



## CONTACT INFORMATION

[linktr.ee/aurora.ai](https://linktr.ee/aurora.ai)

## TEAM

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*Digital & Interaction Design  
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*Computer Science and  
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Matteo Lombardi  
*Design & Engineering student*

Marcello Martini  
*Computer Science and  
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## ADVISORS

Marco D. Santambrogio  
*Academic advisor*

Silvia Danna  
*Psychologist - educator*

## DESCRIPTION IN ONE TWEET

Aurora is the digital companion that helps you take care of your own mental wellbeing. It is the first to provide a natural interaction in mental health tracking through talking with a personalized and Empathetic AI.

## NEED ADDRESSED

Easy and affordable access to mental health monitoring has become crucial globally, especially in the wake of the pandemic. According to the Deloitte Health Equity Institute and the School of Global Health at Meharry Medical College, mental health inequities cost the US government \$477.5B. In addition to monetary costs, the increasing demand for psychological sessions highlights the need for time-efficient solutions. Psychologists require cutting-edge technologies to streamline their workflow. Moreover, efficient self-assessment of mental wellbeing can empower individuals, increasing awareness and breaking down barriers to seeking help for personal health concerns.

## SOLUTION AND PRODUCT

Aurora is a mental wellbeing tracking system that collects the data through the vocal interaction with a personalized AI. The service is provided through a cloud-native application that the users can install directly on their phone. Like a diary of emotions, Aurora invites users to share their experiences daily through short voice messages. From these, the application identifies and organizes key information according to eight specific parameters, selected to describe the user's mental wellbeing status. From this analysis Aurora suggests personalized activities designed to encourage moments of reflection and personal care. In addition, Aurora offers the ability to visualize the collected information through detailed infographics. This feature also makes Aurora a valuable tool for psychologists, who can access the platform together with the user during therapy sittings to review the patient's historical records, optimizing time and quality of the sessions.

## BUSINESS MODEL

B2C Subscription-based

## MARKET -THE MENTAL HEALTH APPS

- Market size was valued at \$5.72 billion in 2023
- Projected to grow from \$5.72 billion in 2023 to \$16.50B in 2030

## COMPETITORS AND COMPETITIVE ADVANTAGE

Aurora competes with wellbeing apps like Apple State of Mind, Balance, and Headspace, which rely on self-evaluation questionnaires. Instead, Aurora uses vocal input for a simpler, more natural interaction, reducing biases from forms. It also suggests personalized activities to improve wellbeing, promoting long-term user engagement.

As a young multidisciplinary team we are putting forth innovative efforts to envision our values of democratizing the access to mental wellbeing health

## TRACTION & ACHIEVEMENTS

- Winner team of *Hack the NECSTCamp* hackathon at Politecnico di Milano
- Prototype of the platform available (TRL4)
- Ongoing user pool testing, data collection, and dataset creation for fine-tuning the LLM model