SOCIAL VACATION

A Productflows presentation

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Product description - WHAT IS IT?

The product would be an app for iOS and Android that **lets you organize travels with other persons** that may be having some mental issues as well.

The innovative and disruptive part is **to rethink the therapy process**. This App lets you organize your holiday while also enabling you to go to therapy: you will be matched to a team with which you will be together for the whole holiday. The goal is to **help each other out,** through the **peer support** technique.

The app focuses on the **prevention** and the **attenuation** of any of the mental issues such as depression, anxiety, addiction, etc...

Everything is centered around the person's experience.

Product description - HOW DOES IT WORK?

The individual can choose to participate in the experience, and will need to provide some data about himself in order to get the best matching result possible.
It is anyway up to the user to choose what data to disclose.

The group of people that selected **the same or similar options will be matched together** and the "teams will be formed".

You are now ready to leave for your holiday to **make connections,** learn new things, meet new people and **support each other**. You will also receive some help from an expert in order to evaluate the progress and make sure **everything is going smooth.**

For better outcomes, the size of these "teams" should be small, no more than 7-8 people

Product description - WHO WILL USE IT?

The target would be **young individuals starting from 18 years old**. Since the numbers are **very high on the youth**, the project will be focused on them in order to help as much as possible. Also people aged under 30 are **more interested to go on holiday and meet new people**. (It would be required to be at least 18 years old for legal reasons but in some particular cases, this could also be prescribed as a medical cure and so many of the legal reasons could be solved together with the parents of a minor.)

There are **no limits whatsoever about the upper bound of the age**, and the **different types of matchings could produce very different outcomes**. Those can be the starting point of an **iterative process for creating the best possible team matching** based on the rate of success of different mixtures of the traits of each team member.

50 %

of all lifetime mental illness begins by age

14

50 %

by

24

Product description - WHO WILL USE IT?

Another reason to focus on the youth is to get them the **support they need as soon as possible** in order to **reduce also the probability of a second relapse** of mental issues.

Furthermore if people can connect with empathic people at a young age, **they will keep this connection for all their life**.

Someone trustworthy other than the family to turn to, is the most helpful thing to prevent suicide. (link)

The product value

IS ABOUT THE PEOPLE YOU MEET

The product value

AND THE FEELINGS YOU EXPERIENCE

Treatment

You will experience a known cure which is based on **peer support**

Holiday

You will enjoy some time off to recharge your battery and make **meaningful connections**
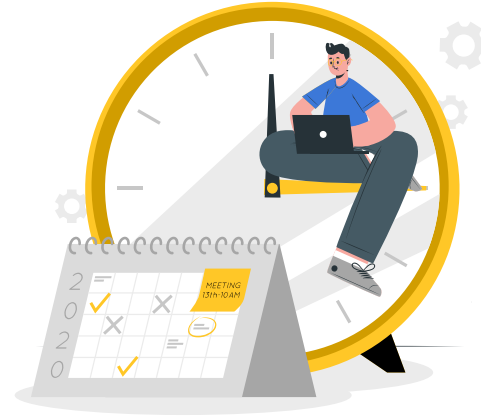
Expertise

You will also **get advices from a professionist** to enjoy the experience **to the fullest**

But why a vacation?

[Many studies](#) have shown the positive effects of a vacation on mental health

- It gives you a purpose in the waiting
- It produces lower level of stress
- It creates new bond and connections
- It helps depression
- It "literally changes some genes" and make you fresh for a new start

Business side

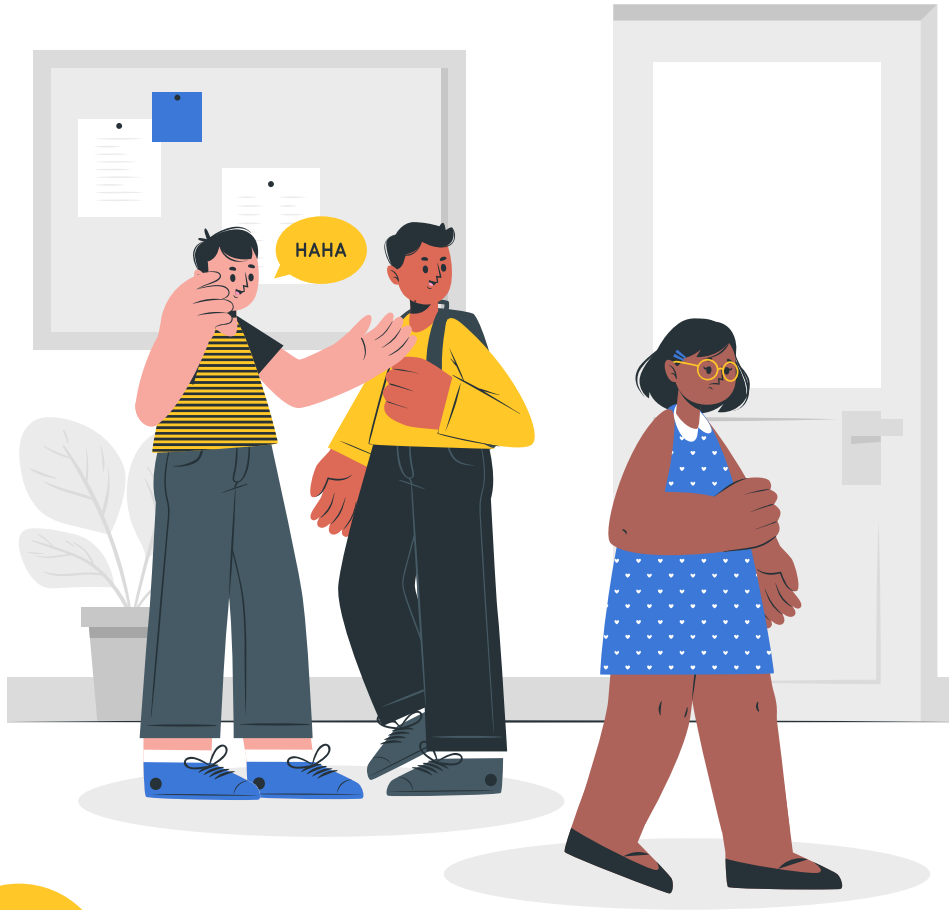The business here will follow the precious insight of the great Simon Sinek

"

"Money is like fuel. Cars need fuel, but the purpose of the car is not to buy more fuel. Business is the same. The purpose of business is not to make money, it's to advance a greater purpose or cause"

Simon Sinek

Business side

The first thing is that **this idea can save lives**. This is **priceless**.

Secondly this idea could have a **positive impact on the government's balance sheet** since the amount of public money spent is about 600 Billion $

Business side

Nevertheless the **possibility to make money** in order for the business to grow and thrive are real and very interesting!

Business side

We are paid for the service we offer.

The cost would be splitted among:

- Travel cost
- Accomodation cost
- Expert cost

The business will charge a 5% of the total of the experience **for each participant**, to cover the overall costs of running the business.

Government and tax money.

The business could also receive some grants from governments or tax money in order to provide extra services to the one that cannot financially afford such a treatment.

Business side

Innovation and disruptions:

- Fear of going to the treatment center (the main cause behind 38% of those failing to get professional help) → there should be **no fears of going on holidays,** conversely it is something one looks forward to**.**

- Healthcare professionals not available (36%) → professional are required **only a small portion of the overall time,** the main work is done by mutual help and some guidelines designed **only once** by professionals

- Financial issues (26%) → **lower cost is achieved because professional are less involved.** Furthermore the cost could be reduced by getting some grants from the 600 Billions lost as a cost from the government.

The evolution

Starting this huge idea all at once would mean failing with a high degree of probability.

That is why the business plan should be divided into phases. The very basic idea would be to **propose small weekends holidays with smaller groups** this time **guided by an expert** that will be present **most of the times. (Higher ratio of cost/day)**

When the first iteration presents some positive traits we could proceed into **adding more people to the group** till the maximum size, and in the **meantime spend less time with the expert**, until some balance is reached. **(Reduced ratio of cost/day)**

The last step would be to make **international travels and also longer times**, in order to get a more meaningful results, and ones that last longer.

The risks

Risk are countless, but I would focus here only on the major ones

1. There is the possibility that **the whole team doesn't help itself,** but it only makes things worse.

2. The cost would be a risk in the sense that somebody could not have **the financial availability** to withstand this opportunity and thus not being able to get the treatment.

3. **Small errors** in this field may result **in catastrophic effects** to the image of the company, that may be irreversibles

The mitigation of the risks

Risk are countless, but can be mitigated

1. That could be adjusted with the help of the expert coming more times and giving advice. Another way to limit this would be to **create rules to limit the bad habits** and again **incentivize the good ones**.

2. Government grants are available all year round, and **we could also accept grants from private companies** in order to take care of their employees. (this could be also a business opportunity on its own)

3. This risk could be reduced with the **right amount of sensibilisation** to the participants and also **to the general public.**

The vision

The road ahead is long and though but it is worth for the cause
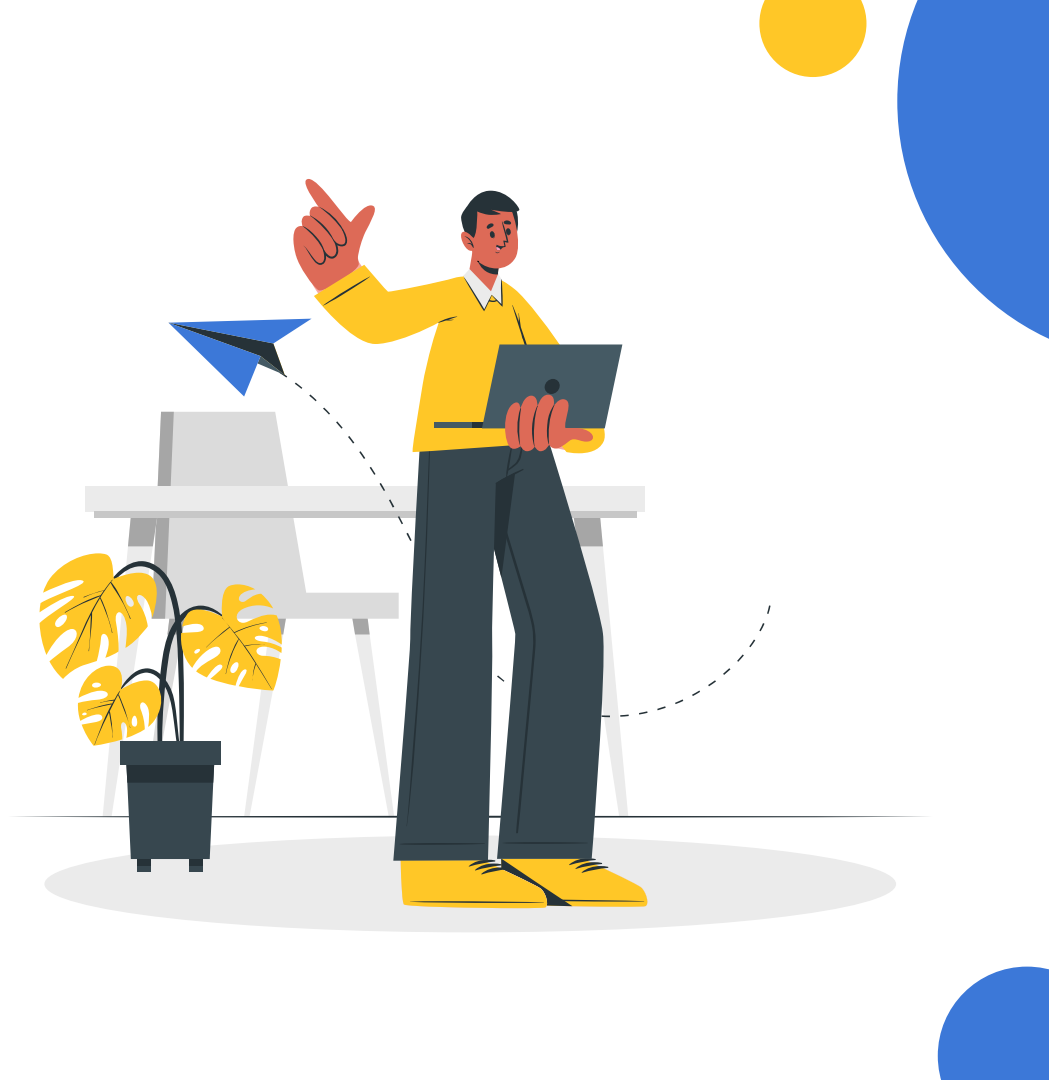
Short-term vision

The short term vision is to help through this "social vacation" as many people as possible, and with a positive effect.

The goal is to provide an **economical form of help**, through the **peer support technique.** Which has strong consensus from the scientific community for its positive effects.

It may start off as **short local experiences**, through an online matching system, involving a guest house, an expert and some side activities.

All of this needs to go through scientific validation before entering the market with something that is not scientifically correct.

Long-term vision

In the long term the project **becomes very interesting** and it could kick off different activities and also open new branches of research.

The simple algorithm that matched similar interests and personal traits, could evolve into a **deep learning algorithm** that will learn from the past choices and results. This AI could potentially find some **new ways of matching people** to maximize the positive effects of the cure.

This very idea of **peer support** could become a **central research domain, enhanced by the data** (with all the privacy precautions) and could help researchers to **make new findings.**

It is also in the interest of the project to **increase the duration of the holiday**, so that the person can have more time to interact and feel more comfortable with the environment. (Which will also become an economic advantage for the company)

It could be of interest to offer a **wider range of activities** to encourage and **get more people involved**.

KPI - Identification

In such a difficult and very subjective environment is not easy to define KPI against which to measure success.

In the short term the success rate will just be provided by **the assessments made by the psychologist**, following a **procedure agreed in precedence**. This form can then saved in the database in anonymous form.

The application itself can also be exploited to ask the **person how it feels** and suggest some activities to do.

The user returning many times to this particular holiday cannot be a sign of success or failure because it could be both. Therefore the assessment of the psychologist is of unique importance.

KPI - Identification

In the long-term, when data availability would not be a problem anymore. There is also the possibility to **automate the process of registering the quality of the experience** through a form on the app.

This would help the individual to understand better the situation and provide the company with **more meaningful insights** to measure success.

Another way of assessing success **would be to offer new vacations or treatments and register the reaction of each individual.**

The goal would be always to be able to **reintroduce this persons to the real world** without having anymore issues of this kind.

One other key factor for the identification of success would be the growth of new users over time, with **referrals link**, because the spread of the word is the best KPI.

Scalability

Since it is a service that leverages the power of computers to offer the experience is **not really bounded by any physical commodity**.

It leverages the numbers of AirBnB to always find **the best house to host the "team".** It can also use AirBnB to **offer experiences around the chosen place**. It can also exploit the availability of open data (where present) to enhance the involvement.

The **only real limitation** is given by the **presence or absence of experts**, especially in the first part of the life-cycle of the product. **That may be the single obstacle through scalability in the first place.**

To avoid such situation, we could leverage sites such: "indeed.com", "upwork.com", and during time build a network of psychologists that can be called when needed.

Milestones

1

Gather information and create some experiences and test them directly with patients

2

Create the **application** and **automate** the steps needed to create the experience

3

Develop and test a **feedback method** to test the rate of success of the treatment

4

Expand the product to **as many people** as possible, through **sensibilization** and **wider range of options**

In conclusion

128,000

is the number of lives that can be saved yearly in Europe with a very effective treatment strategy ([link](#))

*"There are no algorithms, AIs, technologies or fairy tales that can help a person in need, **only other persons**. The right people at the right time **do save lives."***