

Business Model

What Narnitude offers is more than just software—it's the intuition embedded into therapy. Our platform is designed to intuitively understand and adapt to the needs of children and their caregivers, providing ongoing support that enhances the therapeutic process. This ongoing process mirrors our commitment to continuous learning and adaptation, both in our product offerings and in our approach to therapy. By incorporating software extensions and extra components, we ensure that our solution evolves alongside the needs of our users.

Narnitude will generate revenue through a subscription-based model, offering various service tiers. Since its main audience is children, we advise against using in-app purchases.

Customer Segments

1. - Research institutes and schools that may need special plans according to their needs. (In these B2B cases, the model can be tailor-made for special purposes to meet the demands of our clients.)
2. - Parents usually do not have adequate time to spend with their children. (B2C)

Value Propositions

- **Personalized Therapy:** Tailored therapeutic activities that adapt to each child's unique needs.
- **Enhanced Treatment:** Extending psychological treatment beyond the clinic into daily life.
- **Intuitive User Experience:** Easy-to-use interface that ensures comfort and engagement for children.
- **Privacy and Security:** High standards of data protection and ethical AI usage.
- **Scalable Solutions:** Ability to integrate additional components to meet evolving needs.
- **Continuous Improvement:** Regular updates based on AI advancements and user feedback.

Revenue Streams

- **Subscription Fees:** Tiered subscription models for different levels of access and features.
- **B2B Sales:** Custom solutions for research institutions, schools, and hospitals.
- **Licensing*:** Licensing the AI technology or content to other educational or therapeutic platforms.
- **Partnerships*:** Revenue-sharing agreements with partners for co-developed features or services.

Customer Relationships

- **Supportive and Interactive:** Ongoing user engagement through the app and personalized recommendations.

- **Feedback Loops:** Continuous improvement through feedback from child psychologists, caregivers, and users.
- **Customer Service:** Dedicated support for troubleshooting and user assistance.

Channels

- **Mobile App:** Primary platform for user interaction.
- **Website:** For information, resources, and subscription management.
- **Partnerships:** Distribution through schools, hospitals, and therapy centres.
- **Social Media and Online Marketing:** To build brand awareness and engage with the community.

Key Resources

- **AI Technology:** Proprietary machine learning models and algorithms.
- **Content Library:** A growing repository of educational and therapeutic materials.
- **Human Resources:** Team of AI developers, UX designers, and project managers.
- **Partnerships:** Strong ties with academic institutions, hospitals, and research organizations.
- **Brand Identity:** Narnitude's reputation and positioning as a premium, professional platform.
- **Funding:** Initial capital and ongoing investment for R&D, marketing, and operations.

Cost Structure

- **R&D Costs:** Ongoing development of AI models and content.
- **Personnel Costs:** Salaries for developers, designers, and support staff.
- **Technology Costs:** Cloud services, software licenses, and data storage.
- **Marketing and Sales:** Costs for campaigns, branding, and customer acquisition.
- **Partnership Management:** Costs associated with building and maintaining strategic partnerships.
- **Operational Costs:** Office space, utilities, and daily operational expenses.