

Executive Summary: Chrysolace

According to the National Institute of Mental Health, over 35% of young adults experienced mental illness in 2022, a figure that is on the rise. Chrysolace introduces crucial innovation in digital mental health interventions. Targeting young adults aged 18-26, we equip them with evidence-based psychological interventions (EBPIs), such as Dialectical Behavior Therapy. These interventions are designed to build lifelong emotional resilience as individuals manage life's challenges. Chrysolace adheres to human-centered principles, prioritizing user feedback and stakeholder engagement to ensure our solutions remain relevant and effective in promoting social wellbeing. Our AI-powered, evidence-based platform offers interactive and personalized EBPIs, meeting urgent social needs and bridging substantial gaps in the digital mental health market. Our aim is to lead the mental wellbeing app space, helping individuals navigate life's transitions with clarity and ease.

As we confront the global mental health crisis, Chrysolace recognizes its social responsibility to extend its reach beyond our initial target demographic to the broader community. We are committed to donating Chrysolace access to organizations that support underserved communities and students, fulfilling the needs of those who lack access to psychological information or mental health resources due to stigma or financial barriers. Our business-to-business model, which includes partnering with universities, not only allows us to reach more individuals but also ensures that our services are offered at a lower price, making essential mental health support accessible to those in need.

Chrysolace's competitive pricing is informed by thorough primary and secondary research, regarding service offerings to individual consumers as well as university licenses. Our financial plan, based on precise earnings projections and development budgets after a pilot phase in year 1, forecasts reaching profitability by Year 5 with a net income of approximately \$618,305 and projected revenue of about \$1,200,000. This financial success will be realized by forming partnerships with over 20 universities and achieving sales of nearly 100,000 monthly subscriptions in the fifth year. Our projections demonstrate our strategic expansion and the effective scaling of our innovative mental health platform, aligning with our commitment to making mental wellness universally accessible.

Our approach, grounded in evidence-based methodologies, human-centered design, and AI-driven personalization, positions Chrysolace at the forefront of the digital mental health space. Initially tailored for underserved student populations, our platform is designed to scale across diverse groups, demonstrating our commitment to broad social impact. This adaptability ensures that Chrysolace can meet various needs, helping individuals thrive personally and academically.