



# Art of Healing

## BUSINESS PLAN

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December 2019



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# Table of Contents

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<b>EXECUTIVE SUMMARY</b>	<b>3</b>
<b>CUSTOMER/TARGET MARKETS</b>	<b>4</b>
<b>MARKET RESEARCH</b>	<b>5</b>
<b>STRATEGY</b>	<b>9</b>
<b>COMPETITIVE ADVANTAGES</b>	<b>10</b>
<b>MARKETING &amp; OPERATIONS</b>	<b>11</b>
<b>RISKS</b>	<b>13</b>
<b>MANAGEMENT TEAM</b>	<b>14</b>
<b>FINANCIAL PROJECTIONS</b>	<b>15</b>
<b>PROTOTYPE</b>	<b>17</b>



# Executive Summary

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## WHAT WE DO

The Art of Healing is a website that acts as a safe-place for people who struggle with mental illnesses. According to the National Institute of Mental Health, 1 out of 5 adults live with a mental illness. The Art of Healing includes forums that allow people to connect with one another and share feelings and experiences based on their specific mental illness. The site also includes a gallery where people can submit their artwork, view the artwork of others, and engage in conversation about each piece. The Art of Healing provides a form of art therapy that does not require people to leave their homes or pay for expensive therapy sessions. People are able to receive advice from others who have similar experiences or sign up for video chat sessions with a licensed therapist for professional advice. The Art of Healing provides a safe place to connect with others, share thoughts and emotions, and create and view art. The Art of Healing aims to improve mental health and create friendships and support systems that last a lifetime.

## MISSION STATEMENT

To build an online, close-knit community for people struggling with mental health issues and allow them to confide in one another and heal through the use of art and communication.

## VISION STATEMENT

A world that is more accepting and open about mental illnesses and the benefits of working through them together in a creative way.



# Customer/Target Markets

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## PRIMARY TARGET

The Art of Healing's primary target customers are military service members and veterans. The age range of the target customer is 18-65 and includes people of all demographics and geographic locations. According to the RAND Center for Military Health Policy Research, 20% of veterans who served in either Iraq or Afghanistan suffer from either post-traumatic stress disorder or depression. 19.5% of veterans in these two categories have experienced a traumatic brain injury. These three service-related disorders alone have an enormous impact on the demand for veteran mental health treatment.

## SECONDARY TARGET

The secondary target customer for The Art of Healing are civilians who suffer from mental illnesses. The age range for the secondary target customer is 18-65 and includes people of all demographics and geographic locations.

## TERTIARY TARGET

The tertiary target customers are the families of people who have a mental illness. The age range for the tertiary target customer is 18-65 and includes people of all demographics and geographical locations. Families and friends could use this website to better understand what their loved one is going through and gain insight to a specific mental illness.



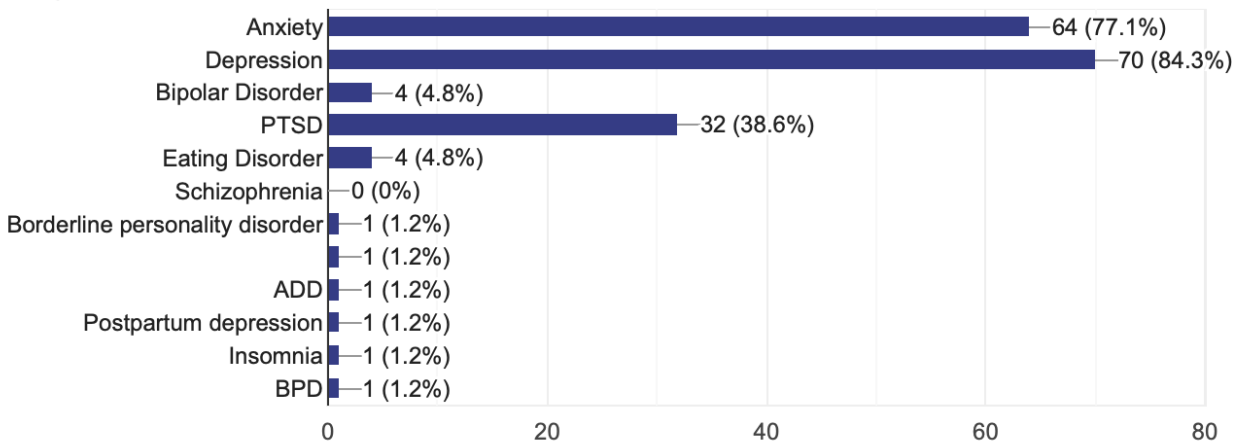
# Market Research

## QUANTITATIVE RESEARCH

I conducted a survey from 11/19/2019 to 12/06/2019 and received 83 responses to the following questions. My goal was to determine if there was an interest as well as a need for the Art of Healing.

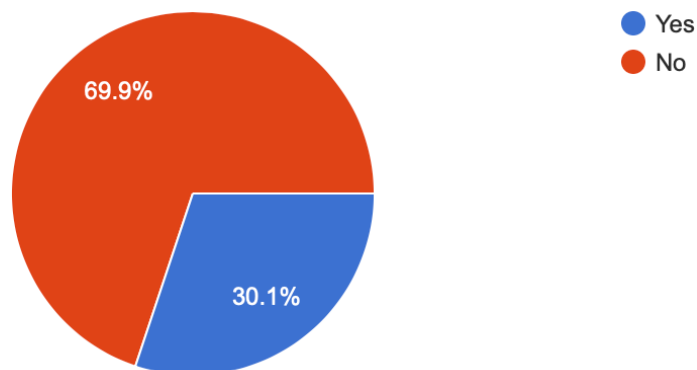
Which of the following mental illnesses do you have? (select all that apply)

83 responses



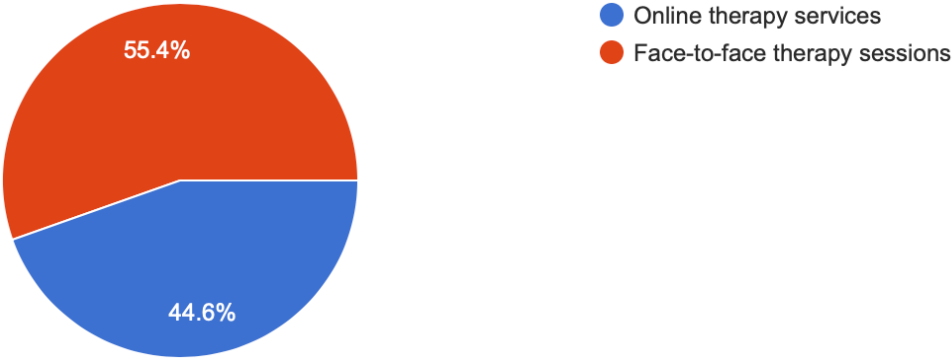
Do you go to therapy for your mental illness?

83 responses



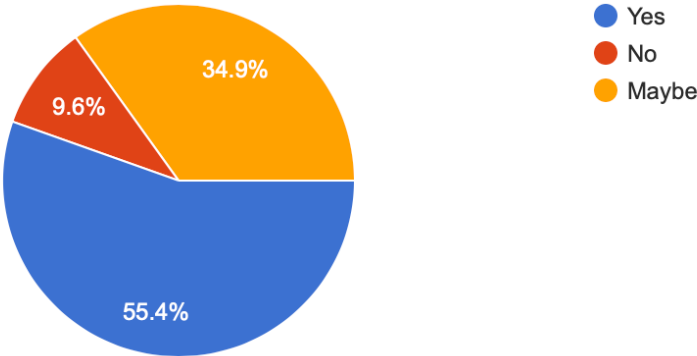
Would you rather use online therapy services (like using a forum to talk to other people who experience the same mental illness) or talk to a therapist face-to-face?

83 responses



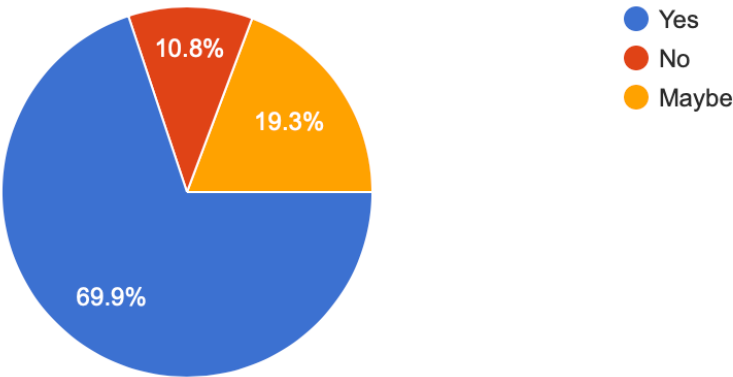
Would you be more willing to talk about your mental illness on a site made specifically for doing so versus a site like Facebook or Instagram?

83 responses



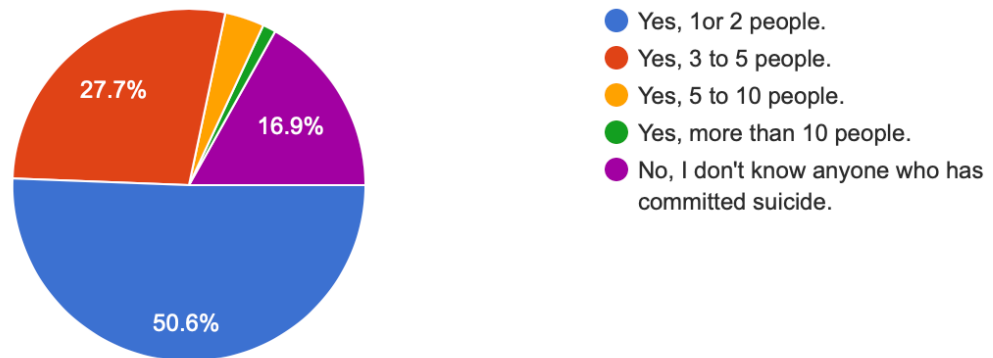
Would you be willing to try creating/viewing art as a form of therapy?

83 responses



## Do you know someone who has committed suicide?

83 responses



## QUALITATIVE RESEARCH

According to my survey, only 30% of 83 people see a therapist for their mental illnesses. The remaining 60% answered a question that explained what their reasons were for not going to therapy. The most common answers included therapy being too expensive (37.9%), not having enough time in their schedule to go to therapy sessions, and feeling like their problems were not severe enough to see a therapist (48.3%). Some other answers that were written as 'other' included people being afraid to voice their issues to another person and not wanting others to know that they were seeing a therapist out of fear of being looked down upon.

Jeremy A. Yocum, a student at the University of Northern Colorado, conducted a survey in 2017 to determine who doodles and why. While the doodle is one of the simplest forms of art, it can help us gauge interest for a website like The Art of Healing. After surveying over 1000 people, Jeremy discovered that 450 people doodle because it serves as a good distraction while 340 of them believe it helps them focus.

330 people said that they use doodling to relax and 240 of them said they don't realize that they are doodling in the first place. The survey also asked what kinds of things people liked to doodle and nearly 700 people said they liked to doodle patterns. 400 people reported that they create scribbles while they doodle. The remaining answers were people, landscapes, and animals which all had 150-180 people who liked to doodle them each.

Jeremy also discovered who was most likely to doodle based on the profession they held. Shockingly, people with a profession in art and design are not the people who doodle the most. While 82% of art and design employees doodle, 86% of the computer and information employees said they doodle. However, life scientists doodle the most out of any career with 88%, while office assistants, students, computer and IT, and community and social service professions very close behind.

## **ANALYSIS**

The research that I conducted and found makes me feel very optimistic about The Art of Healing. Not everyone wants to see a therapist face-to-face for a number of reasons and those people could find that the forums are a perfect place for them to talk about their problems. People who do want to talk to a licensed therapist can utilize our online therapy sessions. There is a need for a dedicated place to talk about mental health issues that is not Facebook or other social media websites. Finally, people seem like they are interested and open to the idea of creating art. Once people learn about the benefits that art can have on mental health through our marketing campaign, I think that people will be eager to give The Art of Healing a try.



# Strategy

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## BUSINESS MODEL

The Art of Healing will use a subscription based model that charges customers a recurring fee (monthly or yearly) based on the type of plan they choose. The Art of Healing will be a Limited Liability Company.

## AVAILABLE PLANS

**Free Membership:** Full access to the forums and gallery but contains ads

**Premium Membership:** \$4.99/month for a monthly video tutorial explaining a new art medium delivered via email along with the newsletter. Premium members receive badges to use based on how long they have been a subscriber. Premium members will also have access to giveaways such as free therapy sessions and art supplies and will no longer see ads on the site.

**Unlimited Messaging Therapy:** \$65/week for text, video, and phone calls. Your therapist will respond to messages daily, 5 days/week. (Billed \$260 monthly)

**Unlimited Messaging Therapy Premium:** \$79/week for text, video, and phone calls + 1 live session per month. Your therapist responds to messages daily, 5 days/week. (Billed as \$316 monthly)

**Unlimited Messaging Therapy Ultimate:** \$99/week for text, video, and phone calls + 4 live sessions per month. Your therapist responds to messages daily, 5 days/week. (Billed as \$396 monthly)

The Art of Healing accepts insurance that covers online therapy sessions such as Medicaid. Members will have to check with their health insurance provider to see if they cover telehealth services.



# Competitive Advantages

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The Art of Healing has competitive advantages over other online support groups who offer therapy services. The first advantage is that The Art of Healing is the only mental health support group that uses art as a form of therapy. Competitors such as Turn2Me, TheTribe, and Daily Strength focus strictly on verbal communication as a form of healing. Creating and viewing art has been proven to increase dopamine in the brain, reduce cortisone (the stress hormone) in the body, and allows people to better control their emotions. The Art of Healing will be the only online mental health support group and therapy service that utilizes the healing power of art. Another advantage is that The Art of Healing will be based online and therapy sessions will occur through text, phone calls, or video sessions. This will make therapy more accessible to people who struggle with physically going to therapy or making time for it in their schedule. It will also help people who do not want to admit they are seeing a therapist since it can be done within the comfort of their own home. The third advantage is that The Art of Healing has access to forums where members can talk to their peers about similar experiences with mental health issues. Instead of having to wait to talk to a therapist, members can utilize these forums and find advice from real people experiencing the same things they are.



# Marketing and Operations

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## MARKETING

In order to find our target market and encourage them to use our website, The Art of Healing will need to visit VA Health centers to reach veterans in need of our services. Another way to reach veterans is by traveling to military bases around the United States where lots of veterans and active duty service members reside. Social media can be used to gain access to exclusive groups made up of active duty service members and veterans which can help The Art of Healing gain more exposure and find people who can utilize our services.

In order to market The Art of Healing to our secondary target market, we will need to visit places like college campuses, doctor offices, and hospitals. We will also have to use social media and SEO to get our website in front of people who are searching for a therapist online.

## OPERATIONS

There are many tasks that need to be carried out in order for The Art of Healing to function properly and be successful:

**Website maintenance:** Maintenance and updates are critical to our success since we are using a website to provide services to our clients

**Therapy Sessions:** Therapy sessions are conducted on a schedule agreed upon by the client and the therapist. These sessions take place during the week from 9-5 but can take place outside of this time frame for emergencies.



**Employee Training:** It is very important that employees are trained on how to properly communicate with clients about mental health issues since it is a very sensitive topic. Employees must also be aware of what to do in situations where they think a member or client may be in danger of harming themselves or someone else so that they can contact the proper person for help.

**Research and Development:** The Art of Healing will continue to do research on art and how it can improve mental health. We will also research new ways of creating art and new art mediums that we believe our members might be interested in. We will present this information to our members within our monthly video and newsletter.

**Growth Strategy:** In order to grow the company, The Art of Healing will travel to places where we can reach people who are in need of our services. Military bases, VA hospitals, regular hospitals, VA centers, college campuses, and doctor offices are all places that we will visit to share information about The Art of Healing. We will also utilize social media accounts like Facebook to reach potential members online.

**Customer Communication:** The Art of Healing mainly communicates with customers through email, however questions may also be answered over the phone or through social media pages. Since The Art of Healing is based online the only face-to-face communication will be done via video chat.



# Risks

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There are a number of risks that come with running The Art of Healing that need to be taken into careful consideration. Stating these risks will allow us to plan and be prepared for these events that may occur in the future.

1. People could find the content on The Art of Healing to be a trigger and may cause members to harm themselves, harm others, or attempt/commit suicide
2. The art that is uploaded by members is at risk of being stolen or reproduced due to the nature of the internet
3. People could take advice from peers that ends up being false and attempt to sue The Art of Healing for false information
4. Mental Health is a sensitive topic and needs to be addressed so that we do not offend anyone viewing our website
5. It is possible that people will not be satisfied with the therapy sessions they receive and request a refund
6. Viruses could be uploaded to the website or shared via links to third party websites in the discussion forums
7. Harassment, assault, and abuse may occur due to having an open discussion forum on the website
8. Members may claim to be someone they are not to cause harm or abuse to other members

# Management Team

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**Stephanie Streeter (Owner/Founder):** Responsible for overseeing operations of the company, building the company's brand, and maintaining the website

**Online Therapist(s):** Responsible for maintaining and being aware of their schedules with clients and conducting therapy sessions via text, phone, or video chat

**Website Moderators:** Responsible for maintaining/monitoring the discussion forum and gallery for offensive or inappropriate content

**Accountant:** Responsible for preparing and examining financial records while also helping clients with both insurance related and regular questions over the phone

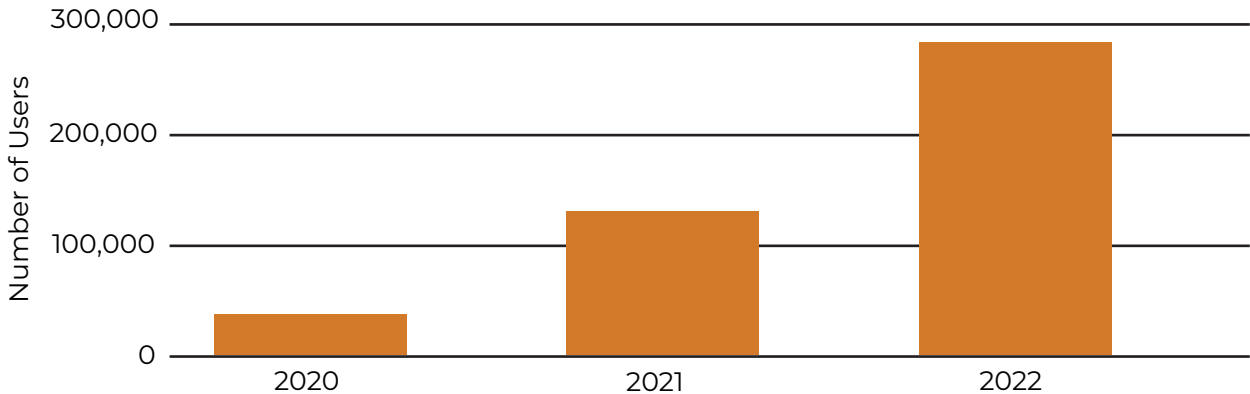
**Video/Newsletter Creator:** Responsible for creating monthly videos and newsletters that contain engaging and exciting content about new art techniques and mediums for members to try



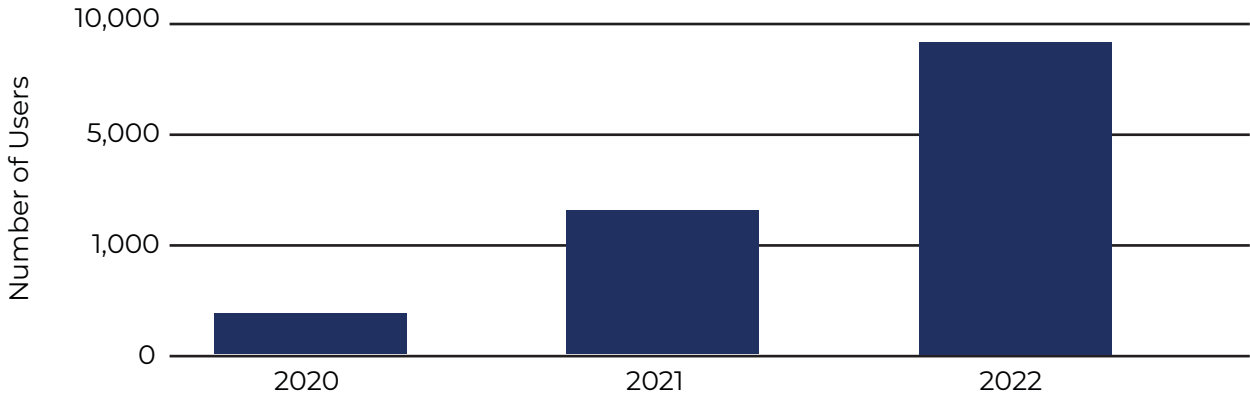
# Financial Projections

The Art of Healing anticipates steady growth in the number of users and sales over the next three years. However, due to the nature of the internet and without the website being launched yet, these projections are hypothetical and are subject to change. Also, profits that come from therapy services are used to pay therapists who work for The Art of Healing a fair rate. Therefore, the premium membership will be the most profitable source of income for The Art of Healing as a website.

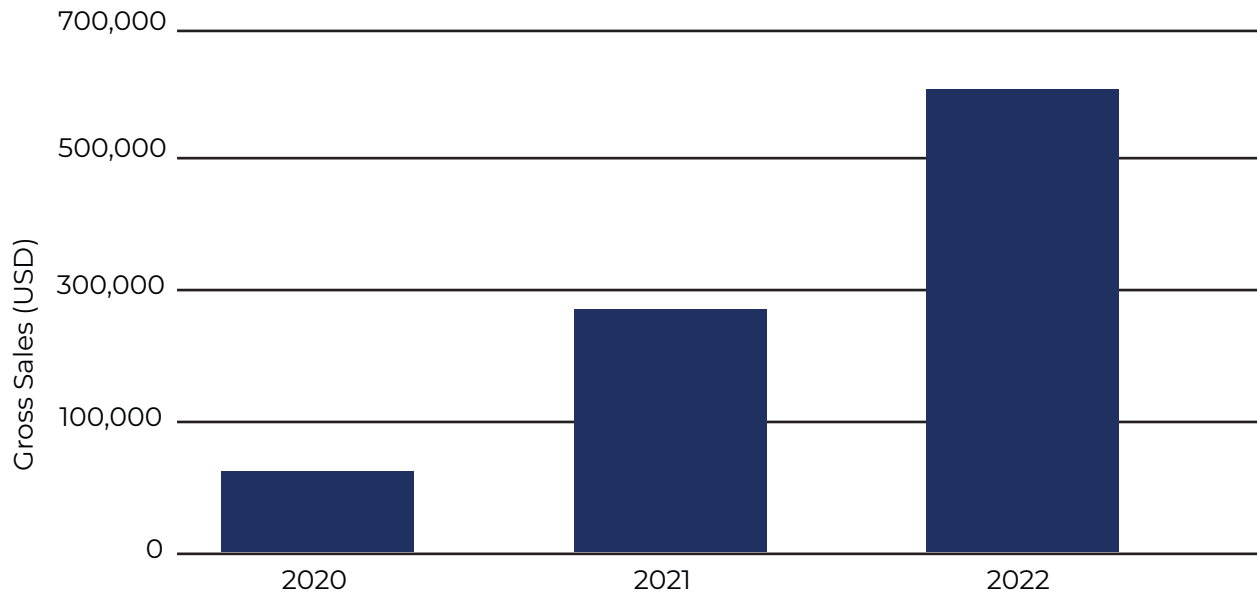
The Art of Healing Projected Number of Members



The Art of Healing Projected Number of Premium Members

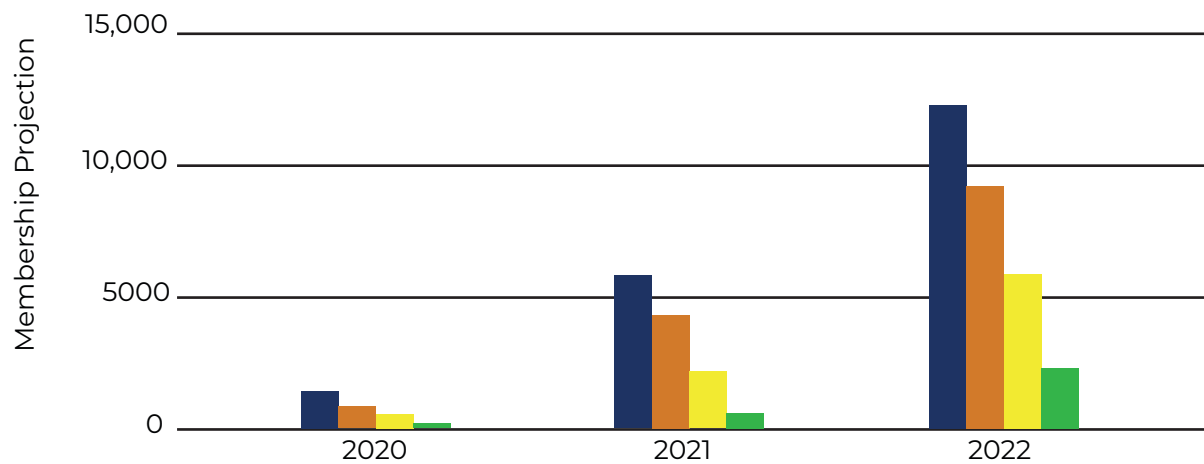


### Premium Membership Sales Projection (USD)

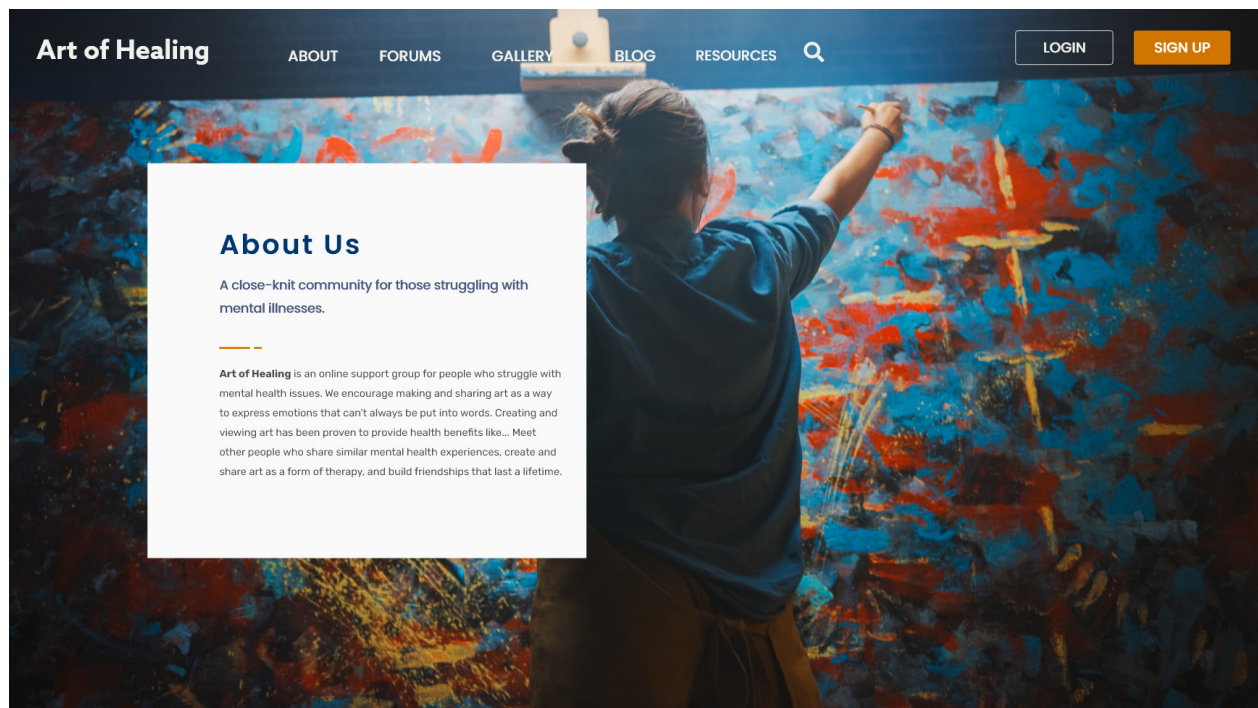
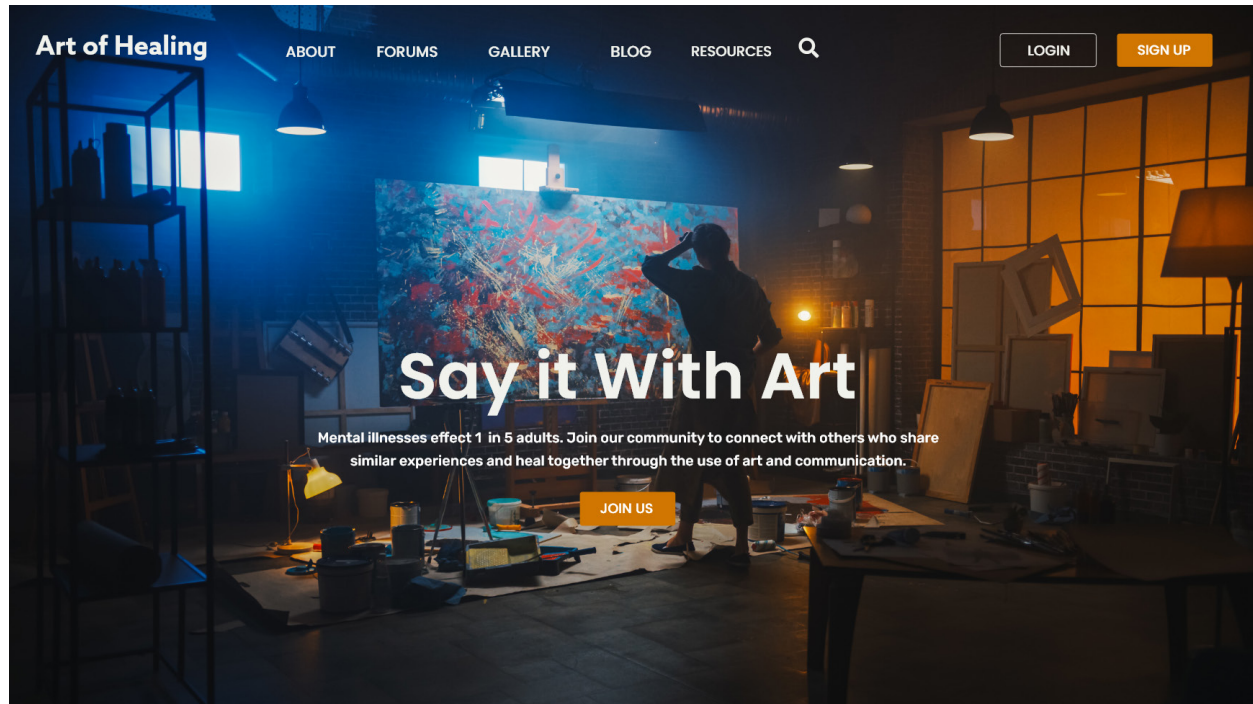


- Premium Membership
- Unlimited Messaging Therapy
- Unlimited Messaging Therapy Premium
- Unlimited Messaging Therapy Ultimate

### Membership Projection (Per Service)



# Prototype



## Forums

Find people who know what you're going through

### Popular Forums

#### Depression

Depression negatively affects how you feel, the way you think, and how you act. It causes feelings of sadness/and or a loss of interest in activities once enjoyed.

#### Anxiety

Anxiety is a nervous disorder characterized by a state of excessive uneasiness and apprehension, typically with a compulsive behavior of panic attacks.

#### Post-Traumatic Stress Disorder (PTSD)

PTSD is a psychiatric disorder that can occur in people who have experienced or witnessed a traumatic event such as a natural disaster, war, rape, etc.

#### Bipolar Disorder

Bipolar disorder, also known as manic-depressive illness, causes unusual shifts in mood, energy, activity levels, and the ability to carry out day-to-day tasks.

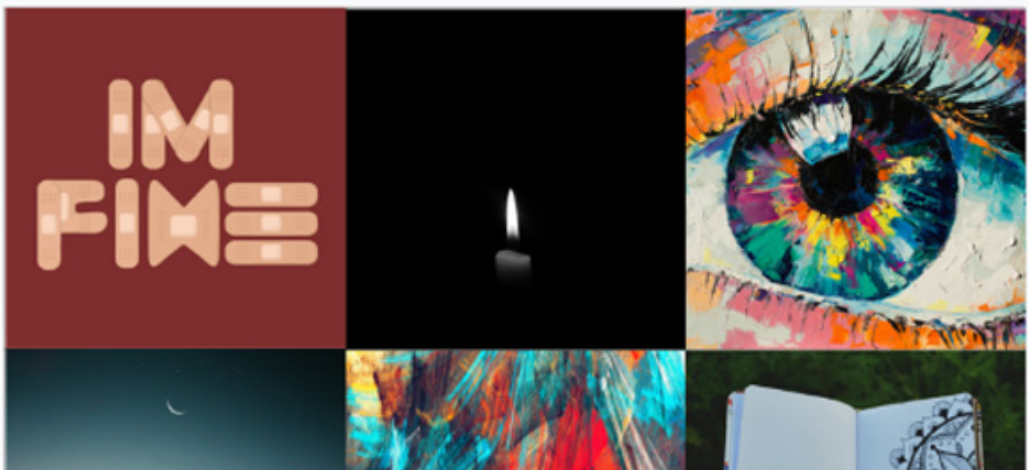
#### Eating Disorders

## Gallery

Browse ArtFix community artwork

POPULAR

RECENT





Art