

## *Market Research Notes*

### **Context**

- Wennspire is a startup creating a mental health anonymous community engagement platform moderated by AI and humans.
- For this task, starting my internship, I was asked to look into the current market and research where marketing and outreach could be effective.

### **Current Market Analysis**

#### Independent Research

- Due to the stigma surrounding mental health, many people avoid seeking help through their primary care providers and seek to hide struggles from friends, family, and employers.
- Because of this, most people will do research on their own through the channels they are most comfortable with (often social media).
- Marketing within these channels, therefore, is crucial to helping people find our platform.

#### Optimizing the Marketing Funnel

- Awareness:
  - Although the voice of the brand identity we are seeking to create is avoiding sounding “preachy,” educating potential users by addressing common mental health concerns can be beneficial to our marketing strategy if done right.
    - It is important for potential users to first see the signs they may need support, then direct them to resources that could help, in our case, Wennspire.
- Consideration:
  - Once in the consideration stage, which often is after a potential user opens our website or looks at our page to see more content created by us, we must provide in-depth information regarding the value Wennspire provides.
    - A major point I believe needs to be addressed is privacy concerns. Although users are anonymous, they would still be sharing deep and

personal information. Disclosing how their data is stored and protected will definitely help ease those concerned about AI integration.

- Decision:
  - Making the waitlist signup page easy to access and known about is crucial for this stage, as our target is to gain signups to make this platform a reality.
- Loyalty/Retention
  - Informative and possibly even personalized follow-up emails updating users on the waitlist are essential to keeping the people waiting for this platform engaged.
    - I am aware email marketing is not within the proposed strategy by Emmanuel, but I believe this stage is something important to consider, as it is essential that people still feel attended to even after our initial goal has been met.

#### Current Mental Health Service Trends

- Always-on care is considered a major mental health support trend for 2026
  - 28.2% of U.S. adults with a mental illness reported they did not receive the treatment they needed
- AI integration is another projected major mental health support trend.
  - 48.7% of U.S. adults have used LLMs (AI models) for psychological support in the last year
    - People are already developing a sense of trust in LLMs.
    - Wenspire's integration of human moderation alongside AI will serve as a good bridge for users not fully trusting AI tools, providing these individuals with the same 24/7 support while feeling comfortable doing so.

#### Sources:

<https://www.cardinaldigitalmarketing.com/healthcare-resources/blog/digital-marketing-strategies-tips-ideas-behavioral-and-mental-health-services/>

<https://www.springhealth.com/blog/2026-mental-health-trends-for-your-workplace>

## Existing Community Engagement

*(Screenshots omitted from this version.)*

### Key Takeaways:

- Although Reddit shows the username of whoever makes a post, I have found that almost no one uses their real name in their handle, nor do they provide any sort of way to trace their posts to their actual identity. This makes Reddit a valuable resource for finding spaces where users feel comfortable sharing, a useful model for Wenspire
  - Many users fall within the ideal customer range, making these subreddits an excellent reference for the types of help people seek online.
- Reddit (as a somewhat anonymous source for community engagement) has frequent and active posting on subreddits such as r/mentalhealth, r/lonely, and r/trueoffmychest, with people seeking help or companionship.
- Many simply want to be heard and feel connected, and Wenspire's value propositions of 24/7 support and community spaces to talk take this existing phenomenon another step up, formalizing this specific niche of engagement as its own platform.

### Emotional Themes:

- Feeling unseen
- Loneliness despite having friends
- Emotional exhaustion
- Desire for connection and understanding
- Existing relationship issues