

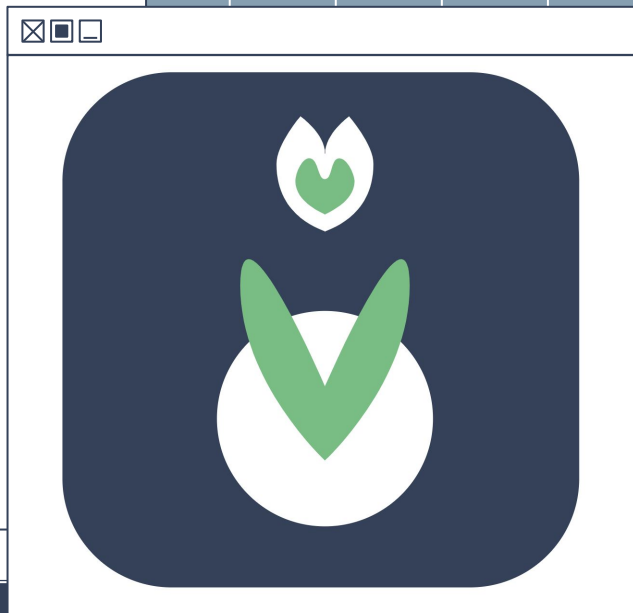
SNOWDROP

Snowdrop Box: The Mental Health
Subscription Box that connects you
with a community



A gift just for you

By Rebecca, Zara, Sasha and Lucie



The Problem



- Mental health and loneliness is a problem around the world that many people face
- COVID-19 and isolation have increased depression and anxiety

What do we sell and what are we offering?

- A \$40 monthly subscription box
- A connection with local businesses and others in your community
- Matching people with similar issues and life experiences
- A gift for yourself!





Target Audience



7.77 mil. people

live in the Bay Area.



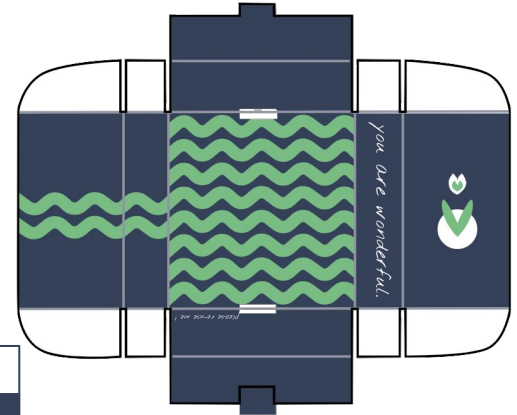
240,000 teenagers

in the Bay Area could use
mental health support.

What's in it?

- 4 items from local businesses
- Item choices based on the quiz and backed by science!
- A brochure explaining the products and offering a meditation or workout routine
- A monthly challenge

THE BOX



EXAMPLES

- Workout routines to help relax and destress the body
- Skincare routines to encourage self-care and self-worth
- Seeds to garden with → improves memory, creativity, self esteem, and decreases PTSD and stress
- Journaling to reduce symptoms of anxiety and depression



THE BOX

Our personalised quiz- we want to get to know you

Snowdrop mental health quiz

This quiz will help us personalize your mental health subscription box. This box is not aiming to solve your mental health issues, but to help you cope in a healthy and inclusive manner. Please answer truthfully.

Disclaimer: according to the HIPAA laws, if we believe you may harm yourself, others, or know of someone who wishes to harm someone else or themself, we are obligated to tell.

YOUR EMOTIONS REALLY CAN FIT IN A BOX :)

What age are you?

Long answer text

What are your pronouns?

- ☐ she/her/hers
- ☐ he/him/his
- ☐ they/them/their
- ☐ other
- ☐ Don't know

What's your name?

Long answer text

What are you interested in?

- ☐ Reading non-fiction
- ☐ Cooking
- ☐ Meditating
- ☐ Decorating
- ☐ Comforting sensory items (fuzzy blankets, stuffed animals)

Would you like to connect with someone in your community?

- ☐ I'd like to connect with small businesses?
- ☐ I'd like to connect someone in a retirement home
- ☐ I'd like to connect someone young
- ☐ I'd like to connect with opportunities and charities
- ☐ I'd like to connect with a mental health professional
- ☐ I'd like to connect with someone who has a similar identity to me
- ☐ I'd like to connect to someone with a similar situation to the one I am in
- ☐ I would like to connect online
- ☐ I would like to connect in person
- ☐ I don't feel like connecting right now

- ☐ Sports
- ☐ Journaling

What's your name?

Long answer text

What do you struggle with?

- ☐ Overworking
- ☐ Self-esteem and worthiness
- ☐ Coping with global issues (ie climate change, racism, global tensions/conflicts)
- ☐ Financial struggles

Do you have a pet?

Long answer text

What is your ethnic background?

Long answer text

- ☐ Financial struggles
- ☐ Sleep
- ☐ Feelings of belonging and community
- ☐ Overwhelming worries or fears
- ☐ Loneliness
- ☐ Suicidal thoughts
- ☐ Understanding of your culture
- ☐ Identity uncertainty
- ☐ Stress/anxiety
- ☐ Fear of losing loved ones
- ☐ Other..

What is your sexuality?

Long answer text

What is your address?

Short answer text

What charities would you like us to donate to?

Long answer text

Anything else you would like us to know?

Long answer text

The community – human interaction

- Post quiz
- Cultural enrichment
- Activities you want to do
- Combats loneliness and isolation
- Access to therapists
- Builds a community and expands your views and horizons



Financial help

- Connecting people with opportunities for education, human connections, food banks, and fun activities
- Though those with financial struggles might not be able to purchase the subscription box, the human connection aspect will be especially emphasised.





A monthly wellness box just for you!

Welcome to our
website, we
are so glad to
have you!



“IN ORDER TO
BLOOM, WE MUST
GROW ”



SNOWDROP



Our competitors vs Snowdrop



- A more customised client experience
- Eco-friendly packaging, transportation and funding use
- A partnership with local communities and small businesses
- Not only a box, but also a community!





MISSION



Building a community

- Social media
- Eco-friendly packaging, transport and money use
- Human connections
- Pairing with small businesses, food banks, homeless shelters, and retirement center



Support of small businesses

- Low prices
- Box discounts for small businesses
- Partnerships with local companies



Improvement of mental health

- Encouragement of healthy coping strategies
- Combating loneliness / isolation



Who is supporting us in our endeavors?

Retirement
homes

Small
businesses

- The Redwoods, a community of seniors
- Cogir senior living
- Collaborate with small businesses, working with reciprocal advertising and discounted pricing ranges.



What will we use our money for?



Contents of box
and selection



Marketing,
partnerships, and
salaries



Packaging
materials and
taxes



Building our
website



Customer service



Transportation/
shipping



First year sustainability plan

First year sustainability plan:				
Items	Cost	FTE (\$15 per hour/30 hours per week)	Per box	Number of boxes sold
Website + hosting	-\$1,000.00			
Marketing		0.5		
Packaging material			-\$2	
Content of the box			\$0	
Partnerships w/ local businesses + sourcing		0.5		
Transportation/shipping			\$0	
Customer service		0.2		
Content of the box selection		1		
Assembling the package		1		
Therapist		0.5		
Matching people and screening		0.5		
Accounting		0.1		
Insurance	-\$500.00			
Printer/Booklet	-\$500.00	0.2	-\$0.50	
Bank fees	-\$100.00			
Returns (5% of boxes)			-\$0.13	
Customers			\$40	
Total	-\$1,100.00	-\$93,600.00	\$37.38	1000
Bank loans	\$60,000.00			
Profit	\$2,675.00			



After 1 year sustainability plan

After 1 year sustainability plan:				
Items	Cost	FTE (\$15 per hour/40 hours per week)	Per box	Number of boxes sold for sustainability
Website + hosting	-\$1,000.00			
Marketing		0.5		
Packaging material			-\$2	
Content of the box			-\$20	
Partnerships w/ local businesses + sourcing		0.5		
Transportation/shipping			-\$3	
Customer service		0.2		
Content of the box selection		1		
Assembling the package		0.5		
Therapist		1		
Matching people and screening		0.5		
Accounting		0.1		
Insurance	-\$500.00			
Printer/Booklet	-\$500.00	0.2	-\$0.50	
Bank fees + paying back loans	-\$10,000.00			
Returns (5% of boxes)			-\$1.28	
Customers			\$40	
Total	-\$11,000.00	-\$124,800.00	\$13.23	10268

Buy a box 

Build a community



Thank
you for
listening!