Write More
Think Less

MENTIS

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INTRODUCTION

Overview of the target social issues

Social Mantra

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Descriptions of the target social issues

Effects of the target social issues

Root cause of the target social issues

A.2. SOCIAL SOLUTION IDEA

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Conclusion

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OVERVIEW

of Mental Health Problems

> 264M people are affected by depression, the leading cause of **disability** worldwide (WHO, 2021).

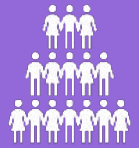
75% of those living in **low-income countries** are not receiving treatment for their conditions. (WHO, 2020)

Low- & middle- income countries lack mental health resources, with **less than 2%** healthcare budget allocated. (WHO, 2021)

$1T annual loss

in productivity the **global economy** faces is the result of mental health problems (WHO, 2021).

Mental health **stigma** hinders treatment; **fear** of discrimination prevents seeking help. **(WHO, 2021)**



1B people

worldwide suffer from some form of mental disorder (UN, 2022) – it includes around **one in seven** teenagers.

25%

increase in **anxiety** and **depression** worldwide after **COVID-19** (WHO, 2022).

800,000 people

dying by **suicide** every year,which is the second leading cause of death among 15-29-year-olds globally (WHO, 2021).

MENTIS SOCIAL MANTRA

“Comprehensive and stigma-free services

to improve the young generations' mental well-being for a quality life.”

Vietnam is facing a significant mental health crisis, with disorders like depression, anxiety, substance abuse, and suicide among young people, but only a minority receive proper medical support.

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Mental health disorders are a **growing concern in Vietnam** as statistics below:

Mental Health Disorders

15-20%
of the population is affected by mental health disorders. (WHO, 2020)

12%
of the child population, ***over 3 millions young people*** *and* ***adolescents*** suffer from mental disorders. (WHO, 2020)

However,
only about 20%
of them receive the necessary **medical support** and **treatment**. (WHO, 2020)

Depression

5-6%
of the population are affected by **depression** and **anxiety**, while **other conditions** include bipolar disorders or alcohol-induced psychiatric issues. (WHO, 2022)

Depression in Vietnam is currently on the rise, especially ***among young people***. (WHO, 2022)

Other Problems

7,500 people
dying by **suicide** each year, which is the fourth leading cause of death ***among young people aged 15-29.*** (WHO, 2019)

222,000 individuals
were using opioids, contributing significantly to substance use disorders. (UNODC, 2021)

Mental health problems in Vietnam significantly related to the social and economic factors which both resulting in high rates of depression, anxiety, and suicide.

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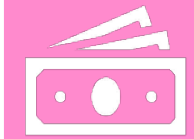
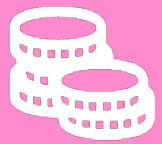
Income Group



Middle-income

$1 Billion

annually cost results from financial burden from healthcare expenses and lost productivity. (WHO, 2020)



Low-income

≈2M people

impoverished may face higher risk of mental health issues due to stress, trauma, and isolation. (WHO, 2020)

Social Group

Young people (around 25% of population): 8.7% of young people have experienced depression, resulting in suicide, the **second** leading cause of death for 15-29 years old. (UNICEF, 2017)

Women (around 53% of population): 71% of women experience domestic violence, gender discrimination, causing depression and anxiety. (UNFPA, 2021)

Ethnic minorities (around 14,6% of population): 30-40% of ethnic minorities experience higher mental health prevalence due to limited access to healthcare, poverty, discrimination, and trauma. (MoH, 2013)

People with disabilities: 50% of people with disabilities facing mental disorders due to barriers, discrimination, and stressors from disability, have not got treated. (WHO, 2019)

LGBTQ+ community: 80% of LGBTQ+ community face stigma, discrimination, causing mental health problems. (IDS, 2017)

Based on ODI report, 2022 about Mental health and psychosocial well-being among adolescents in Viet Nam, we identify four levels of influence: Individual, family, school, and community.

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Individual

- Online addictive behaviors
- Negative beliefs about physical characteristics
- Negative self-perceptions
- Lack of self-worth, Self-isolation

Family

Intra household dynamics:

- Strict family rules
- Tensions within the family
- Marital conflict / Parental divorce
- Lack of communication
- Discipline, abuse and violence

Inability to meet basic needs:

- Poverty
- Declining socio-economic conditions
- Declining academic results
- Dropping out of school
- Parental migration

School

- Academic stress
- Lack of support and/or unstable school environment
- High expectations and pressure from families
- Difficulties in emotional relationships
- Conflicts between peers / Bullying
- School-related pressure and school experiences

Community

Substance abuse:

- Easy access to toxic substances

Lack of social support:

- Lack of friendships
- Conflict among peers

Limited economic opportunities:

- Limitations in access to economic opportunities

Early sexual relationships and marriage:

- Romantic relationships
- Early pregnancies, marriage

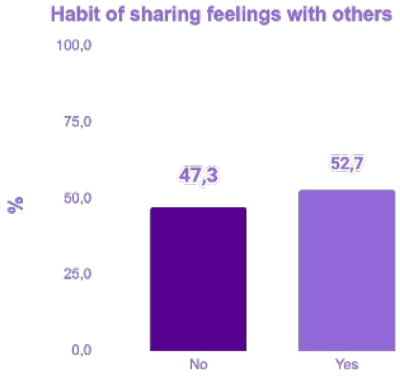
Through our qualitative research, it has revealed the root causes of our target customers' behaviors. Therefore, we can identify the related consequences.

From our thorough investigation through **in-depth interviews** with 22 **targeted customers** and 2 **mental health specialists**, we indicate that:

Complications

92% of customers are aware that they still face difficulties in life, mainly from the individual and community level
→ ***Causing many mental consequences***

However, **48%** of them do not have the habit of sharing their feelings.



The cause comes from 4 main reasons:

1. Not trusting enough with the other party.
2. Feeling that the other person cannot help solving problems.
3. Fear of being judged by others.
4. Not in the habit of sharing feelings.

Consequences

- Increased stress and anxiety
- Social isolation
- Impaired work or academic performance
- Relationship problems
- Increased risk of substance abuse/suicide

MENTIS Vietnam addresses mental health problems by providing a secure and encouraging digital environment for stress-relieving activities,mood tracking, community support, and related courses.

Our Mission

Mentis promotes awareness and understanding of mental health concerns while providing evidence-based therapy and support to those with mental health difficulties.

Our Goals

To provide accessible and effective mental health resources, through a digital platform that promotes community engagement, stress management, and self-care in order to reach SDG 3 and SDG 10.

Our Vision

MENTIS Vietnam will become a project that envisions a society where mental health is a priority, and everyone has access to mental health care and support by utilising the most recent scientific developments and cutting-edge technology to help people live better, more fulfilling lives.

Our Impact

To improve productivity, reduce healthcare costs, and enhance the quality of life for individuals and communities and to shift the culture towards recognizing mental health as crucial for overall health.

MENTIS Vietnam offers a comprehensive and supportive solution for young people who are under hardship situations related to mental health,following Goal 3 and Goal 10 of UN Goals.

Ensure healthy lives and promote well-being for all at all ages

MENTIS Vietnam helps achieve SDG 3 by reducing premature mortality and improving mental health among young people in Vietnam.

Its efforts align with **goal 3.4**, reducing NCDs and increasing access to services to improve mental health and well-being.

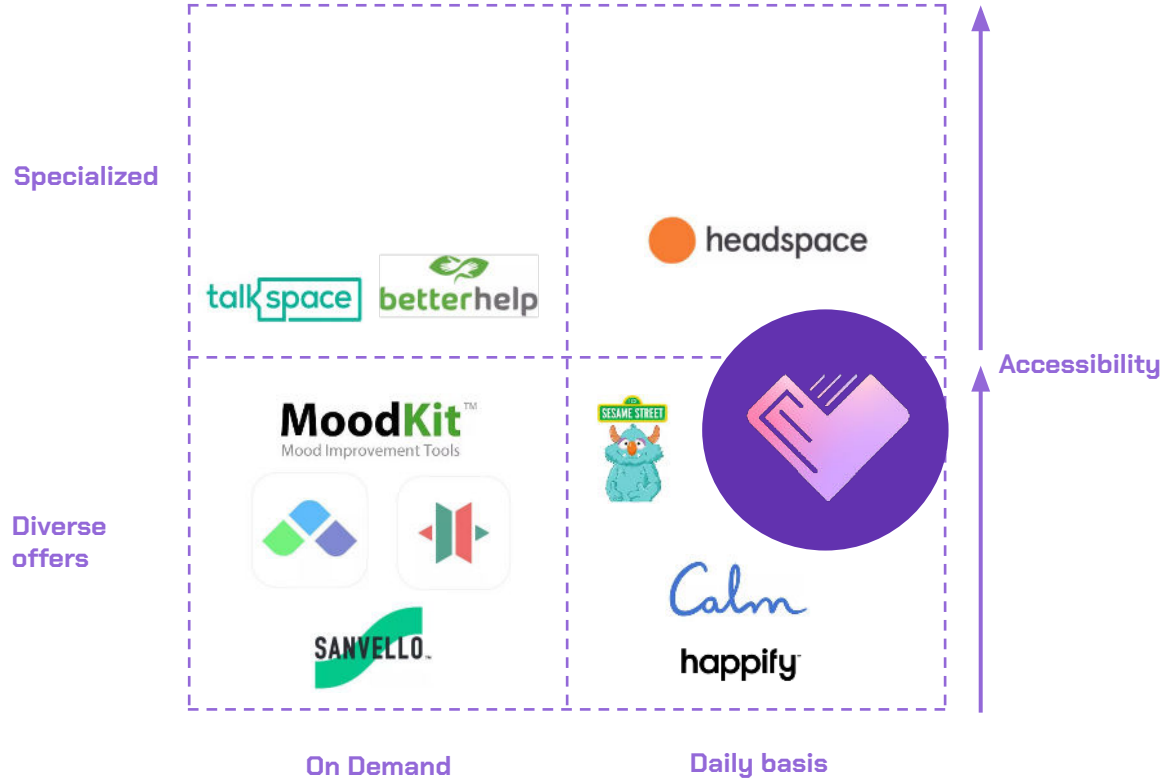
Reduce inequality within and among countries

MENTIS Vietnam's provision of accessible mental health resources helps to reduce discrimination and promote equity in access to mental health services.

Therefore, it contributes to SDG 10's **goal 10.2** of promoting inclusion for all, irrespective of their background.

"Our approach aligns with the
broader goal of promoting healthy lives and well-being for all,
by addressing the unique mental health challenges faced by young people and offering effective and accessible solutions."

MENTIS Vietnam offers a comprehensive and supportive solution for young people who are under hardship situations related to mental health, following Goal 3 and Goal 10 of UN Goals.



On-demand/Daily basis:

Classified by frequency of use. On-demand apps designed for sudden psychological issues like depression/trauma, while Daily basis apps help form positive habits for mental and emotional wellbeing.

Specialized/Diverse offers:

Classified by expertise. Specialized apps solve specific psychological problems, while Diverse offers provide solutions for various issues.

Accessibility:

Classified by price and free trial availability. High accessibility apps have affordable prices and/or free trials, while low accessibility apps are expensive and/or have no free trial.

MENTIS Vietnam's solution aim to bridge the current gaps about inaccessibility and lacking in engagement of customers.

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IMPACT GAPS

Inaccessibility

80% current apps
requires premium subscription

300$/month
is what users currently have to pay to access app with varied features [primary research]

Lack of engagement

Only 4%
of users who download a mental health app continue using it after 15 days, and **3% continue after 30 days**.

GAP APPROACHES

Accessibility

Affordable price for
premium subscription

Comprehensive **free-trial**

Highly engaging

Varied features. Digital diary, consultation, Metaverse, learning and more!

Daily-use functions. Go-to app to relieve stress by daily write diary and connect with people in metaverse

The MENTIS Project is designed as a Social Constructionist model and plays a key role in addressing mental health issues and promoting well-being, both at the individual and societal level.

App Mentis

The MENTIS app was designed to empower young people **aged 16-26** to enhance their psychological well-being and gain a deeper understanding of themselves.

Through a **combination** of **digital diary, consultation features with psychologists** and **Metaverse functions**, we aim to provide personalized, direct interactions and a variety of realistic experience spaces and functions to every user.

Mentis Workshop

MENTIS Project offers **art therapy workshops** to promote healing and stress relief. Through the creation of art, individuals can express themselves in a nonverbal way and process their emotions in a healthy manner.

This can be particularly helpful for individuals who may have difficulty verbalizing their feelings or experiences.

Impacts

1. **Short-term:** providing accessible mental health resources, reducing mental health issues, helping individuals cope, and reducing stigma, creating a more supportive society.
2. **Long-term:** shift the culture towards recognizing mental health as a crucial part of overall health. Therefore, it can improve productivity, reduce healthcare costs, and enhance the quality of life for individuals and communities.

Limitations

1. Limited resources such as funding and staff capacity
2. Social stigma can be a barrier to accessing mental health resources, especially for certain social groups.
3. The complexity of this issues requires a personalized approach, which can be difficult to achieve on a large scale.

“My negative feelings are never-ending, yet I'm not comfortable expressing them to my family or close friends. Social media is no longer an option for me to express my emotions because I am concerned about the safety of my personal information as well as because I am unsure of whether the individuals I interact with online truly comprehend the issue I am experiencing.”

The MENTIS app brings positive effects, especially journaling, which is one of the best methods to relieve stress and heal the mind. Customers will fully appreciate the privacy of the diary space. Additionally, the app offers advice from psychologists who can help users with complex psychological issues based on their expertise and experience.

Healing mental combines entertainment through the Metaverse and doesn't feel as dense as information. Metaverse with the personalization feature through virtual characters will help customers freely experience what they want.

The MENTIS app aims to attract young users through its high level of security, credible advice from psychologists, and an entertaining healing experience through Metaverse functions.

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Distinct points of Our App

High security

High security (Encryption of customer log data using AES encryption process and Secure Login feature on device) creates a sense of security in a private log space.

The Credibility

The credibility of the lessons, the advice of the application (censored by a psychologist with experience and expertise).

Metaverse Integration

Healing combines entertainment through Metaverse, without creating a feeling of dense information and the personalization feature through virtual characters will help customers freely experience what they want.

Therefore,

the project will also solve the existing problems in society

Vietnam **does not have enough medical and physical facilities** to meet the need for mental health treatment for adolescents.

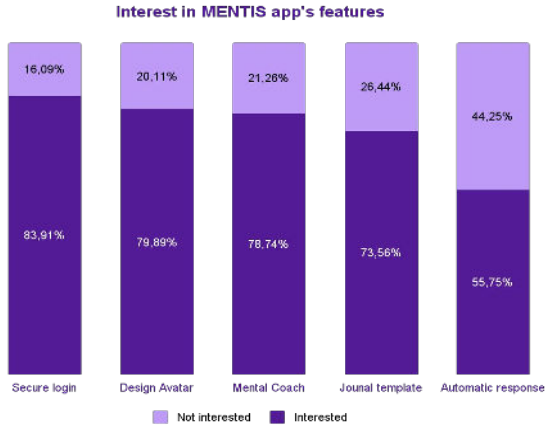
Young people **do not have a platform to share and receive advice** safely and securely.

To ensure its reliability, we conducted quantitative research with over 400 participants and the results are promising.

RESULTS FROM QUANTITATIVE RESEARCH

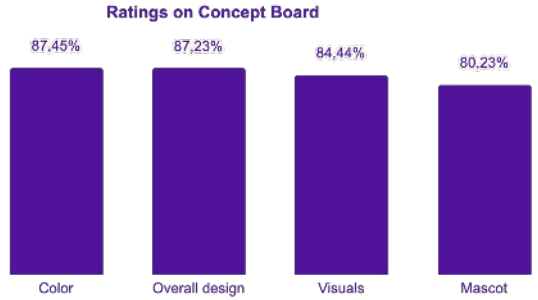
Sample size: 412
Method: Online survey form (Google form)
Duration: 2 months

Many people are interested in MENTIS app's features



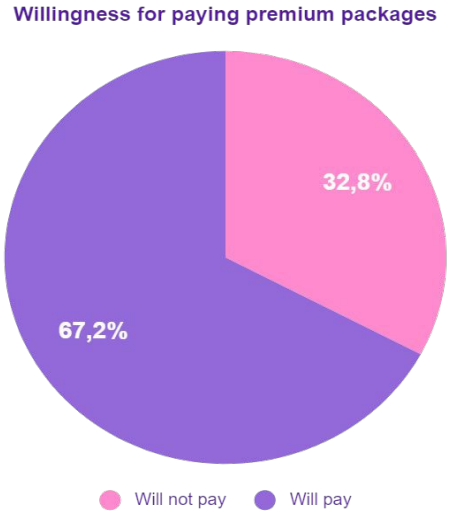
Participants felt "**curious**" and "**trust**" MENTIS app

Ratings on **MENTIS's concept board** were positive



Note: % rating 4 or 5

Therefore, many of them are willing to pay for premium version



The effectiveness of our project can be directly or indirectly impacted by the diverse professional backgrounds of our stakeholders, who can be categorized into 3 primary groups.

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MENTIS Vietnam concentrates on manage 3 key groups of stakeholders

Content Advisors

Including, Psychotherapists, Mental health service providers, Psychologists, Psychology students, etc.

They all share the same role of providing psychology-related content, services, and consultations → They help MENTIS generate value propositions for users, and their involvement is essential for the project's success.

Application developers

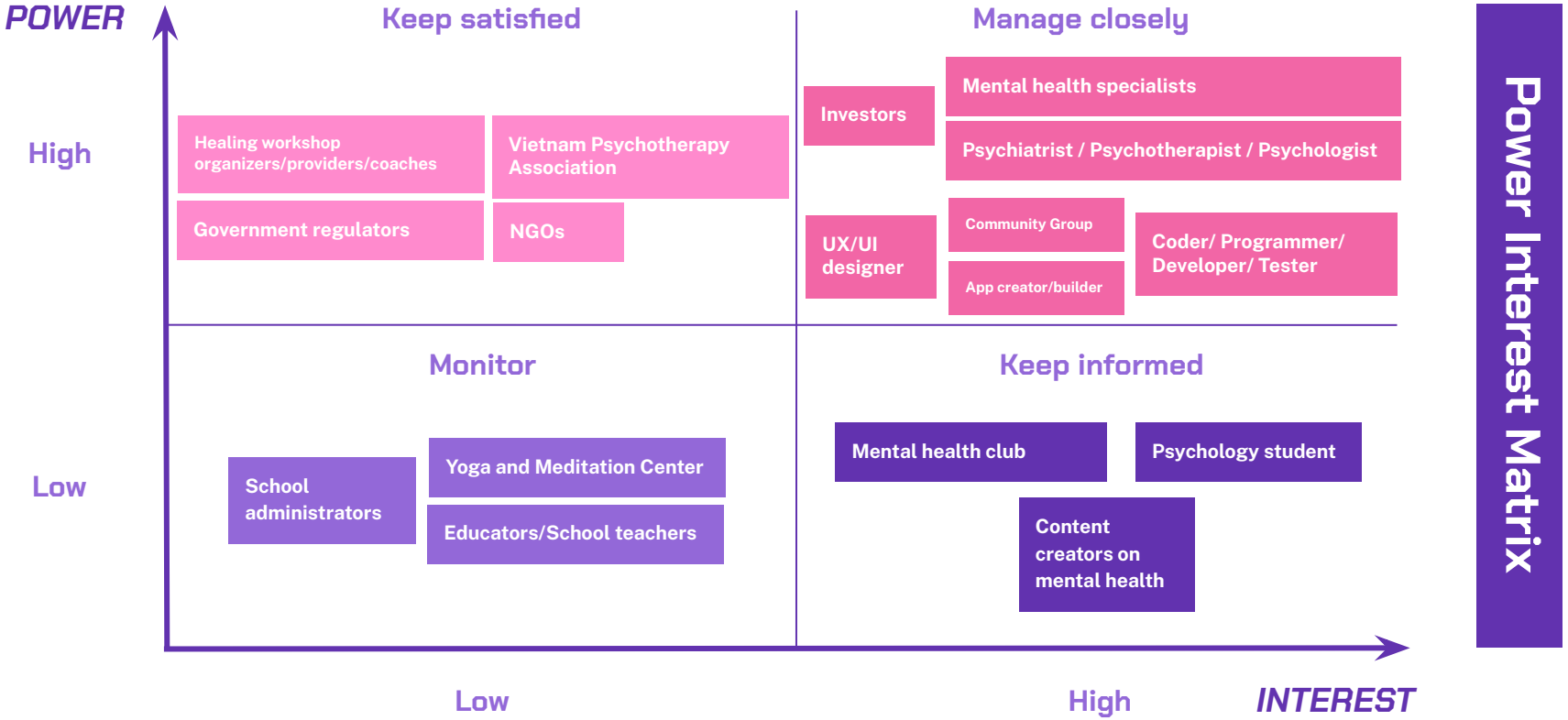
Include back-end and front-end developers, as well as UX-UI designers who can realize the Metaverse concept. Key stakeholder in Mentis's app creation and maintenance, build app with high security features to protect users' information.
Mentis contributes to their profitability as we are a direct customer of these stakeholders.

Community builders

These stakeholders who are opinion leaders and social content creators to help build a community, will generate content about MENTIS and spread the word among our target users.

→ Helping to create a strong brand image and an engaging user community for MENTIS.

Based on the Power Interest Matrix, MENTIS Vietnam categorizes list of stakeholders depending on their power and interest in the project.



Please check out the

Stakeholder Analysis

for more information, including:

- a full analysis of stakeholders
- a list of stakeholders
- our compiled underlying reasons from talking to mental health professionals
- qualitative research results
- quantitative research results
- amount of funding and information of sponsors.

MENTIS Vietnam has implemented the first stage of crowdfunding and crowdsourcing strategy to advance the initiative and assist individuals in need.

First Strategy

Online crowdfunding and crowdsourcing campaign

We raised capital on the social networking platform - Facebook.

See our crowdfunding campaign in detail here: MENTIS's campaign

Our campaign involved:

- Total followers: 1636
- Page likes: 1002
- Reach: 3894

Recent Stakeholders

We received about 80 online and 100 offline stakeholder's support, who are mainly:

Stakeholder groups	Their interest/ Our value proposition for them	What have they already supported
Psychology specialists	Society's mental-health Research-based solution Economic value Contribute to society	Consulted MENTIS based on current research Connected MENTIS with other scientists/specialists Participated in qualitative research
Application developers	Innovative solution Economic value Contribute to society	Consulted MENTIS on developing the app Connected MENTIS with other technical people Participated in qualitative + quantitative research
Community builders	Effective solution for current issues Content source Economic value Contribute to society	Gave feedback on MENTIS's solution Shared about MENTIS on their platforms,v Participated in qualitative+quantitative research

Next Strategy

Direct Approach

1. We will directly contact the "**Manage closely**" group by contacting by emails, sending messages through social media, in online and offline meetings to consult and generate value propositions.
2. Besides, we also initiate planning social campaigns offline for our art therapy workshops. They will officially be conducted during this **May-July** period.

MENTIS will continue to promote mental health awareness through social and communication activities before expanding to Southeast Asia and other regions.

The paradox

through primary and secondary research

MENTIS Vietnam has received both positive and negative feedback from customers and experts, providing opportunities for further development and improvement of the project.

Customers	Experts	Actions
23% think that having a chat connection with an expert is a plus point. However, only **9.7%** are willing to spend over 100,000 VND to connect with experts.	Premium packages should not be too cheap or too expensive as they include coaching by experts. Pricing too cheap may compromise credibility, while pricing them too high may affect customers' willingness to pay.	Careful and reasonable design of premium packages. Consideration of appropriate pricing for psychological coaching features.
33% feel uncomfortable sharing because they don't believe the other party can help them.	Can the **chatbot** in the application solve each individual customer's specific problem?	Chatbot should be with well-trained personnel, only provide general advice or have features that provide guidance, reminders, and user support.
Customers can use the app to share their emotions during evenings and weekends.	Customers spending too much time on an app that is similar to a social network may not be an effective solution for mental health issues.	Design a feature for reminding and tracking the usage time. Remind customers to participate in MENTIS's offline workshop series for real interaction and exchange.
The USP of MENTIS is Metaverse, which attracts customers to engage in interactions with other members of the Menits community.	Promoting Metaverse is reasonable, but MENTIS's image may be perceived more as an entertainment app rather than diary/self-care app.	Design Metaverse features to promote mental health and avoid overuse for entertainment. Introduce Chatbot reminders for journaling.

We are committed to continuing research and developing new solutions to improve the effectiveness of MENTIS and strive to bring everyone a better quality of mental health.

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To help address mental health and meet UN Goals SDG 3 and SDG 10, **MENTIS Vietnam was formed with the mission to empower people with mental health problems**

Currently,

the project is in the process of raising capital and starting to carry out communication campaigns for the product.

We will continue the communication plan on MENTIS fanpage about mental health issues in order to create a large community about awareness of psychological and spiritual problems for young people.

This app will be released in **2023** in Vietnam and then will be released in Southeast Asia and other regions.

Next Step

	STEPS	OBJECTIVES
1	Continuing Social plan	Promoting and Branding Accessing more target customer
2	Clarifying app's function and Sketching app Building MENTIS app	Completing Product Concept Developing MVP for our projects Testing app functions
3	Conducting MENTIS offline workshop	Accessing more target customer Involving more stakeholders
4	Continuing contact stakeholder and sponsor	Laying financial foundation for projects.

CONCLUSION

Together with MENTIS,

let's prioritize the inner soul to enhance a more fulfilling life for everyone.

THANK YOU

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