BUSINESS MODEL CANVAS

Continuum

Clinician-in-the-loop AI

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THE PROBLEM

When Context Breaks, Both Sides Lose

THERAPIST REALITY

Heavy Pre-Session Recall

Scattered notes drain clinical focus.

MUTUAL BREAKDOWN

Unfocused Session Start

Lost context breaks session flow.

CLIENT REALITY

Cost vs. Perceived Value

High fees demand clear progress.

NEGATIVE CONSEQUENCE

Sessions feel purposeless → Strong urge to drop out

FULL CANVAS OVERVIEW

Business Model Canvas

Dashed sections intentionally left empty (discovery phase)

Key Partners

- Clinical Advisors & Early Therapists
- Clinics & Telehealth Platforms
- Cloud, Server & Security Providers
- Therapy Associations & Training Hubs

Key Activities

- Product & AI
- Validation & Pilots
- Security & Ops
- Growth & Partnerships

Key Resources

- Data & Software Infrastructure
- Servers & Data Security
- Senior Clinical Advisor

Value Propositions

- Fast Pre-Session Prep
- Lower Client Dropout
- Clinician-in-the-Loop Control
- Privacy & Data Security
- Higher Retention

Customer Relationships

- Self-service + co-creation
- Automated self-service
- Account + enterprise
- Automated + onboarding
- Dedicated account + tech

Channels

- Direct outreach & therapist interviews
- Psychotherapy groups & specialized events
- Short demos & practical content
- Peer-to-peer referrals

Customer Segments

- Online Psychotherapists
- Psychotherapy clients
- Group therapy
- Mental health clinics
- Telehealth platforms
- Employee Assistance Program

Cost Structure

- Infra & AI Compute
- Product & Ops
- Clinical & Pilots
- Growth & Onboarding
- Security & Legals

Revenue Streams

- Monthly Therapist Subscriptions
- Clinic & Management
- Telehealth & Partners
- Enterprise

CORE DIFFERENTIATION

Value Propositions

01

Fast Pre-Session Prep

Client-reviewed summaries eliminate long pre-session catch-up.

02

Lower Client Dropout

Structured between-session engagement helps prevent early drop-off.

03

Clinician-in-the-Loop Control

Human-guided AI clinical enhancement with full therapist oversight.

04

Privacy & Data Security

Built with strict privacy safeguards and secure clinical data handling.

05

Higher Retention

Drives stronger continuity of care and long-term client retention.

HOW IT WORKS

Early MVP Focus

CLIENT SIDE

Pre-Session Journaling

Clients log key feelings before sessions.

THERAPIST SIDE

Pre-Session Briefing

Clinicians review instant session context.

NEXT FEATURE

Post-Session Docs

Light notes feed future session briefs.

Core MVP (Parallel Tracks) Next Feature

Two parallel MVP tracks first. Documentation next.

MARKET & ENGAGEMENT

Customers & Relationships

	CUSTOMER SEGMENT		ACQUISITION & ONBOARDING
MVP	**Online Psychotherapists** Remote weekly clinicians.	→	**Peer-Led Pilot Access** Fast reach via clinician networks.
MVP	**Weekly Therapy Clients** Online therapy attendees.	→	**Clinician-Invited Onboarding** Zero-friction start via therapist invite.
NEXT	**Clinics & Telehealth** Multi-clinician care networks.	→	**Dedicated Partner Setup** Managed team rollout.

Target Segment MVP Onboarding Next Phase

Warm clinician entry. Zero-friction client invite.

EXECUTION PRIORITIES

Key Activities

MVP CORE

Product & Lean AI

- Meaning-first journaling assistant.
- Cost-efficient AI synthesis.

DISCOVERY

Persona & Friction

- Core clinician persona mapping.
- Workflow friction (booking, rescheduling, AV).

VALIDATION

Pilots & Retention

- Low-cost online therapist pilots.
- Simple onboarding retention loops.

FOUNDATION

Privacy & Secure Infrastructure

Privacy-by-design clinical data pipelines.

KEY RESOURCES

Founding Team

Omid Taji

CLINICAL & PLANNING

- 20+ therapist discovery interviews.
- Medical background & planning.
- Communications & management.

Parmida Sazegari

DATA, AI & PRIVACY

- ML, AI & data pipelines.
- Years handling sensitive data.
- Client data security focus.

Mohammad Amin Arjang

SYSTEMS & ARCHITECTURE

- 10 years software engineering.
- Servers & systems architecture.
- End-to-end technical execution.

CORE CAPABILITIES

Clinical access, privacy-first AI, and resilient systems.

ACTIVE COLLABORATION NEEDS

Key Partners (Seeking)

CLINICAL GOVERNANCE

Senior Therapist

- Define clinical session KPIs.
- Establish HIPAA & GDPR rules.
- Set confidentiality standards.

DATA PROTECTION

Security Engineer

- Protect client & therapist data.
- Prevent breaches & data leaks.
- Harden clinical infrastructure.

THE COMPLETE EQUATION

Core Team + Clinical & Security Partners

REVENUE & COST STRUCTURE

Business Model & Revenue

EARLY ADOPTERS • LAUNCH

First-User Conversion

- Free pilot for early online therapists.
- Locked founding rate for pilot converts.
- Peer referral incentives cut outreach friction.

CORE REVENUE • B2B SAAS

Monthly Subscriptions

- Monthly clinician SaaS subscription.
- Free client access removes adoption friction.
- Clinic & telehealth plans scale next.

COST STRUCTURE

Therapist outreach • Servers & tech support • Security & Senior Clinical hiring

DIGITAL MENTAL HEALTH

Continuum

Enhancing human connection between every session