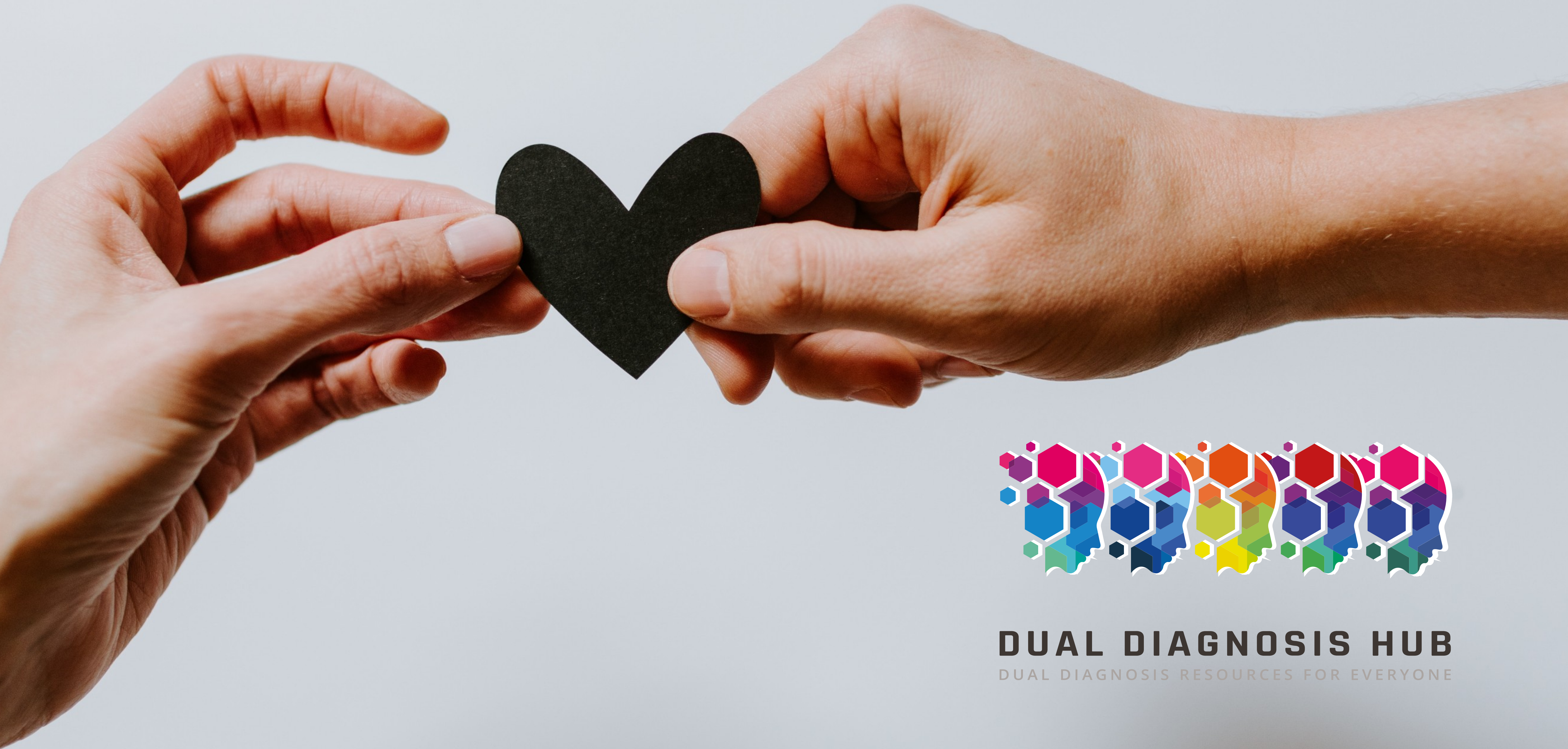


Business Planning Document

// Dual Diagnosis Hub CIC 2023

<https://www.dualdiagnosis.org.uk>

inc.



DUAL DIAGNOSIS HUB
DUAL DIAGNOSIS RESOURCES FOR EVERYONE

Mission Vision and values

Our mission is to provide timely support and education to individuals, professionals, and families impacted by dual diagnosis. We strive to empower those affected by this condition to access the resources they need to manage their health and well-being effectively.



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Founder Introduction:



Hello! My name is Jon, and I have over 25 years of lived experience with co-occurring mental health and addiction issues. As someone who has struggled with these challenges firsthand, I am dedicated to creating positive

changes in the current dual diagnosis landscape.

Addiction costs the UK economy over twenty billion pounds each year, and research shows that 63% of individuals who receive funding for rehab also require support for their mental health. Depending on the diagnosis, many individuals with serious mental health challenges develop concurrent addiction issues as a means of coping. For example, as many as 50% of people with bipolar disorder will develop a concurrent addiction issue, and this number is even higher for some diagnoses such as borderline personality disorder.

Unfortunately, the current mental health system often refuses to support individuals who also have addiction issues, citing their addiction as the cause of their problems and insisting that they need to clean up and sober up before receiving support. This creates a catch-22 situation where many people are unable to stop drinking or using without support, yet addiction services are often unable to provide support for mental health problems. As a result, individuals with complex mental health and addiction recovery needs are often pushed from pillar to post without receiving the help they need.

To address this social challenge, I have designed and developed an organisation and website that connects people in need to the many amazing organizations that provide support to dually diagnosed individuals at both national and international levels. Additionally, we offer education and training resources to upskill individuals and provide them with the tools they need to achieve their goals.



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Products/services:

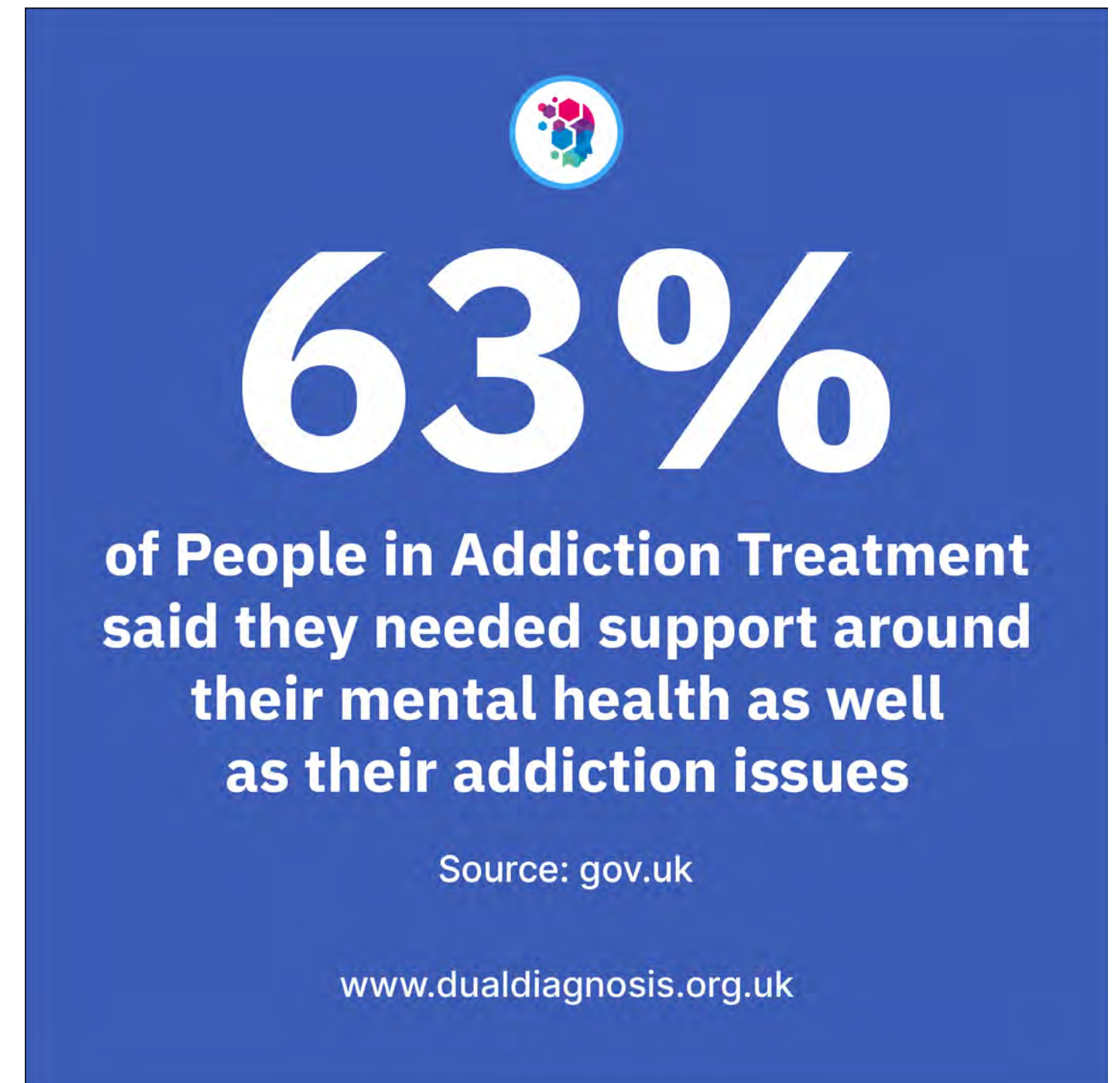
The Dual Diagnosis Hub is a service that aims to support individuals with co-occurring mental health and addiction issues. Our organisation was founded in 2020 after successfully being accepted into the Start-Up Programme, funded by Lloyds TSB and run by the School of Social Entrepreneurs.

We noticed a lack of resources available to individuals seeking dual recovery, which prompted the development of our microsites. These provide access to a wide range of amazing organizations that offer support to dually diagnosed individuals at the national, international, and local levels. In addition, we offer Dual Diagnosis Survival Guides, which provide valuable information on navigating the complexities of co-occurring disorders.

Furthermore, we understand that mental health services can often be overstretched, leaving many individuals unable to access the support they need. That's why we've created a Dual

Diagnosis chat community on the Discord platform, which serves as a safe and supportive space for individuals in dual recovery, as well as those who are currently unable to access mental health services.

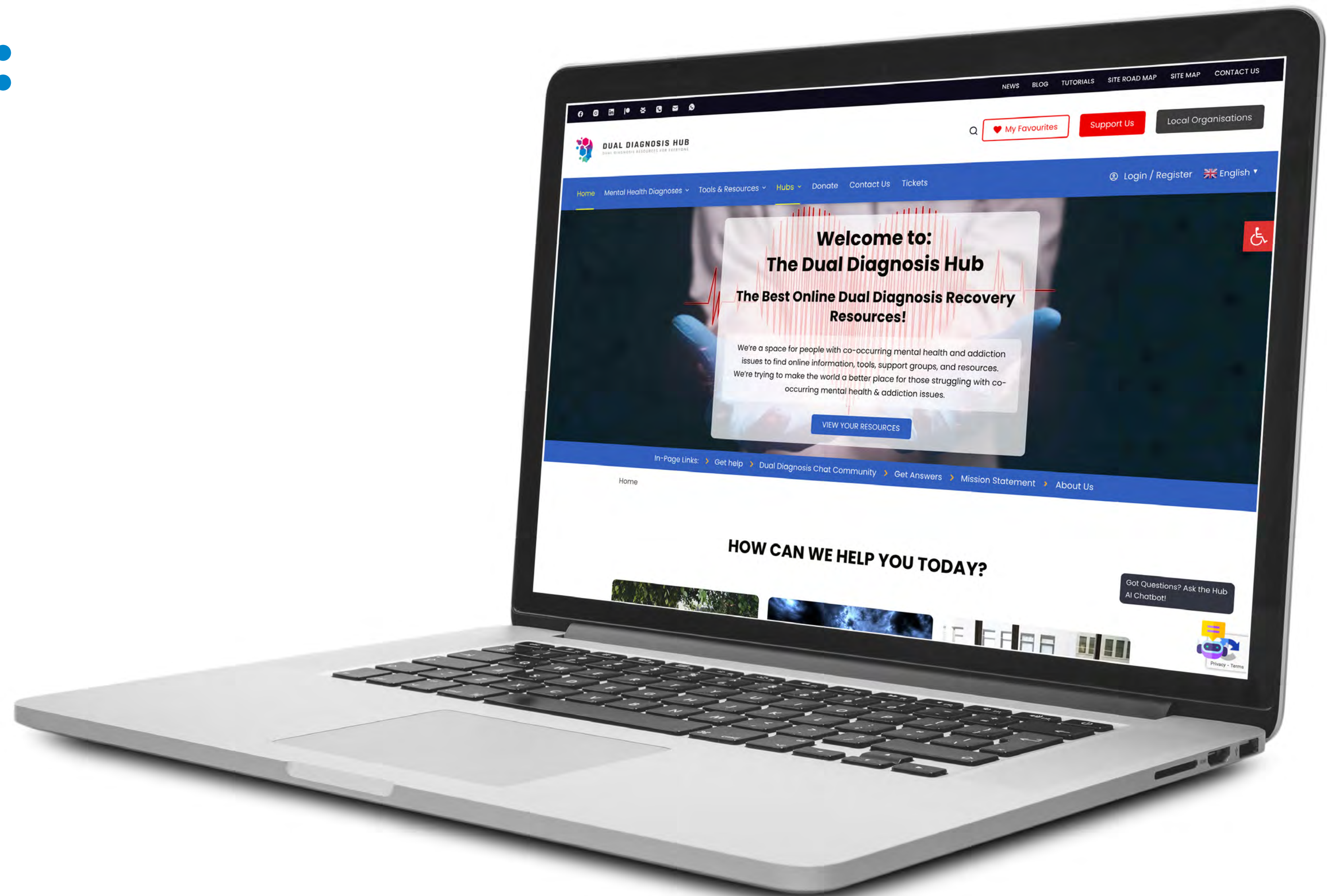
At the Dual Diagnosis Hub, we're committed to helping to improve the dual diagnosis landscape by providing accessible resources and fostering the spirit of recovery.



Impact So Far:

Since the launch of the Dual Diagnosis website and microsites, we have been able to provide free support to anyone seeking help for their mental health and addiction recovery. Our website receives an average of 1200 visitors per month, and we aim to double this number within the next 1-2 years.

In addition to providing support to dually diagnosed individuals, we offer discounted rates on website design and development to other organisations that share our vision. By working closely with these organisations, we have gained a better understanding of the dual diagnosis landscape, expanded our network, and extended our reach within the addiction and mental health sectors.

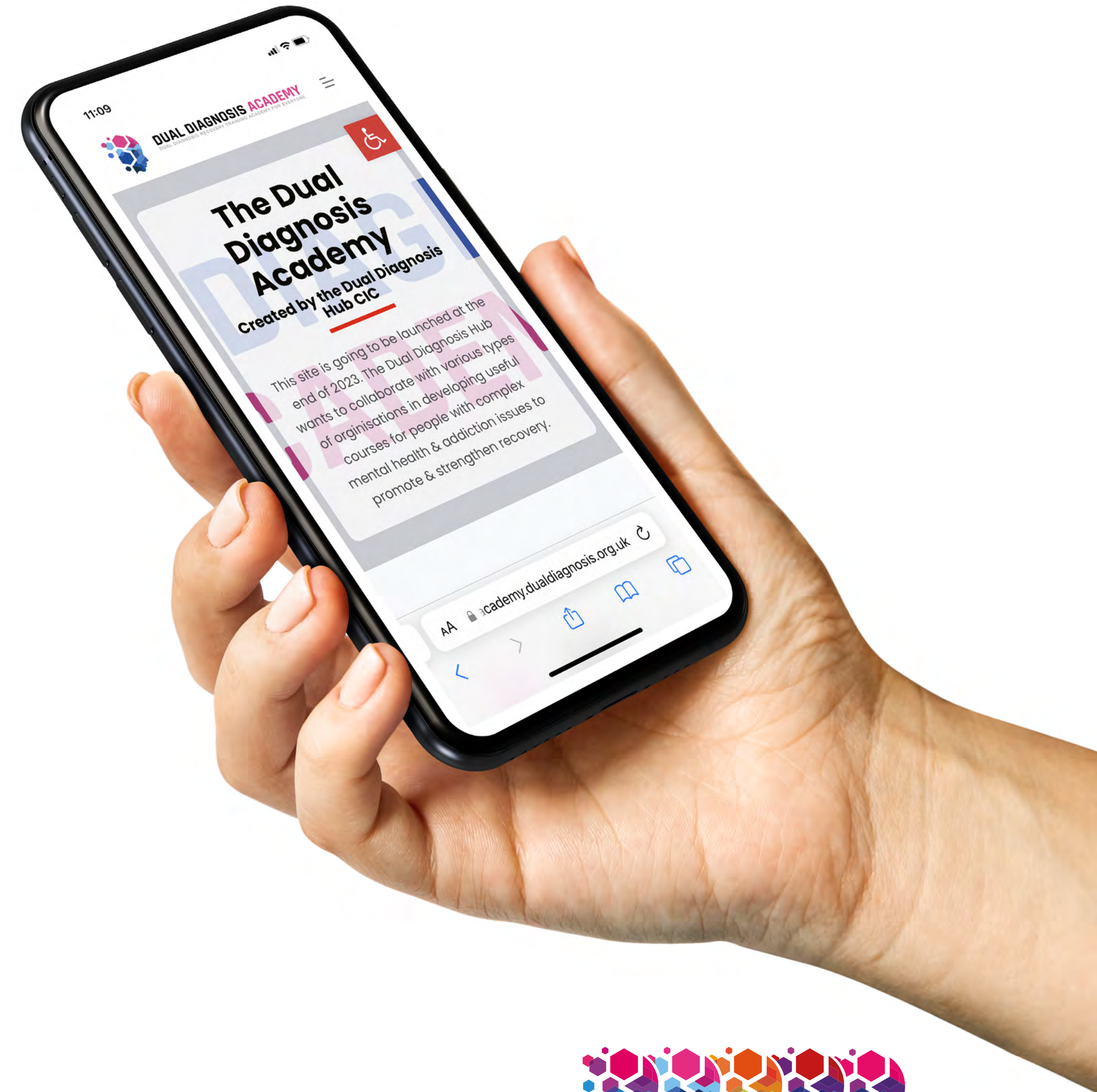


Future Vision:

We're excited to announce the development of a new microsite for the Dual Diagnosis Hub called the Dual Diagnosis Academy. This e-learning platform will provide resources for those affected by dual diagnosis, including family members, caregivers, friends, and supporters. Additionally, we will offer a paid CPD-accredited course for mental health professionals and organizations looking to provide their staff with evidence-based training on how to help individuals achieve a healthier, addiction-free life.

The Dual Diagnosis Academy will be a significant source of revenue for the CIC, with profits generated during the first two years of trading funding the design and development of additional refresher courses. Our aim is to create a sustainable income pathway through returning customers.

We also have several other exciting opportunities in the pipeline, including the development of microsites for different types of organizations, such as NHS Foundation trusts, addiction service providers, geographical areas, and Integrated Care Boards. These microsites will help commission and control dual diagnosis provision in various regions across the UK.



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My Ask:

Capital:

We are seeking investors who are interested in sponsoring the development of courses for the Dual Diagnosis Academy, our e-learning platform for those affected by dual diagnosis. We believe that this offering is unique in the dual diagnosis field and has great potential for generating income. By developing courses that are most useful and interesting to organisations that work with the general public, we aim to establish a strong foothold in the market and ensure the success of the Dual Diagnosis Academy.

We plan to use any surplus profits generated from these courses to develop more specialized courses aimed specifically at dually diagnosed people, including courses on developing and maintaining a strong, effective, and healthy dual recovery support network, as well as courses tailored to ethnic minority backgrounds. We also plan to

develop courses on all the main tools and recovery frameworks available to help people with their mental health and addiction recovery, including 12 Step, DRA, DDA, CBT, DBT, ACT, and SMART Recovery.

As an investor, we would be happy to discuss free access for your organization's service users for an agreed period of time or a percentage of our income from the Dual Diagnosis Academy. We believe that our partnership would not only benefit your organisation but also help us achieve our mission of improving the lives of dually diagnosed individuals and their loved ones.

Extra detail:

Initial set up cost set at **£26,060**

1. CDP accreditation **£1,260** for 5 courses
2. Course design in partnership with a University: **£10,000.**
2 x CPD courses for professionals: **£2,000** each
2 x CPD courses for Dual Diagnosed individuals - nominal fee or sponsored scholarship access: **£2,000** each
1 x Accredited Uni Course for Professionals: **£10,000**
3. Website functionality extensions, hosting, & required tools: **£2,000.**
4. Video editing, plug-ins, design surplus: **£1200** per course.



Skills:

The Dual Diagnosis Hub CIC is seeking three more Directors with diverse skills and backgrounds to join the team and contribute to planning and implementing their work to achieve their goals. The CIC is particularly interested in recruiting a director with experience in providing culturally appropriate recovery support to people from ethnic minority communities, as well as directors with expertise in business strategy development, website design & development, or digital marketing.

The CIC also welcomes addiction, mental health, and dual diagnosis professionals to consult with them on the development of new tools and content for the Dual Diagnosis Hub and the Dual Diagnosis Academy. The expertise and input of these professionals will be essential in creating the best possible resources for the community.



If you are interested in joining the team or know someone who may be a good fit, please contact the Dual Diagnosis Hub CIC.



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Thank you.



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