



AI-powered preventative mental
health support for adolescents

Why Invest?

1

\$26B+ initial market backed by **structural tailwinds** addressing the national youth mental health crisis, with clear strategy to expand our market / use cases over time

2

Our unique approach is delivering significant value to users: **91% improved wellbeing, 69 NPS, 85% retention, 60%+ engagement rate** - way above industry benchmarks

3

Strong traction since beginning sales in Feb. with highly attractive unit economics given scalable and proprietary AI technology: **\$87K CARR (\$219K incl. verbal commitments) | 85%+ GM**

4

Passionate **team of former founders & early team members of successful exits** with domain expertise from Stanford, BetterUp, Verily, Google, etc.

PROBLEM

We are facing a youth mental health crisis... stigma, cost, wait times, and counselor shortages means students **aren't getting the support they need**



50%

of adolescents have faced a mental health disorder



72%

of students don't receive any form of treatment or support



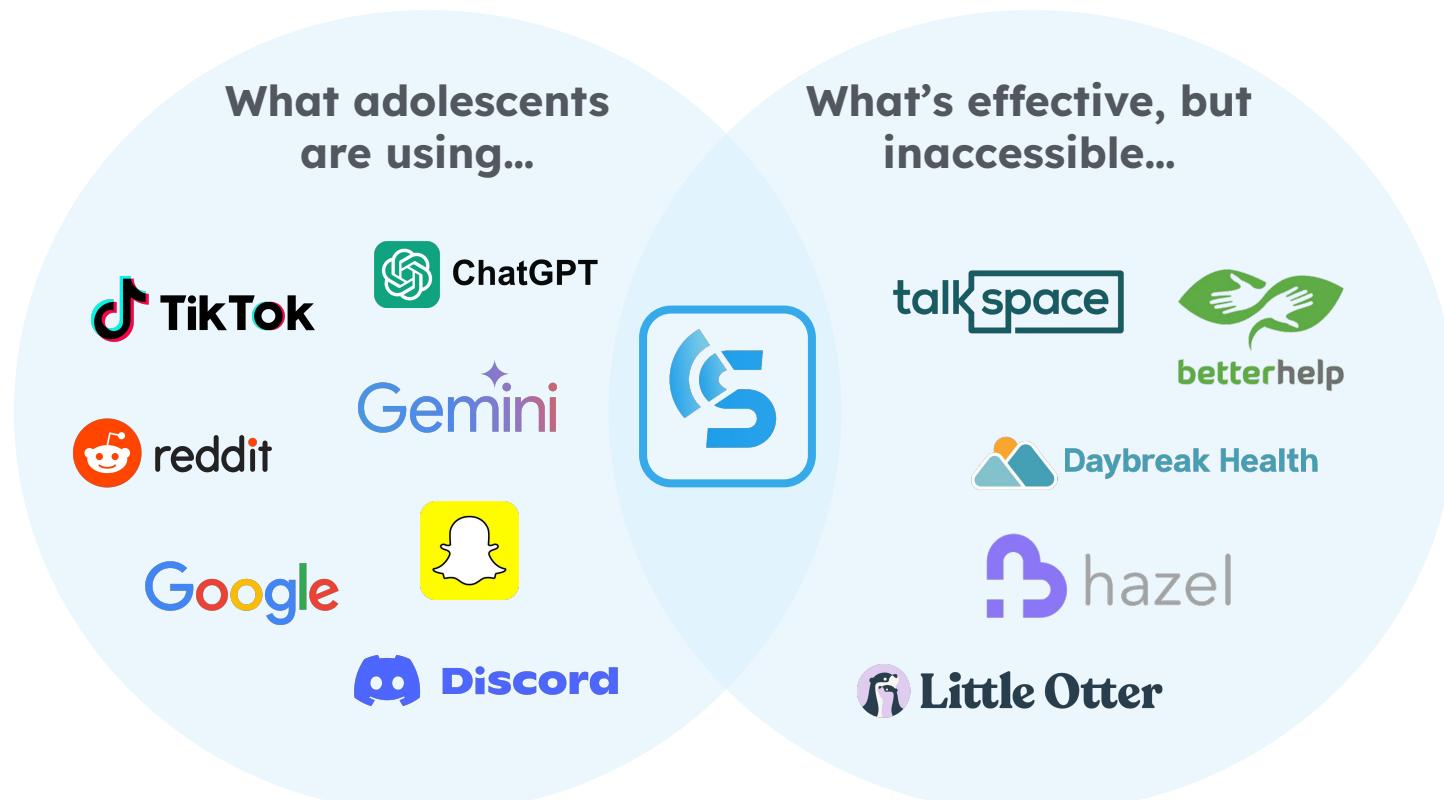
14%

of schools have enough counselors for students



SOLUTION

AI-powered mental health support for proactive detection and intervention, months (if not years) ahead of traditional methods





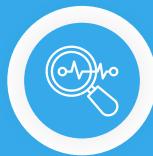
PRODUCT

A smart wellbeing companion



AI-Driven Mental Health Support

24/7 text-based mental health support. AI with a relatable human touch (non clinical)



Early Detection

Identify and support challenges earlier based on social media, mobile, and search activity



Care Integration

Tailored recommendations or seamless connection to external care, based on the situation



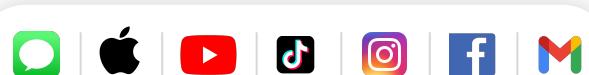
OUR TECHNOLOGY

Predict Mental Health Challenges

Natural Language Processing Models

- Tf-idf vectorizer trained with random forest classifiers
- Continuously fine-tuned weekly on our live data from users

Technology



Trained on 1M+ social media posts (and growing!)

Leads to

Provide Personalized Support

Collaborative AI (Human-In-The-Loop)

- Responses generated through LLMs using conversation history and clinical prompts
- Moderated by peer supporters
- Underpinned by motivational interviewing and cognitive behavioral therapy techniques

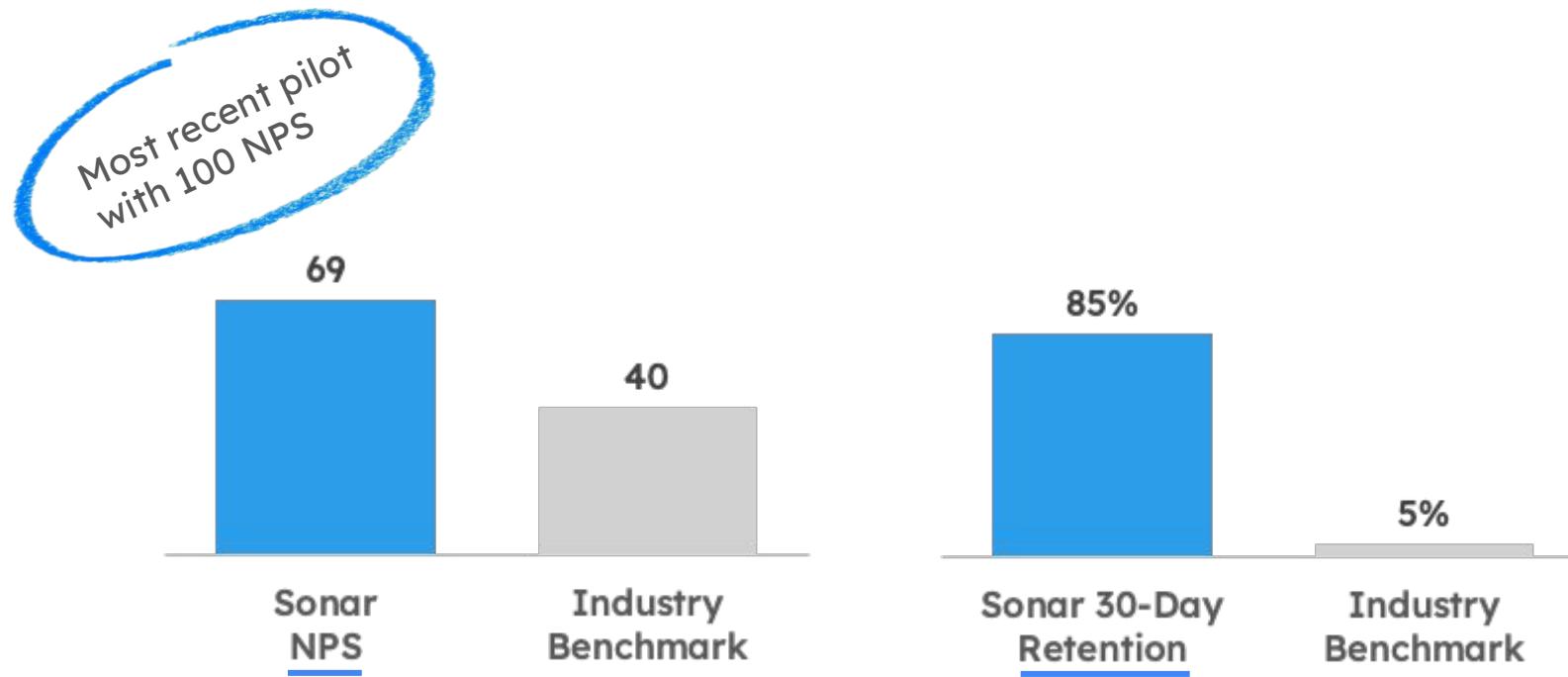
Data

- Conversation history extracting to maximize support effectiveness
- Clinical conversation decision tree

Moat continues to deepen as we expand our proprietary dataset

PRODUCT ENGAGEMENT & DELIGHT

Students love Sonar



Note: Industry benchmarks are digital mental health products

Source: National Center for Biotechnology Information

IMPACT

**Casey L.**

"I've shared things with Sonny I've never told anyone."

- 15 y/o sophomore student

**Avery G.**

"Mental health used to be something I was afraid to bring up but now it feels part of normal conversation."

- 14 y/o freshman student

**Markus M.**

"Sonar is significantly reducing stress on our counselors and teachers."

- School Counselor re supporting Markus & others

**91%**

Users improved wellbeing

**24%**

Avg increase in mental & emotional wellbeing
(8 week study)

**80%**

Of conversations incl. new moments self disclosure

TRACTION

... since launching our sales efforts in February 2024



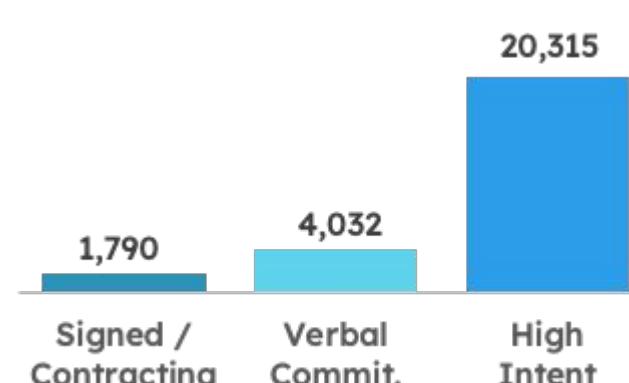
Contracted ARR



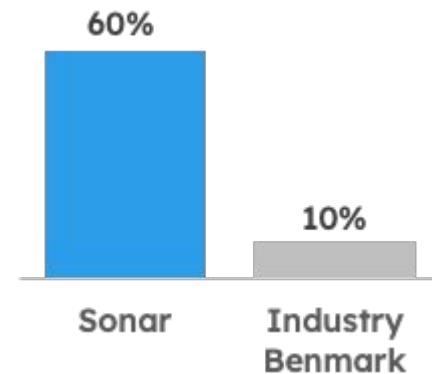
\$104K 3-year contract recently signed



Contracted Users



Student Engagement %



Verbal Commitment = Agreement reached in principle, contract going through approval process

High Intent = Advanced sales pipeline, meaning accounts with which we have met at least once and have expressed high intent

Initial BUSINESS MODEL

**Annual
District License**
\$30-50
/ Student / Year

Evidence
Signed Contracts Benchmarks
 

**Average
District Size**
3,700
Students

Buyer
Asst. Superintendent
of Student Services

98% of districts expect
to continue to increase
mental health spend

Average Contract
100K+
per Year

Paid How?

\$40 billion in funding leading to increases in
per student per year budgets of **\$100+**

**Bipartisan Safer
Communities Act**
ESSA
Every Student Succeeds Act



UNIT ECONOMICS

	Today	@ Scale		
ARR Per District	\$50,000	\$100,000		Based on signed contracts & pipeline; size of districts targeted increases over time
Gross Margin	57.7%	85.0%		Drivers include wellbeing companions and compute costs, which will decrease over time with automations
District LTV (1-Year)	\$28,834	\$84,967		
Sales (Incl. Commission)	\$9,583	\$15,417		Today, incl. cost for sales consultants & CEO time, adding sales employees and customer success in future
Marketing & Misc.	\$500	\$1,833		Costs for digital and conference based marketing and other misc. sales costs
CAC	\$10,083	\$17,250		
LTV/CAC (1-Year)	2.86x	4.93x		
<i>Anticipated Retention</i>		95%		Based on benchmarks across behavior health solutions sold into schools



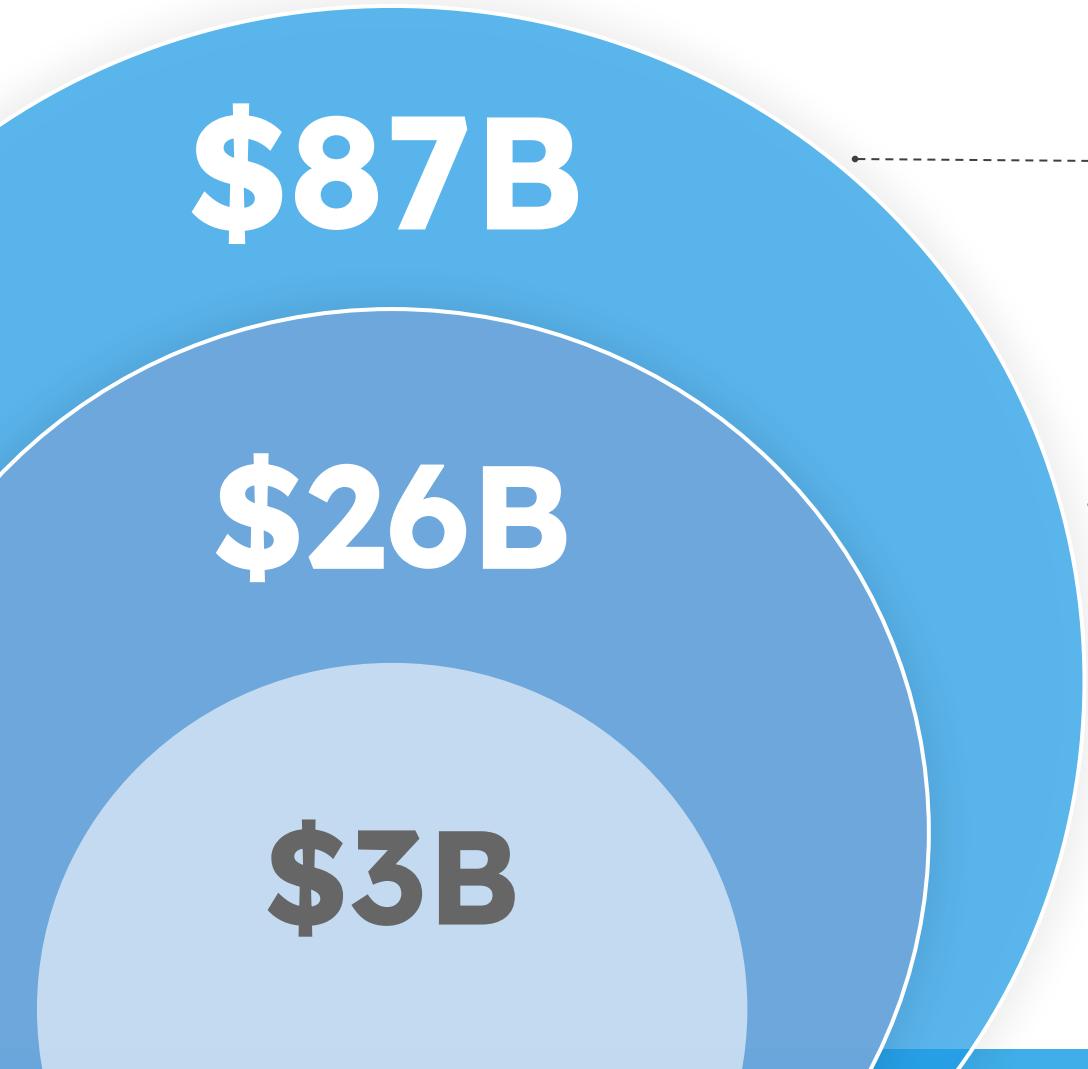
VALUE PROPOSITION TO DISTRICTS

	Sonar	Security Software	Coaching / Peer Support	Telehealth & Therapy	School Counselors
Preventative (Early identification via trust + AI)	✓	✓	✗	✗	✗/✗
Scalable On Demand Support (24/7 access, instantly, all students)	✓	✗	✗/✗	✗	✗
Actionable Insights (Differentiated data leads to better decisions)	✓	✗	✗/✗	✗	✗
Loved by Students (High engagement and perceived value)	✓	✗	✗/✗	✗/✗	✗/✗
Cost Per Student	\$50 per year	\$10 per year	\$120-780 per year	\$1.8-3.6K ¹ per year	\$280 ² per year

Partners, not
competitors

Notes: (1) Assumes 1 therapy session per month (2) Assumes counselor annual salary of \$60,000 and that each counselor can cover 250 students

MARKET



U.S. Behavioral Health Market

The U.S. Behavioral Health Market is growing fast and expected to reach around \$136.6 billion by 2032.

Youth Wellness & Mental Health

An accelerating industry with 15X growth in investment over the last four years (see next slide).

K-12 School Districts

Students across the United States.
(55M students x \$50 per year).

EXPANSION STRATEGY

Build a new category on precision understanding & mgmt. of personal wellbeing

24+ Months

Future Opportunities



Adolescents via
K-12 schools



Care Referrals &
Partnerships



B2B: Companies,
Colleges, etc.



Health
Plans

Unique sales approach
leading to sub 12 week sales
cycles

Multi-billion dollar companies that use K-12 distribution as a wedge



FOUNDING TEAM

**Drew Barvir**

CEO

[LinkedIn](#), MBA

- 6 years experience in mental healthcare
- Former software investor & executive
- Stanford Social Innovation Fellow

STANFORD
BUSINESS**Tatyana Gruver**

Head of Product

[LinkedIn](#), MET

- Built & launched BetterUp Care, achieved >\$1M in Y1 revenue
- 3x founding PM or designer
- 2 successful exits

BetterUpCarnegie
Mellon
University**Eugene Koniakhin**

Engineering Lead

[LinkedIn](#), BS

- 15 years as a software developer
- Built tech startup to 15 employees and 100K daily active users
- 1 successful exit

Google**Faraz Khan**

Clinical Lead

[LinkedIn](#), MD

- Child & adolescent psychiatrist
- 3 years working in school and high-risk settings

Spectrum Health**Viggy Kumaresan**

AI Lead

[LinkedIn](#), MS

- 6+ years using adv. ML & LLMs to predict illnesses & support patients
- Published researcher
- 6+ years as a crisis counselor



ADVISORS & CONSULTANTS

Science & Tech



Johannes Eichstaedt
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Sean Young
[Website](#), PhD



Betsy Stade
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Georgia Tech INNU 인천대학교

Clinical



Ana Paul Garay
[LinkedIn](#), MA



Megan Magruder
[LinkedIn](#), MSW



Nina Paul
[Profile](#), PhD



Youth Voice



Kevina Wang
[LinkedIn](#), Youth mental health advocate, NAMI volunteer



Preston Lee
[LinkedIn](#) / [Video](#), Youth mental health leader



Khushi Matpadi
[LinkedIn](#) Youth mental health advocate

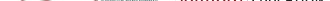


Ava Wolsborn
[Website](#) Youth Council, Minds Matter

Education / Sales



Denise Pope
[LinkedIn](#), PhD



Joe Robinson
Former District Admin.



Melissa Hutchison
School Principal



James Denning
Former District Admin





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drew@sonarmentalhealth.com



HOW IT WORKS

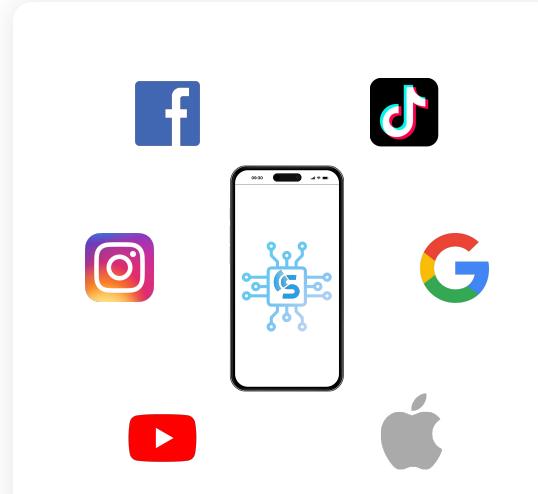
Sign-Up

1

Teachers prompt students to sign-up in the classroom to use Sonar in times of distress

Sync Data

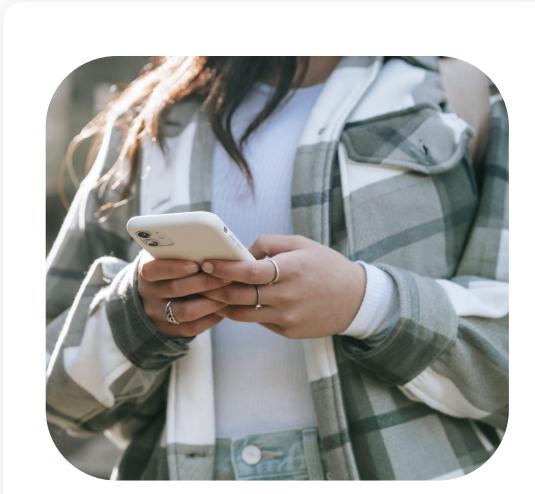
2



Our machine learning algorithms proactively identify mental health challenges

Engage

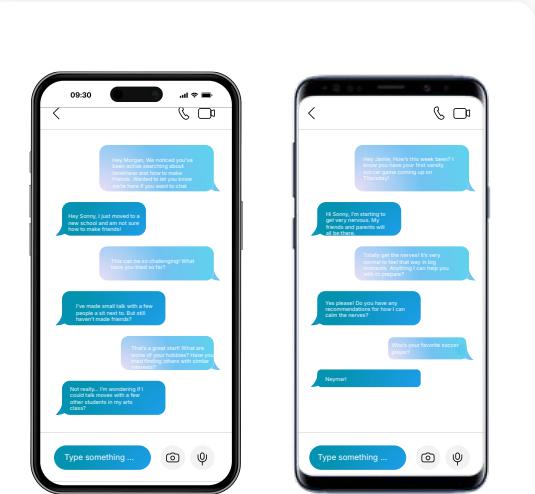
3



We engage in text conversations based on identified challenges or outreach from the student

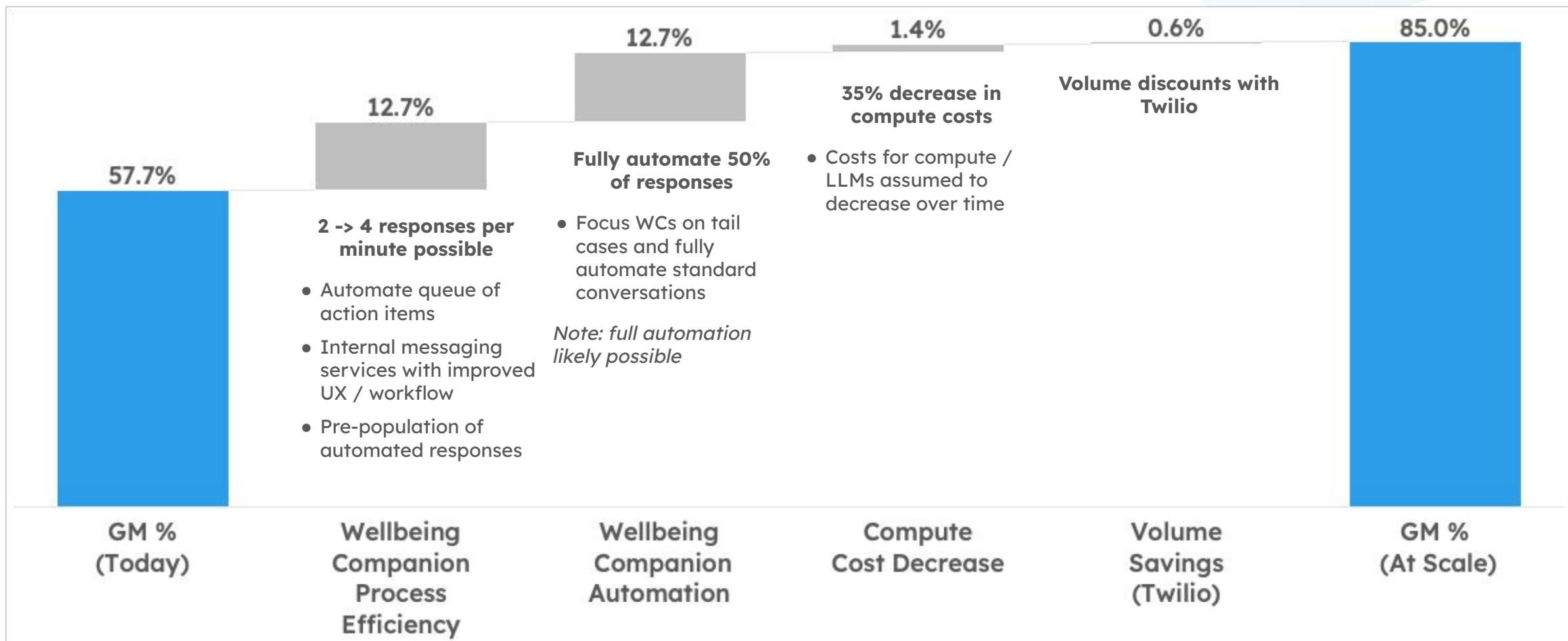
Support

4



We use a human-in-the-loop system to support students and refer them to necessary care and resources

SCALABILITY





AVAILABLE PUBLIC FUNDING TO PAY FOR SONAR

Ann. Appropriation	Fund, Grant, Program	Department	Change YoY
\$18.4 billion	Title 1 Grants to LEA	Education	+ \$1.9 billion
\$14.4 billion	IDEA Part B Grants to states	Education	+ \$200 million
\$2.1 billion	Title II-A-Support Effective Instruction State Grants	Education	-
\$1.4 billion	Title IV Student Support and Academic Enrichment state Grants	Education	+ \$1.3 billion
\$1 billion	Bipartisan Safer Communities Act (Stronger Connections Grant)	Education	+ \$1 billion
\$1.4 billion	21st Century Community Learning Grants	Education	+ \$10 million
\$182 million	Education Innovation and Research (The Evaluation Group)	Education	+ \$115 million
\$150 million	Full-Service Community Schools	Education	+ \$75 million
\$292 million	School-Based Mental Health Services Grant Program	Education	+ \$148 million
\$140 million	Project AWARE (Advancing Wellness and Resilience in Education)	Health & Human Services	+ \$20 million
\$99 million	National Child Traumatic Stress Initiative	Health & Human Services	+ \$5 million
\$40 billion			+ \$4.7 billion