

**Organization: CoFortis**

CoFortis helps people avoid experiencing mental health problems, and thrive in the process. Its wellbeing strategies empower people to live meaningful and productive lives. We celebrate individuals, along with their institutions, by embracing their uniqueness and encouraging them to do the same. CoFortis works with leaders to inspire and unite people; because when we stand together, we are strong together.

**Project Title:** Expanding mental health support - globally

**Project Objectives:**

CoFortis has been gaining momentum during pandemic and we'd like to be able to offer more. We'd appreciate help with engagement recommendations in relation to all the stakeholders: medical professionals, media and investors.

**Expected Outcomes:**

Engagement opportunities generation through:

- Market scan (company expansion)
- Media engagement in Europe and North America/Canada (potentially NZ and AU) (reaching out to business publications)
- Engagement with investors (reaching out to investors to expand the service)
- Engagement with more psychologists and coaches to expand the service

**Expected Deliverables:**

- Market scan analysis report
- Initial Engagement Questionnaire (to be shared with investors)
- Recommendations

**Is this project reoccurring?**

No

**Would you like for this project to be delivered by more than one team?**

No

**Which sector is this project focused on?**

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Healthcare/Mental Health

## Which skills might be required for the successful delivery of your project?

- Business & Entrepreneurship / Business Development
- Business & Entrepreneurship / Entrepreneurship
- Business & Entrepreneurship / Market Research
- Soft skills / Storytelling
- Soft skills / Communication
- Analytical skills

**SDGs related to this project:** SDG# 3, 9

## Can the project be shared with the public?

Yes/No

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