

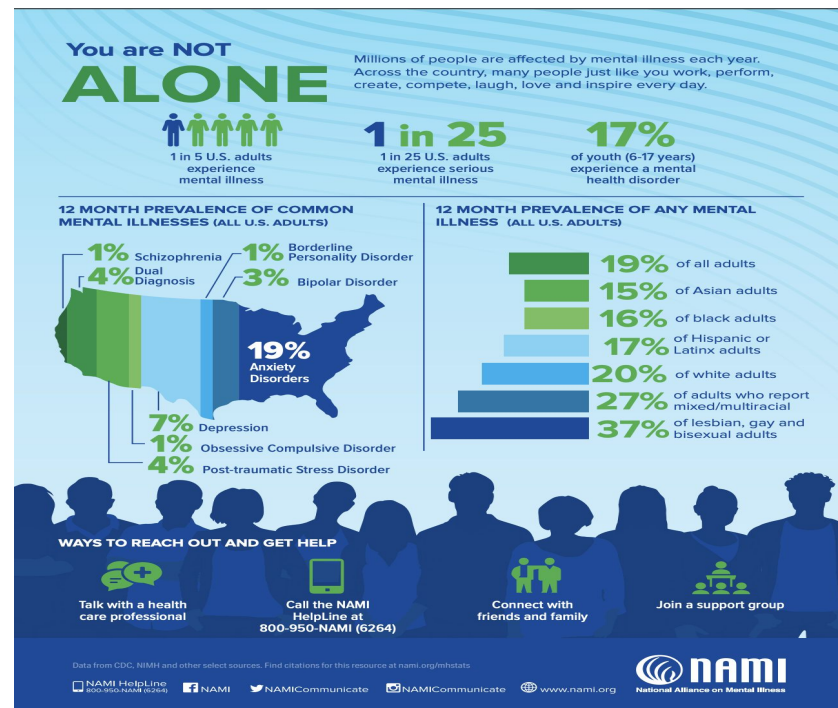


TherapyNow

STATS

According to the National Alliance on Mental illness

- One in four students have a diagnosable illness
- 40% do not seek help
- 50% have become so anxious that they struggle



PRODUCT

- Connect students with counselors and trained volunteers via text.
- Match students anonymously with personality trait algorithm
- Peer to peer anonymous texting to have someone to talk to about issues.
- Affordable.

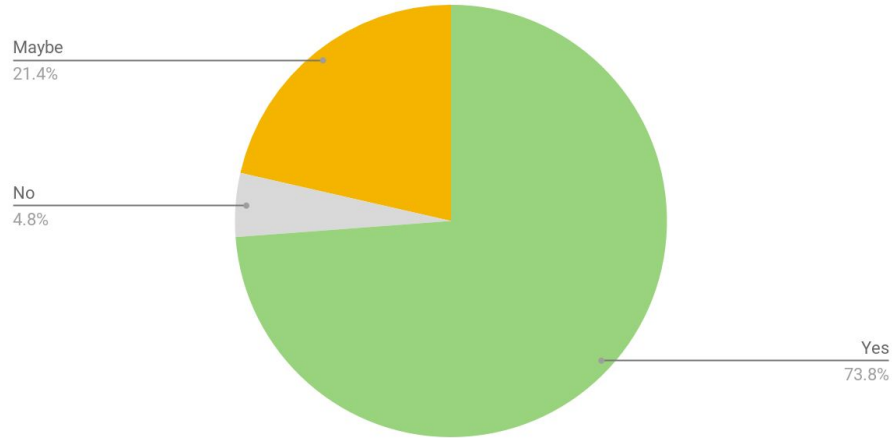




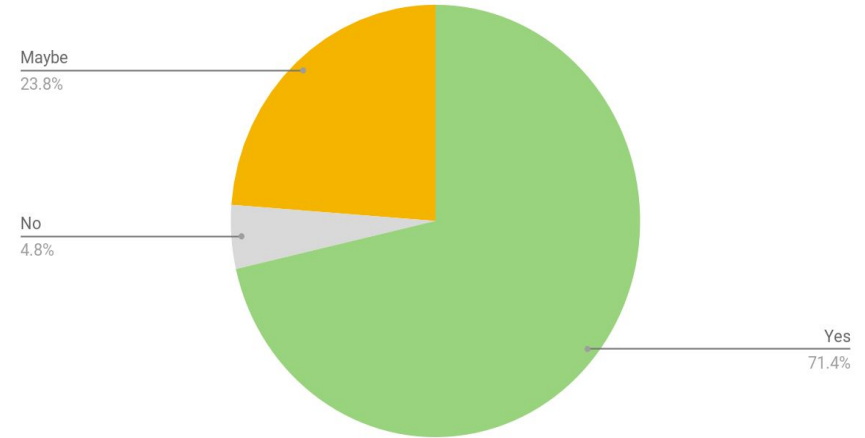
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CUSTOMER DISCOVERY

Would you like to have information on the counselor's professional experience?

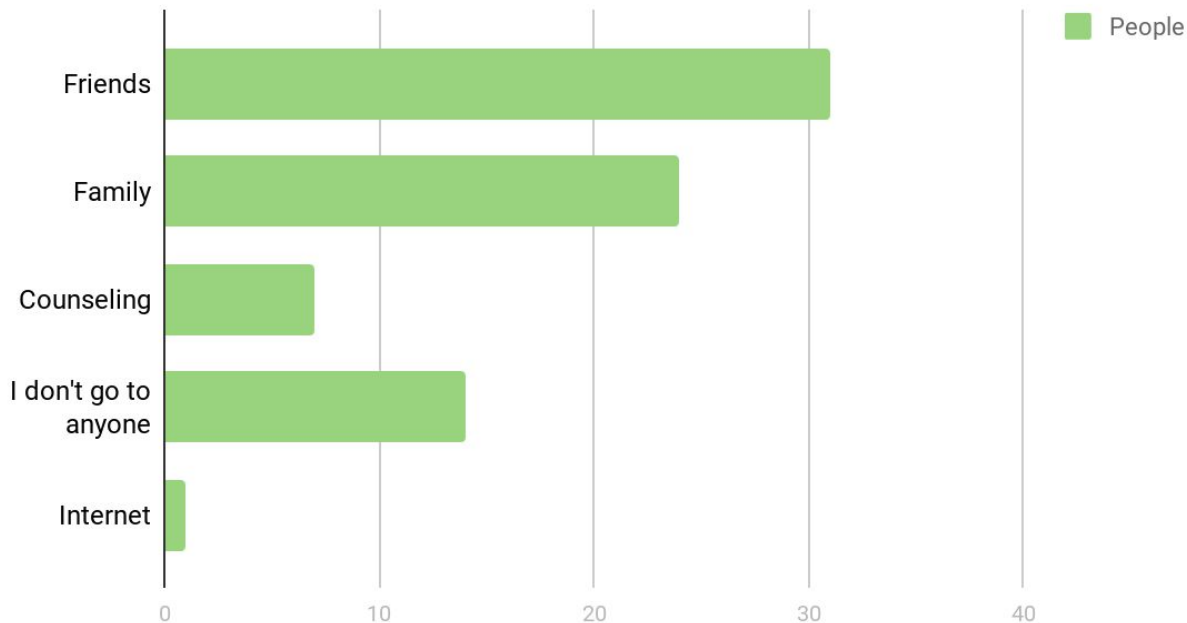


Would you like to have information on the counselor's specializations? (i.e depression or trauma?)



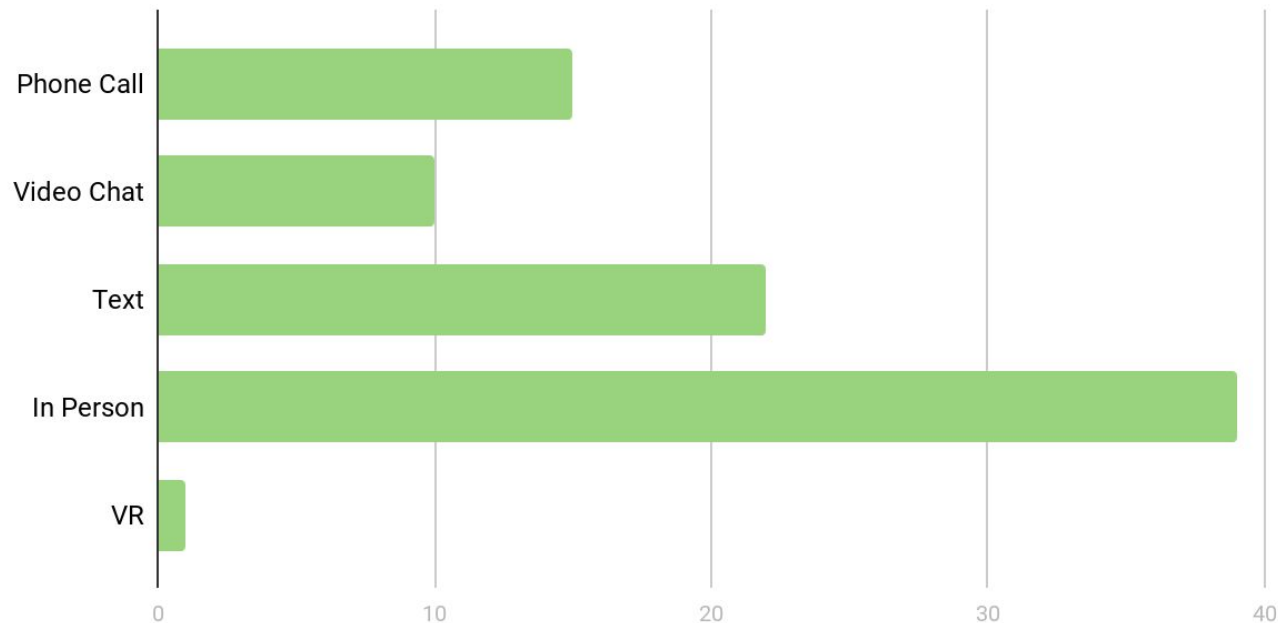
PEOPLE WOULD LIKE TO HAVE MORE INFORMATION ABOUT COUNSELOR
BEFORE BOOKING

Who do you typically go to about your problems/issues? Pick all that apply.



THE MOST CHOOSE WAY OF SPEAKING TO SOMEONE ABOUT ISSUES IS WITH FRIENDS

Click all forms of contact you would like to have between your counselor.



THE SECOND MOST PREFERRED WAY OF COMMUNICATION WITH COUNSELORS

COMPETITION

TALKSPACE ONLINE THERAPY



- Once you're matched you'll be working with the same licensed therapist every time.
- You can set aside some time every day, or write when the mood strikes you. Your room is always open.
- Therapists respond 1-2 times per day and more can be scheduled.
- Price: \$65-\$99 per week
- Does not fully cater to our target demographic and needs



BETTER HELP

- Messaging, chat, video, phone
- Schedule a live session at a time that's convenient for you. Connect from your phone, tablet, or computer.
- Flexible scheduling.
- Price: \$40-\$80
- Does not fully cater to our target demographic and needs



MONETIZATION

CURRENT MODEL

- Looked at pricing of software companies such as Adobe and Matlab.
- Charge Universities \$xxx for counseling connection service
- Anonymous chat will be free with ads that are therapy based.



BIGGER PICTURE

- Implement in many universities and possibly high schools around the world.
- Have counseling centers be fully utilized.
- Expand to Businesses and Health Centers.

