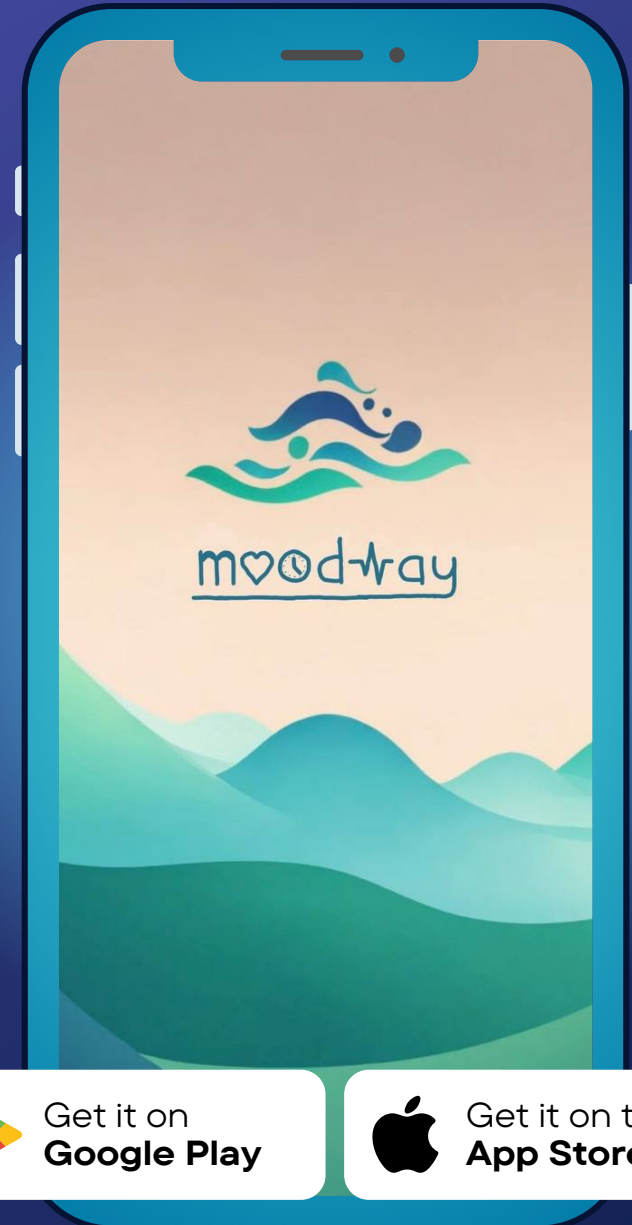




moodway - a life without anxiety.

Download the App



Get it on
Google Play



Get it on the
App Store

Description of idea

Business will be based on online platform.
Company will make app and site for the
customers.



Current employees of startup





The current problem of people

Stress

Burnout

Difficulties in maintaining a healthy lifestyle

Anxiety

Depression

Feelings of isolation due to social distancing measures

Lockdowns

Mental health

Lack of supportive work environment.



Vision and mission of startup



Potential Impact of startup

- Improved Mental Health
- Enhanced Coping Skills
- Increased Self-Awareness
- Better Relationships
- Behavioral Changes
- Developed social skills
- Better sleep

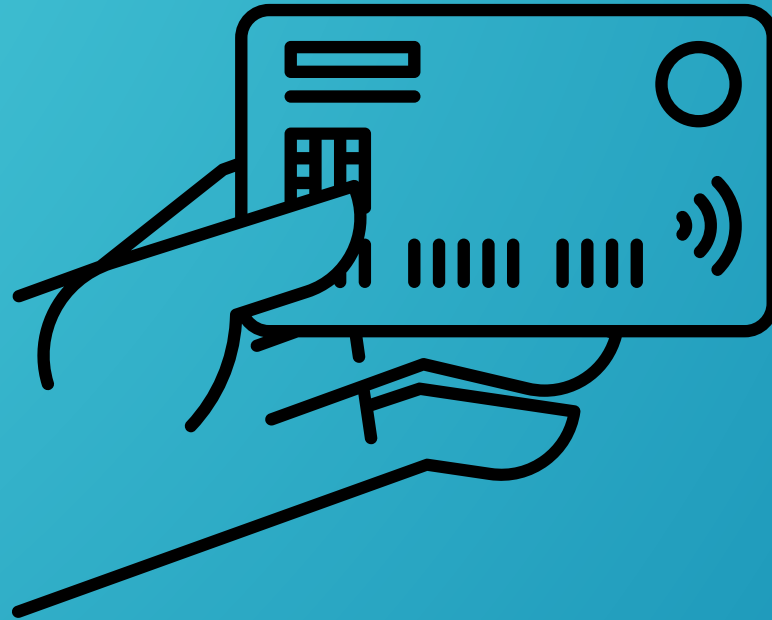


Customer analysis

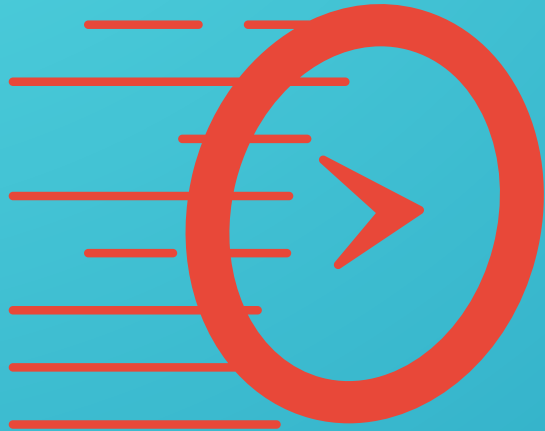
“ The company required type of customers that has problem life in terms lack of time, anxiety or depression and even social skills. Our company solves the problem that have a lot of people. moodway company needs adults people who has lack on life.”



Why do customers have choose us?



Competitors and competition





Impact of AI in business

Description of the marketing



Creative strategies



- **One of the key factors in promoting our business is ensuring the atmosphere. During startup we will make app and site absolutely comfortable for every type of customer.**
- **Multiple function of the app gives satisfaction for customer and brings money for us**
- **Intuitive design**
- **Reliable performance**
- **Clear privacy measures**
- **Responsive support**
- **Inclusive accessibility**

Marketing action plan (prices)

The payment of business will be online, by subscription for every week, month and year.

- Weekly season ticket will cost - 9.9 euro
- Monthly will cost – 39 euro
- Yearly ticket costs – 449 euro
- Inviting your friend for app will bring discounts.



Budget for startup

Seek funding through multiple channels such as personal savings, friends and family, angel investors, venture capital, crowdfunding, and small business loans. Craft a solid business plan, demonstrate potential for growth and profitability, and consider networking and pitching to secure funding for our startup.



Thank You

