



TherapyNow

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PROBLEM

Students are not receiving enough emotional support on college campuses

25%

of college students
were recorded as
having a mental
health condition
within the past year

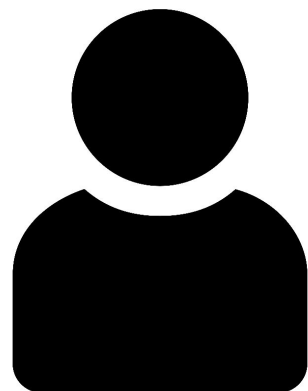
64%

of all college
dropouts were because
of mental health
related issues

40%

of students with
mental health
conditions do not
seek help

SOLUTION



TherapyNow Platform

1. Peer-Counseling
2. Trained Students
3. Campus Therapists



1



2



3

MARKET VALIDATION

7cups.com

40 Million+

People Helped

30%

Increase in students seeking
help every year

6 Feet Apart

All colleges either canceled
class or went online

MARKET SIZE



19.9
Million

Students enrolled in
college

7.76
Million

39% of college
students experience
mental health issues

5.43
Million

70% would use
TherapyNow

BUSINESS MODEL

We receive \$10 per month for each student a college wants to add

- Additional \$5 per hour for each student taking a training course

TherapyNow Revenue

\$752K

6203 Undergraduate Students
200 Trained Students for 8-hr Course

RPI Revenue Savings

\$1.08 Million

4% Annual Dropout Rate
\$35,000 Avg Annual Cost After Aid
64% of Students Dropout b/c Mental Health
0.5% Dropout Reduction w/ TherapyNow

COMPETITION

	TherapyNow	BetterHelp	TalkSpace	7 Cups
Messaging	X	X	X	X
Audio & Video		X	X	
Therapists	X*	X	X	X
Confidential	X*	X	X	X
Free for Users	X			X
Chat Rooms	X*			X
Organization Plans	X*		X	X
Personalized Counselor Trainings	X			
Safety Protections	X			

TEAM



CEO: Ian
Steenstra



COO: Stone
McLaren

Frontend

Chris Faxon
Thomas Arturi

Backend

Chase Christopher
Alex Pinkowski

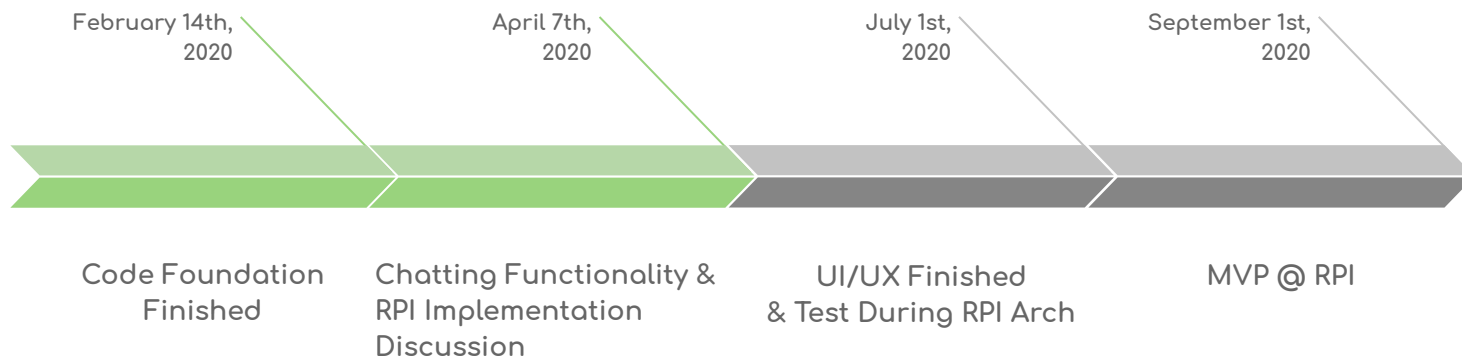
Data Analysis & Machine Learning

Thomas Hopkins
Alana Barth

Product Features

Brandon Herrada
Andrew Gaudet

TRACTION



Customer Interviews: 40+ RCOS Students, 20+ Friends, 5 RPI Faculty, Active Minds

Most want to use TherapyNow, but worry about **safety risks!**

FUTURE PLANS



-
- Colleges in the USA
 - Audio & Video

- Open peer-counseling to everyone
- \$150 monthly subscription for highered therapists

- Every type of organization
- International
- Free Personalized Artificial Intelligent Therapist

THANK YOU!

USER DISCLAIMER/AGREEMENT

- All therapists and trained counselors sign off on terms of service that they will agree to follow and abide by the laws of HIPAA and GDPR guidelines
- Every student must sign off on a user agreement that includes the following examples:
 - All conversations will be anonymous and your personal information will remain confidential until enough flags or the severity of the flags is great enough to be presented to professional therapists from the college; they will decide whether they need your college email to respond appropriately given the potential harming of oneself or others
 - You agree that you will remain respectful and not disclose any information during chats with anyone

SAFETY PROTECTIONS COLLEGE BASELINE

- Every college must agree to our structure and have the user agreement/disclosure from the previous slide
- We will work with colleges if they want to put into place more safety protections, but most agree to our baseline
- The threshold and level of action towards the warning flags is created in accordance with the college

SAFETY PROTECTIONS

Toxic Behavior - models trained in identifying whether a piece of text has toxic behavior

Suicidal Ideation - models trained in identifying whether a piece of text is indicative of the potential of self-harm

Harming Others - models trained in identifying whether a piece of text is indicative of the potential of harming another

Proper Nouns - models trained in identifying proper nouns to provide warnings to users that they may be providing personal information

Chat Pop-Ups - users who receive such messages as the above may flag a message or provide a ground-truth to whether a model was correct (all model flags will still be saved even if a user thinks it isn't true)

ADVISORS/PROFESSIONALS NEEDED

- Online security professional to ensure military-grade encryption throughout all conversations
- College faculty and counseling centers to help us implement the platform into their college
- Legal counsel to ensure TherapyNow is in full accordance with all HIPAA and GDPR guidelines

CALCULATIONS

Business Model

- TherapyNow Revenue = $(6203 \times 10 \times 12) + (200 \times 5 \times 8) = \$752,360$
- RPI Revenue Saved = $6203 \times \$35,000 \times 0.005 = \$1,085,525$
- RPI Revenue Lost = $6203 \times \$35,000 \times 0.04 \times 0.64 = \$5,557,888$

Future Plans

- 450 Million = # of people who currently have mental or neurological disorders
- 1.135 Billion = (# of active internet users = 5.54 Billion) x (% of people who will be affected by mental or neurological disorders at some point in their lives = 25%)

7 CUPS

- Offers online therapy for \$150 per month
- Offers free trained listeners to talk to for emotional support
- Professional therapists can request confidential information for emergencies **but do not offer the same for peer-counseling and trained counselors**



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
- 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**



BETTERHELP

- Messaging, chat, video, and phone
- Schedules a live session at a convenient time
- Connect from a phone, tablet, or computer
- Flexible scheduling
- Price: \$40-\$80
- **Does not fully cater to our target demographic and needs**

