

## Executive Summary – Forge & JAX

In the modern world of mental health, a major group of people still find themselves underrepresented. Men (ages 20-35), who are, struggle with PTSD, depression, anxiety, and emotional isolation. Around 75% of this group seeks help at some point, over 1 in 5 do not return after the first session. The reasoning behind this is that male culture norms and habits cause discomfort in clinical settings, and stigma surrounding vulnerability.

Forge addresses this silent group with JAX, an AI powered mental health resource, designed for men who are resistant to conventional therapy systems. JAX is available 24/7 and provide personally tailored mental health support in the privacy of your own home. The AI model is calibrated to have human sounding and casual conversation and help users explore their emotions without feeling exposed. What sets JAX apart is the integration of 4<sup>th</sup> Industrial Revolution Technology, JAX uses AI for adaptive and emotionally advanced dialogues. This works to create a more lifelike experience that users can trust, personalize, and rely on.

Forge's target market includes approximately 161,700 men in the U.S. who have served in the military. Our survey revealed that over 77% of respondents in this group frequently engage with digital assistants like Siri or ChatGPT. Still, more than 60% report never investing in mental health solutions, often because existing resources feel ineffective. Forge fixes that by offering an easy platform that feels relevant and respectful of male identity.

JAX works with a freemium model, users get core support features for free, while premium subscriptions unlock additional capabilities like in-depth emotional trend tracking, avatar upgrades, and access to high-tech AI models. This revenue structure balances accessibility and monetization, ensuring wide adoption and help while keeping sustainably in mind.

Unlike existing services like Headstrong and Man Therapy, JAX offers a comprehensive, always-ready solution that can easily work with men's terms. Our product is not a total replacement for all therapy, but a jumping off point of how support and progress can begin.