

CARRIER TECH ||

Emotion Analysis Api
An opportunity and a need

The Problem

Mental Health / Mental Wellness

Apps/AI aren't able to measure users emotional state leading to:

- Failure in goal completion
- Loss of impetus
- Continuation of symptoms

Customer Support Assistants/AI

Unable to gauge customers emotions/ frustration leading to:

- Poor adoption
- Decay of customer retention
- Need more customer support staff

The Solution / Value proposition

Fine granularity emotion analysis api

Mental Health/Wellness app that, in real time, can:

- evaluate a users emotions
- dynamically change CBT
- generate impetus/motivation

Customer AI Assistants implementation/ analysis:

- evaluate users emotions
- Pinpoint failure points in a system
- Automatically assess current system

£340B TAM

Clinical TAM

Global mental health market valued at £318 billion

B2B TAM

Conversational AI for customer service valued at £18.6 billion

SAM

Non clinical/Preclinical market app market valued at £4.3 billion

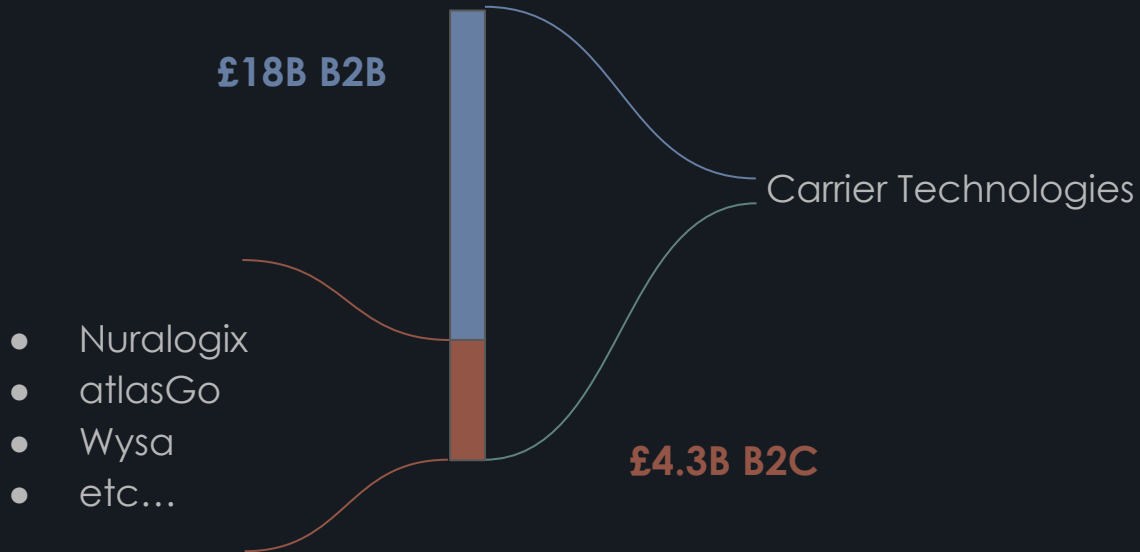
SOM

Current infrastructure can support 12,000 users generating £720,000 in revenue.

10x with investment

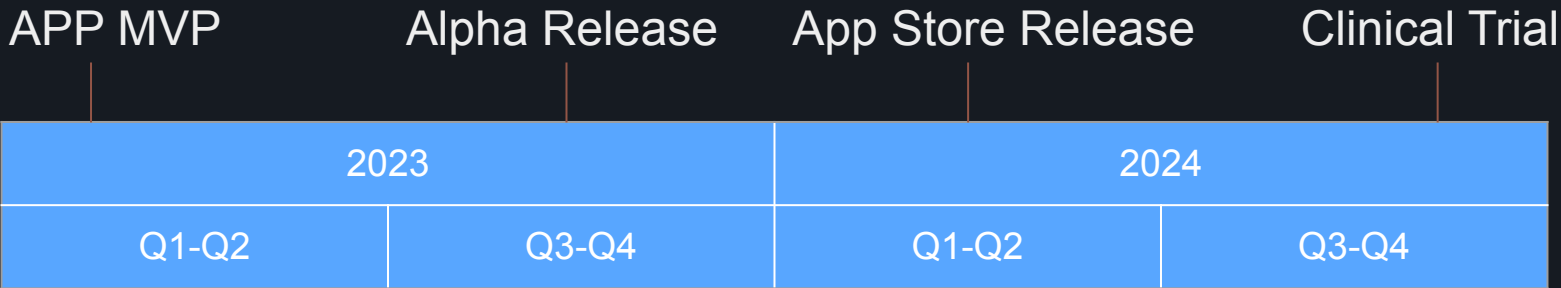
Competition

To our knowledge we are the only mental health technology with accurate emotion analysis. This demarcation makes us unique in the B2B market and the mental wellness market.

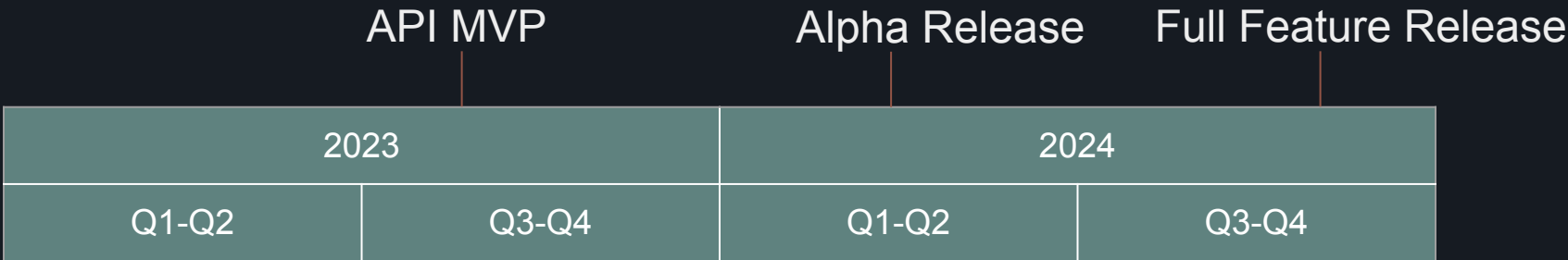


Product Roadmap

In Healthcare



In B2B



Business Model

In Healthcare/B2C

Revenue Model: £5 per month

Avg account lifetime: ~12 months per user

Distribution: iOS & Play store

Target: 18+ smartphone users

In B2B

Revenue Model: Consultancy Basis & Subscription

Avg account lifetime: 12-36 months

Distribution: SaaS Analysis & user facing AI

Target: Companies with user facing AI (Amazon, Uber, etc..) and SME without

The Partner



Dr Julian is a platform that links patients with Clinicians to allow greater access to mental health resources. They currently work with the NHS and private patients

The Team



Jason Carrier
Technical Lead

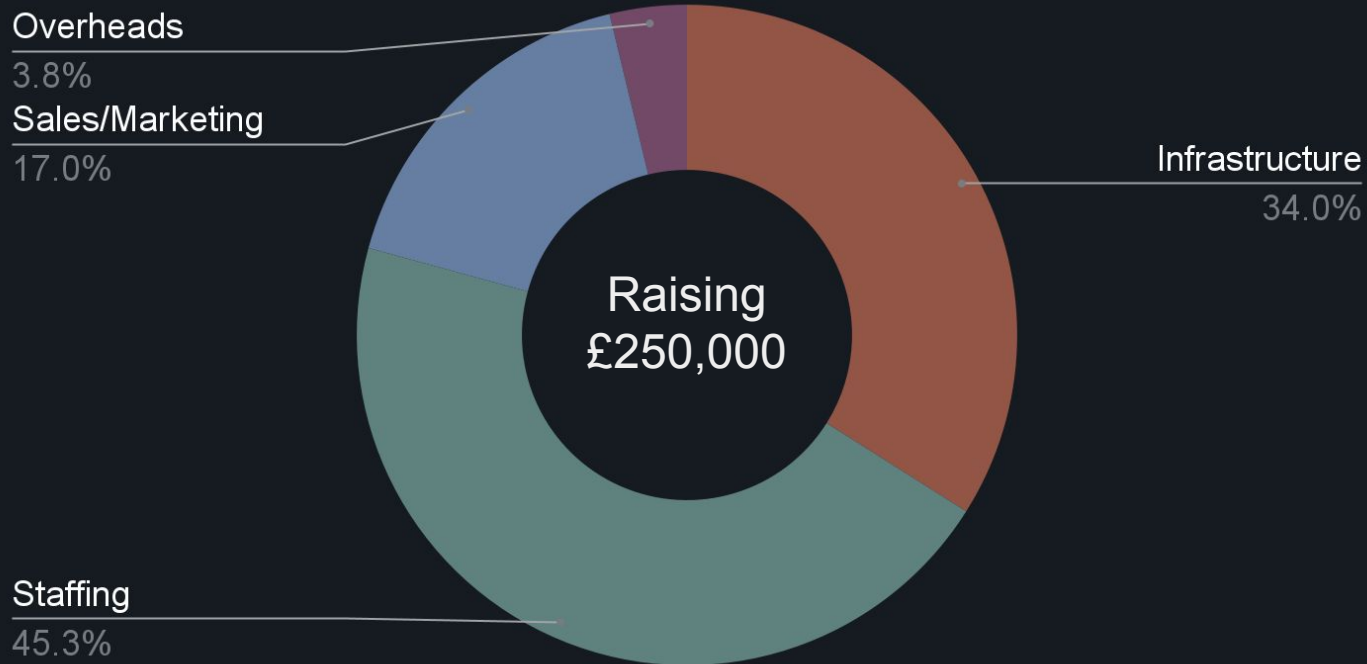


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The ASK



Thank You

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