

Secondary Education Institutions



Parents & Guardians

are exploring how to
improve adolescent
health and well-being
through a preventive
intervention system with



Dawn Health

Agenda



Introduction



Problem



Target Market



Current State



Solution



Introduction | Who is Dawn Health?

In 2021, a group of brilliant minds at Harvard Medical School had an epiphany: traditional mental healthcare was failing to keep up with the needs of society. So, after a meticulous exploration of the market and countless brainstorming sessions, they decided to take matters into their own hands.

Fast-forward to 2023, and Dawn Health was born - a revolutionary mental healthcare venture that focuses on prevention and wellness, not just treating crises. At Dawn Health, we believe that every adolescent deserves to have control over their mental wellbeing, which is why we've developed a state-of-the-art digital-wellness solution. Our platform is user-friendly, accessible, and affordable, making it easier than ever for young people to screen, monitor, and manage their mental health. Say goodbye to sky-high costs and access-to-care barriers - with Dawn Health, the future of mental healthcare is in your hands.

Problem | Why did we create Dawn Health?



Nurturing mental health resilience in adolescents for a stronger future.

Problem | Voice of the Patients & Families



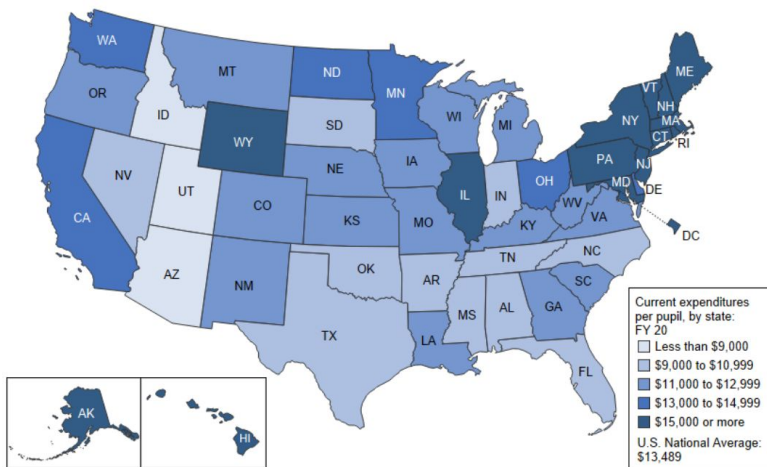
- Parents/Guardians of Adolescents & Secondary Education Institutions
- Invested in their children's/students' mental health well-being
- Willing to participate in their children(s)' mental health journey

Our Customer

- Understand their child(ren)'s mental health status & needs
- When to act, before the condition reaches a crisis level
- Where to go to receive care (long-wait times)
- How to improve their engagement with their child(ren)

Unmet Need

Target Market | Analysis



Source: (1) US National and State-Level Prevalence of Mental Health Disorders and Disparities of Mental Health Care Use in Children

(2) Depression Statistics Everyone Should Know

(3) 2020 Mental Health by the Numbers

(4) Parent-perceived barriers to accessing services for their child's mental health problems

(5) Revenues and Expenditures for Public Elementary and Secondary Education: FY20

(6) Youth with MDE Who Did Not Receive Mental Health Services 2022

(7) Census families with children by age of children and children by age groups

(8) ChildStats

(9) Enrollment in public elementary and secondary schools, by level, grade, and state or jurisdiction: Fall 2021

(10) Characteristics of Private Schools in the United States: Results From the 2019–20 Private School Universe Survey

- 7.7 million of 46.6 million children nationwide with at least one mental health disorder
- 49.4 percent of children with a mental health disorder who did not receive needed treatment.⁽¹⁾



Market Details



1 in 6 experience a major depression event: 3.1 Million adolescents⁽²⁾

3 Million had serious thought of suicide leading to a 31% increase in Mental Health related Emergency Department visits.⁽³⁾



Key Markets

Adolescent
(ages 9* – 17)



- 25.1 Million Children⁽⁸⁾
- Depression & Anxiety Disorders

TAM

- 33.9 Million children enrolled in Public School Grades 4 through 12⁽⁹⁾
- 5.7 Million children enrolled in Private School Grades 4 through 12⁽¹⁰⁾

SAM

- 6.1 Million children from initial target states (TX, IL, MA, & VA)
- 354K children from target private schools (TX, IL, MA, & VA)

SOM

Target Market | Tailwinds

The New York Times

The Surgeon General's New Mission: Adolescent Mental Health

In an interview with The Times, Dr. Vivek Murthy ascribed the mental health challenges among young people in part to "hustle culture" values.

Give this article



"I think of mental health as the fuel that allows us to show up for our communities, our friends, our family and our lives," said Dr. Vivek Murthy, the surgeon general. Maudel Njiru/Agence France-Presse — Getty Images

In December 2021, Surgeon General Vivek Murthy issued a rare warning: Mental health challenges were leading to "devastating effects" among young people. His statement came as the suicide rate for young Americans ages 10 to 19 jumped by 40 percent from 2001 to 2019, while emergency room visits for self-harm rose by 88 percent.

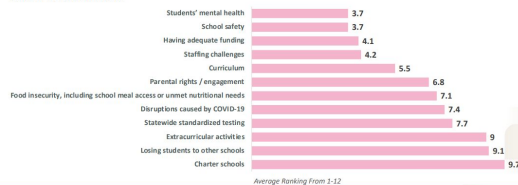
HHS Announces \$40.22 Million in Youth Mental Health Grants Awarded in August Plus \$47.6 Million in New Grant Funding Opportunities for School-Based Mental Health Program

Thursday, September 1, 2022

The \$47.6 million in new grant funding opportunities were developed from the Bipartisan Safer Communities Act.

Students' Mental Health, School Safety Ranked Highest Among School Board Member Concerns

Q. Please rank each of the following in order of most important to least important in your role as a school board member.



Average Ranking from 1-12

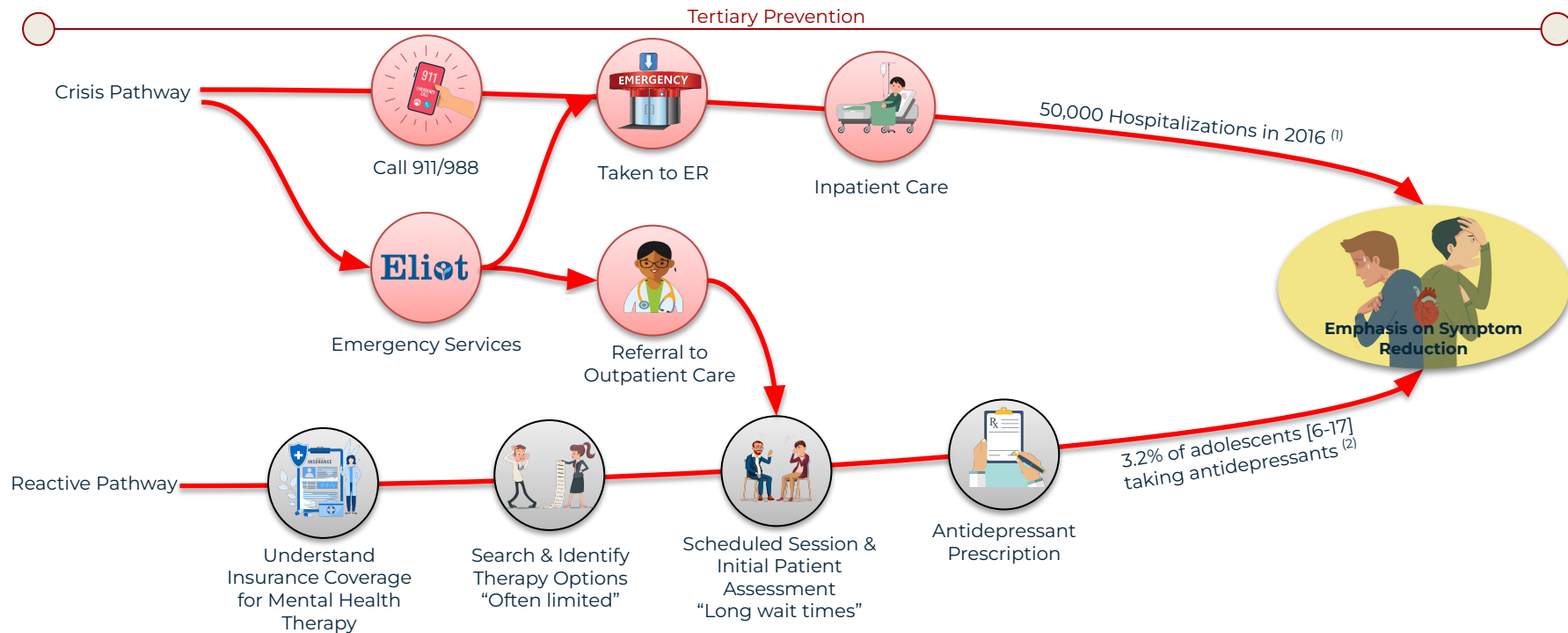
Hundreds of Millions of Dollars in Funds to Increase the Number of School-Based Mental Health Providers in Schools Provided Through the Bipartisan Safer Communities Act

OCTOBER 3, 2022

Contact: Press Office, (202) 401-1576, press@ed.gov

Today, the U.S. Department of Education (Department) is releasing Notices Inviting Applications for two grant programs to increase access to mental health services for students and young people, totaling \$280 million, that were funded through the Bipartisan Safer Communities Act (BSCA) and the Fiscal Year 2022 Omnibus Appropriations. The BSCA provided historic funding to help meet President Biden's goal of doubling the number of school-based mental health professionals and tackling the nation's mental health crisis. This is the first of \$1 billion in Bipartisan Safer Communities Act funds over the next five years that the Department of Education will award for this purpose.

Current State | Illness-based Model

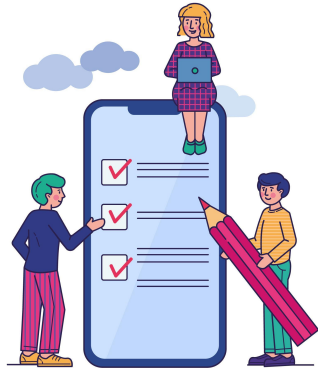


Source:

(1) National Survey of Children's Health (2016)

(2) Centers for Disease Control & Prevention (CDC)

Solution | Dawn Health Wellness System



Biweekly Evidence-Based Assessments completed – separately – by both the child and their parent/guardian



**Continuous Data Assessment & Translation to Care Pathways
- Addressing symptoms before they reach a crisis level**

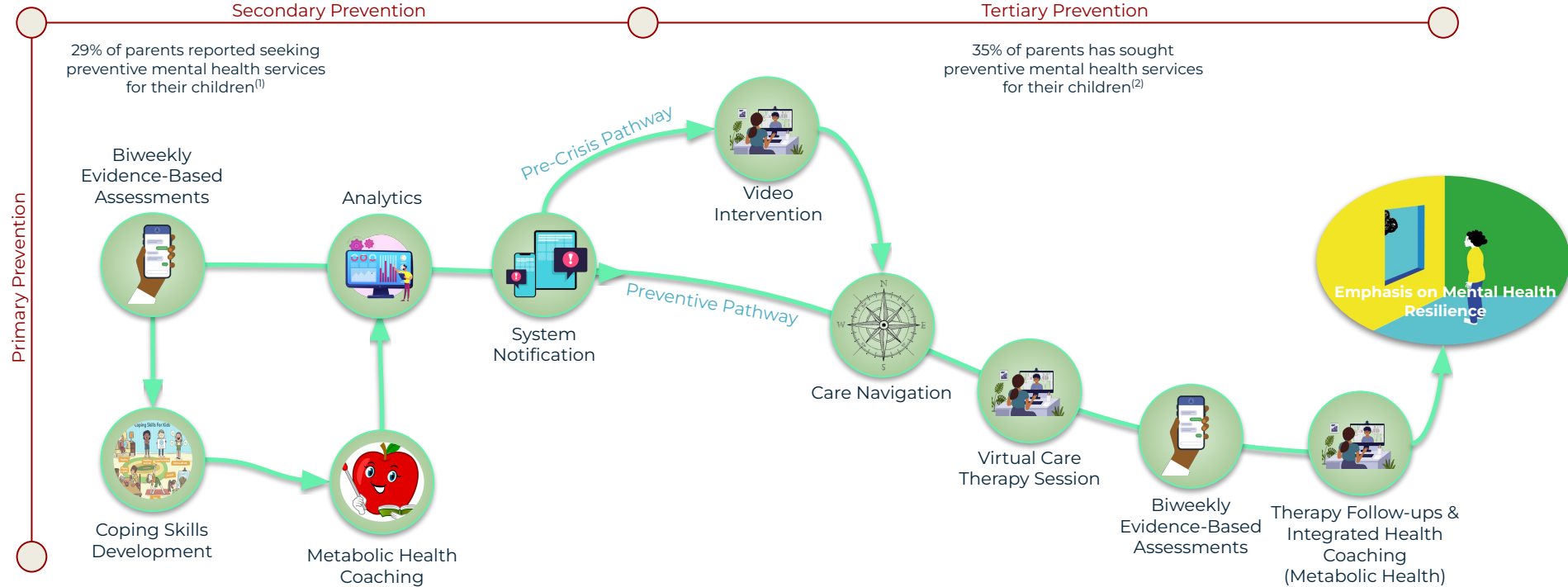


System-Prompt Pre-Crisis Intervention with Health Coaching Follow-ups & Therapy Counseling with Health Coaching Follow-ups



Parent development through Coping Skills & Peer Community

Solution | Wellness-based Model Workflow



Source:

- (1) National Poll on Children's Health (2020)
(2) Journal of Abnormal Child Psychology (2017)

Solution | Measuring Success



Effectiveness of Care *(Parent & Child Reported Data)*

- Academic Engagement
- Days of School Missed



Patient Experience

- Admissions to ER/Inpatient Care
- Timeliness to Care



It's always the darkest
before Dawn Health

Building
Mental Health
Resilience

Preventive
(Pre-Crisis)
Interventions

Engaging
the Family

Promoting
Metabolic
Health