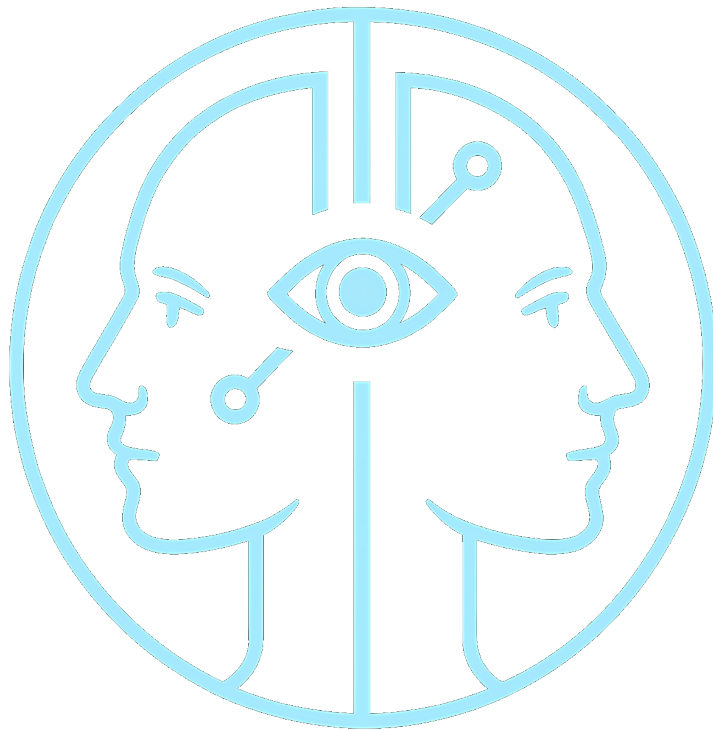


Chakrai Business Plan

AI Therapeutic Ecosystem for Predictive Mental Health

Confidential – Prepared for Investors



Executive Summary

Chakrai is redefining digital mental health with an AI-native therapeutic ecosystem that directly addresses the global mental health crisis. Unlike generic AI wellness tools, Chakrai uniquely fuses a proprietary 190-point personality engine with real-time biometric and behavioral analytics, enabling proactive crisis prediction and highly personalized interventions not offered by competitors. Our platform's clinical-grade assessments and therapist-integrated workflows set a new standard for measurable mental health outcomes. We are seeking \$250k–\$500k in seed funding to complete Chakrai 2.0, execute IRB-approved therapist pilots, and establish ARR traction for a subsequent, larger Seed round.

Problem & Opportunity

Mental illness affects 1 in 5 adults in the US each year, yet fewer than half receive effective care. Traditional mental health systems are constrained by limited scalability, accessibility, and delayed interventions. The digital mental health market is projected to exceed \$17.5B by 2030, growing at 20%+ CAGR, but existing AI solutions often lack clinical rigor, real-time prediction, and the depth of personalization required for high-impact outcomes. Chakrai's approach—integrating advanced AI, robust clinical protocols, and therapist collaboration—directly addresses these market gaps.

Solution — Chakrai Platform

Chakrai's platform stands apart through its core differentiators:

- **Exclusive 190-Point Personality Engine:** Delivers granular, dynamic user modeling to power real-time crisis prediction and personalized therapeutic interventions—capabilities not matched by leading competitors such as Woebot, Wysa, or Youper, which primarily offer scripted conversational agents and static self-help modules.
- **Biometric & Behavioral Fusion:** Integrates multimodal biometric data (e.g., heart rate variability, sleep, activity) with journaling and mood tracking for holistic, predictive care.
- **Proactive Crisis Intervention:** Predicts and mitigates mental health crises before escalation, enabling continuous, adaptive support beyond traditional session-based care.
- **Therapist Portal & Clinical Integration:** Provides licensed clinicians with HIPAA-grade tools for monitoring, intervention, and exportable clinical documentation—features absent or limited in most digital competitors.

- Regulatory-Ready Architecture: Built for HIPAA/GDPR compliance and clinical validation, supporting regulatory submissions and payer adoption.

Chakrai's exclusive combination of personalization depth, predictive analytics, and clinical-grade workflows deliver superior user engagement, measurable symptom reduction, and validated clinical outcomes.

Market Opportunity (TAM / SAM / SOM) & Competitive Landscape

- TAM: \$17.5B global digital mental health market by 2030
- SAM: ~\$3B US digital therapy and wellness apps
- SOM: \$100M ARR target within 3 years via blended B2C and B2B2C channels

While competitors (e.g., Woebot, Wysa, Youper) have gained market share, they primarily focus on chatbot-driven self-help with limited real-time crisis prediction or therapist integration. Chakrai's unique technology stack and clinical focus position it to capture share in both consumer and enterprise segments demanding validated, outcome-driven solutions.

Business Model

Chakrai employs a tiered subscription model:

- Free: Basic journaling and mood tracking
- Premium (\$9.99/mo): Full clinical analysis, unlimited insights, and personalized progress tracking
- Professional (\$29.99/mo): Therapist tools, clinical exports, and API integrations
- Enterprise: White-label solutions for employers and healthcare providers, leveraging Chakrai's unique predictive and compliance features

Go-to-Market Strategy & Clinical Validation Methodology

- B2C: Direct-to-consumer app store distribution, influencer partnerships, and wellness campaigns to drive adoption
- B2B2C: Therapist onboarding via the professional portal and partnerships with employer wellness programs
- Clinical Validation: Chakrai will conduct IRB-approved pilot studies with licensed therapists and academic partners. The methodology includes enrolling a cohort of users under therapist supervision for a 6-month period, measuring metrics such as user engagement, symptom reduction (using standardized clinical scales), and clinical outcomes. Data will be analyzed for efficacy and safety, supporting regulatory submissions and peer-reviewed publication. These studies are designed

to validate Chakrai's predictive interventions and establish clinical credibility with payers and providers.

Technology & Security

Chakrai is engineered with best-in-class privacy, security, and compliance features: device fingerprinting, HIPAA/GDPR compliance, and strict data isolation. Predictive modeling leverages biometric and behavioral data for early crisis detection, with all workflows built to clinical and regulatory standards.

Roadmap & Milestones (Next 12 Months)

- Q1: Launch subscription system, stabilize platform
- Q2: Release journaling analytics and therapist portal; complete HIPAA audits
- Q3: Launch biometric fusion engine and adaptive UX; initiate IRB-approved therapist pilots
- Q4: Release group therapy orchestration and predictive crisis modeling; reach 10k active users and \$12k MRR; publish pilot results

Financial Plan

12-Month Projection (Seed Stage): Targeting ~\$50k cumulative revenue in Year 1, scaling from initial hundreds to \$12k MRR by Month 12. User base projected to grow from ~500 to 10,000+ active users, with an 8% conversion rate to paid subscriptions. Burn rate is ~\$41.6k/month (45% engineering, 10% compliance, 12% infrastructure, 20% marketing/growth, 8% operations, 5% contingency), providing a 12-month cash runway with \$500k seed capital.

Year 2–3 Outlook: Year 2: \$500k–\$1M ARR via B2C growth and B2B pilots. Year 3: \$3M+ ARR through blended B2C, B2B2C, and enterprise licensing.

Strategy

- Capital Efficiency: Use \$500k seed to complete Chakrai 2.0, execute therapist pilots, and achieve ARR traction.
- Milestones by Month 12: Launch biometric fusion, predictive modeling, group therapy features; reach 10k+ active users; achieve ~\$12k MRR; secure 2–3 therapist pilot partnerships; publish pilot data.
- Next Raise: Position Chakrai for a \$2–5M Seed+ round within 12–15 months, targeting a \$15–25M valuation based on ARR and clinical validation.

- Path to Scale: Accelerate B2C adoption via influencer campaigns, drive B2B2C through therapist and employer channels, and pursue regulatory validation to enhance defensibility and payer adoption.

Team

Daniel Sharpe — CEO & Founder: A seasoned product and engineering leader. Daniel holds an M.S. in Computer Science.

Advisory Board: Chakrai will be assembling an advisory board of leading clinical psychologists, digital health experts, and regulatory specialists. The advisory board will guide clinical validation, regulatory strategy, and product-market fit. Additional advisors are in discussions, with a focus on expanding clinical and operational expertise.

Chakrai's lean, AI-augmented operating model allows for rapid, cost-effective scaling—combining deep domain expertise with advanced engineering and clinical partnerships.

The Ask

We are raising \$250k–\$500k in seed capital on a \$5–8M post-money valuation, offering 5–10% equity or SAFE terms (20% discount, \$6–8M cap). Funds will be allocated to product completion, therapist pilot execution, compliance, and ARR traction—positioning Chakrai as the leading, clinically validated AI mental health platform for the next generation.

