



Social Interaction Made Intuitive

BROUGHT TO YOU BY

Project Somebody

Team #5

Psychological Impact of COVID-19

Lockdown is the world's biggest psychological experiment - and we will pay the price

Singapore

COVID-19: Worries about pandemic see more calls to mental health helplines

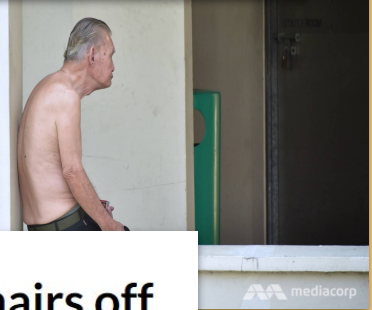


Singapore

Man seen in video throwing chairs off Yishun HDB block arrested

'Urgent studies needed' into mental health impact of coronavirus

Effects of lockdown and of Covid-19 itself could be deep and long-term, say researchers



Our Solution: SIMI App



A mobile app that ignites **deeper engagement** through curated **family-oriented contents**



SIMI Features



Create a profile and
**build your own
family tree**



SIMI Features

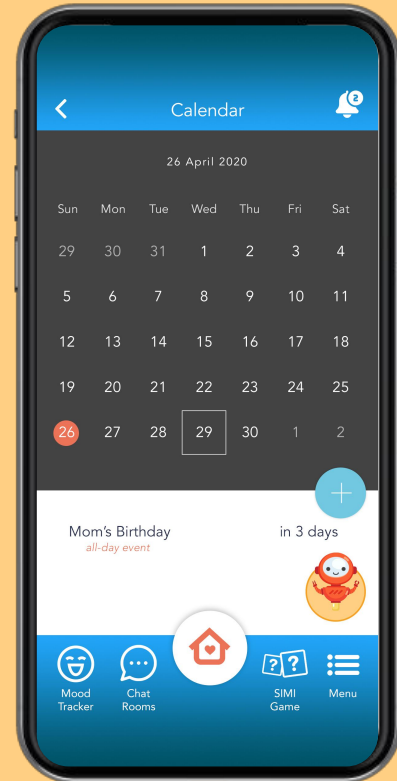
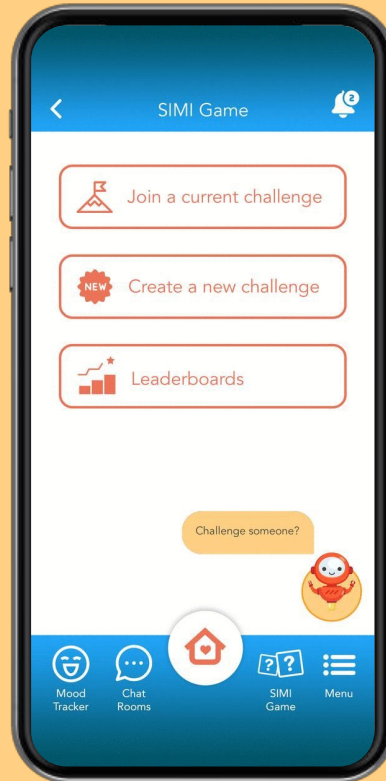


Mood check-in &
let others know
how you feel!



SIMI Features

Be inspired by
curated contents
that help **foster**
deeper
conversations



SIMI Advantage



Curated contents
Connect emotions
Create commonalities

Business Model

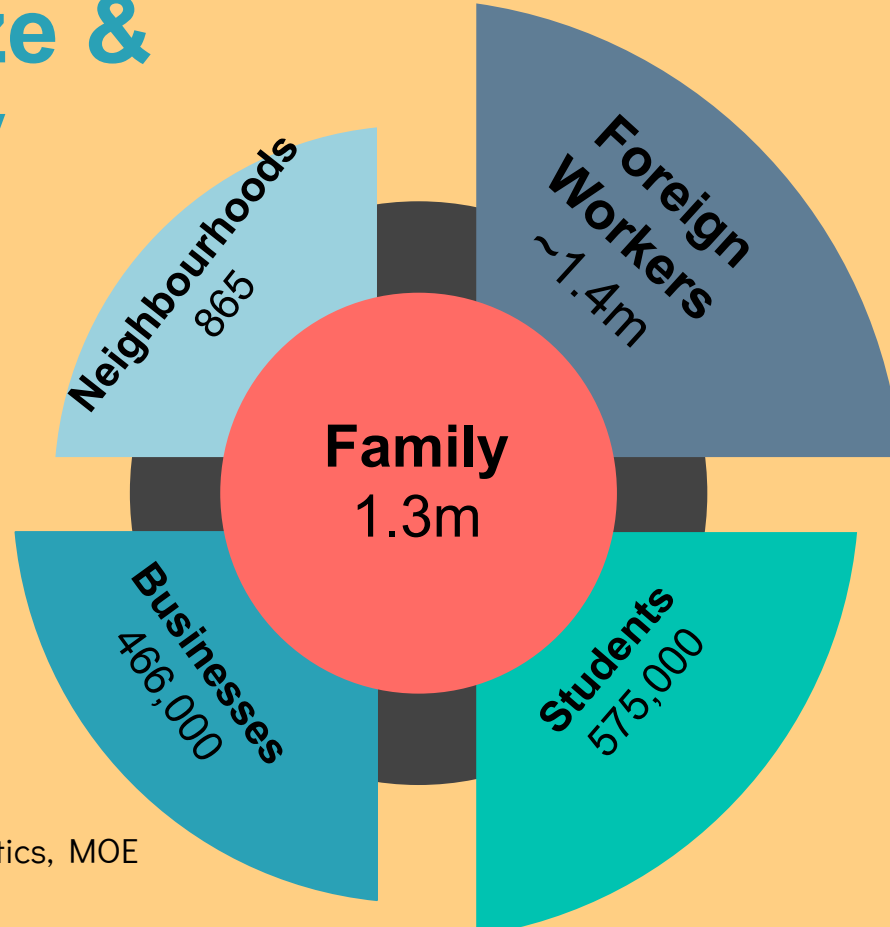


- Freemium
- Lead generation fee

Deployment Timeline

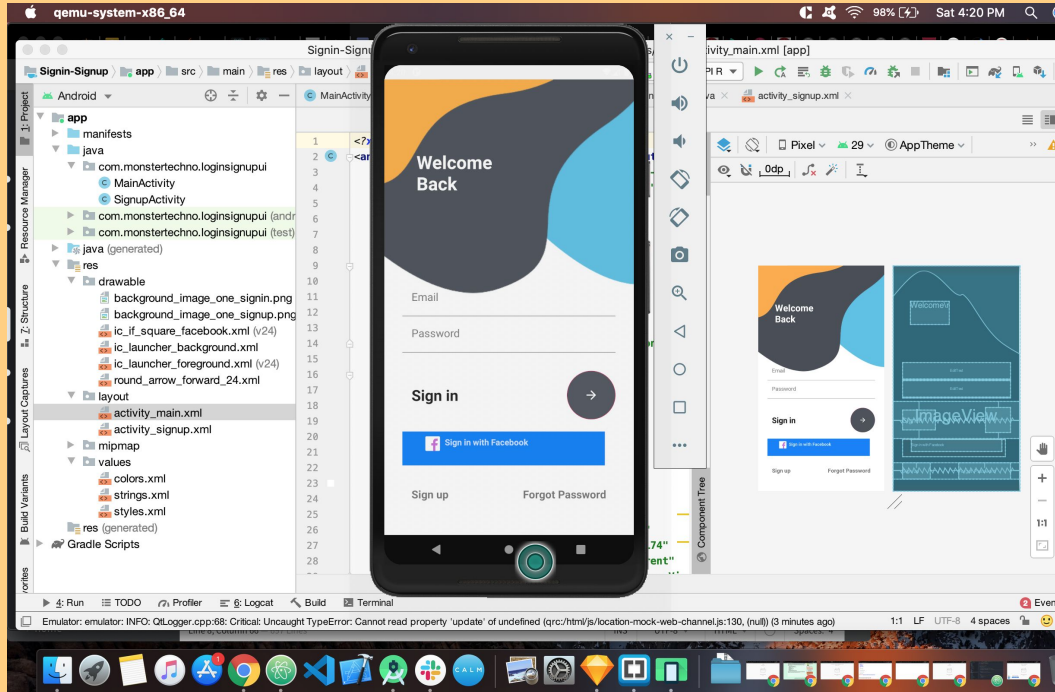


Market Size & Scalability



Source: MOM, Singapore Statistics, MOE

APP Development



Add Mood:

Emotion:

☐ Fear ☐ Disgust ☒ Love ☐ Surprise ☐ Anticipation

☐ Happiness ☐ Trust ☐ Sadness ☐ Anger

Reason: 0 / 20

Social Situation (Optional):

☐ By myself ☐ With someone else

☐ With a few people ☐ In a crowd

Picture (Optional): ☐ ☐

Use Location: ☐

2019-12-27 at 13:11

Edit Mood:

Emotion:

☐ Fear ☐ Disgust ☒ Love ☐ Surprise

☐ Anticipation ☐ Happiness ☐ Trust

☐ Sadness ☐ Anger


Reason: 15 / 20

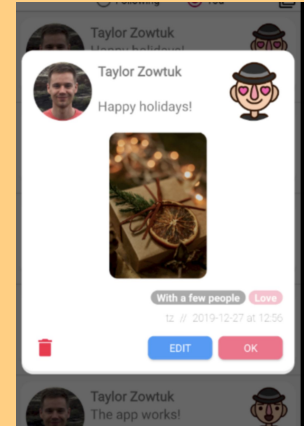
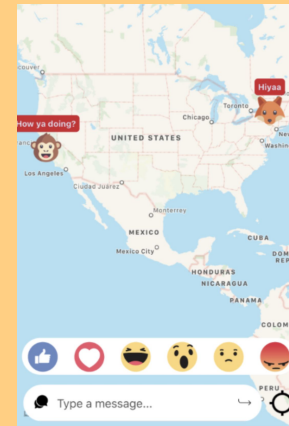
Social Situation (Optional):

☐ By myself ☐ With someone else

☒ With a few people ☐ In a crowd

Picture (Optional): ☐ ☐





Our Team



Yu Siang
Business Incubation



Liang Hung
Operations



David
Entrepreneur



Shiu Heng
Designer/Marketer



Thomas
Developer



Hamza
ML Analytics



Join us in making social interactions intuitive!

Thank you

