

## Slides 1

In today's society, many people struggle to be heard and understood. In a world with fast pace of life and constant development of technology and social media, people are facing many different kinds of pressure, which lead to the degradation of their mental health and relationships.

The idea of sharing hidden secrets or unhappy things with your loved ones may sound terrifying since we are afraid that we will end up letting those loved ones down, not to mention the generation gap along with contrasting viewpoints, which can contribute to further conflicts or the risk of receiving judgemental comments. Along with increased work pressure, we close our hearts and get stuck in an endless loop of emptiness and loneliness.

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## Slides 3

A research conducted in twenty twenty regarding the relationship between loneliness and depression has pointed out that there was a strong direct association between loneliness and the incidence of depression. The negative consequences of depression has been demonstrated clearly by many data and research as follows:

- According to a study by the Institute of Mental Health in twenty seventeen, about forty thousand Vietnamese people commit suicide annually due to depression.
  - A twenty nineteen survey of nearly seven eight hundred thousand students across Việt Nam, revealed that thirteen percent of them felt lonely most or all the time.
  - fourteen point two percent, five point five percent, three percent Adolescents have suicidal thoughts, suicide plans, and suicide attempts respectively in a 12-month prevalence
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## Slides 4

Happy Listening is a website that connects Listeners and Speakers online, fosters empathetic listening and provides a non-judgmental space for individuals to share their personal stories. We also provide resources and support for individuals who may be struggling with mental health issues, such as depression and anxiety.

Through our business, Happy Listening contributes to address two Sustainable Development Goals, namely Goal 3 (Good Health & Well-Being) and Goal 5 (Gender Equality).

**Goal 3:** We want to create a profound social impact and tackle the social issue related to mental healthcare of the Vietnamese people. We work towards a society where emotional health receives adequate attention and care, where people do not have to hinder their true emotions or feel ashamed when coping with mental health issues.

**Goal 5:** LV Gratch found that Asian women were found to be the highest in hiding their views and emotions compared to other samples in his research about the relationship of gender and ethnicity to depression. Women have the tendency to silence their views and beliefs, hiding their true emotions. Women are twice as likely to be depressed as men.

Therefore, we aim to break the gender gap by encouraging females to share their emotions rather than self-silencing.

Through its efforts to promote open and honest communication, Happy Listening is helping to build a more compassionate and inclusive society, where all voices are heard and valued regardless of age, race, gender, etc.

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## **Slides 5**

Happy Listening is built based on those needs with 2 main stakeholders: Listeners and Speakers. All the sessions will be conducted online via Zoom

### **Speaker's Journey**

**Imagine you feel heavy and need to share with someone or vent out your feelings/stress.**

**Step 1: Create profile on the website**

**Step 2: Search for a "Happy Listener" on our website**

**Step 3: Find the suitable Listener and select the available time slots**

**Step 4: Make payment**

**Step 5: Happy Listen team will send the customer an email with necessary information**

**Step 6: Join the session with the chosen Listener**

**Step 7: After session, Happy Listening Team will send the feedback form**

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## **Slides 6**

### **Listener's Journey**

**If you want to become a Listener on our website, you need to follow these steps:**

**Step 1: submit the application form**

**Step 2: Happy Listening team will do the background check**

**Step 3: Happy Listening team will send the Happy Listening course to the candidate**

**Step 4: The candidate will have to complete the course and pass the final test. Then the Candidate will need to sign the agreement with Happy Listening including all the vital terms and conditions**

**Step 5: We will public the Listener profile on our website**

**Step 6: When the Listener is book, we will send the Happy Listener an email with all the necessary information**

**Step 7: Join the session**

**Step 8: Receive payment after 24 hours**

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## **Slides 7**

### **Crisis management's process**

- **The session between Listener & Speaker will be recorded for legal/security purpose**
- **If signs of abuse, harassment, threat, attack are detected**
- **The Listener/Speaker immediately end the session & leave the meeting**

- Then, they can report the case via the emergency button on the website
  - Happy Listening team receive the case and response within 24 hours
  - We will ban the toxic Listener/Speaker from the website and take legal action if necessary
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### Slides 8

Being listened to in a friendly and supportive setting will help users remove the barriers preventing them from sharing with their friends & family, therefore contributing to stress release and positive emotions nurturing. From time to time, with increasing Listeners and Speakers using our service, we will expand the scale of our business and gradually form a happy community in which people practice empathetic listening and raising awareness about mental health wellbeing. Moreover, we also wish to profoundly tackle the issue by enhancing the awareness of mental wellbeing in general. Therefore, reducing the numbers of depression, anxiety or mental illness cases reported in the country each year.

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### Slides 9

Our target audience will be people aged from 16 to 40 who have the demand to express their emotions in a friendly setting. Here are 3 examples of our potential users.



### Slides 10

Vietnam mental health infrastructure still remains limited. Some existing solutions to the issue can be named as professional counsellor, hotline. Although professional counsellor seems to be an effective solution, there are barriers which prevent people from choosing it. Most people state that they would probably not seek mental health services because of embarrassment and a sense that their problems were not serious enough to warrant such attention. Moreover, counsellor are not widely available since it is quite costly.

Currently, Vietnam has some hotline that deals with mental health such as 111” or “Ngay mai”, etc. These hotlines can not solve the problem completely since it creates the feelings that we

are having severe mental illness while some people just want to talk and do not seek advice or treatment so while they are struggling with their emotions, they find no need to call the hotline.

In addition, there is a platform called “Người lắng nghe” which allows you to hire a Listener to listen to your story. However, this platform only recruit male listeners, which implies a gender bias in the service and the offline mode implies many risks in the interaction between Speakers and Listeners

We consider our approach to this social issue as crisis-oriented since the demand to be heard and understood has existed for a long time but people choose to put other things as their top priority. The idea of this business arising from real stories and situations that we have witnessed in our life. We have many different feelings but we do not have anyone whom we really feel comfortable to share with. The feelings suppressed for a long time can lead to stress, anxiety or even the idea to commit suicide. We strongly believe that we can not underestimate and ignore our mental wellbeing and we want to take steps to prevent the situation from happening in the way it is happening right now.

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### **Slides 11**

We are confident that we are providing an open service for all types of people who have a demand to freely express themselves. We recruited certified and well-trained Listeners to ensure the highest level of service quality and customer satisfaction. We also build strong algorithms to secure users' personal information, maintain the transparency and safety of the platform to protect the safety of our users.

We regard this model as being quite novel in the territory of Vietnam since there is little business that provides the same service or builds a strong brand awareness in this field. On a global scale, there are many players offering similar services such as 7 Cups of Tea, Confidist, Now&Me, etc. However, their services have received a lot of controversial feedback regarding the quality of the Listeners, risk of abuse or private data leak.

In principle, our business model is not too difficult for other players to copy but the key difference lies in the service quality we offer through strong algorithms, various platform features and especially, well-trained and certified Listeners. We have a separate system which properly trains and tests candidates before they are qualified enough to become a Listener. So if others want to imitate Happy Listening, they have to solve the problem of Expertise and Security properly in order to surpass us.

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### **Slides 12**

Here are the details of our business ecosystem and our long-term and strategic backers. Currently, we have a partnership with Self Hiil – a spiritual intelligence academy. Self-Hiil will be in charge of recruiting and testing our Listeners. In the near future, we will reach out to other potential partners on the list to gain more support.

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### **Slides 13**

We have had many meetings in which we discuss and pitch our business with Self-Hiil to seek their support. They already built a Happy Listening course for our business and we also had some group interviews to acquire insights.

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### **Slides 14**

The process of investigating the social issues was quite challenging since this kind of service is quite novel in Vietnam and emotional wellbeing has not received adequate attention from the government. Through research and interviews, we acknowledge that there is a demand for a safe, non-judgmental space and partner to freely share emotions from Vietnamese adolescents and adults since modern life and cultural, social stigma has pulled us away from each other. When we pitched the idea to our stakeholders and coach, we received a lot of feedback since mental wellbeing is a complex field and it contains many implicit risks if it is not executed properly. The main concerns were the expertise level of the Listeners and the Security level of the website. We tried to make the picture more clearer by mapping the Listener and Speaker's journey as well as spent time working on our security policy and crisis management process.. At the beginning of the competition, we just simply regard Happy Listening as a solution for the problem we witness from people around us but over the course of SBC, we gradually learn how to put our business model in a bigger picture, reflect on our social mission and what we can do to build a better society. We constantly question ourselves if we are doing the right thing and what impacts are we gonna create through this business. To improve our solution, we need to put into practice more and have a really detailed plan about how our business will operate considering all the risks that can happen, what we can do to achieve more support and try to stick to our mission.

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Here are the details of our business ecosystem and our long-term and strategic backers. Currently, we have a partnership with Self Hiil - a spiritual intelligence academy. Self-Hiil will be in charge of recruiting and testing our Listeners. In the near future, we will reach out to other potential partners on the list to gain more support.

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