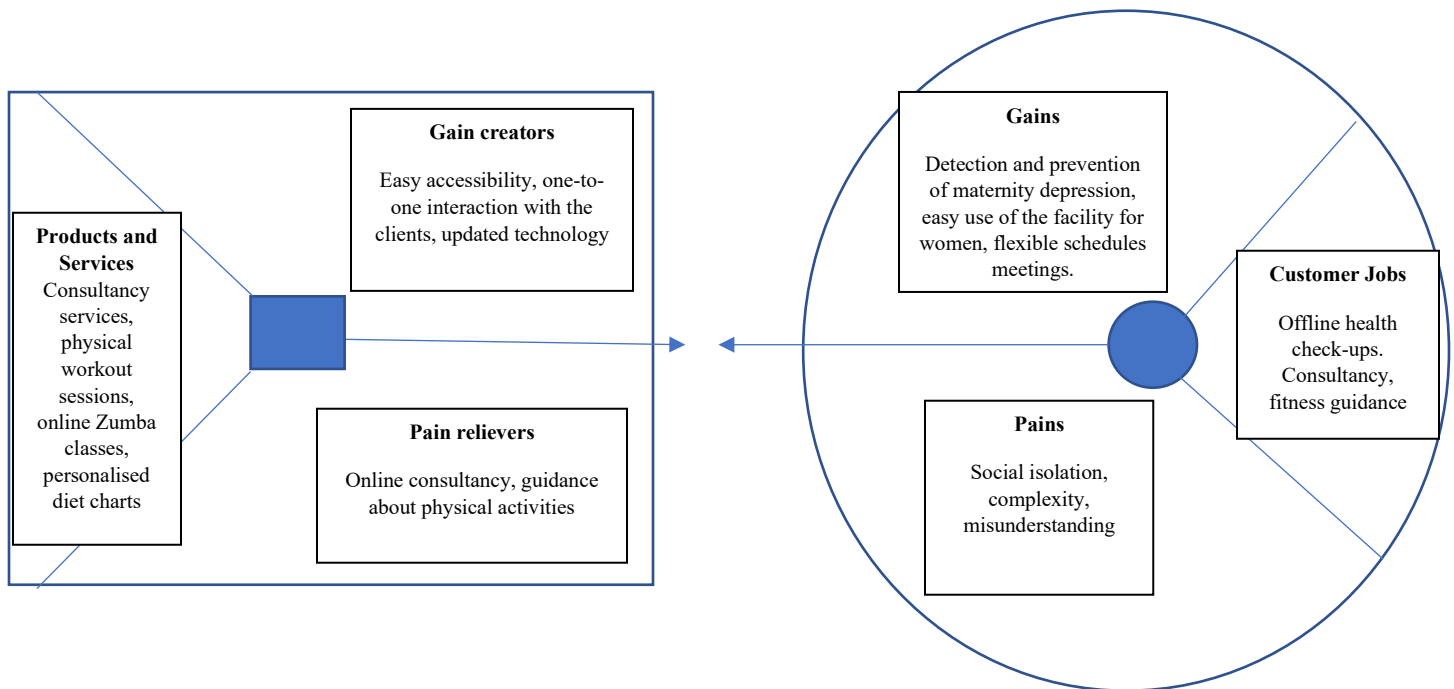
Figure 1: Value Proposition Canvas **(Source: Self-Created)**

6. Business Model Canvas

1. Key Partners	2. Key Activities	3. Value Proposition	4. Customer Relationships	5. Customer Segments
- Technology partners. - Technical service providers. - Suppliers of clinical products. - Doctors - Psychiatrists	-Creating awareness -Detecting mental health issues. -Reporting Issues -Providing consultancy and guidance	- Detecting and reducing maternity disorder -Easy accessibility -Flexible schedule of appointments. - Guidance for physical activities. -Innovation-driven health service provider. -Convenient mental health-based professional services.	- Self-service -Indirect service through health professionals. - Women community - Medial consultancy	- Pregnant women -New Mothers -Health professionals -Medical associations -Women community -Public health associations
	6. Key Resources -Medical knowledge -Technical knowledge		**7. Channels** - Insurance company - Health associations - App store -Medial associations -Email with reports	

8. **Cost Structure**	9. **Revenue Streams**
- Content preparation and maintenance - Back-end provision -App development -Marketing for launch -Marketplace design -Partner acquisition and maintenance	**-**Onetime fee for apps - Fee charged per active women -Pay per report - Commission per transaction

Figure 2: Business Model Canvas of Prega Care (Source: Self-Made)

7. Conclusion

Depression nowadays is one of the most common issues faced by youth and other people of other age groups as well. Based on the analysis of research reports, it has been found that pregnant women and new mothers are likely to face the issue of maternity depression due to loss of hope and overwhelmingness of their role of becoming a mother. It has been found that one in every five women is likely to face the issue of maternity depression which creates a direct adverse impact upon the health of the newborn or unborn baby and the mental health of the women. Therefore, it is one of the most significant issues that require attention and solution. Therefore, the best possible solution for this problem is providing mental health care services through an e-mental health application named 'Prega Care'.

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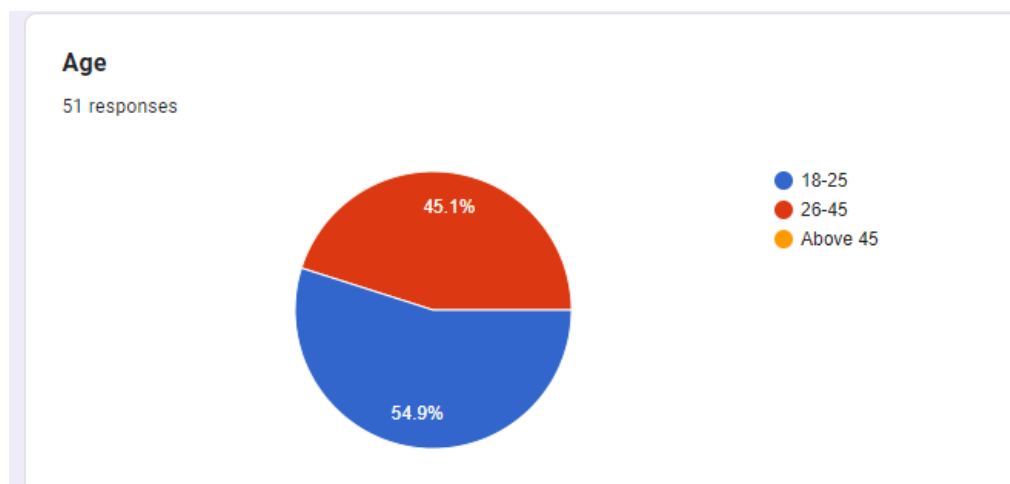
Appendix 1

Survey

The survey was conducted on 50 residents of Australia with prior permission, they were sent an electronic questionnaire on their e-mails to fill and reply within 1 week.

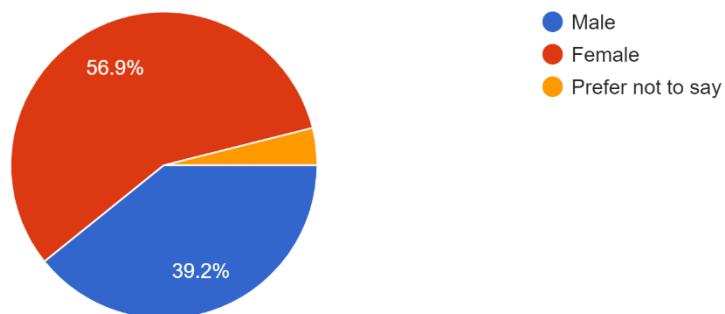**1. Age**

- **18-25**
- **26-45**
- **Above 45**

Response -

2. Gender

- **Male**
- **Female**
- **Prefer not to say**

Response –

Gender

51 responses

56.9%

39.2%

● Male
● Female
● Prefer not to say

3. Marital status

- **Single**
- **Married**
- **Prefer not to say**

Response -

Marital Status

47 responses

68.1%

27.7%

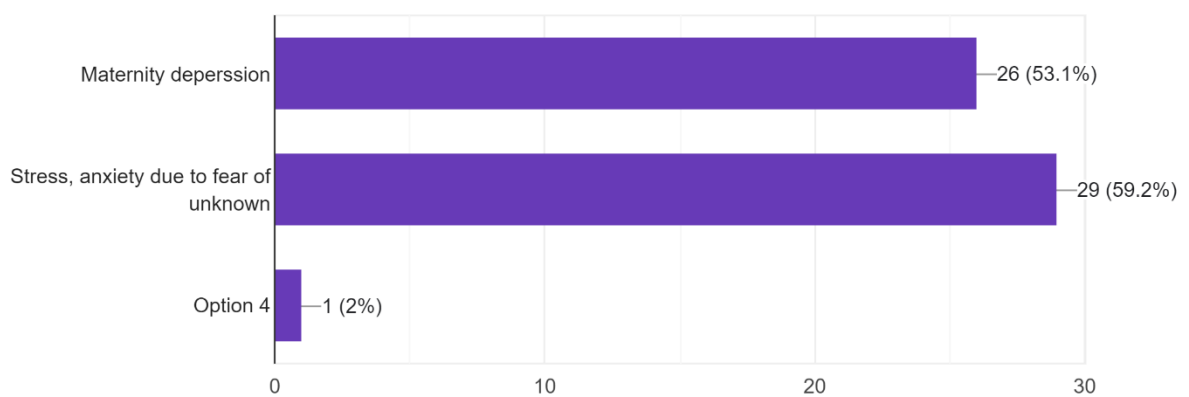● Single
● Married
● Prefer not to say
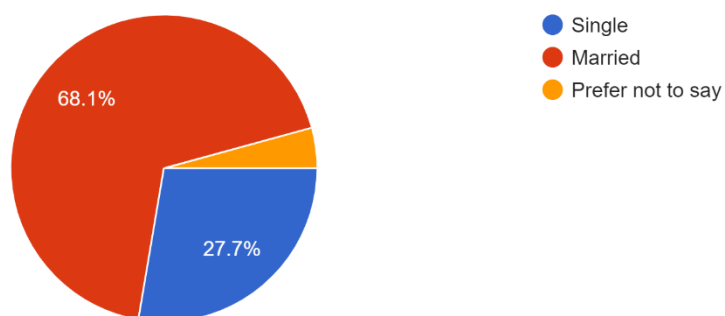
5. What kind of issues women are likely to face during pregnancy?

- **Maternity depression**

- **Stress, anxiety due to fear of unknown**

Response -

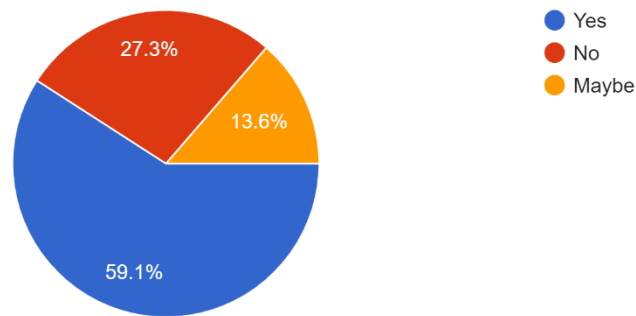What kind of issues women are likely to face during pregnancy?

49 responses

Maternity deperssion	26 (53.1%)
Stress, anxiety due to fear of unknown	29 (59.2%)
Option 4	1 (2%)

0   10   20   30

6. Have you or your wife ever faced maternity depression?

- **Yes**
- **No**
- **Maybe**

Response -

Have you or your wife ever faced maternity depression?
44 responses

Yes
No
Maybe
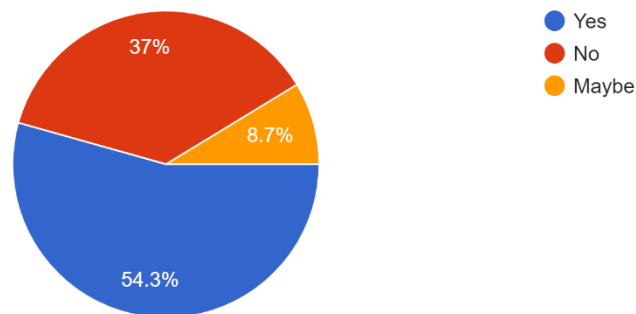
27.3%

13.6%

59.1%

7. Have you searched for consultancy or therapy to cure maternity depression?

- **Yes**
- **No**
- **Maybe**

Response -

Have you searched for consultancy or therapy to cure maternity depression ?
46 responses

Yes
No
Maybe

37%

8.7%

54.3%

8. According to you, what is the best for solving the issue of maternal depression ?

- **Online consultancy**
- **Offline visit to doctor**
- **E-mental healthcare website for women with holistic maternal issues**
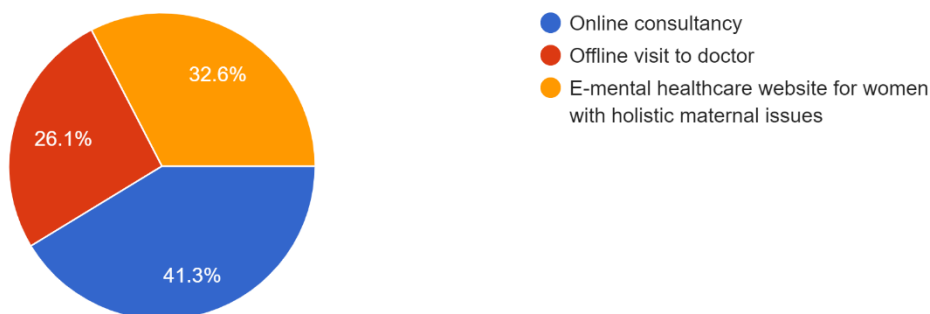
Response -

According to you, what is the best for solving the issue of maternal depression ?
46 responses

- Online consultancy
- Offline visit to doctor
- E-mental healthcare website for women with holistic maternal issues

32.6%
26.1%
41.3%

9. What type of help or services you need while facing maternity depression?

- **Mental counselling**

- **Early detection and reduction of depression**

- **Holistic solution for counselling and medical help**

Solution -

What type of help or services you need while facing maternity depression ?
51 responses

Mental counselling — 30 (58.8%)

Early detection and reduction of depression — 28 (54.9%)

Holistic solution for counselling and medical help — 10 (19.6%)