

Cogniva Health

Pitch Deck

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COGNIVA HEALTH

**Traditional therapy has limits. Technology
can enhance it.**

Immersive technology for better therapy.

PROBLEM:

Millions of people in India live with treatable mental-health conditions, yet most do not receive timely, measurable or clinically appropriate care. This creates a significant opportunity for clinician-focused technology that expands access, improves engagement and delivers objective outcomes.

10-14%

of adults in india (~ 197.3 million)
suffer from a diagnosable mental-
health disorder

8-30%

are receiving treatment (70-92%
treatment gap)

45-50%

of needs remained unmet in
Clinical Populations according to
an Indian Psychiatric Society
multicentric study

OUR SOLUTION:

Cogniva Health integrates a VR headset, biosensors, and clinician software to deliver adaptive, measurable therapy sessions. Patients are guided through ultra-realistic environments built in Unreal Engine or captured from real-world settings tailored for conditions like OCD and anxiety.

Throughout the session, heart rate and stress levels are continuously monitored, allowing the system to automatically adjust intensity or shift to a calming scene when needed. After each session, AI-generated notes and progress summaries give clinicians objective insights to refine treatment and track outcomes over time.



DIFFERENTIATORS:

We combine clinical-grade VR, biometrics, and therapist-first design to deliver immersive, measurable, and scalable mental-health treatment. This is not wellness VR — we enable real exposure-based therapy with objective outcomes, built for India's clinical ecosystem.

What makes us uniquely positioned

- **Clinician-first VR therapy** — designed for therapists, not general wellness content
- **Realistic, repeatable exposure environments** for OCD & anxiety common in India
- **Biometric sensing + data analytics** for objective therapeutic outcomes
- **Adaptive ERP/CBT-based therapy workflows** to accelerate progress
- **Integrated hardware + software stack** built for affordability and reliability
- **Works across clinical ecosystems** — therapy clinics, hospitals, tele-therapy setups
- **Scalable beyond clinical care** — deployable in corporate wellness programs, premium spas, and yoga studios in high-profile communities
- **Proof point:** In a randomized controlled trial of VR Exposure & Response Prevention (VR-ERP) for OCD, participants in the VR group showed significant reductions in obsession and compulsion scores compared to control. [pmc.ncbi.nlm.nih.gov](https://pubmed.ncbi.nlm.nih.gov)



Model:

Hardware-enabled B2B SaaS platform for clinics, hospitals, and wellness providers.
One-time hardware revenue + recurring annual software subscription.

Revenue Streams:

Stream	Description	Pricing
Hardware Kit	VR headset + biosensing suite + setup	₹50,000 (one-time)
Software Subscription	Annual license with all modules included (AI notes, analytics, updates)	₹60,000 / year
Support & Training	Onboarding, clinician training, technical assistance	Included

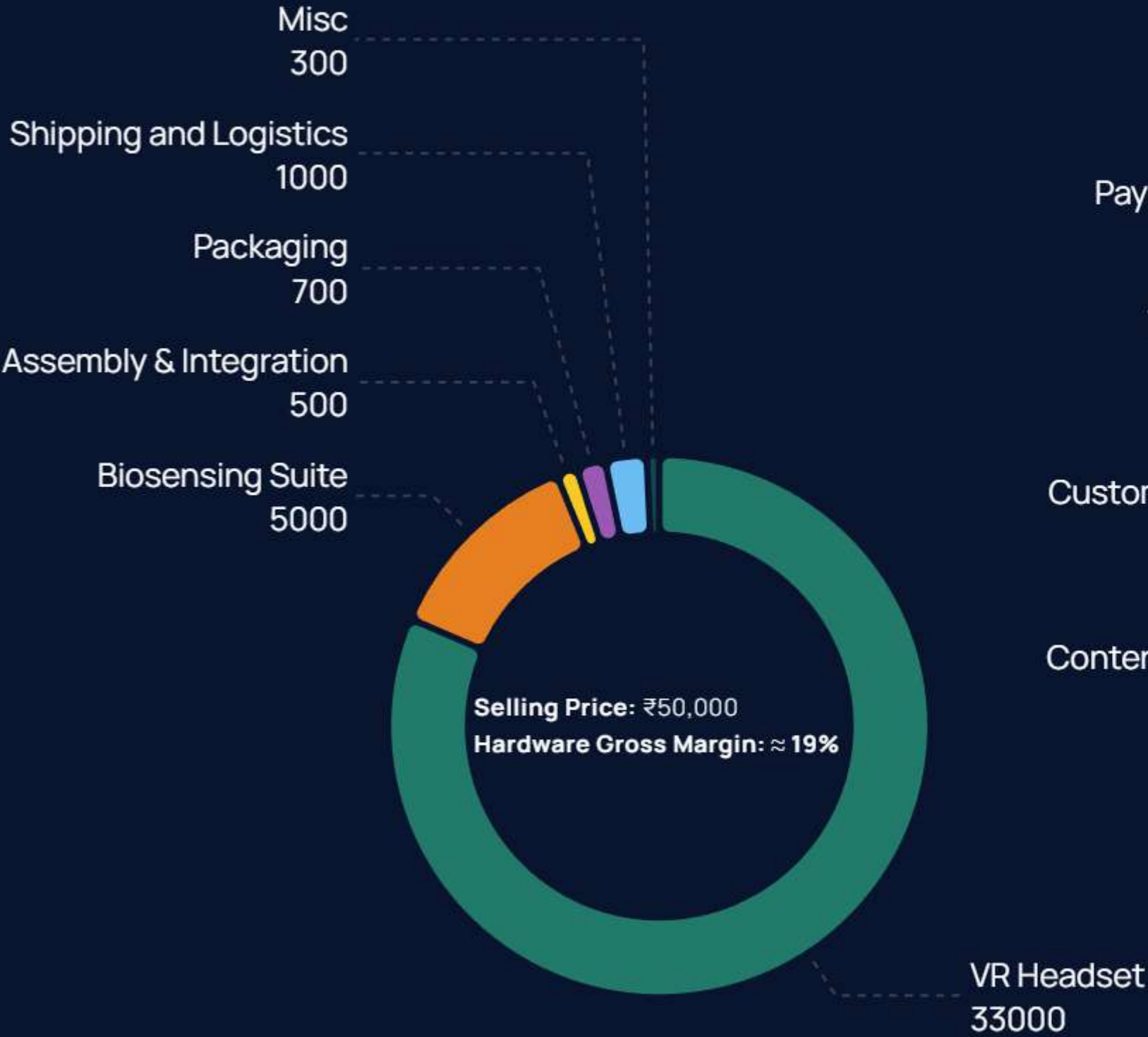
UNIT COSTS & MARGIN:

Category	Cost	Margin
Hardware (one-time)	~₹40,500 / unit	~20% margin
Software (annual)	~₹21,000 per seat / year	~65% gross margin

Note: Early-stage estimates. Figures will be refined post prototype and pilot testing.

DETAILED COGS BREAKDOWN:

HARDWARE COGS (1U):



SOFTWARE COGS(per seat):



NOTE: All Values are in INR (₹)

MARKET SIZE:

- The **India mental-health market** was valued at **US\$6.89 billion in 2023** and projected to grow at CAGR of **~28.16%(Astute Analytica, 2024)**.
- Global VR therapy market projected at **US \$10 billion+** by 2032 (Market Research Future, 2024).
- India has $\approx 25\text{--}30$ million people receiving some form of formal mental-health care (20% of ~ 153 million affected).
- If only 10–15% of those patients receive care through clinics/hospitals that are tech-enabled or open to digital transformation, that's $\sim 3\text{--}4$ million active clinic-treated patients.
- Average annual therapy spend per patient: ₹12,000 (Kondapura et al., 2022; MoHFW studies).
Clinic-delivered segment $\approx 4\text{ M} \times ₹12,000 = ₹48\text{ billion}$ (\sim US \$550 million)

SUMMARY :

TIER	Description	Size (INR)	Size (USD)	Notes
TAM	Entire Indian mental-health economy	₹570 billion	\$6.9 B	Source: Astute Analytica 2024
SAM	Clinic + digital therapy segment	₹70 billion	\$800 M	Based on 3–4 M clinic-treated patients
SOM	3–5 year realistic capture ($\approx 1,000$ clinics)	₹150–200 million	\$1.8–2.4 M	Based on rollout and pricing

6. Go-to-market plan



Ideal customer

- Mental health clinics & therapy centers
- Psychiatrists & licensed therapists
- Multi-specialty hospitals with psych departments

Acquisition (Now-12 months)

- Direct outreach to therapy centers & psychiatrists
- Clinical partnerships with hospitals & academic psych departments
- Government/innovation programs
- Hospital chain partnerships
- Psychologist association tie-ups

Scale

- **Expand clinical protocols:** OCD & anxiety → phobias → PTSD → stress & burnout
- **Multi-station support:** 1 therapist → multiple VR therapy seats
- **Distribution scale:** clinic networks, hospital groups, channel partners, psych associations
- **Geographic growth:** Tier-1 & Tier-2 India → GCC → SE Asia
- **Adjacency expansion (after clinical validation):** corporate mental-wellness → premium wellness centers (yoga/spas)

Direct Competitors in India:

1. **Wundrsight** - VR + AI solutions but lacks biosensing integration and less clear hardware.
2. **SparshMind Innovations** - Focus is more on rehab/neuro than therapist-led clinical mental health.
3. **Avika Mind Health** - More wellness/consumer-oriented, less clinic-hardware-SaaS for therapists.

What Makes Us Unique?

- **Clinician-first platform** — purpose-built for therapists, psychiatrists, and hospitals, not consumer wellness users.
- **Evidence-based VR therapy** — ERP/CBT-aligned modules for OCD, anxiety, and related disorders, designed around real clinical use.
- **Integrated biosensing** — heart-rate, HRV, and stress data enable adaptive VR exposure and objective outcome tracking.
- **AI-generated session notes** — automatically summarizes session data (exposure duration, physiological response, progress metrics) into structured therapist notes, reducing admin time.
- **Hardware + software ecosystem** — affordable, plug-and-play clinical solution optimized for Indian healthcare infrastructure.
- **Scalable dual-market model** — validated in clinics first, then expands into corporate wellness, spas, and premium wellness centers.

How We'll Outperform Competitors

- **Depth over breadth:** We specialize first in OCD & anxiety (highest success evidence for VR-based exposure), unlike broad wellness apps.
- **Objective data advantage:** Competitors deliver experiences; we deliver measurable, clinician-verified outcomes.
- **Operational efficiency:** AI-generated notes cut documentation time and standardize reporting across clinics.
- **Affordability & localization:** Indian-priced, clinic-workflow-friendly hardware stack — lowering adoption barriers.
- **Therapist-driven adoption loop:** Better outcomes → higher patient retention → stronger clinician referrals → faster organic growth.
- **First-mover credibility:** Building early partnerships and pilots in hospitals before competitors reach clinical maturity.

Funding Ask:

We're currently building our clinician dashboard and AI therapy workflow system in-house.
The next phase is focused on **validating the VR system** in real clinical settings , refining hardware integration, collecting biosensor data, and measuring therapy outcomes.
We're seeking **₹10 lakh in pre-seed funding** to support this validation phase — covering essential hardware, pilot testing, and minimal operational needs.

Funds Allocation:

Category	Allocation
Hardware (VR + Sensors)	48%
Pilot Testing & Optimization	15%
Cloud & AI Infrastructure	10%
Office + Stipends (if required)	17%
Contingency & Misc.	10%

Capital Requirement Breakdown:

CATEGORY	PURPOSE	ESTIMATED COST
VR Headsets (Meta Quest 3S)	10–12 units for pilots and testing	₹4,00,000
Biosensing Suite	Heart-rate, HRV, and GSR sensors + integration	₹80,000
Cloud & AI Infrastructure	Server hosting, model compute, analytics	₹1,00,000
Pilot Testing & Optimization	Clinical trials, calibration, reporting	₹1,50,000
Small Office Space (optional)	6–8 months minimal setup	₹80,000
Stipends (optional)	Basic founder & intern support during testing	₹1,00,000
Contingency	Repairs, logistics, misc.	₹90,000

Total Requirement: ₹10 lakh



Rishikesh Moogi

Founder

- Leads overall vision, clinical partnerships, and product strategy.
- Engineering undergrad; passionate about leveraging immersive tech to make therapy measurable and stigma-free.
- Finalist at **FKCCI Manthan 2025**, recognized for innovation in digital healthcare.



Prajwal Hubli

CFO

- Experienced in running and scaling **operations-heavy business**
- Oversees budgeting, procurement, and early-stage fundraising logistics for us.
- Experience in finance, supply logistics, and vendor management



Nagbhushan

CTO

- Oversees all software, AI, and backend infrastructure.
- Leads the engineering roadmap for adaptive therapy models and VR-sensor synchronization.



Vrishab

CPO

- Designs intuitive clinician interfaces and patient-side experiences.
- Handles backend API design and user flow optimization.

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Thank you

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