



Man up.
Grow a pair.
Get over it.

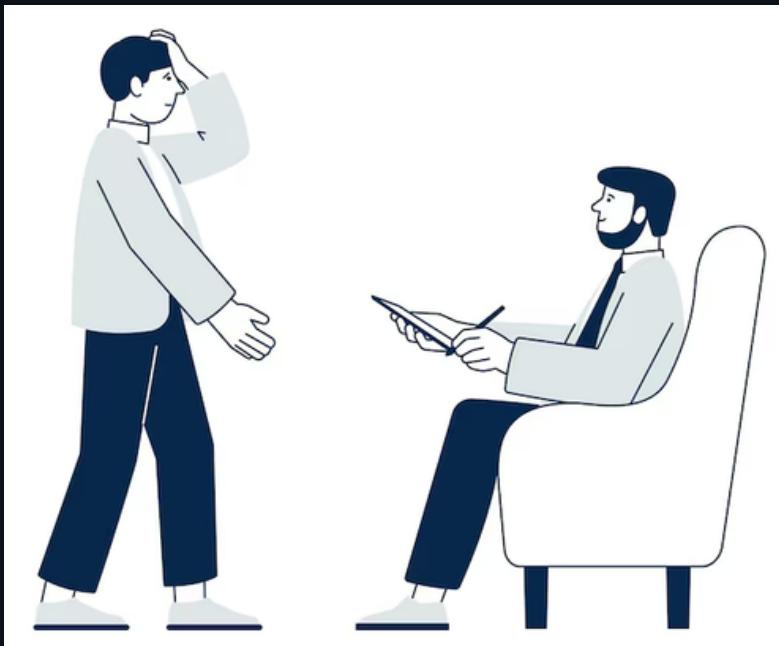
Meet William

- Heavy Military Family
- Suffers from PTSD after his last tour
- Surrounded by stress



Most asked for Help... Few Found it

980,000 men fit into
this population



75% sought help for
mental health

22% didn't return
after the first visit



Why Men Walk Away From Therapy



Can Handle
Problems on
their own

Work
Interference

Not enough
time with the
provider

Stigma

Concerns
about
confidentiality

Discomfort
with provider
interaction



FORGE



FORGE

STRONG DOESN'T
MEAN SILENT

JAX: Redefining Mental Health Support for Men

Private, AI-Driven Mental Health Interface

Delivers support through natural, stigma-free conversation

Masculine-Aligned & Customizable Design

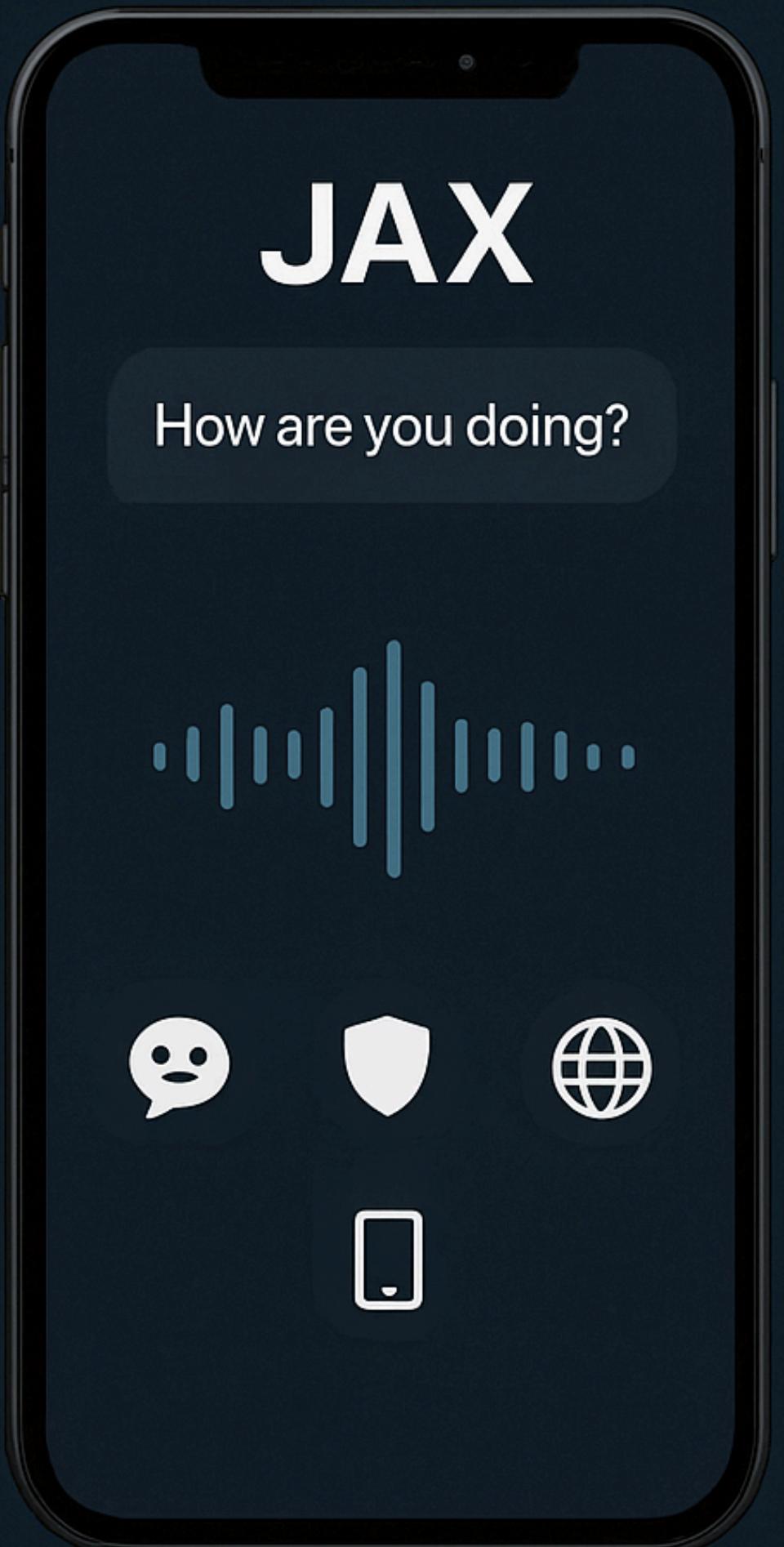
Feels personal—avoids clinical jargon, accessible 24/7

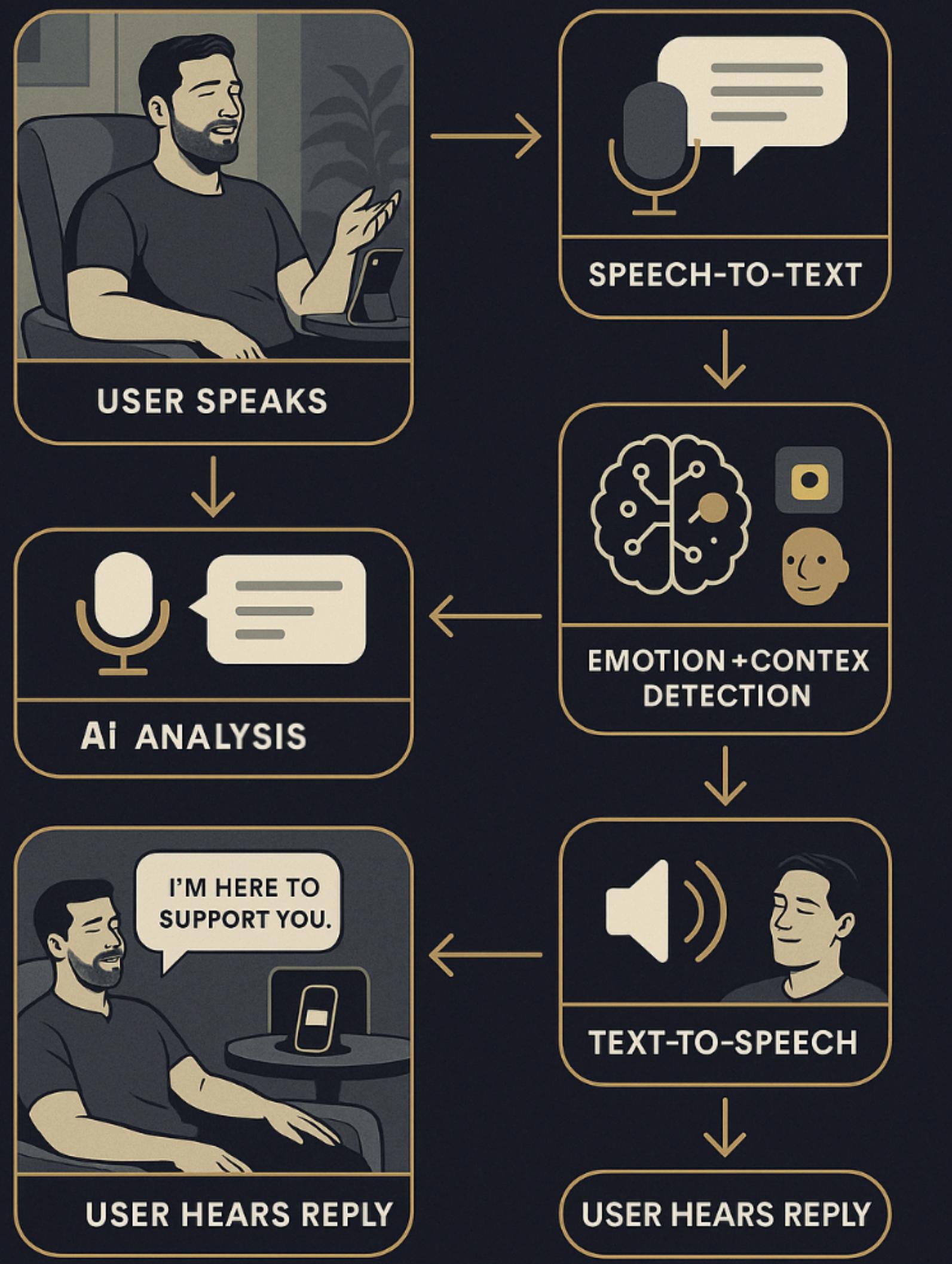
Discreet & Secure

Built with strong privacy protections and seamless daily integration

Mobile App Coming Soon

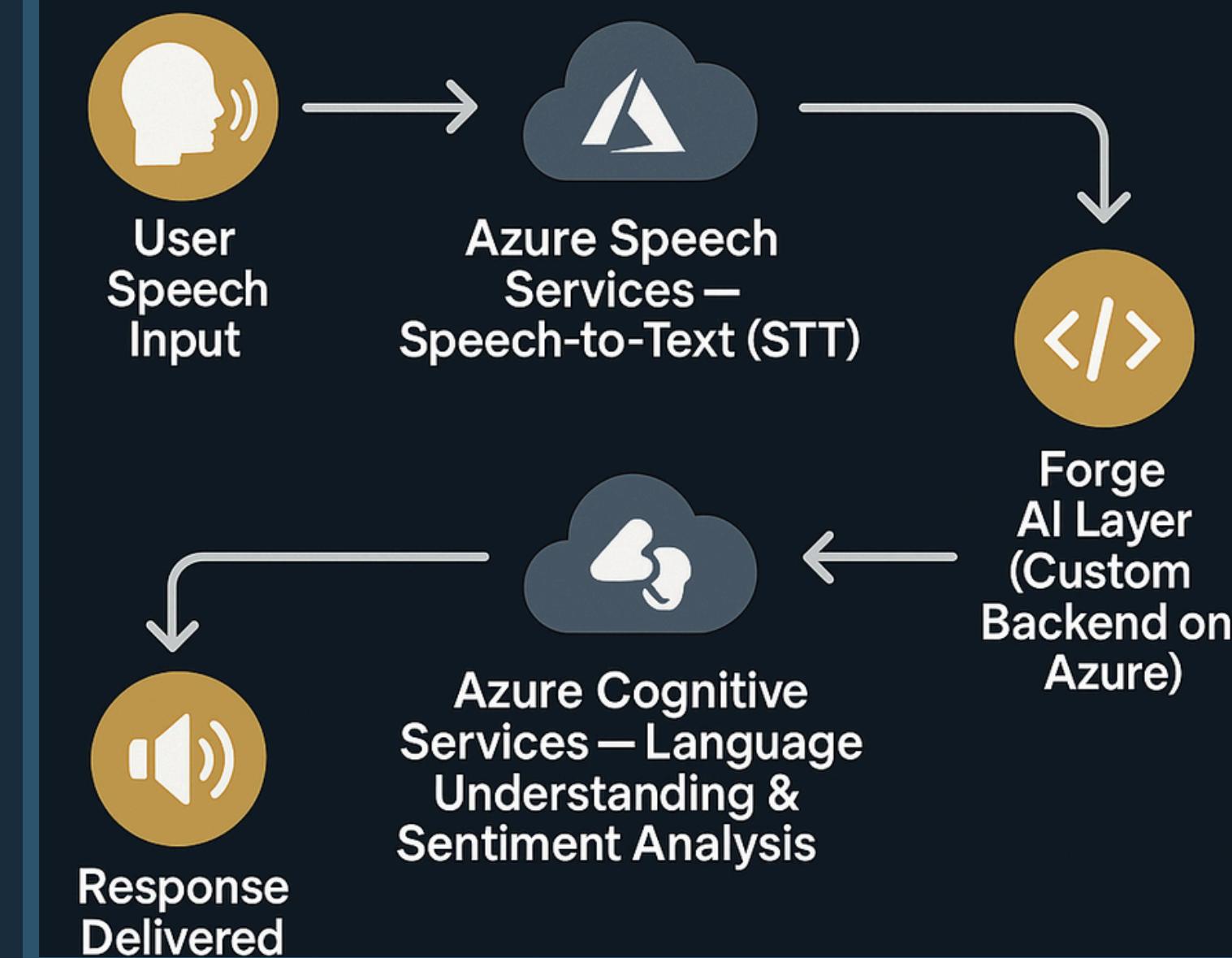
Expand access via smartphone and tablet





How it works

How Azure Powers Forge's AI Therapy Engine



We're not the only ones in the space

Headstrong offers trauma care for veterans, but only through clinical models and with limited reach.

Man Therapy uses humor effectively—but offers no follow-through for real, daily mental health support.

We combine accessibility and real-time care.

- Always available
- Always listening
- Always ready



mantherapy.org

Therapy. The way a man would do it.

Our Demographics

Men aged 20 to 35 who are active-duty or veterans

77%

USE AI TOOLS
WEEKLY

60%

NEVER OR RARELY
SPEND MONEY ON
MENTAL HEALTH TOOLS



REVENUE MODEL: JAX



SUBSCRIPTION-BASED MODEL

- Monthly or annual plans
- Tiered pricing for Basic Access & Premium



B2B LICENSING

- Corporations, universities, clinics
- Enterprise licensing + analytics dashboard



IN-APP UPGRADES (COMING SOON)

- Custom voice packs, avatars, meditation libraries



AFFILIATE THERAPY NETWORK

- Commission from partner therapist referrals



Subscribed ✓



JAX IS READY TO SCALE

Next steps:



Expand JAX as a fully functional, at-home smart mental health system



Partner with veteran and military mental health networks for early access and feedback



Launch an MVP on iOS and Android with premium subscription features



We'll meet users where they already are



Veteran communities and online forums



Digital campaigns on Instagram, TikTok, and YouTube



Influencers and creators who speak men's language

We'll let them know they're not weak





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