

Chakrai: Consolidated Investor Briefing

Executive Summary

Chakrai is an AI-native therapeutic ecosystem revolutionizing predictive mental health support. By fusing a proprietary 190-point clinical personality engine with real-time biometric and behavioral analytics, it delivers proactive crisis prediction, personalized interventions, and therapist augmentation—addressing the global mental health crisis where 1 in 5 US adults face illness annually, but access remains fragmented. Unlike competitors (e.g., Wysa, Woebot), Chakrai offers clinical-grade depth, HIPAA-aligned security, and a B2B2C model blending consumer subscriptions with therapist tools.

Key Highlights:

- **Market Opportunity:** \$17.5B global digital mental health TAM by 2030 (20%+ CAGR); \$3B US SAM; targeting \$100M SOM in 3 years via B2C/B2B2C.
- **Product Stage:** Stable MVP with AI chat, voice synthesis, journaling, mood tracking, and analytics; ready for Chakrai 2.0 launch (biometric fusion, group AI therapy, therapist portal).
- **Traction Goals:** 5k–10k paying users, \$50k–\$100k MRR by Month 12.
- **Funding Ask:** \$250k–\$500k seed at \$5–8M post-money (5–10% equity or SAFE with 20% discount, \$6–8M cap) to fuel 12-month runway, prove ARR, and position for \$2–5M Seed+ at >\$15M valuation.
- **Founder:** Daniel Sharpe (CEO, M.S. Computer Science); advisory board in formation with clinical/ regulatory experts.

This positions Chakrai for \$500M+ valuation in 3 years via \$62.5M ARR (8x multiple), outpacing benchmarks like Wysa's \$80–120M.

Key Features and Benefits

Chakrai's platform empowers users with continuous, adaptive support while equipping therapists with scalable tools. Core differentiators include memory

continuity, voice-first interactions, and predictive modeling—driving 20%+ B2C retention and <8% B2B churn.

Feature Category	Key Components	User/Therapist Benefits
AI Therapy Core	<ul style="list-style-type: none">- Conversational AI (OpenAI GPT-4/Grok) with voice (Whisper/ElevenLabs).- 190-point personality engine (9 domains: cognitive, emotional, communication, etc.).- Real-time biometric fusion (HRV, sleep, activity) for crisis prediction (24-hr warnings).	<ul style="list-style-type: none">- Personalized interventions (e.g., proactive alerts).- Clinical-grade insights (150–190+ per analysis, 87%+ confidence).- Reduces escalation; measurable outcomes via progress tracking.
Journaling & Analytics	<ul style="list-style-type: none">- Rich-text journaling with mood tagging.- Dashboard for trends, reflections, and therapeutic recommendations (e.g., CBT/DBT).	<ul style="list-style-type: none">- Holistic self-awareness; daily prompts for engagement.- Therapists: Exportable reports/EHR integration for monitoring.
Meditation & Tools	<ul style="list-style-type: none">- 6 guided types (mindfulness, breathing) with 10–25 min durations.- Volume/mute controls; silent fallback.	<ul style="list-style-type: none">- Immediate stress relief; volume tracking for efficacy.
Therapist Portal (B2B2C)	<ul style="list-style-type: none">- Professional tier: Tools, exports, API integrations.- Group AI therapy orchestration.	<ul style="list-style-type: none">- Scalable collaboration; HIPAA-grade documentation.- Enables pilots with networks/employers for faster ARR.

Feature Category	Key Components	User/Therapist Benefits
Security & UX	- Bulletproof device fingerprinting, data isolation. - PWA architecture (offline access, responsive UI). - HIPAA/GDPR compliant.	- Privacy-first trust; seamless across devices. - Zero contamination; audit-ready for enterprise.

Tech Stack: React 18/TypeScript (frontend, Tailwind/Radix UI); Node.js/Express (backend, PostgreSQL/Drizzle ORM); integrations (OpenAI, ElevenLabs, Stripe).

Market Analysis

Mental health demand surges amid clinician shortages, with digital solutions lagging in prediction and personalization. Chakrai captures value through dual channels, leveraging clinical validation for premium pricing.

Market Layer	Size & Growth	Chakrai Positioning	SOM Strategy
TAM (Global Digital Mental Health)	\$17.5B by 2030 (20%+ CAGR).	AI + biometrics for proactive care.	Blended B2C (350k subs) + B2B (3k orgs).
SAM (US Wellness/Therapy/Telehealth)	\$3B.	HIPAA-ready for US providers.	\$100M in 3 years via app stores, therapist networks.
SOM (3-Year Target)	\$100M ARR.	Outperforms Calm/Headspace (content-only) and	Q1–Y1: 75k B2C + 600 B2B; scale to \$62.5M

Market Layer	Size & Growth	Chakrai Positioning	SOM Strategy
		Wysa/Woebot (limited prediction).	ARR for \$500M valuation.

GTM: B2C (ads, influencers, challenges); B2B2C (therapist outreach, employer pilots, conferences). Competitive edge: Superior tech (voice/memory) + compliance from Day 1.

Financial and Operational Details

Year 1 focuses on Chakrai 2.0 launch and traction, with \$500k providing 12-month runway (~\$41.6k/month burn). Projections assume conservative growth; contingency buffers risks.

Category	Details	Projections
Revenue Model	Tiered subs: Free (basic); Premium (\$9.99/mo, unlimited insights); Professional (\$29.99/mo, therapist tools); Enterprise (white-label).	Y1: \$50k cumulative, \$12k MRR (Month 12). Y2: \$500k–\$1M ARR. Y3: \$3M+ ARR.
Budget Allocation (\$500k)	- Product/Eng: \$225k (45%) – 2 full-stack + 1 ML/AI engineers. - Compliance/Security: \$50k (10%) – HIPAA/GDPR audits. - Cloud/Tools: \$60k (12%) – OpenAI/ElevenLabs (\$3k/mo), hosting (\$2k/mo). - Marketing/Growth: \$100k (20%) – Ads (\$40k), outreach (\$20k), content (\$25k), events (\$15k). - Ops/Admin: \$40k	Full 12-month runway; scales to 10k users.

Category	Details	Projections
	(8%) – Founder draw (\$20k), support (\$20k). - Buffer: \$25k (5%).	
Financial Projections	Monthly burn: Flat ~\$41.6k (red line). Monthly revenue: Ramps from \$0 to \$12k (green line). Cumulative revenue: \$50k by Month 12 (blue curve). Cash balance: Declines from \$500k to ~\$0 (purple line).	Break-even by Month 13; IRR supports 8x multiple at \$62.5M ARR.
Milestones (12-Month Roadmap)	Q1 (M1–3): Fix dev/DB; AI chat/subscriptions live; 50→1,200 users; \$1.2k MRR. Q2 (M4–6): Journaling/portal launch; HIPAA validation; 1,200→2,500 users; \$2.5k MRR. Q3 (M7–9): Predictive UX features. Q4 (M10–12): Group therapy/crisis modeling; pro tier; 5k→10k users; \$12k MRR.	Investor milestones: MVP stability, clinical credibility, ARR proof for Seed+.
Risks & Mitigations	- Regulatory: Buffer for audits; existing HIPAA base. - Traction: Marketing focus; pilots for validation. - Tech: Contingency for infra; stable MVP.	Churn targets: <20% B2C, <8% B2B.

Valuation Scenarios (3-Year ARR):

- Conservative (\$8.45M ARR): \$40–85M.
- Competitive (\$25.35M ARR): \$125–250M.
- Outperformer (\$67.6M ARR): \$340–675M.

Supporting Evidence

- **Product Validation:** 190-point engine delivers 90%+ domain completeness, <15s analysis time; sample insights (e.g., "Expressive Innovator" type with CBT recs).
- **Team/Advisors:** Daniel Sharpe (product/eng leader); building board of psychologists/digital health experts.
- **Metrics from Docs:** Current stable MVP; recent fixes (audio/proxy); benchmarks vs. Wysa (\$30M funded, \$80–120M val) highlight Chakrai's edge in prediction/portal.
- **Visuals:** Refer to deck charts (e.g., burn/revenue graphs, growth timeline) for demos.

Pitch-Ready Narrative

Opening Hook (1 min): "Imagine an AI that doesn't just chat about your day—it predicts your crisis 24 hours ahead, using biometrics and a 190-point personality map, then connects you seamlessly to your therapist. That's Chakrai: the predictive mental health ecosystem turning \$17.5B market fragmentation into scalable outcomes."

Problem/Solution (2 min): "1 in 5 adults battle mental illness, but systems are overwhelmed—delayed, inaccessible. Chakrai fuses AI therapy, biometrics, and clinical tools for proactive care, outpacing Wysa/Woebot with true prediction and HIPAA portals."

Market/Traction (2 min): "\$3B US SAM; we're targeting \$100M SOM via tiered subs (\$9.99–\$29.99/mo). MVP live with AI chat/voice; Q1 hits 1.2k users/\$1.2k MRR, scaling to 10k/\$12k by Year 1 end."

Financials/Ask (2 min): "With \$500k, we burn \$41.6k/mo for 12 months, hitting \$50k cumulative revenue. Funds: 45% eng for 2.0 launch, 20% marketing for traction. Join at \$5–8M post for 5–10%—unlocks \$2–5M Seed+ and \$500M path."

Close (1 min): "Chakrai isn't wellness—it's foresight. Let's build futures. Questions?"

