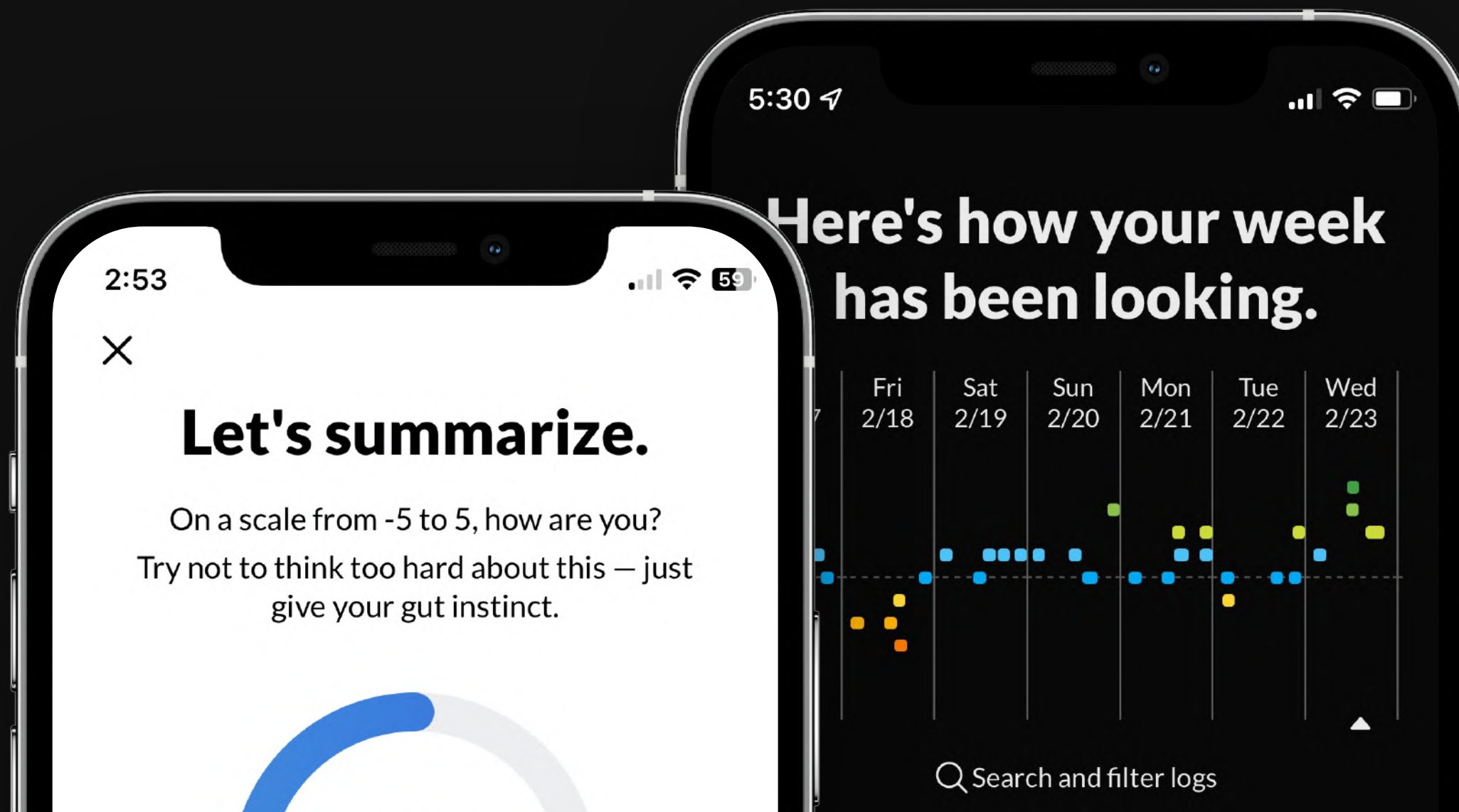




better mental health  
with journaling and mood tracking



confidential  
baseline health

Date  
April 2023

# Mental health is one of the biggest crises facing our world today.

Sources: SAMHA, Pew Research, NIMH

## 20%

of Americans will experience a mental illness each year.

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## 40%

of Americans saw declines in their mental health over the pandemic.

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## 50%

of American adolescents have a mental health condition.

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And very few people  
have the tools to deal  
with it themselves.

Sources: University of Michigan, NAMI, BJGP

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# 7.7 million

children under 17 in the US have an **undiagnosed, treatable** mental health disorder.

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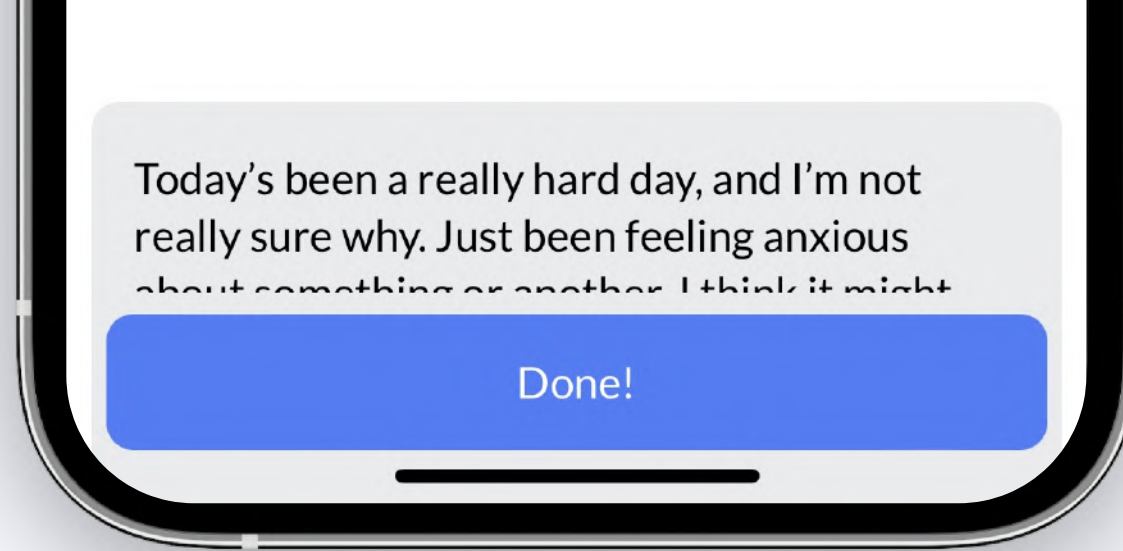
# 11 years

is the average offset between mental illness onset and treatment.

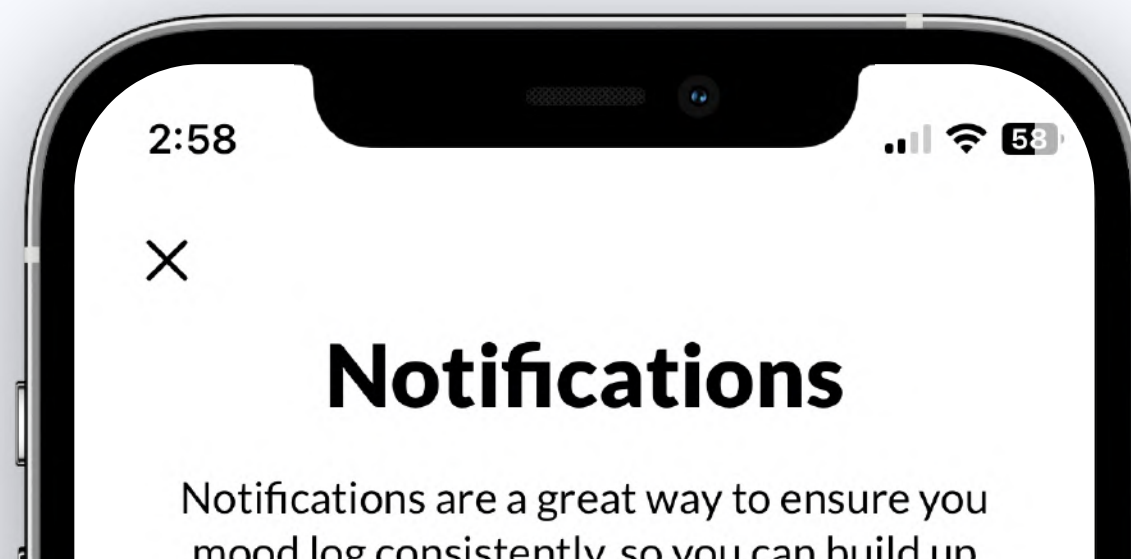
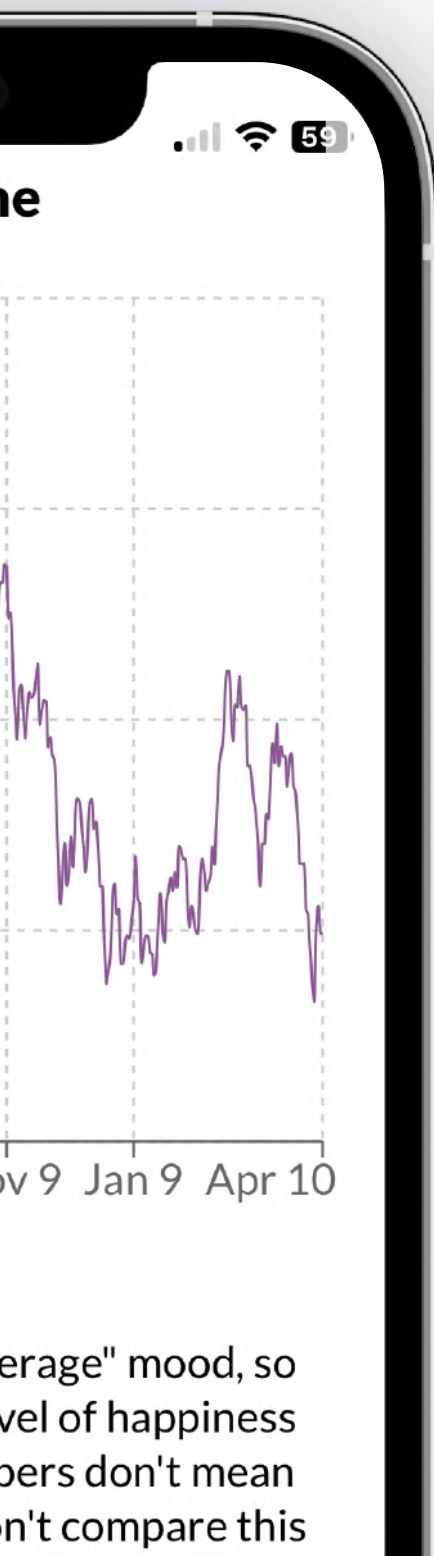
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# 84%

of UK young adults said their dislike of talking about their "feelings, emotions, or thoughts" could stop them from seeking professional help.

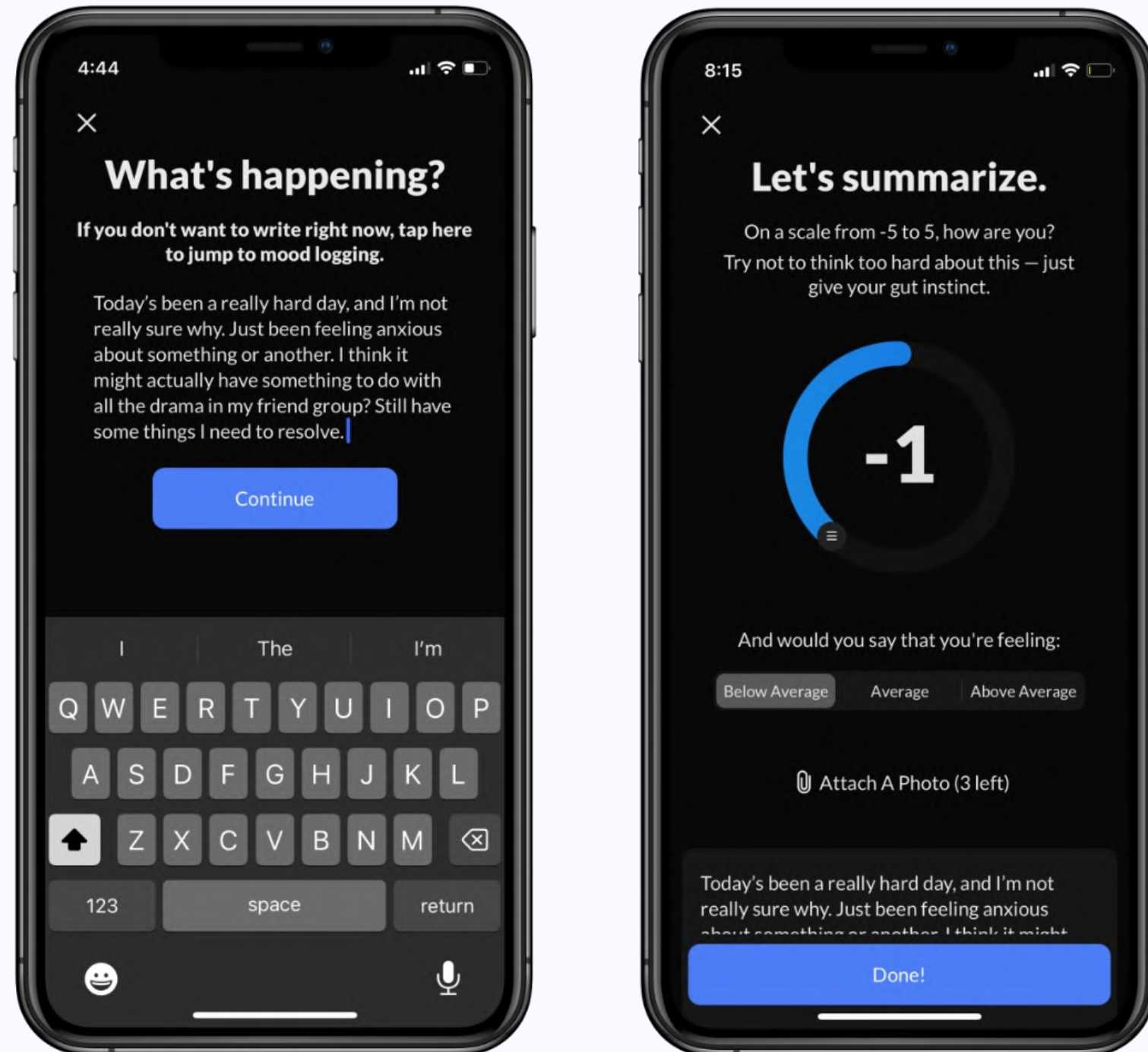


Our platform tackles these problems  
with a **whole new take** on journaling.



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# Simple and fast.



Journaling can help people get more comfortable with their thoughts and feelings, and help them better understand what they're going through.

However, it's not an easy habit to build. baseline is designed to be as easy to use as possible — just tap the app open and start writing. And since our journal is digital, we can use specially crafted techniques based in psychology to keep people writing that just don't work in other form factors.

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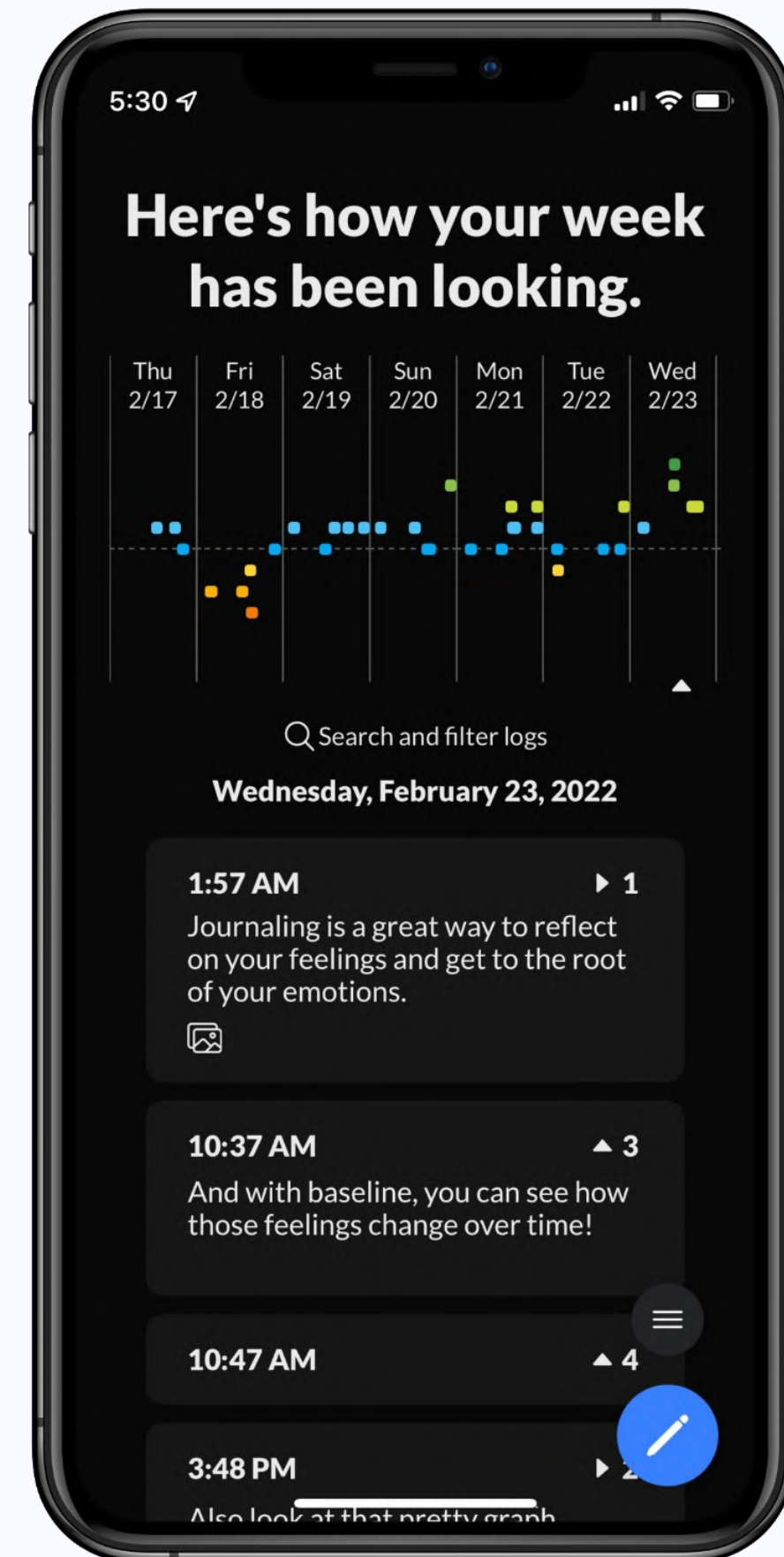


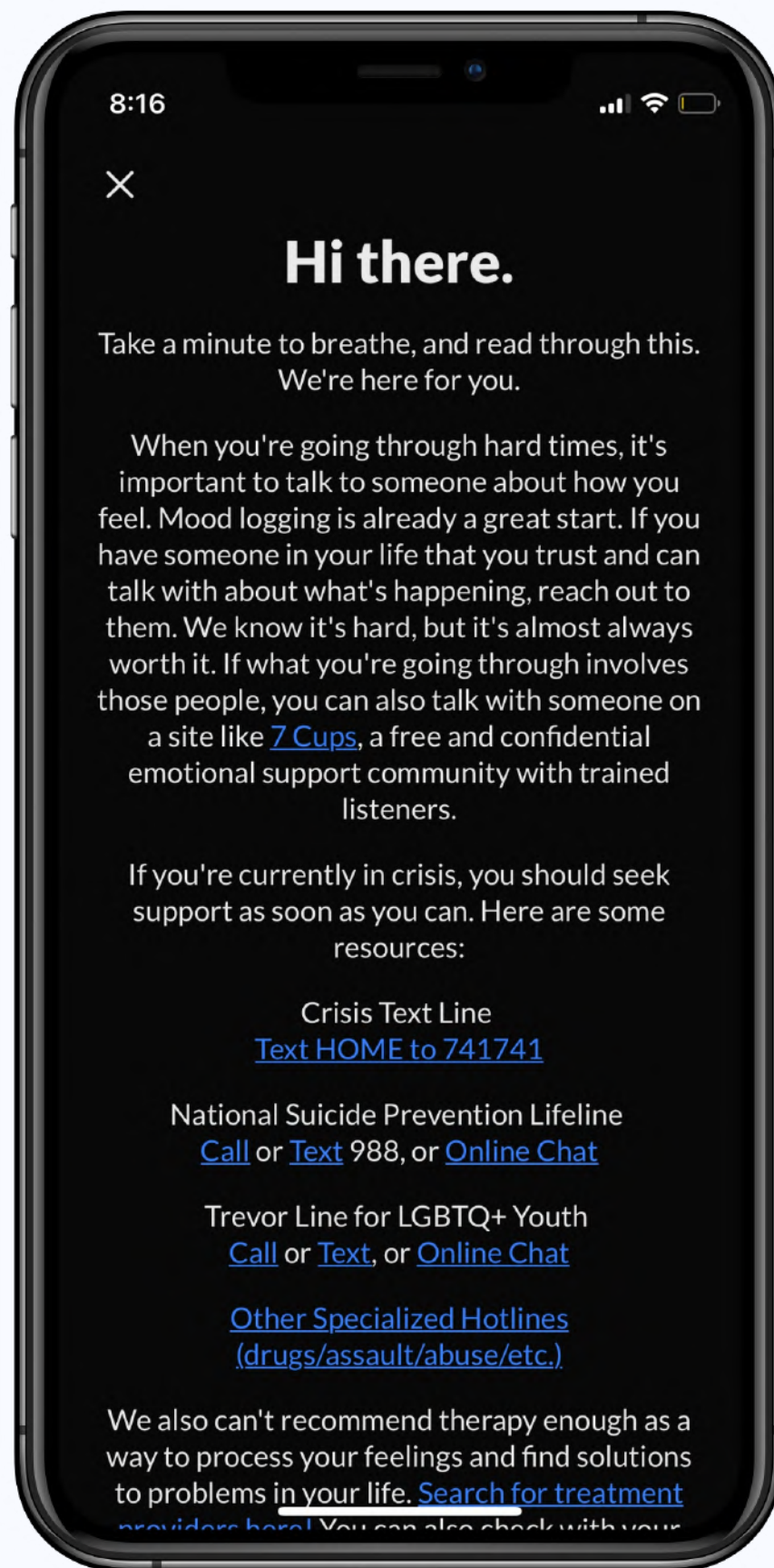
# Understand your mental health over time.

Our app is built around visualizations. Not only do users love our graphs, but they also provide really simple ways for people to understand trends in their mental health.

Additionally, we believe that good mental health is predicated on living a generally happy *life*. That's why our app is built around a statistic called the "baseline", which tells users how their "average" mood is changing every week.

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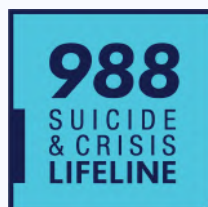




# Crisis intervention.

11 years between symptom onset and diagnosis is incredibly problematic, and **something we're committed to changing**. That's why, every week, we ask users to take a different research-validated psych screener that screens them for a common condition (eating disorder, suicide risk, depression, etc.) and provides relevant interventions.

Additionally, if users log an abnormally low mood score, we present them with resources so they can get help **right then and there**. These resources include a Gap Fund, which provides "gap funding" for people undergoing financial distress.



CRISIS TEXT LINE |



baseline

# Customer Acquisition

01

B2C

Most journaling-style apps today have grown by marketing directly to consumers, which is something we plan to pursue in highly targeted scenarios to reach people in need.

02

B2B

Many of the most successful services in the mental health space (Headspace is a key example) have grown by partnering with businesses and organizations like schools to offer their services to their employees. We plan to start by targeting organizations that offer therapy, like universities.



# We're a nonprofit dedicated to mental health care for all.

baseline as a consumer product is free, for everyone, forever. We have two main revenue streams:

1. **Donations and grants.** This is fairly standard, and mental health is a high priority for many grantmakers today, making the grant landscape easier for us.
2. **Support for partner organizations.** We plan on charging organizations we partner with to give them insights into how our product is being used by their members, and to create specialized features and advertising materials for their organization.

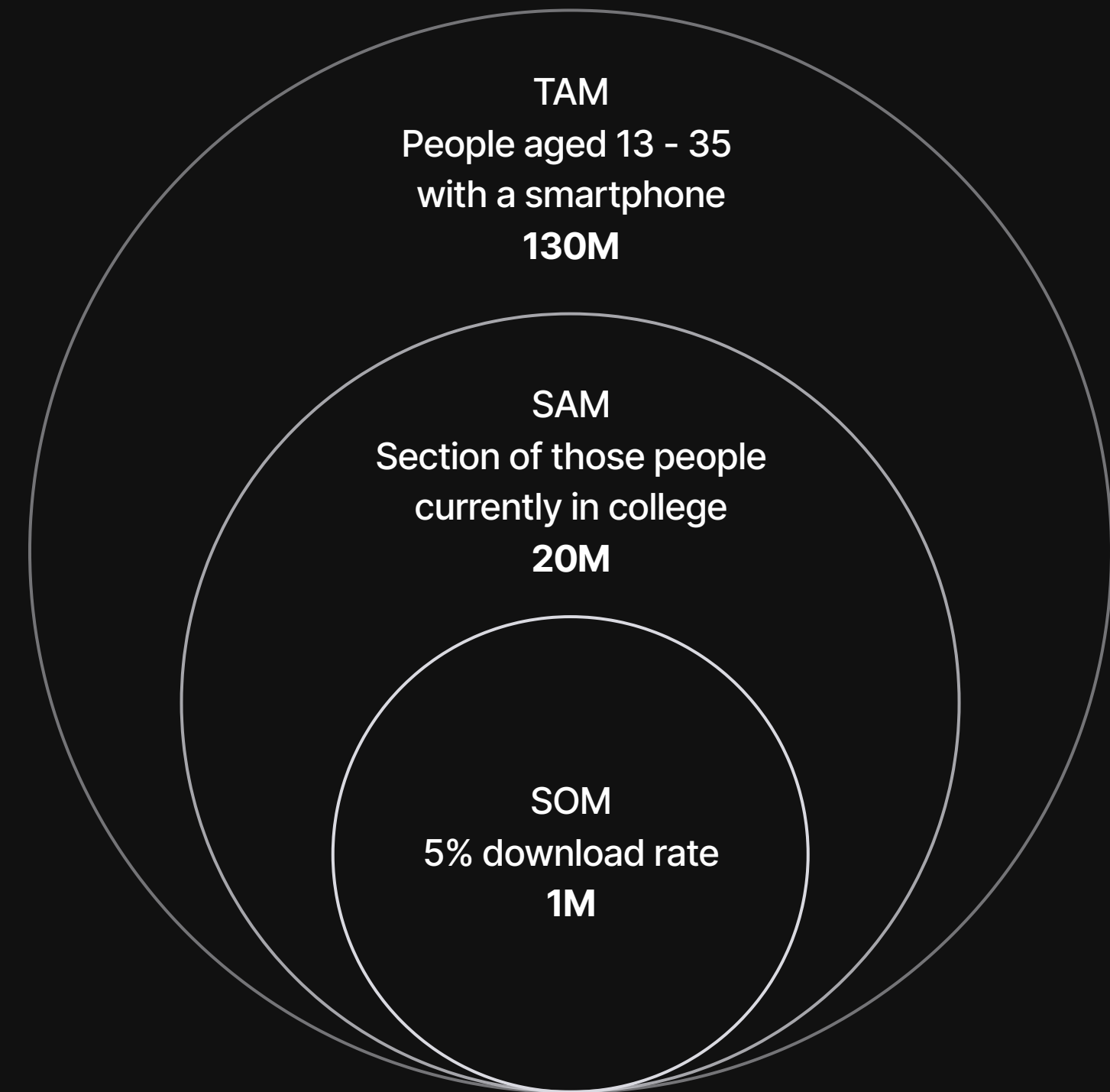
# Market Analysis

Sources: UNData, Pew Research

Since we're a nonprofit, we've decided to do our market analysis in the context of people instead of dollars.

We've started with people in the US, UK, and Canada aged 13 - 35 with a smartphone. We're specifically targeting college students within that population because mental health messaging is easy to get to them, and because they can be reached through college partnerships.

baseline



# Our competitors just don't get it.

Features	baseline	Sanvello	Daylio	Reflectly
Available on all platforms	✓	✓	✗	✗
Intersectional approach to mental health	✓	✗	✗	✗
Crisis intervention built into journaling	✓	✗	✗	✗
Adaptive mood scale	✓	✗	✓	✓
Free for people in need	Free forever	\$8.99 / month	\$2.99 / month	\$4.99 / month
Built-in user privacy (online & physical intrusion)	✓	✗	✗	✗

Our approach is validated by research and countless hours of customer discovery.

# Data privacy comes first.

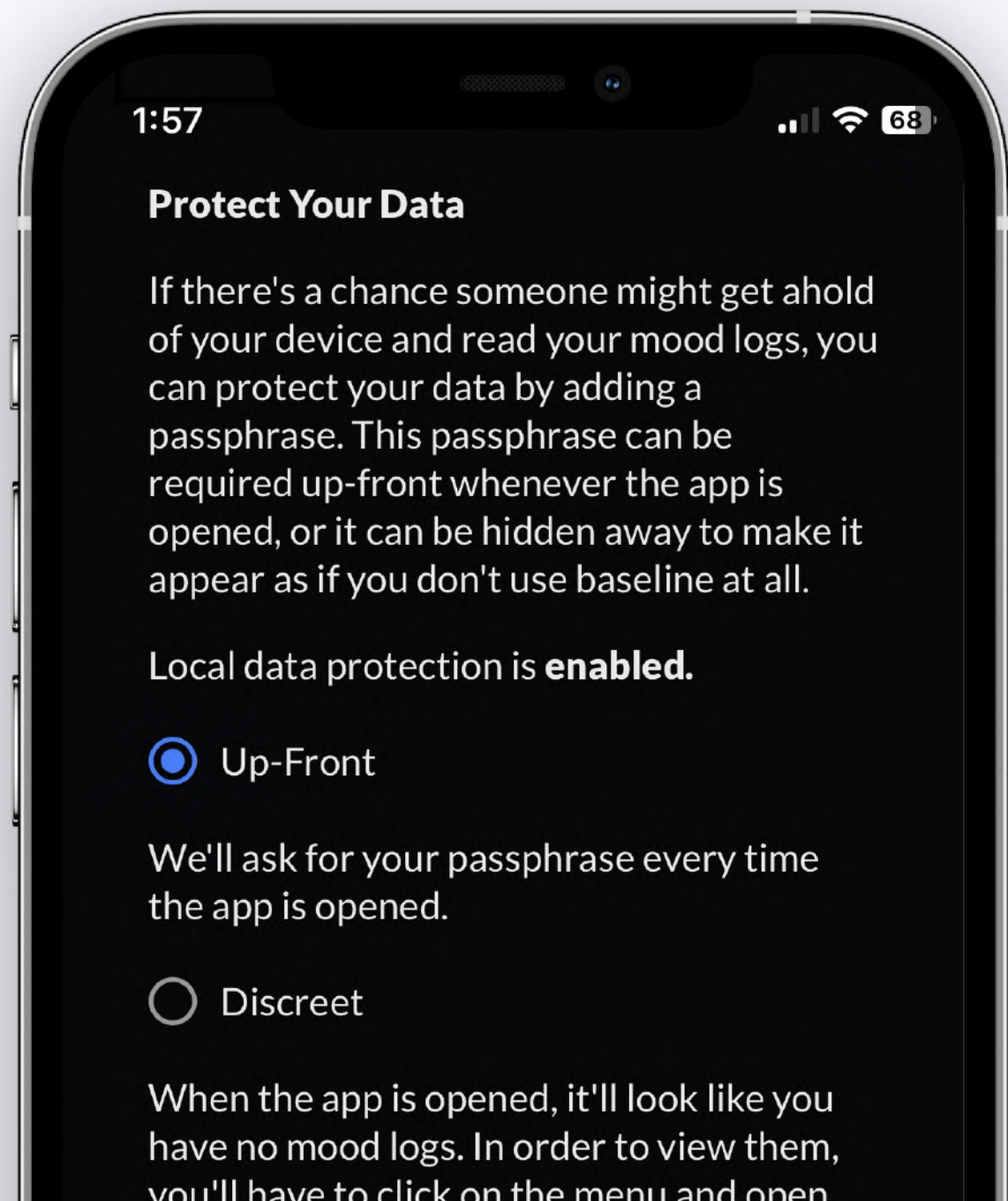
All journal entries are protected with distributed encryption keys that we don't fully control, so no one party **(including us)** can read any user data.

Our [Privacy Policy](#) is short, user readable, and is the only policy we've ever seen that explicitly tells users how to hide information they don't want us to have.

We're also committed to protecting the right to privacy for the most vulnerable among us.

baseline has built-in features designed to lock out both curious and malicious actors that might have physical, extended access to the user's device, no matter how tech-savvy they are. For everyone from children to people in abusive relationships, these features are critical to feeling safe on the platform.

baseline





# We're just starting out, and we're already picking up steam.

Right now, our main method for evaluation is through testimonials. We've found that baseline has already helped people through everything from suicidal ideation, to rough breakups, to financial stress, and beyond. We've helped multiple users find therapy and get clinical diagnoses for issues they could never put words to before.

And we're just getting started.

baseline

## \$15K

currently raised via donations and grants, with tens of thousands more in pending applications.

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## 40K

journal entries made by hundreds of daily active users.





# Hi, I'm Nisala.

Amazon Data Engineer Intern  
Founder, baseline health

I've been working in this space ever since I was 13, when I gave a TEDx talk about reducing stigma around mental health. I've also been working in Computer Science for about as long as I can remember, and I'm currently studying CS at Vanderbilt University on a full ride scholarship.

I've always been particularly interested in using the power of CS for good — so with my ongoing professional and lived experience with mental health, baseline has been the perfect place for me to combine these fields and use my expertise for good.

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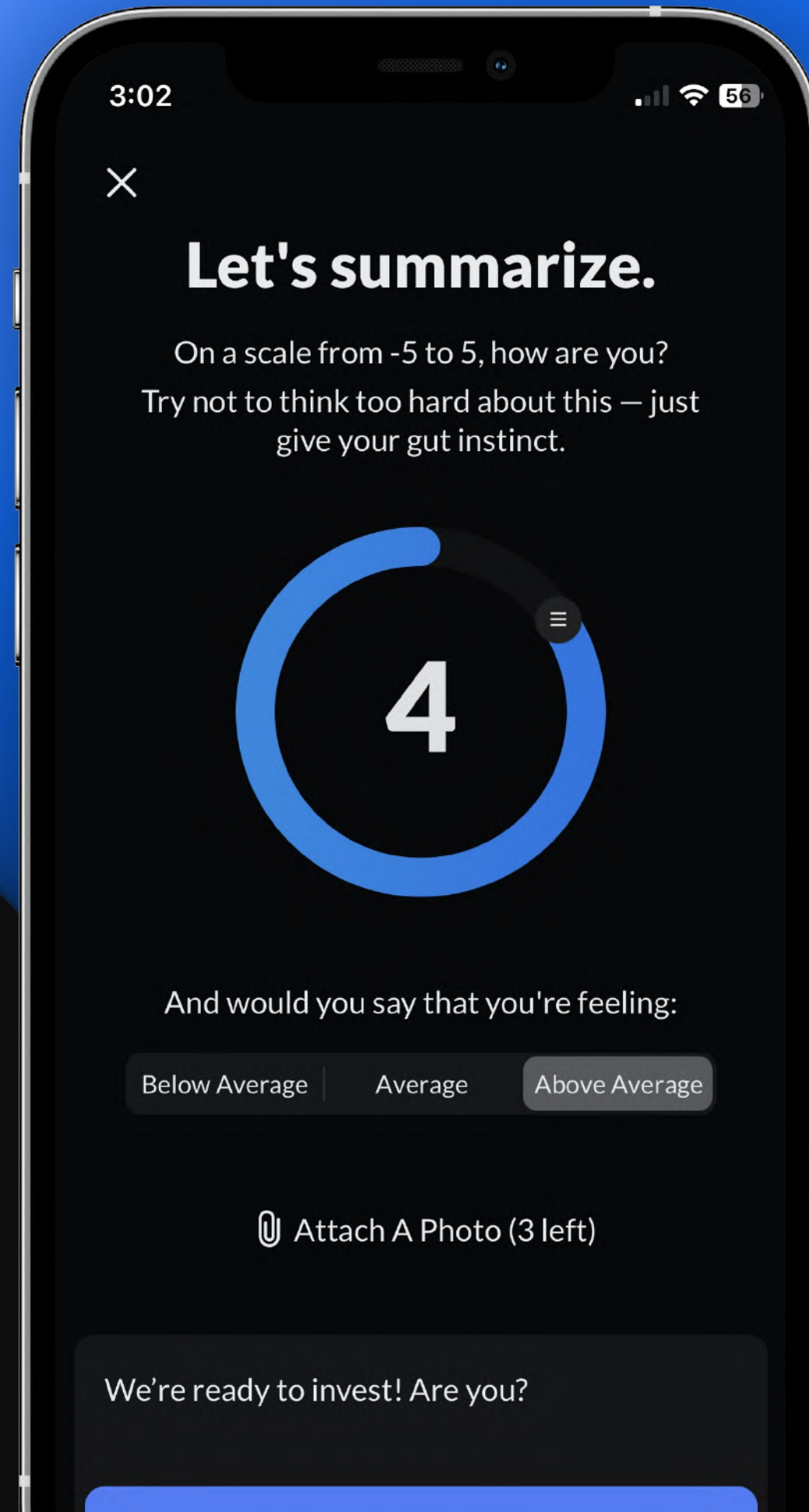


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Contact  
nisala@getbaseline.app

Date  
April 2023

# Thank You



# Sources

Slide 2: [SAMHA](#), [Pew Research](#), [NIMH](#)

Slide 3: [University of Michigan](#), [NAMI](#), [BJGP](#)

Slide 10: [UNData](#), [Pew Research](#)