

Parents who have an autistic child

Sign up

Role

Condition

Pick a role

Enter Name

Insurance information

Choose diagnosis

Enter contact information

Review the eligibility

Choose child issues

Confirm the correctness of the information

Verify submitted answers

Find a therapist

Suggested therapists

Previous meetings

Availability

Click on list

Click History button

View open hours

Arrange based on relevance

Sort by oldest meeting

See the earliest availability

View differentiating factors

Star favorite

Select a time

See ratings

Add to calendar

Practice

Share with other family members

Evidence-based information blurb

Progress tracking

Add people using e-mail address

Select to learn more about a

Click on a module

Check who did what



View the activity

Tick off once done



SOON

Teleconference
cng

Referral/Affiliate
engine for
clinicians

easy sign up
sign in w/ Google
QR codes

searching
services

LATER

Transcribed
doctor notes
+
Summary (bullet)

api for
providers to
sign up

product for
therapist

Text-to-image/
Video therapy
lessons assist

landing page
template for
services

provider system

ML

schedule
but
think image
events

autism
diagnosis
automation
AI/ML

gaming modules

internet of things
tag for
equipment

VR modules
hardware plug
things

Smartest
AI as
friend

Google
Home
integration

heart monitor on
AI/ML
partnership

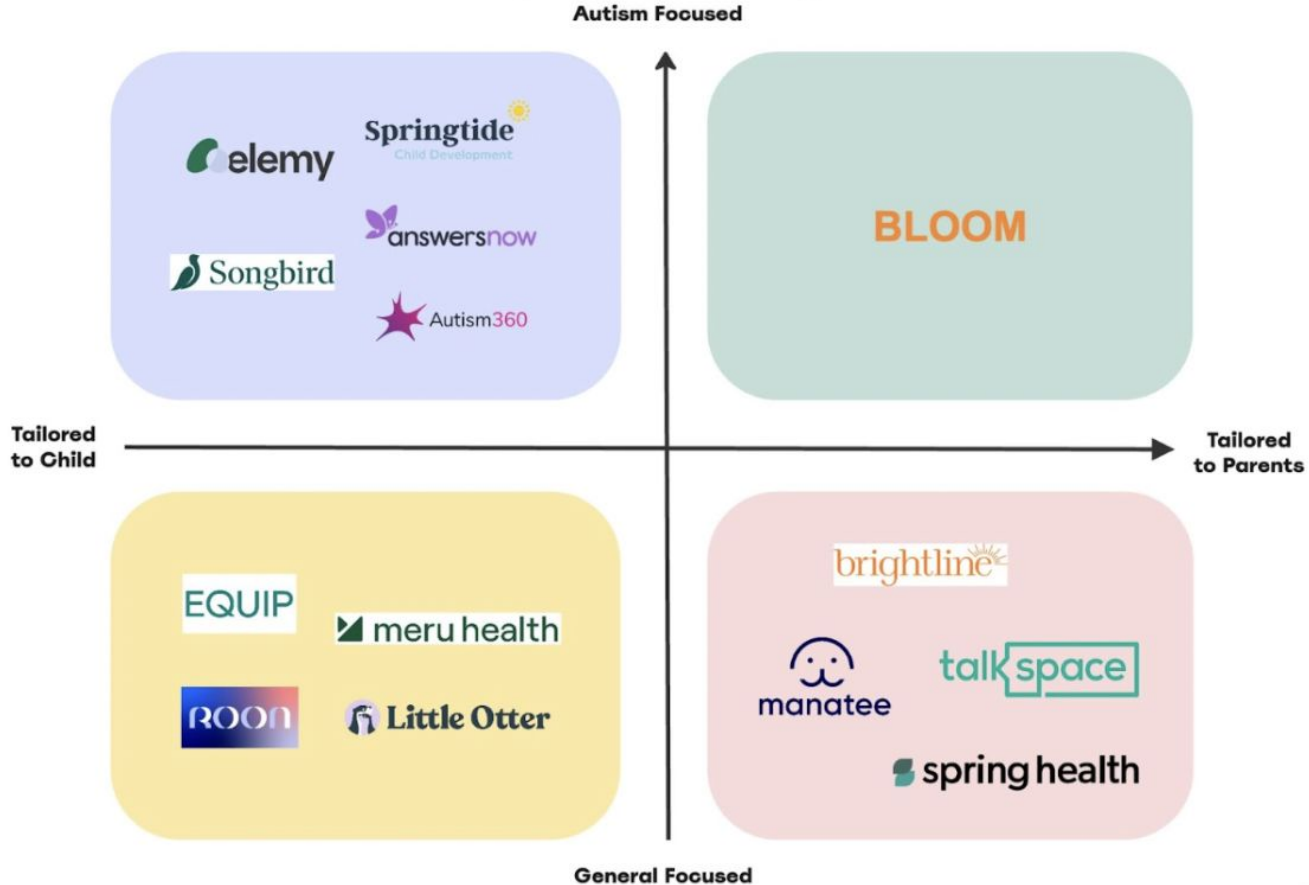
AR glasses
for emotion
tagging

playmate
finder based
on geo-tag

autonomous
robot buddy

autonomous
agent /
caregiver

Competitive Analysis



Key partners

Insurance

Clinicians

Hospitals

Parent support groups

Key activities

Matching parents with therapists

Training and education

Regular sessions

Key resources

Insurance partnerships

Health care provider partnerships

Key propositions

Tailored parental support

Currently, parents get no support for child with autism

Improved parent-child relationship

Improved parent-parent relationship

Customer relationships

Weekly sessions with therapist

Channels

How are you going to reach your customers?

Insurance providers

Referrals from health care providers

Customer segments

Parents with young children with autism

Costs

Legal cost for regulatory approval

Marketing and sales

Product building

Customer support

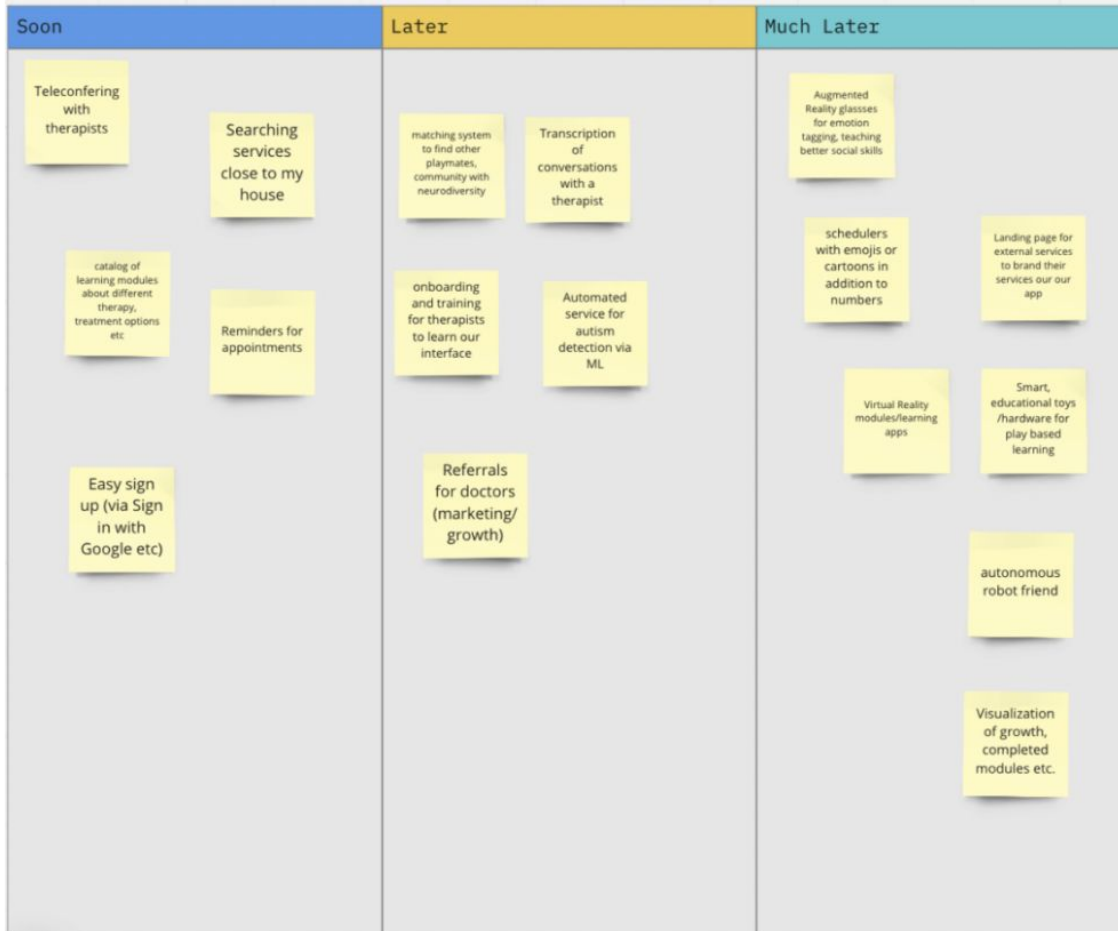
Compensation for therapists

Revenue Streams

Subscriptions

Insurance reimbursement

Out of pocket fees



Soon

Teleconfering with therapists

matching system to find other playmates, community with neurodiversity

catalog of learning modules about different therapy, treatment options etc

Visualization of growth, completed modules etc.

Later

Transcription of conversations with a therapist

Searching services close to my house

Smart, educational toys /hardware for play based learning

Referrals for doctors (marketing/growth)

Much Later

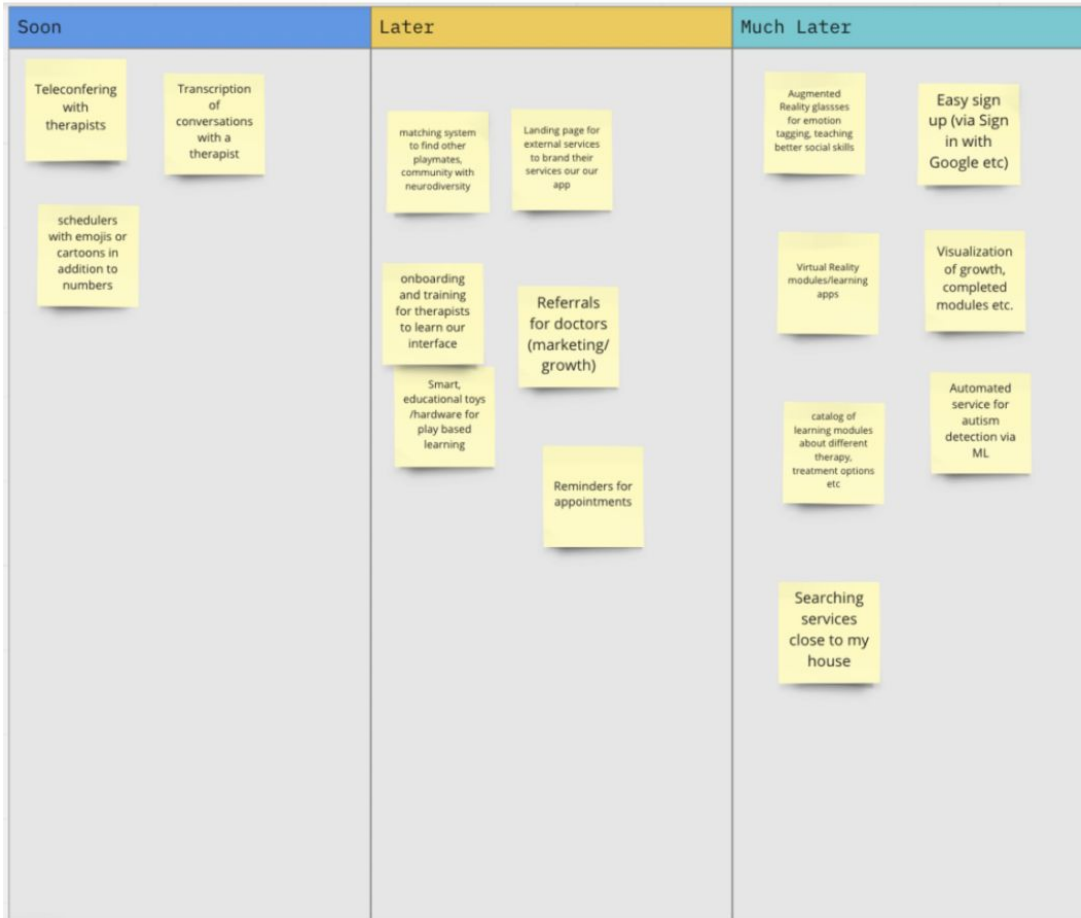
Automated service for autism detection via ML

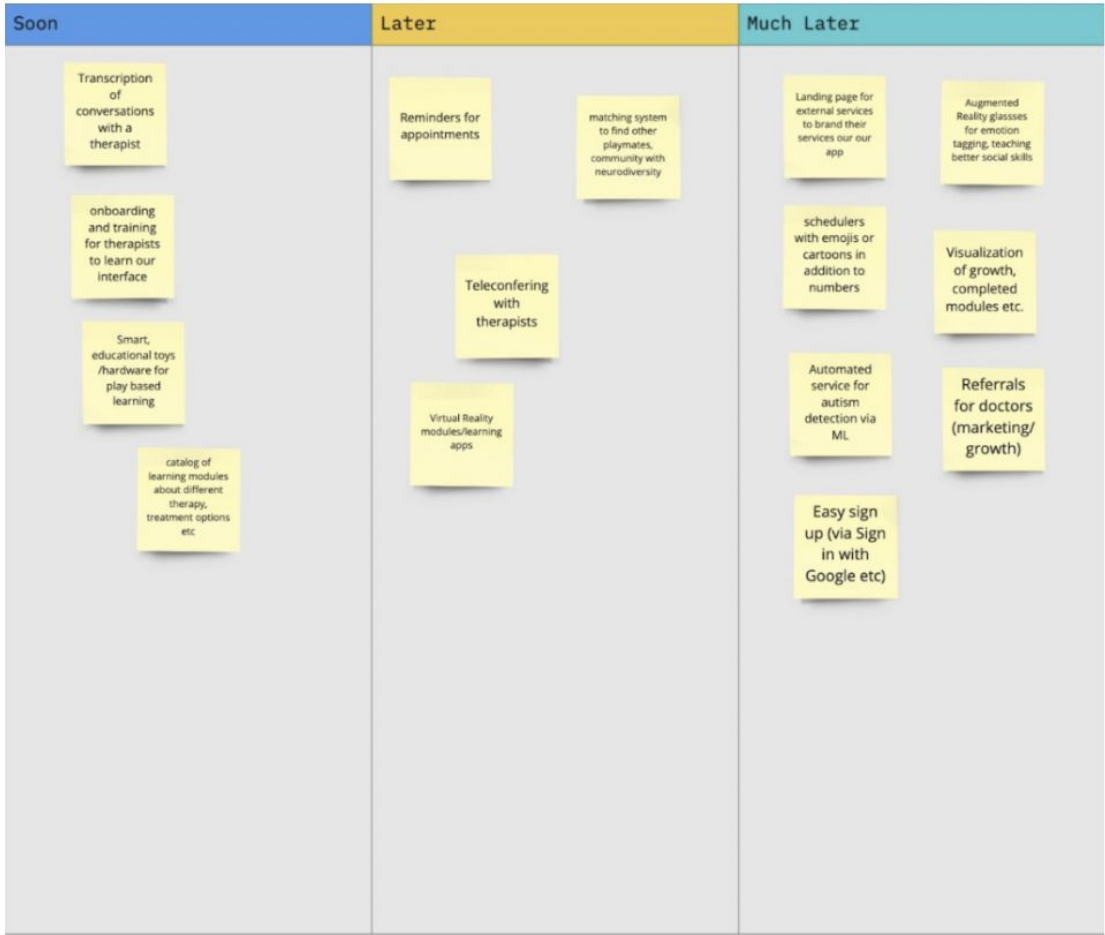
schedulers with emojis or cartoons in addition to numbers

Landing page for external services to brand their services our our app

Virtual Reality modules/learning apps

Reminders for appointments





Transcription of conversations with a therapist

onboarding and training for therapists to learn our interface

Smart, educational toys /hardware for play based learning

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Augmented Reality glasses for emotion tagging, teaching better social skills

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Easy sign up (via Sign in with Google etc)

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Art of communication components training

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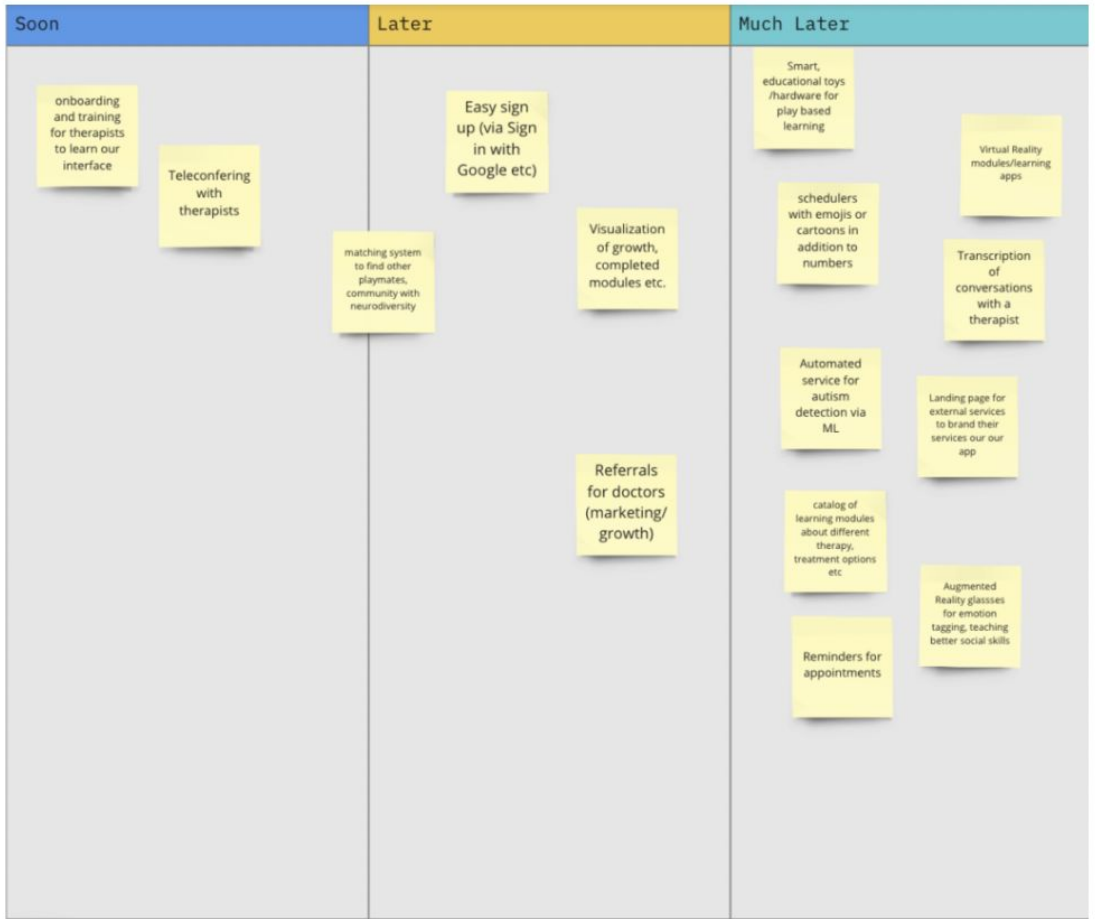
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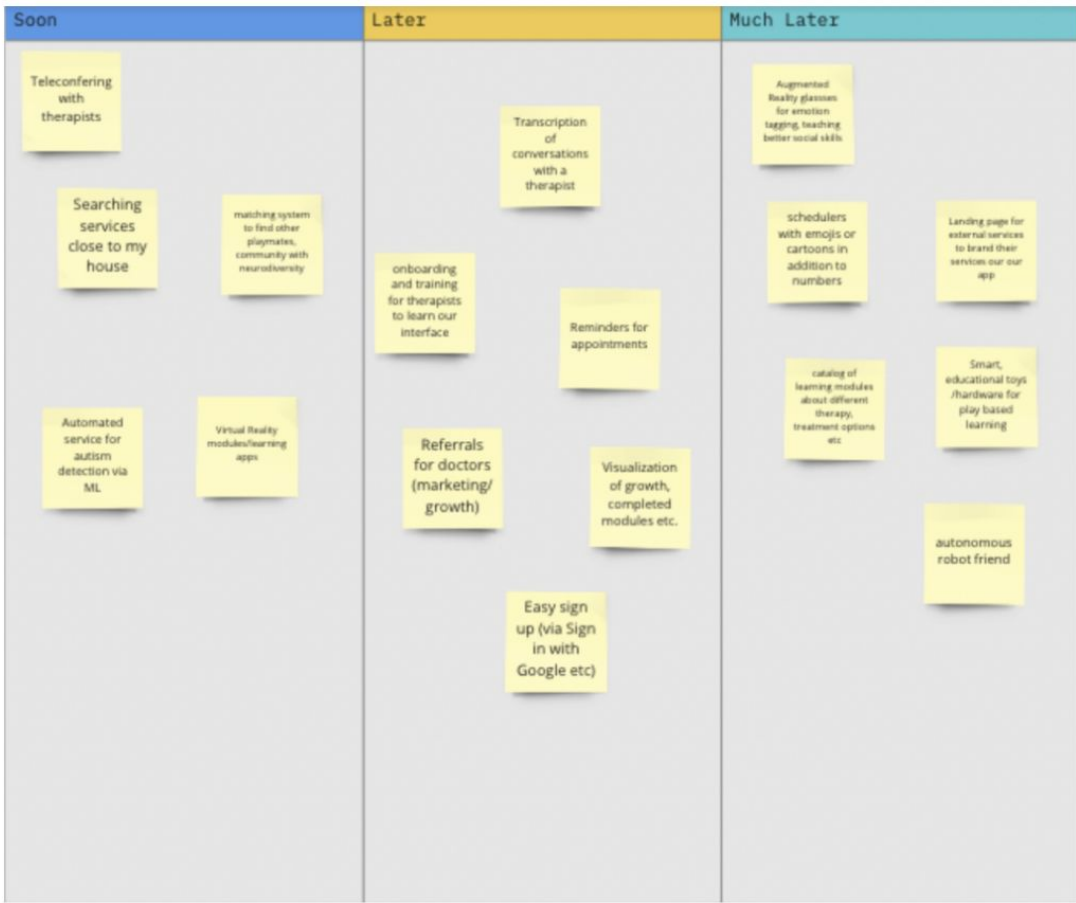
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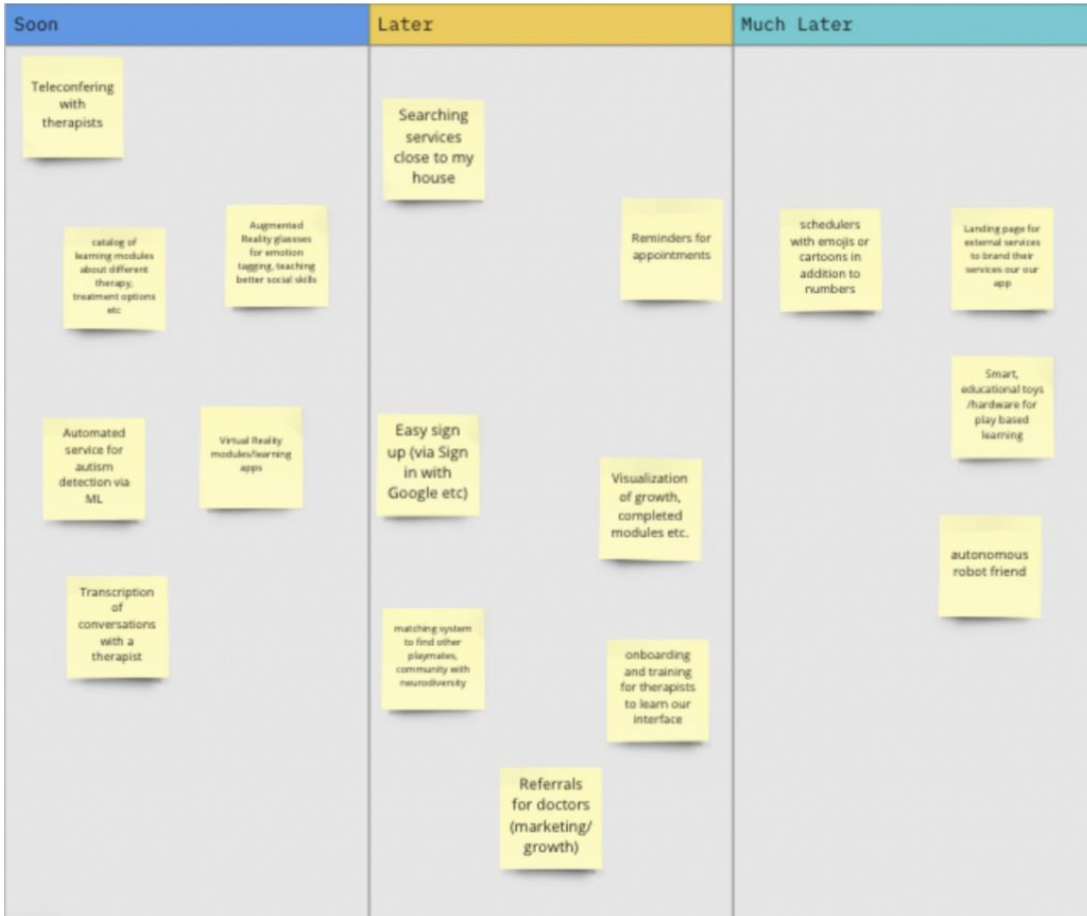
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1.

Bloom will get approved by regulatory bodies such as FDA.

2.

Parents will be comfortable with mobile apps for therapy.

3.

Therapists will agree to work in the Bloom model.

4.

Agency model is better than the marketplace model.

5.

Parents will find parents-only therapy valuable.

6.

Insurance providers will accept our product.

7.

Licensing boards will allow therapists to follow the Bloom model.

FDA will approve Bloom within 5 years

Therapy on a screen can be as good as therapy in the real world

Ease and speed of teletherapy is sufficient for its traction even if therapy is better in person

Bloom can onboard insurance companies or extend a credit line/insurance service for mental health or neurodivergence

Parents will have the time to learn effective therapy

Having in house services is better than be a marketplace of services

External therapists will not feel threatened and will support/be a part of the Bloom experience

Parents will be comfortable sharing their children information with the app

Therapists will be authorized to use a third party app

HIPAA check will be attained easily

Insurance will be provided and accepted through our platform

We can operate on a good margin for connecting therapists and users

Parents will find it easy to use the product

Everyone will have reliable access to technology such as internet and phone

Parents will not abandon BLOOM after a few days

We can find really good quality therapists who won't harm our reputation

We can tap into value-based care market to fight on margins

We can create adding value as family needs change over time

We can convince insurance companies to reimburse

We can create defensible product and clinical moats