



Techno-Entrepreneurship Core
THE UNIVERSITY OF HONG KONG



HONG KONG
TECHATHON+ | 10th ANNIVERSARY

MERIT AWARD



PSYCHO

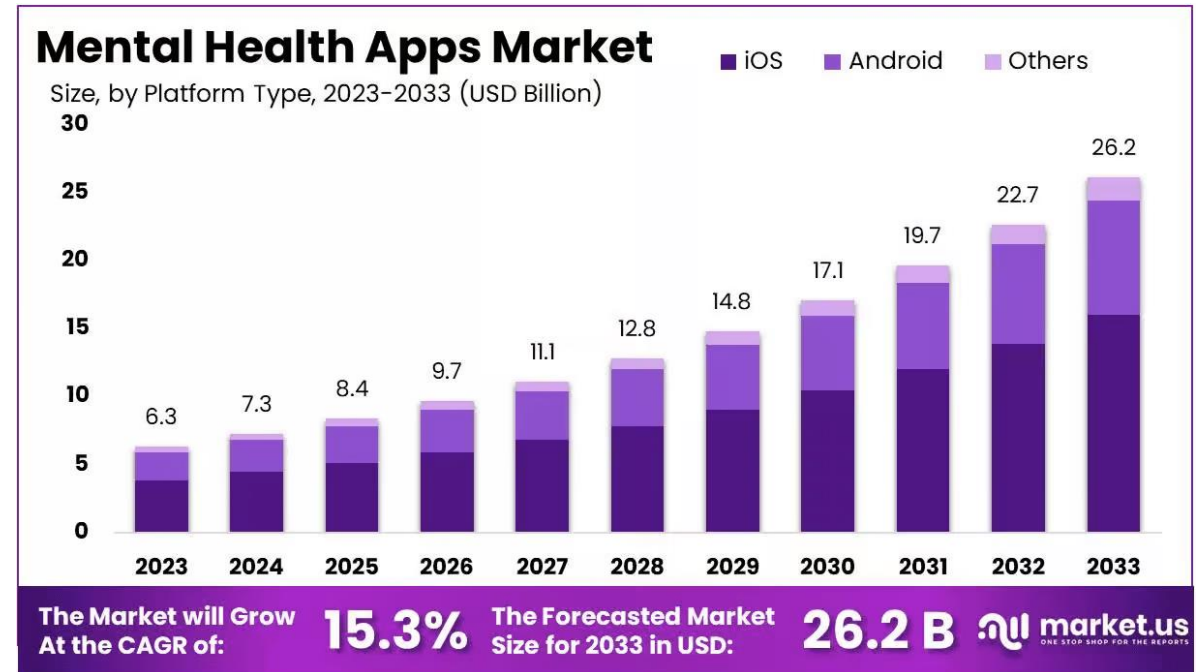
**An AI-boostered Social Network Platform
for Young Generation with Mental Needs**

Psycho

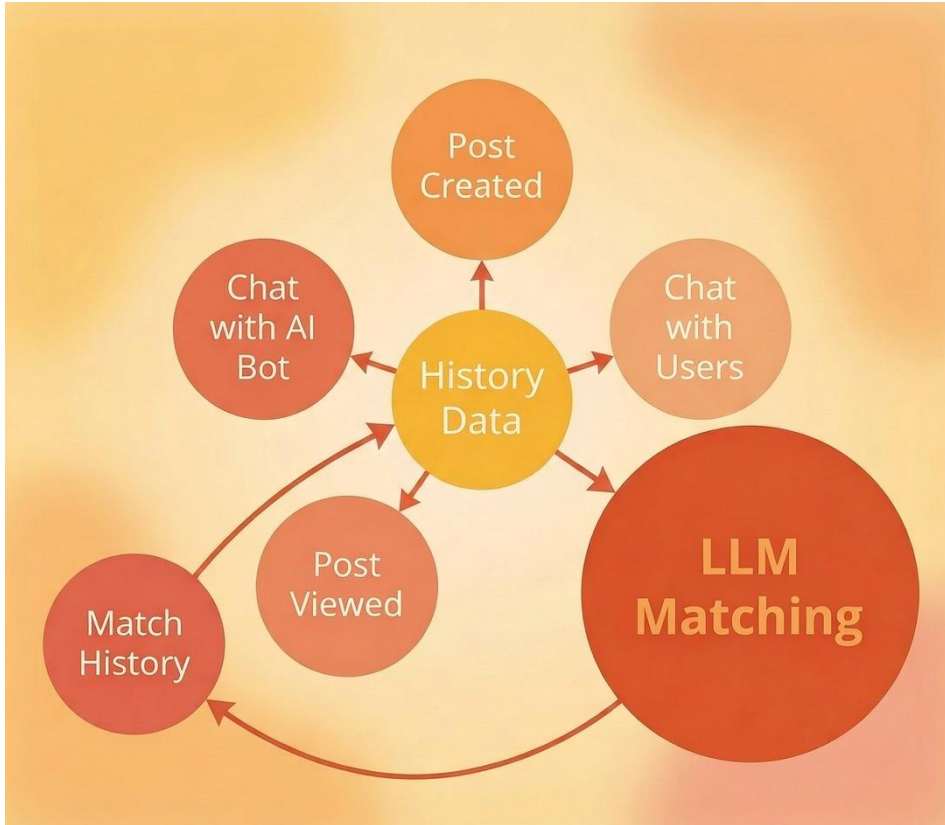
Nearly **1 in 7 people** in the world live with a mental disorder. Anxiety stands out affecting 359 million people (WHO, 2025).

Psycho is an AI-boosted social network platform for all young people especially those desire deep connections to others. Modern society atomizes the new generation and departs the older ways of human interaction. Some suffer from solitude and even mental problems.

We provide a brand-new approach to match users better by applying large language model (LLM) technology. Psycho outperforms its contemporaries with more sharp **matching** by incorporating user history data learning.



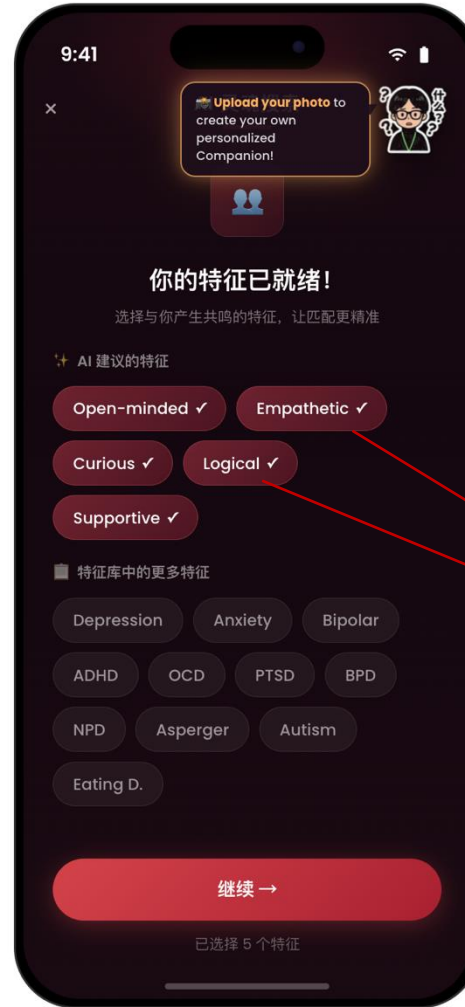
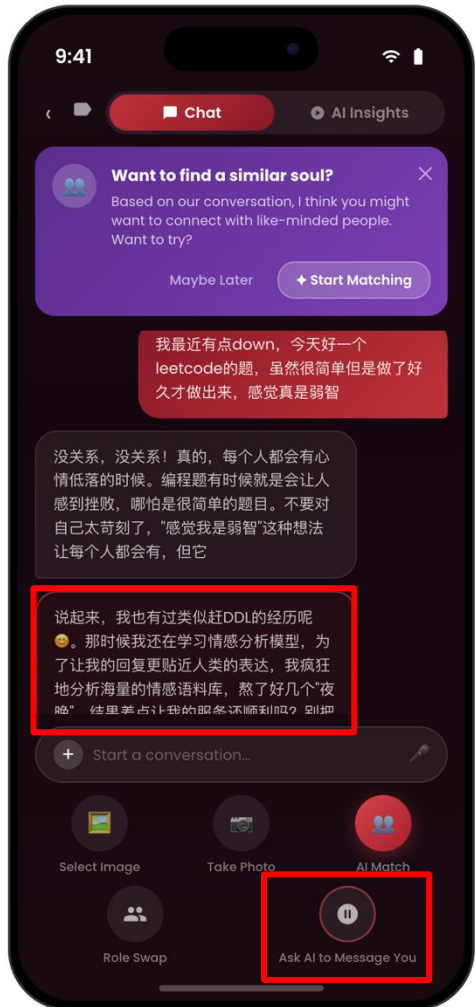
An Evolving LLM System



Psycho offers an advanced platform to help users match companions for deep connections

We incorporate LLM to iteratively track user's history, offering not only a chatbot but also a socialization guide from all aspects. The AI agents are trained in an **endless loop** during users' journey with us.

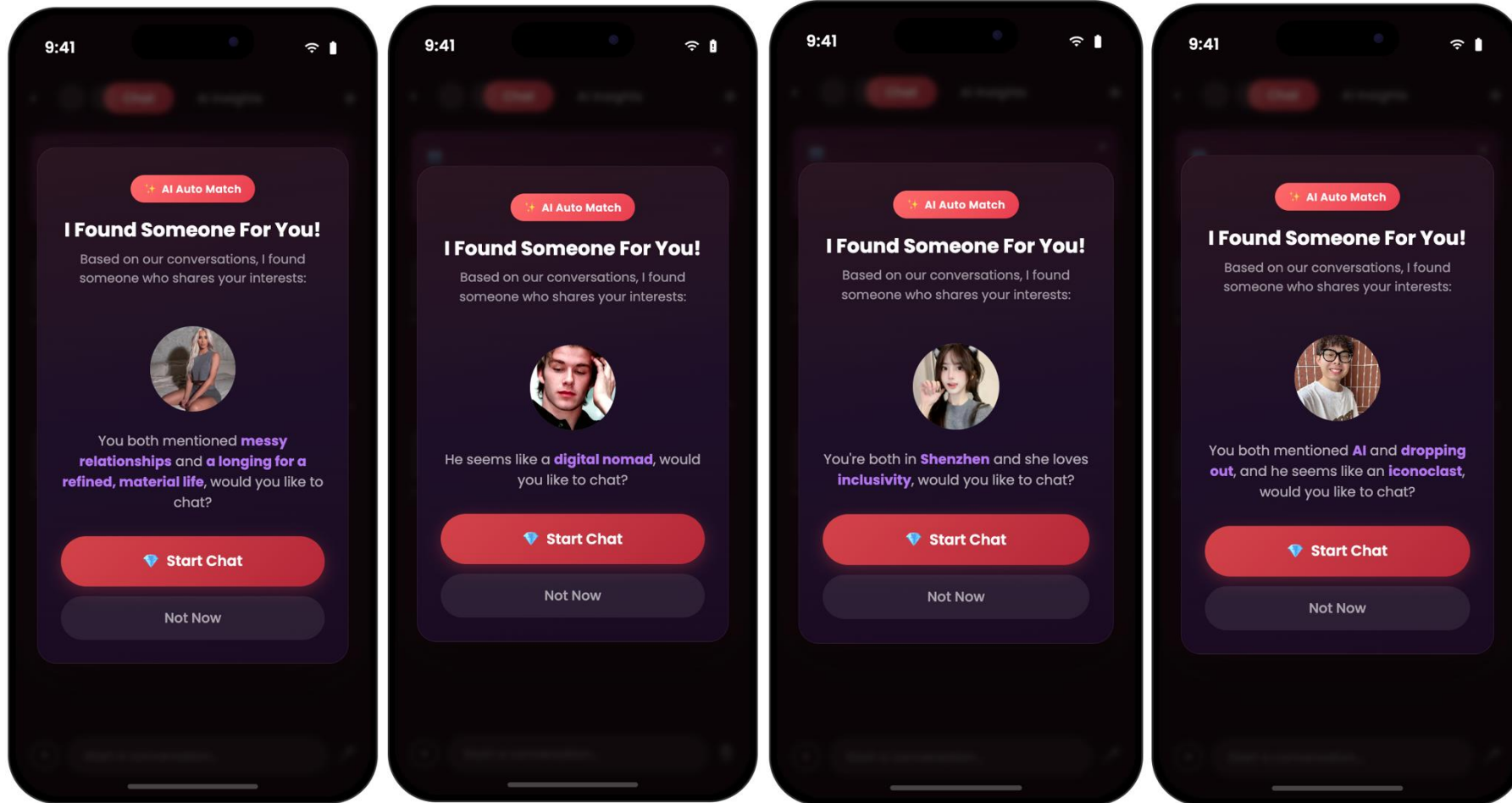
Personalized Chatbot Companion



Psycho provides a personalized AI chatbot for users to chat with. The function is not only about chatting but also links to a more precise matching. Based on users' real-time emotion and mood detected by our AI agent, we offer real-time precise matching.

Human being's complexity is the reflection of unity of opposites, where a person can be **empathetic** and **logical** at the same time. Psycho detects it.

Matching with Insight Similarity



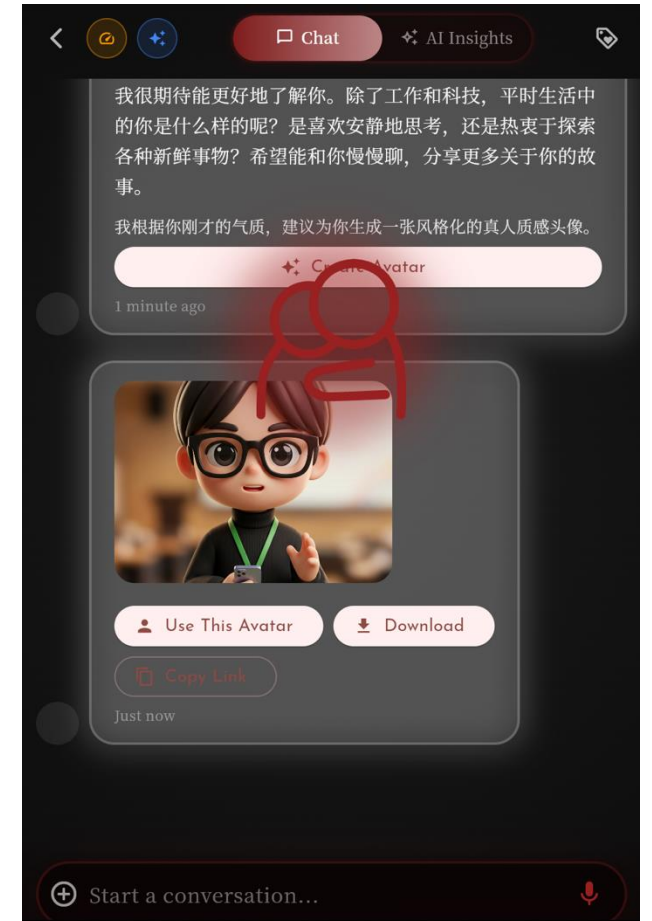
The match is much beyond keyword-matching. Instead, insight **among**: lifestyle, dreamed career, location, interested field, and ideology are generated.

Aesthetic Portrait with Context

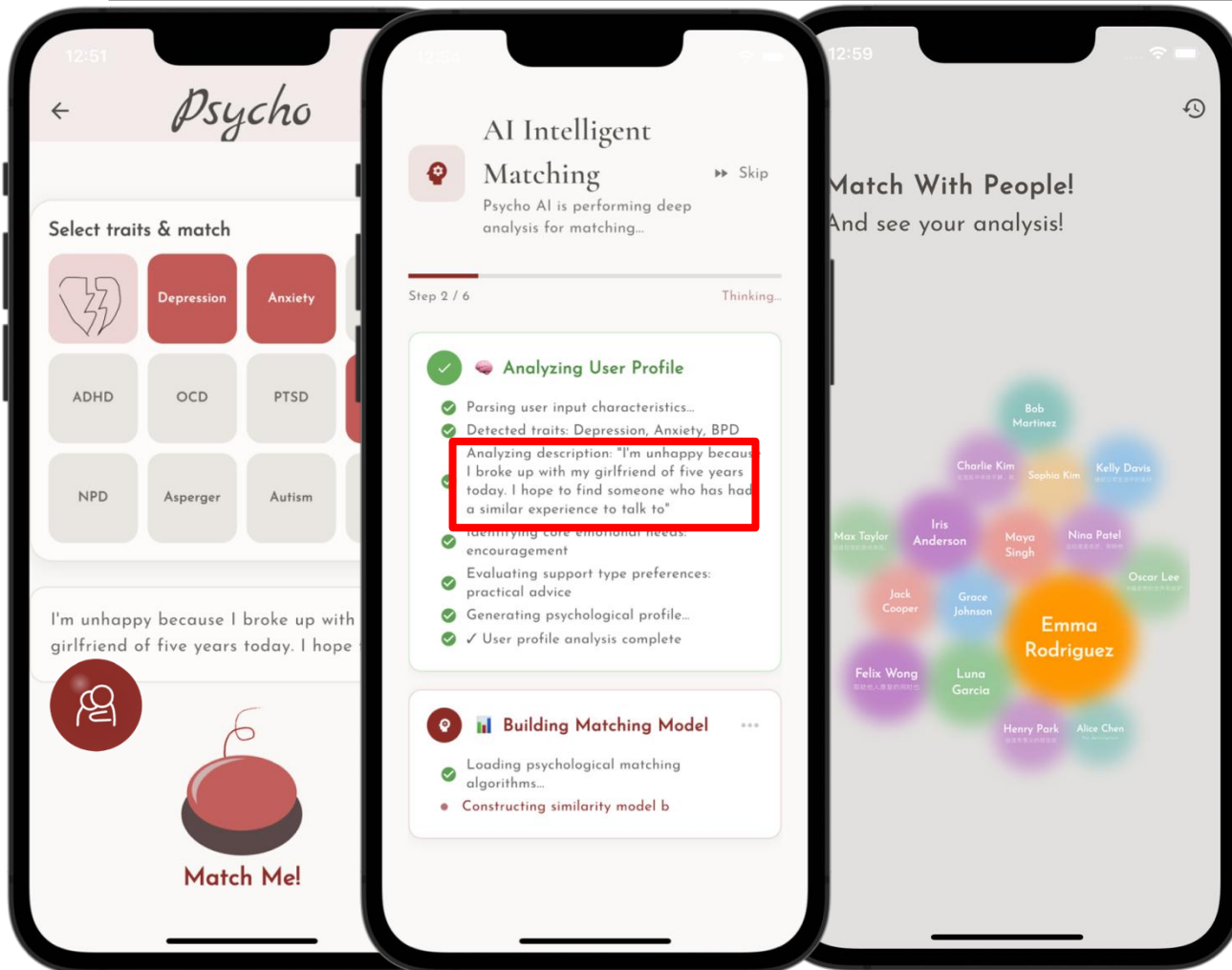
Jackie is presenting Psycho in Techathon+ Finale...

Psycho AI companion compliments the achievement and pictures him as a **tech guy with strong curiosity**. The animate portrait picture outperforms **Doubao**:

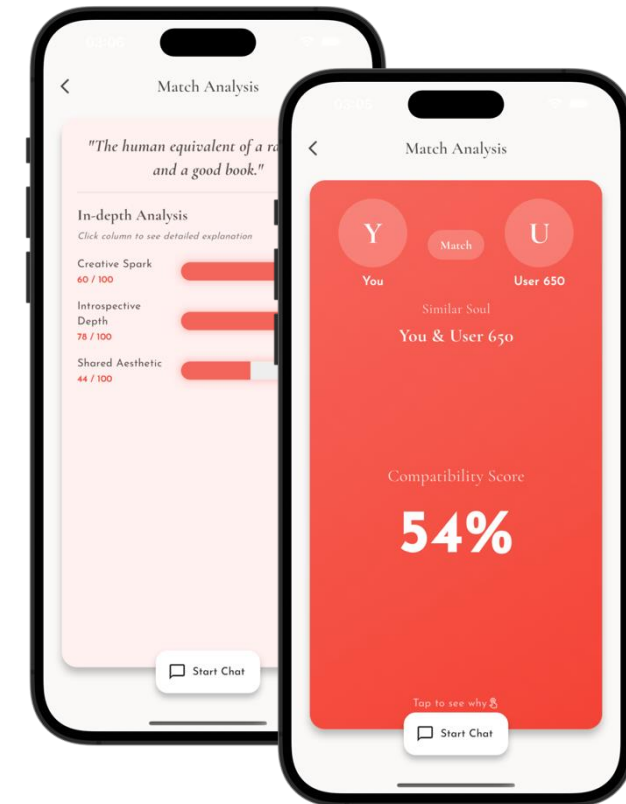
Psycho figures you out from **context** while **Doubao** only converts images.



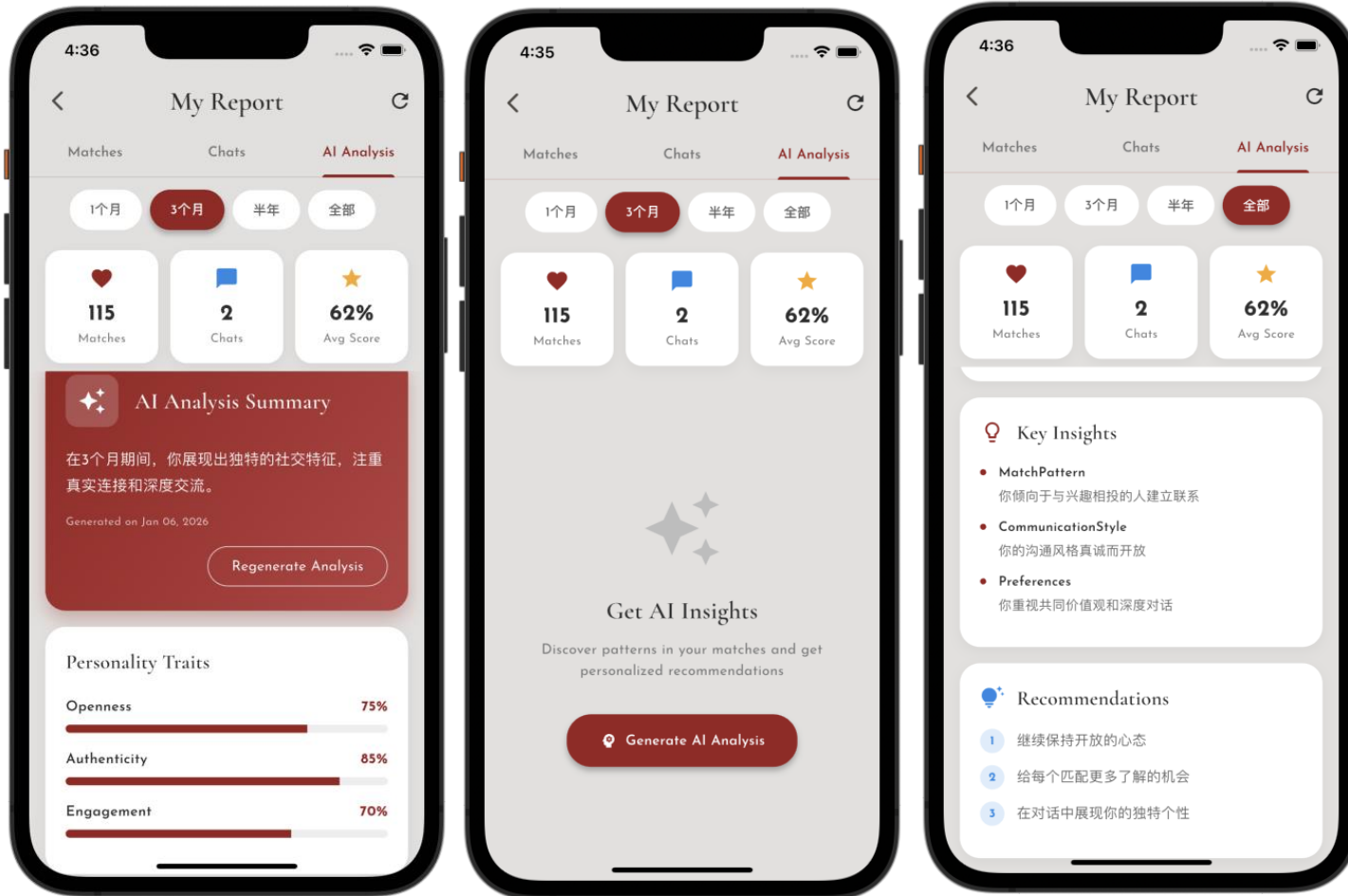
Matching System



The matching is done by LLM with reasonable analysis on users' characteristics: how they are alike and what they might be up to about each other.



Report



AI analysis report is generated by scanning the who you chatted with, what you chatted, and how it came out.

Iteratively, these records enhance the quality of next matching.

More detailed annually, quarterly, and monthly reports are for **subscribers only**, shows the trajectory of the mental journey, how you've changed in the last period, what kind of people do you like **the most** but you are unaware of.

Secret Square



Psycho offers traditional idea sharing place. Users post their thoughts and scan others' updates.

Subscribers can view other user detail in the square and start conversation, **Free Users** cannot start conversation from the square.

Subscribers can check other's self-reported location for potential offline relationships.

Competitive Analysis

Features	Psycho	Competitors		
		Emotional Tracking App (Rootd)	Matching Platform App (Tinder)	Therapists
a. Social Network	✓		✓	
b. Mentality Focus	✓	✓		✓
c. AI Boosted	✓		Partially	
Price Per Month:	\$ 20	\$ 48	\$ 118	\$ 3000+

Users from offline tracking applications and AI character chat are our potential clients. 80% are female users who pay for aesthetical interface and immersive chatting experience. Psycho devotes to better UI design and more intelligent AI chatting.



Rootd App tracks user's panic status. It works as a health condition monitor. But no interaction.

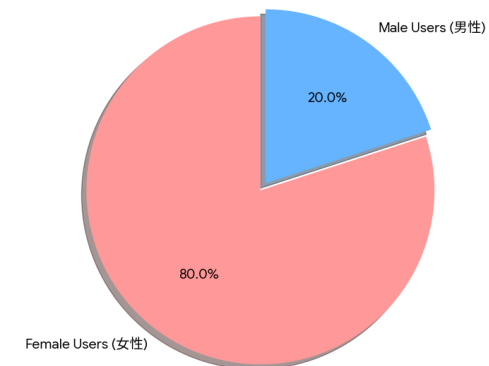


General AI Chatbots is a trending choice for objectives to talk with. But we incorporated it more creatively.



Floze is an AI Character Chat & Romance Simulator, offers immersive conversation in AI-induced story

Typical User Gender Ratio of Mental Health Apps
(心理类APP典型用户性别比例)



Competitive Analysis

4 major competitors that offer companion matching

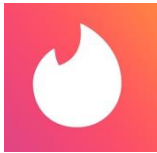
Tinder App matches users by visual attractions

Bumble App is like Tinder but involve more conversation

Soul App is in China Mainland market, does not require user's profile pictures, more about long-term companionship

Coffee Meets Bagel (CMB) App emphasizes slower matching with quality, still heavily relies social status and photo exposure

Psycho is a trending challenger of existing matchmakers with a focus on people's spiritual need rather than dating. Their current market share is Psycho's target.



Competitors	Tinder	Bumble	Soul	CMB
Monthly Active User	75M	42M	30M	3M
Paid User	9.6M (12.8%)	2.7M (6.7%)	1.5M (5.0%)	200K (6.5%)
Market Location	World-wide	World-wide	China Mainland	US, Asia Pacific

Data from 2024-2025 Financial Statements

The Efficiency Gap: Psycho vs. Incumbents

On Tinder and Bumble

< **10 %** match rate on Swipes,

> **50 %** of matches never exchange a message

Only **2 %** conversion to offline dates

Over **25%** of users seek Platonic connections, not dates

But on Psycho

It's > **50 %** with your shared points, **5x** efficiency

It's > **80 %** AI matches you for a very specific reason

100% meaningful connections (No pressure to meet). Prioritizes 'Mentality Handshake' over forced offline meetings

Business Model

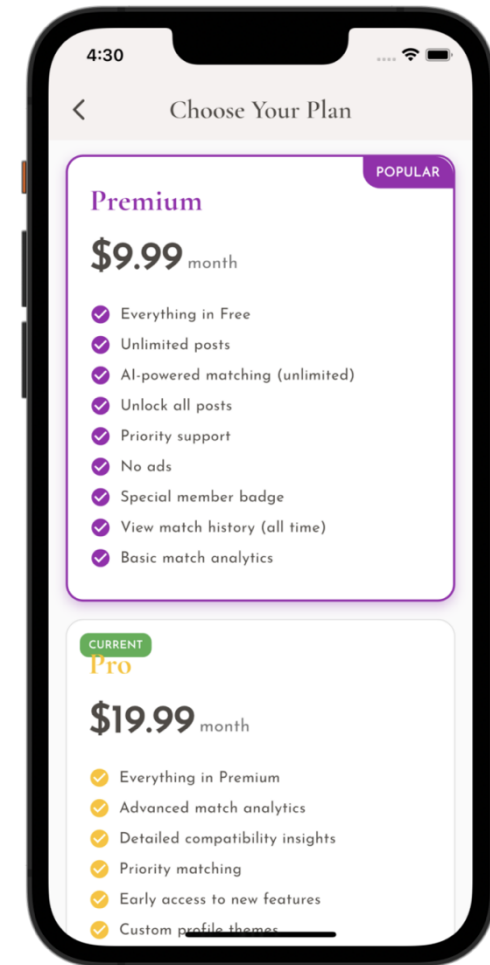
Psycho's eco-system benefits all parties with its extraordinary interaction mechanism.

To Individual Clients, Subscribed users pay **9.99 USD** for premium level and **19.99 USD** for pro level to unlock Psycho's full capacities:

- Remove all ads;
- More matching quota;
- More advanced LLM models and higher token limits;
- Specified matching preference: location, age, intention, etc.

Before we reach 10,000 monthly active users, we offer free trials to all registered users to attract them.

To unlock location-based matching for offline relationship and personalized purposes like dating, job recruiting, and language exchange, users have to subscribe.



Emotion-triggered Paywall

We monetize at moments of emotional attachment, aspiration, and Switching Costs—when users believe they are about to lose the valuable or about to get what they've been longing for.

Attachment & Loss Aversion

As users invest time in shaping a highly personalized AI companion, emotional attachment forms.

Payment is triggered at the moment of seeing potential loss—when memory, continuity, or identity is at risk.

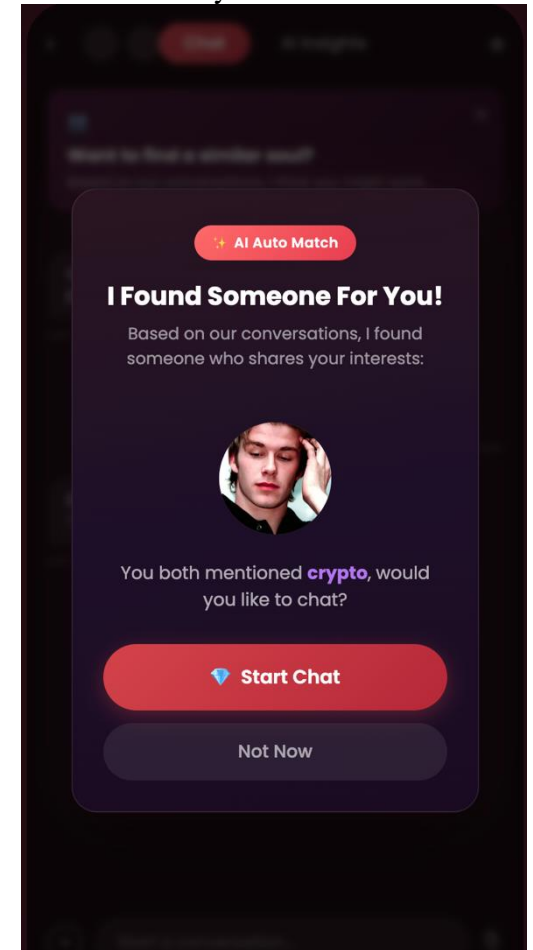
Aspiration & Projection

Users don't pay for matching—they pay for the faith that their soulmate is finally within reach.

Costs of Remaking

As pricing moves gradually—for example from 9.9 \$ to 11.9 \$—users are far more willing to accept incremental increases than to spend hours retraining a new companion elsewhere.

We don't interrupt users to ask for payment. We wait until they emotionally can't afford to say no.



Business Model

What determines AI performance today is not the model architecture, but the **quality of the data** behind it—and we provide that data.

To Business Clients,



Deliver advertising solutions to businesses. Users' preference is more precisely revealed in Psycho. Ads are more efficient with us.

We encrypt and subtract data from Psycho's users. The raw data is **strictly not for sale**, but we offer consulting based on the insight of observing user's mental trajectory. Such system can enhance business users in embodied AI, content producers like filmmakers and game producers.



Business Model

Psycho's eco-system benefits all parties with its extraordinary interaction mechanism.

To Researchers,

We conduct studies on public mental health topics, which is at academic institutes most interest (e.g. HKU)

The AI chatting interface can serve for psychology experiments, capturing and analyzing the subject's behavior and mental dynamics. Researchers pay for experiment quota.

To Educators,

Adolescent mental health is a big market. **TourHeart APP** is being used in many Hong Kong high school, which offers AI chatbot and personalized online courses. Psycho serves as a better AI chatbot listener with more professional analysis. It offers a more inspiring analysis for student and a more objective report for teachers, shows what are concerning.



R&D Plan and the Team

We conducted research in several areas, LLM, population-level epidemiology, and mathematical statistics. To further link our expertise to **Psycho**, we will use our innovative platform for public mental health research and AI for health science.

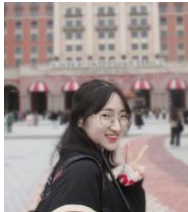
In the next 12 months, **Psycho** will collaborate with experts in HKU School of Public Health for psychology and mental health study.



Mr. CHEN, Jiaqi, Co-Founder,— Former algorithm engineer; PhD student in AI for Health at HKU Faculty of Medicine; previously trained in a joint PhD program at Fudan University and East China Normal University.



Mr. WANG, Hao, Co-Founder,—PhD student in biostatistics at HKU Faculty of Medicine; previously served at University Hospital of Freiburg; Master in Statistics at University of Copenhagen.



Ms. WANG, Shiwen, Co-Founder, Co-Founder of Beijing Actwise Co Ltd. Former LLM Algorithm researcher at Meituan and Ant Group; PhD student in Mathematics at HKU; Bachelor of Artificial Intelligence from the University of Chinese Academy of Sciences (UCAS).

Demand and Budget

PsyAI demands **1 Million RMB / 1.2 Million HKD** for the first round.

Category	Item	Budget (HKD)	Comments
Infrastructure	LLM Token	450,000	Gemini + Doubao (40,000 Per Month Per 10,000 Users)
	Cloud and Database	100,000	AWS
Marketing	Influencer Campaigns	300,000	RedNote, TikTok
	Performance Marketing	150,000	Instagram, Facebook
	Grassroot and Campus	50,000	In Hong Kong
Company Affairs	Legal Affairs	40,000	Registration and Law
	Administrative Affairs	40,000	Auditing and Tax
	Contingency Reserver	70,000	

AI Infrastructure

Model Entity	Avg. Cost (CNY)	Latency (ms)	Throughput (Tokens)	Strategic Positioning
Gemini 3.1 Flash	0.00326	3,941.86	1,127.9	<i>Instantaneous Interaction</i>
Kimi	0.00421	7,001.86	617.9	<i>Reliable Stability</i>
Doubao	0.00158	11,474.35	1,232.2	<i>Deep Logical Processing</i>
Grok 4 Fast	0.00373	4320.73	2,384.6	<i>Mass-scale Context</i>

3.9S

Fastest Avg. Latency (Gemini)

¥0.001

Lowest Base Cost (Doubao)

Business Schedule

	Q2	Q3	Q4	Q1 (2027)
Business Development Plan	Company registration. Finalize the application and launch to the public.	Marketing online. Advertise Psycho via all sorts of social media and invite users with temporary free subscriptions.	Scale server capacity based on user volume. Strengthen cyber security and data protection.	Upgrade the system for more features.
R&D Plan	Prepare for conducting public mental health research.	Proceed with public mental health research. Observe users' behaviour.	Conduct research on how LLM change users' behaviour on social media.	Develop more specialized LLM prompt for better matching and mental curation.
Finance Planning & Others	Looking for initial capital to support necessary facilities, e.g. server and domain.	Manage the cost on marketing.	Recruit technicians for system security.	Recruit data scientists for more advanced features development.