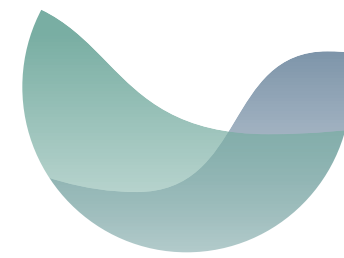


auroora

Awareness of mental health is growing among individuals, who are **increasingly seeking help from professionals**. The need for effective management of therapy sessions is crucial to **optimize costs and enhance the effectiveness of the treatment**.



Aurora is an **empathetic** and **personalized** AI that evolves with the user
embedded in an ***application***

Why should I download **Aurora**?

Customer

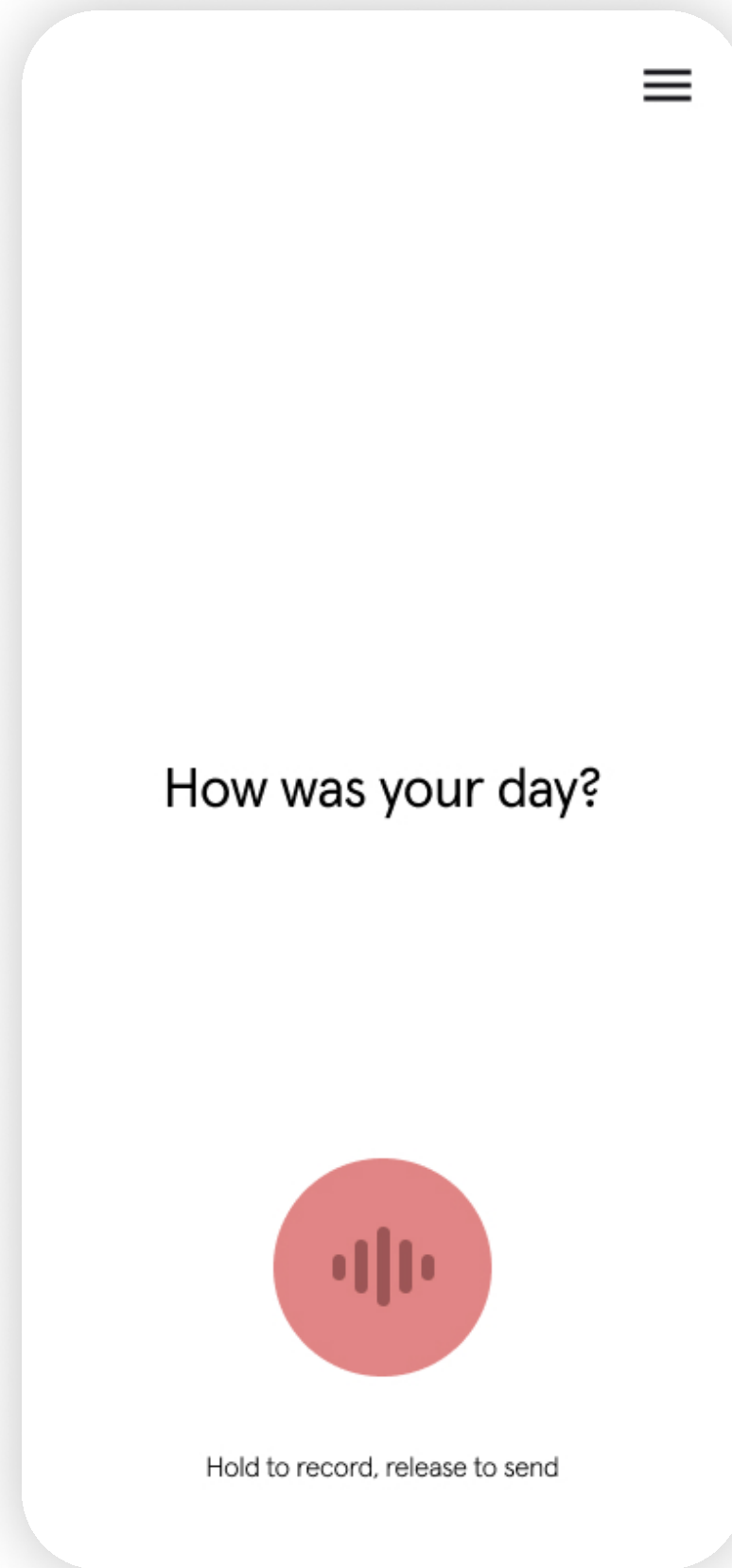
Psychologist

Always someone
to talk to

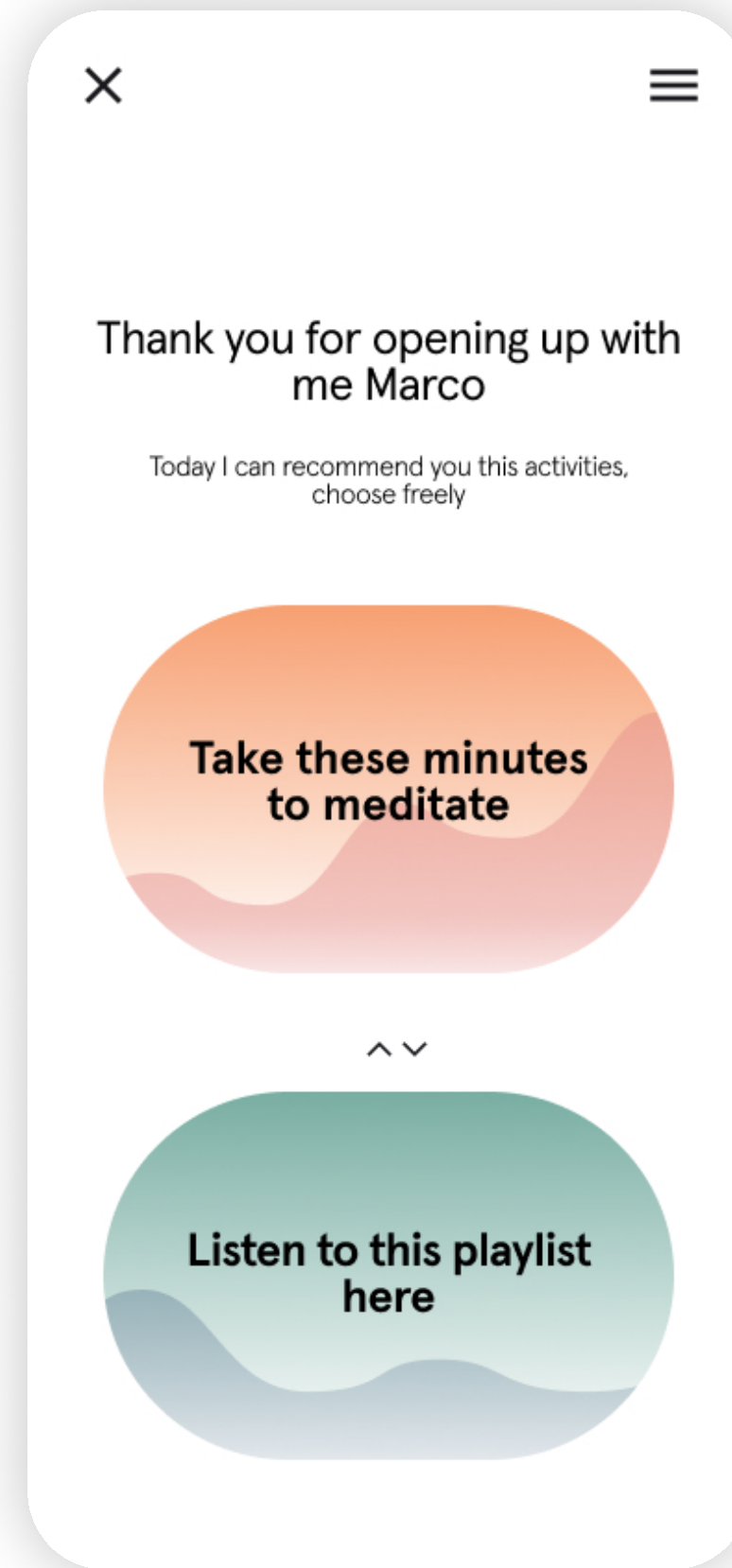
A moment for
yourself in your
everyday life

a psychological
well-being
tracking system

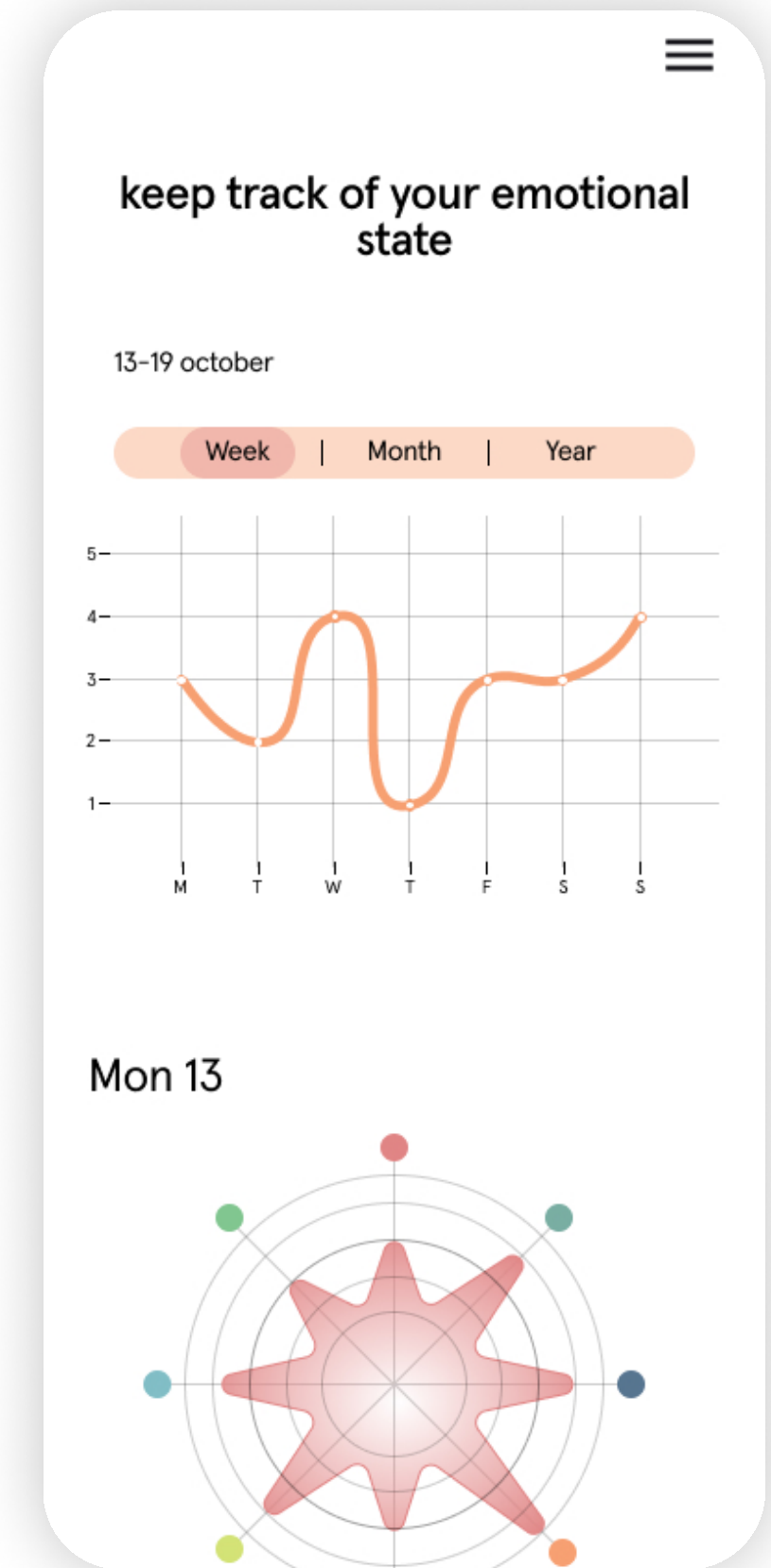
A tool to make your
psychological
sittings more
efficient



Audio input and analysis

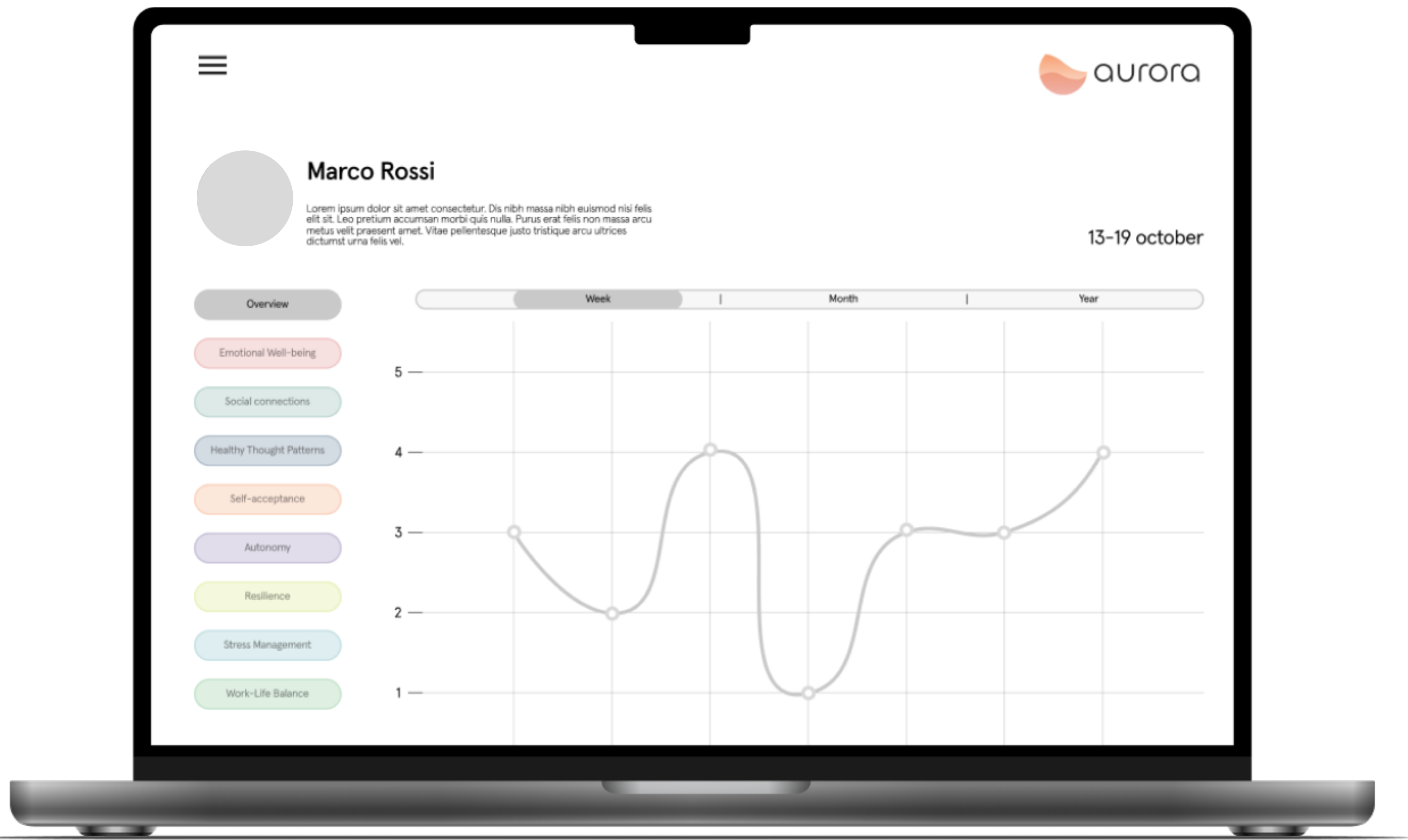
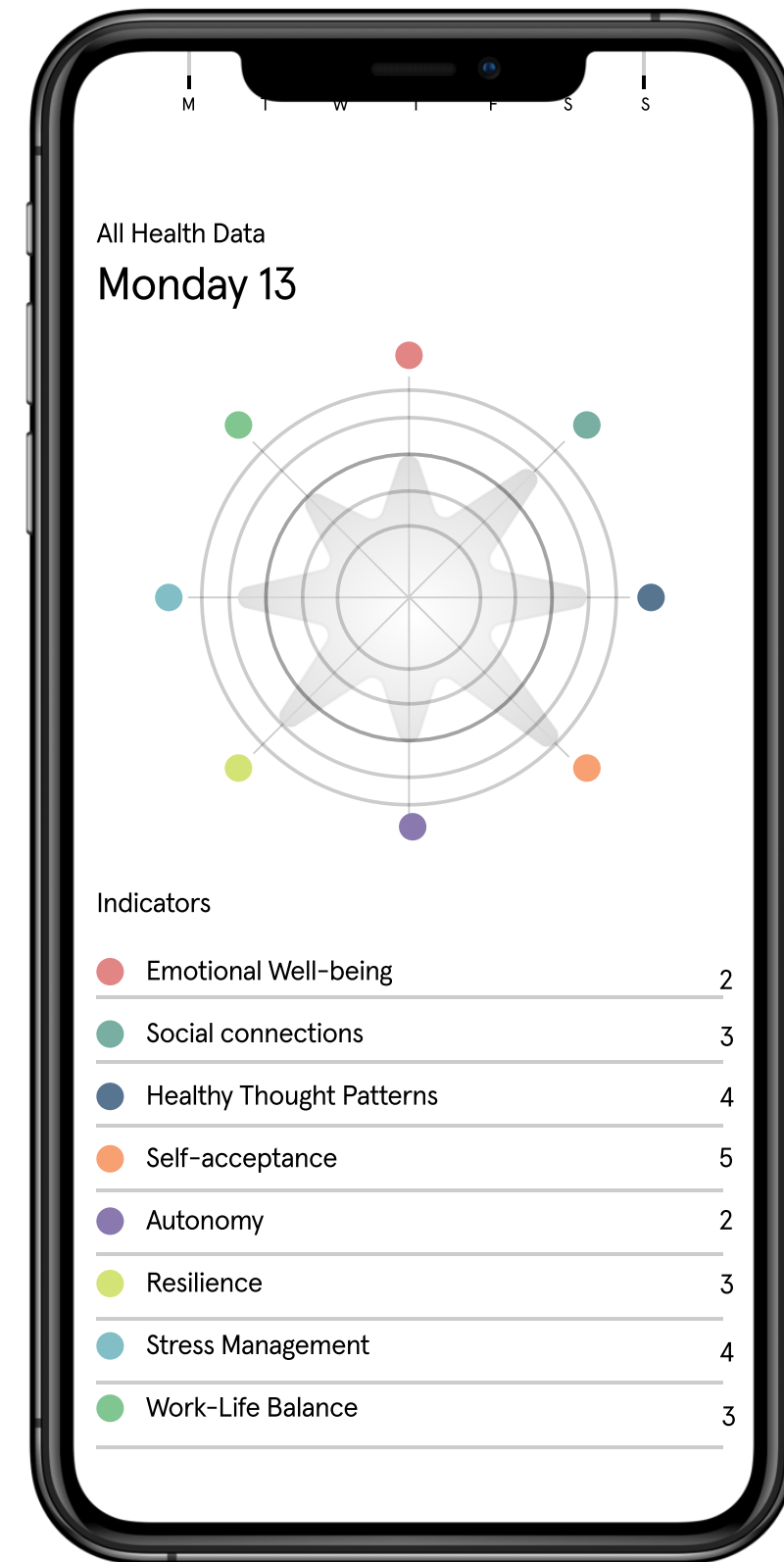
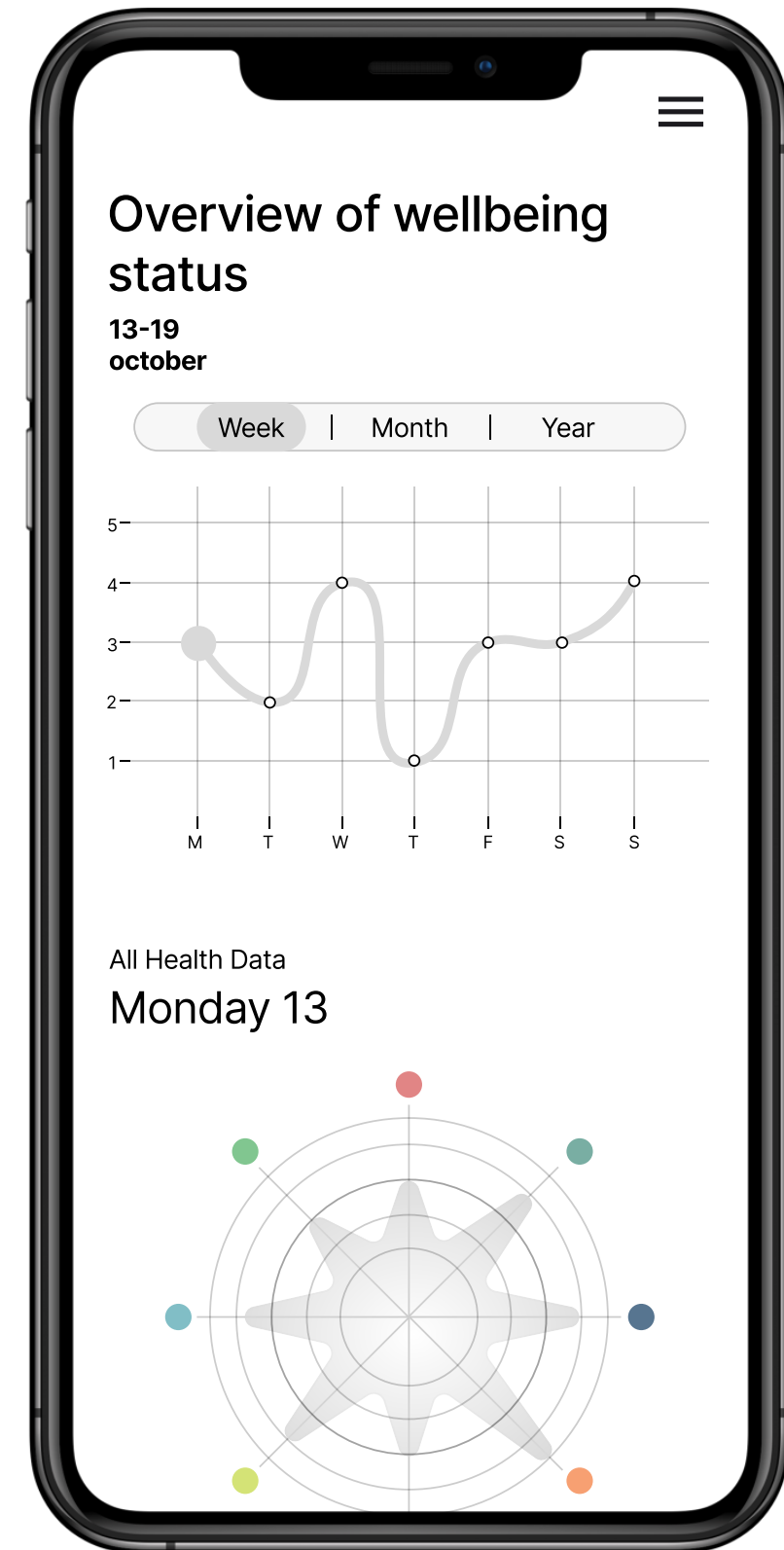


Activity proposition



Data review

A way to keep track of well-being



*<https://www.adultdevelopmentstudy.org/>

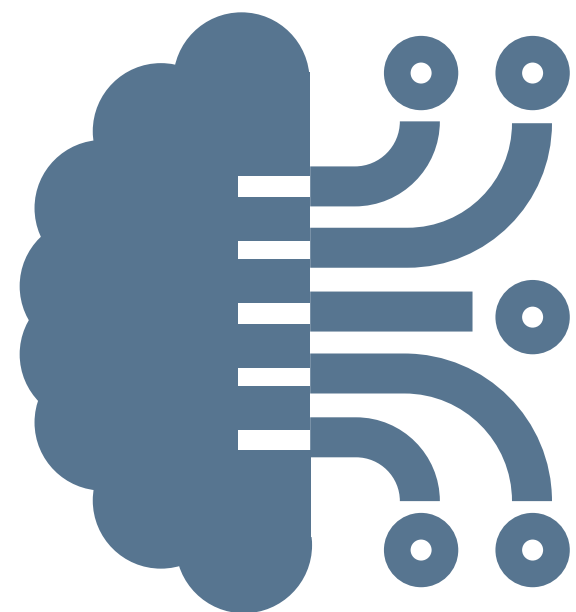
**Waldinger, R., & Schulz, M. (2023). The Good Life: Lessons from the World's Longest Scientific Study of Happiness. Simon and Schuster.

Another Ai powered application?

Yes, but there's more

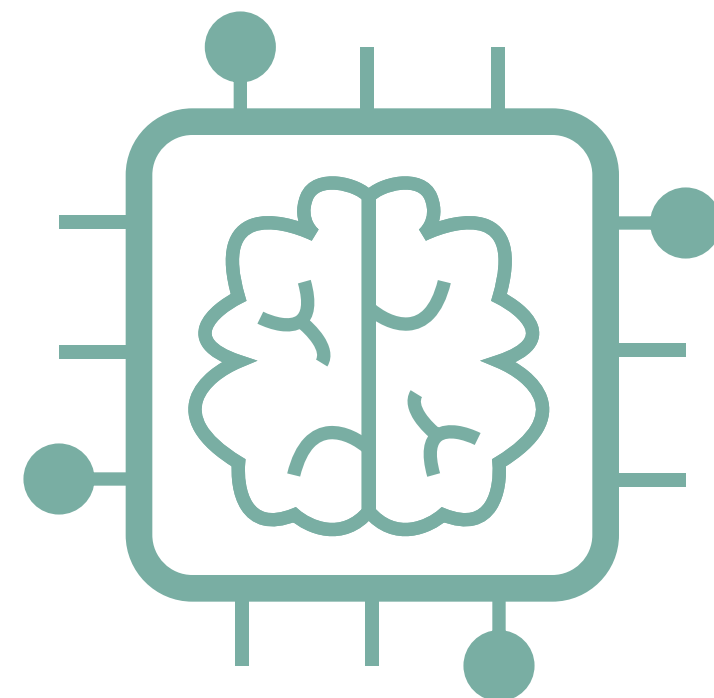
large language model

_parameters anaylis and evaluation



evolving knowledge base

_the more you use the application the better the outcomes will be



mood detection

_to empathetically interact with the user

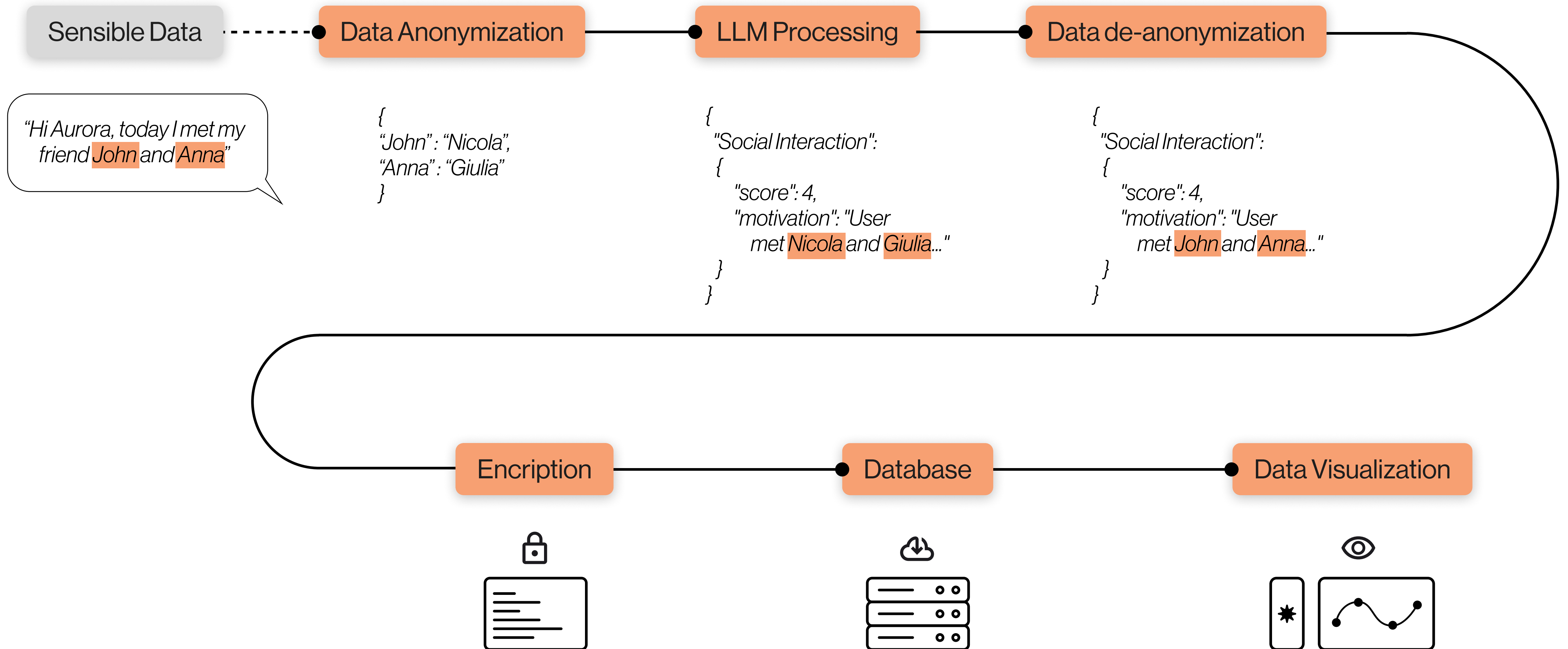


recommender system

_personalized activities adapting to user needs



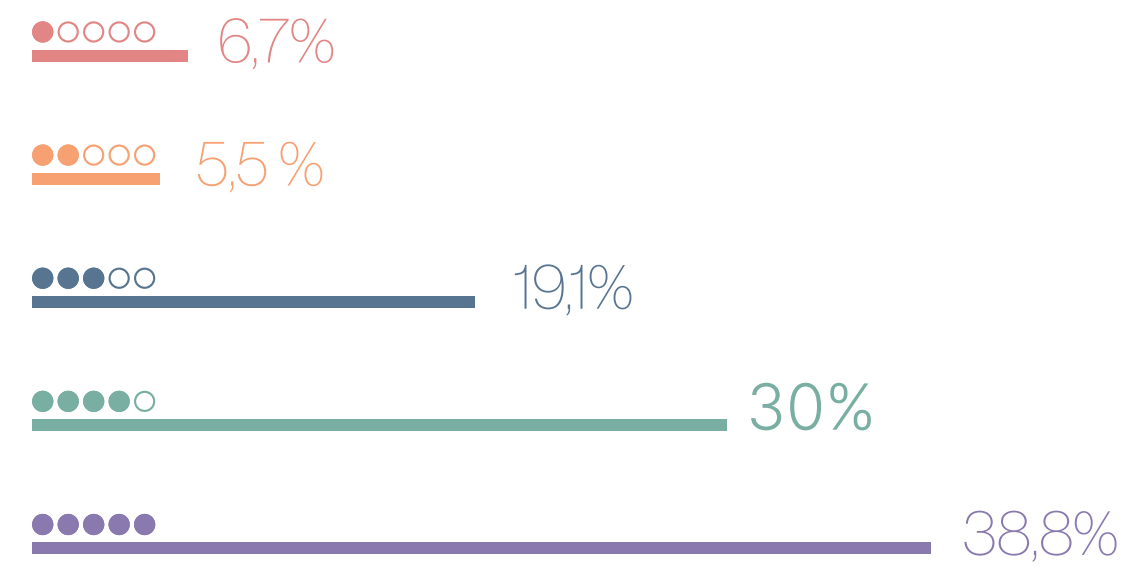
Privacy strategy



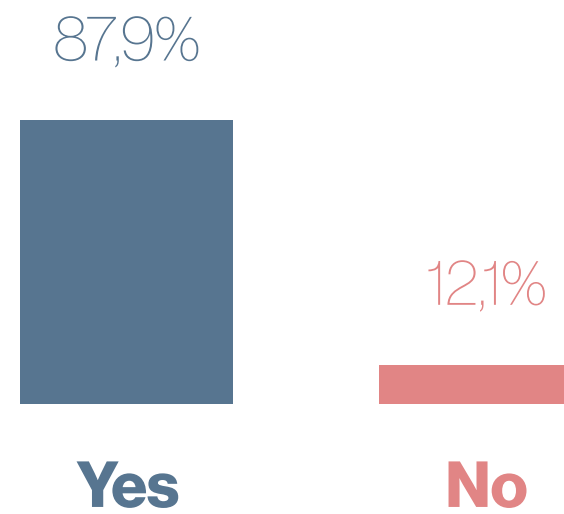
Business Plan

Number of participants • 330

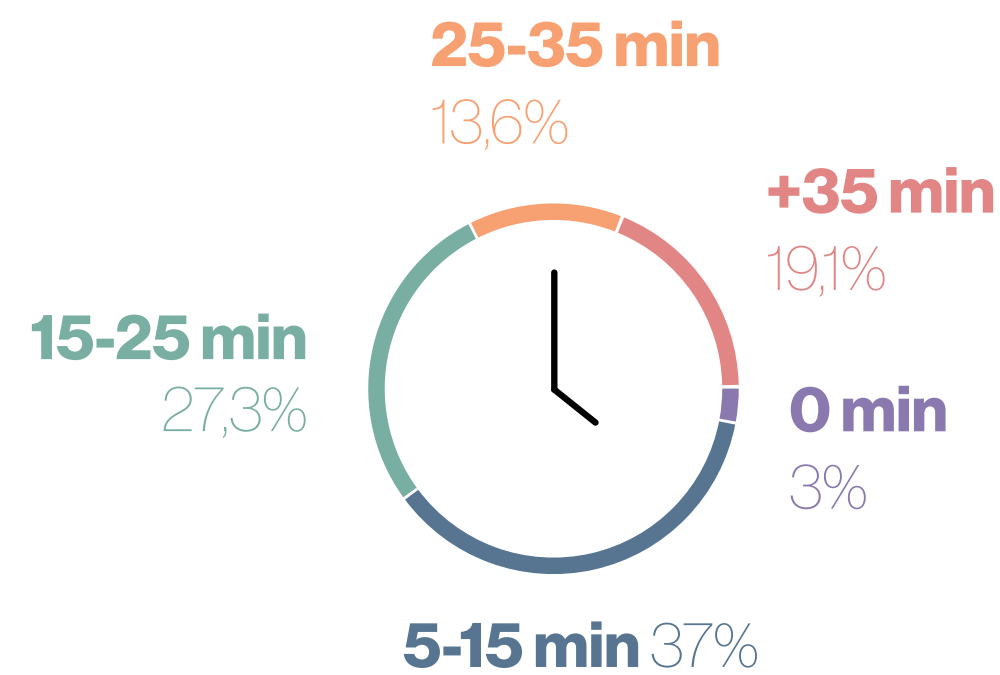
Interest in self monitoring mental well-being



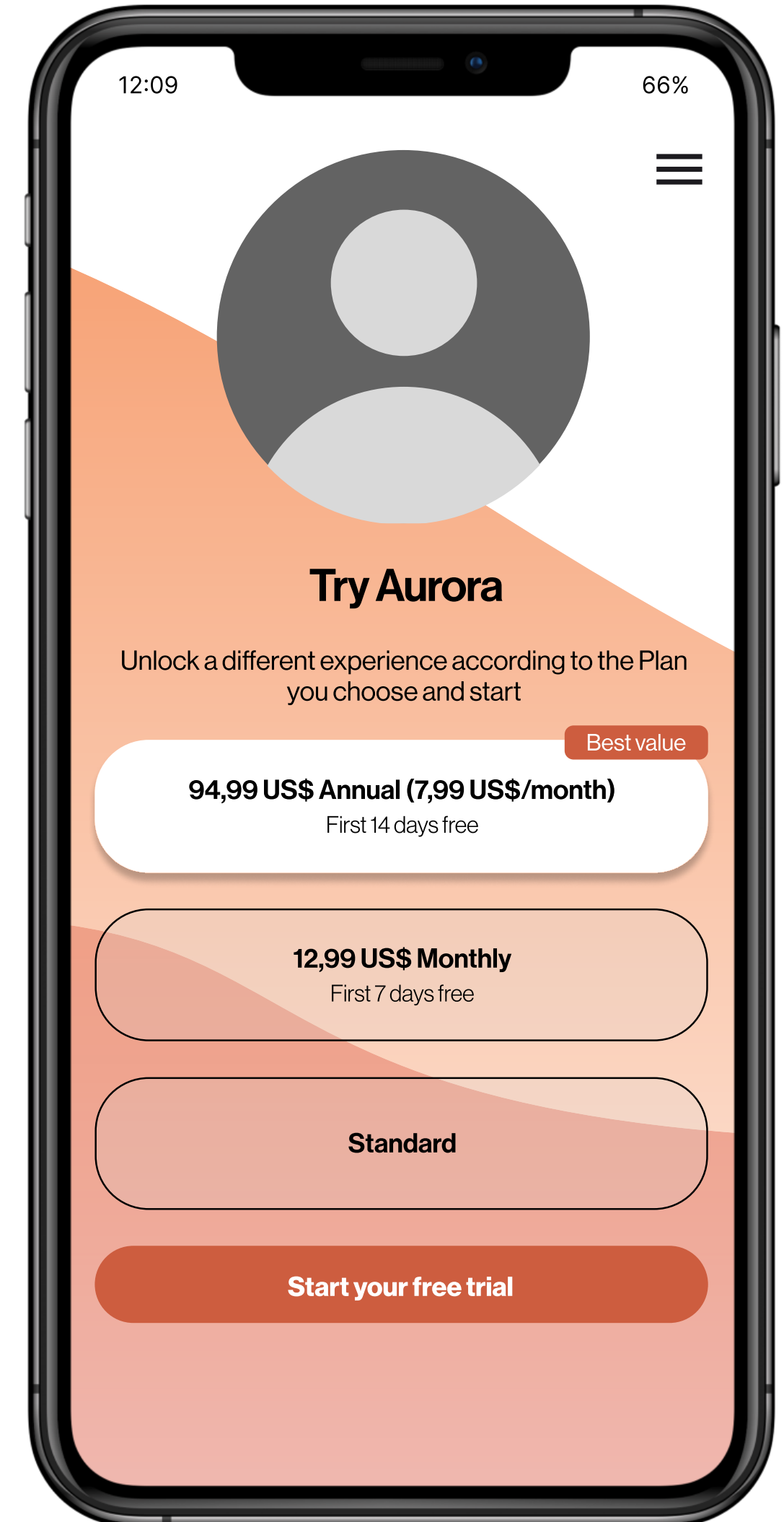
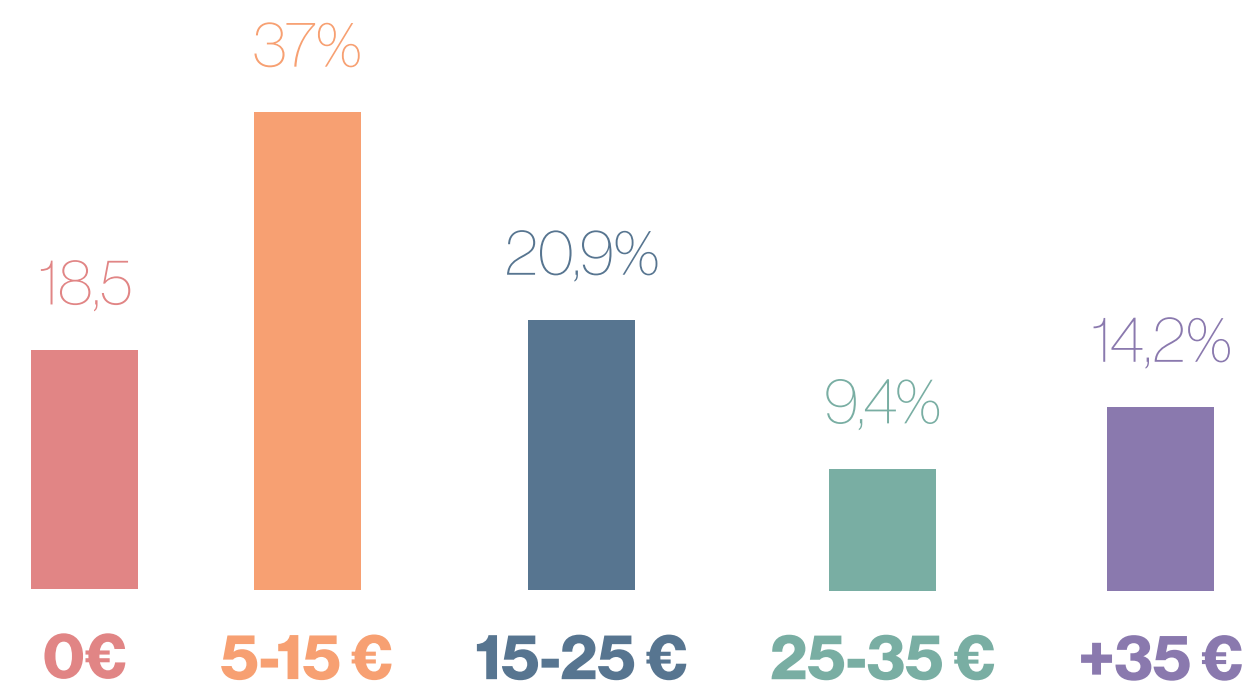
opinion on the usefulness of a personalized app based on psychophysical state



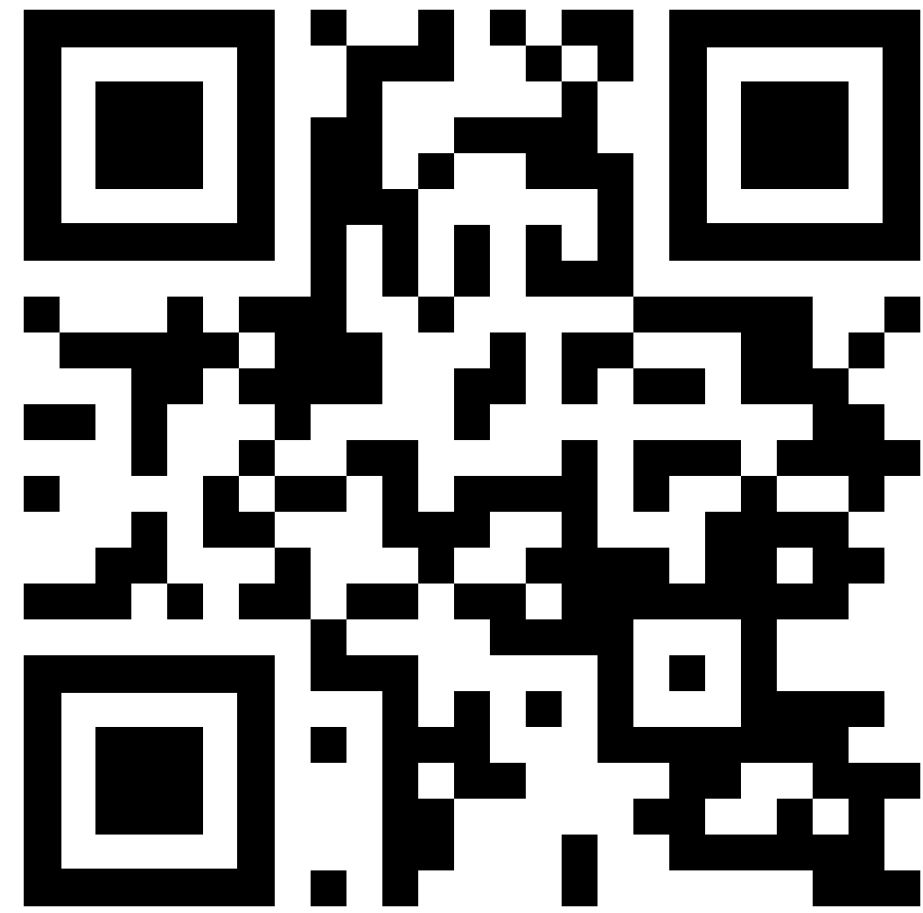
Daily time for mental wellbeing



Monthly Investment for Mental Well-being



[Using a direct survey method to obtain quantitative insights - submitted to a random sample of users]



Thank you