



# One-stop Mental Health Support Solution

Investor Pitch Deck 2023

# Stress, the silent Killer of Today's Era

**Nowadays,**  
working round the clock, skipping breakfasts or  
not having a life outside work, relationship & career issues  
which causes anxiety, depression, and stress, is pretty common.

Fast-moving modern era  
#1 reason for stress and mental health related  
problems!



# Key Stressors Prevailing in the Society

Depression is the leading cause of Suicide worldwide

## Job-related stress



**7 in 10**

adults reported that work stress affects their personal relationships

**41%**

workers feel stress made them less productive

**33%**

said it made them less engaged

**15%**

looking for a new job due to stress

## Relationship stress



**72%**

Couples reported aggression in both spouses as a reason for unhappy marriage

**20%**

Marriages have high conflict and middle levels of happiness

**50%**

Marriages end up in Divorce

## Health-related stress



**36%**

women



**23%**

Men

Feel high level of stress and related this to their appearance and body image

**46%**

Reported that stress resulted in overeating & unhealthy eating

**29%**

Reported that they started drinking,

**16%**

Reported that they started smoking or increased their smoking due to stress

The Shocking Stats

# People Need to Recalibrate, Relax & Rejuvenate

## Poor Mental Health

**970  
Mn**

Suffer from mental health issues

**48%**

Adults worldwide suffer sleep disorders

## Stress & Anxiety

**74%**

Stressed in India

**88%**

Face Anxiety In India

## Suicides at an all-time high

**35 in  
1lakh**

People committed suicides in India

**11.3%**

Annual Suicide Rate in India

## Depression still very prevalent

**56  
Mn**

Suffer from depression in India

**300  
Mn**

people worldwide experience depression



## Booming demand for Listening to People as a service

# The Pandemic has Uplifted Support & Guidance Business

### 5-Year Peak

In Searches for "Support or Guidance to battle depression or anxiety"

### 1 trained counsellor

Is there in India over 40,000 people

15%

The India Mental health Market is expected to grow at a substantial CAGR of 15% from 2022-2028

### 5 Million+

The number of online counseling users in 2023, marking a 120% increase compared to 2022



78%

Survey by TOI reveals people are more open to taking counselling now!

### Over 70%

India's top corporation now offers counselling & mental health support to their employees

# Discover Hope: Seeking help is a sign of strength You're not alone, Painless Peers is there to make calm out of chaos!!!

When times are tough,  
people need guidance,  
direction and answers.



We believe that everyone deserves access to mental health support, and we are committed to providing high-quality services at an affordable price.

Whatever your experience with mental illness, you deserve to be heard, to be understood, and to get help if you need it

-John Green



Presenting to you:  
**Painless Peers**

Aligning the 'Mental Peace within the Chaos'

One-stop platform for end-to-end Mental Health Care



Anonymous  
Discussion



Private and  
confidential



Voice / Video Calls

Services tailored to the individual needs of clients

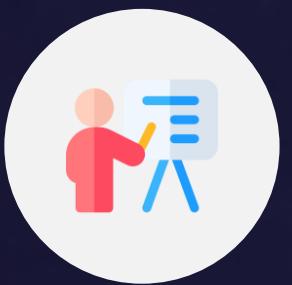
## Our products & services

# What do we have to offer?



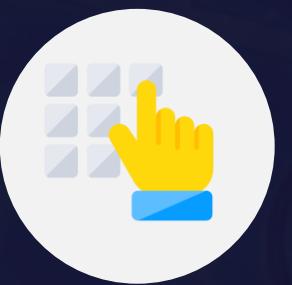
### E-Consultation

Painless Peers provides access to highly qualified and experienced mental health professionals, ensuring clients receive expert guidance and support while maintaining 100% confidentiality



### Tailored Services

Our services are customized to meet the unique needs of each individual, offering personalized solutions for a more effective mental health journey.



### Ease of Usage

With a user-friendly online platform, clients can book appointments and engage in therapy from the comfort and privacy of their homes



### Corporate Solutions

Painless Peers offers specialized mental health support for corporations, promoting employee well-being and fostering a positive work environment.

## Our products & services

# What do we have to offer?



### Well Being Focused

Beyond addressing challenges, Painless Peers emphasizes holistic mental well-being, helping clients achieve emotional balance and lead fulfilling lives.



### Confidentiality

We prioritize client privacy and ensure that all interactions and personal information are treated with the utmost confidentiality and security.



### Mental Health Advocacy

Painless Peers is led by a team of passionate mental health advocates committed to empowering individuals to improve their mental health and overall quality of life that's why we offer various wellness programs, from counselling to stress management.

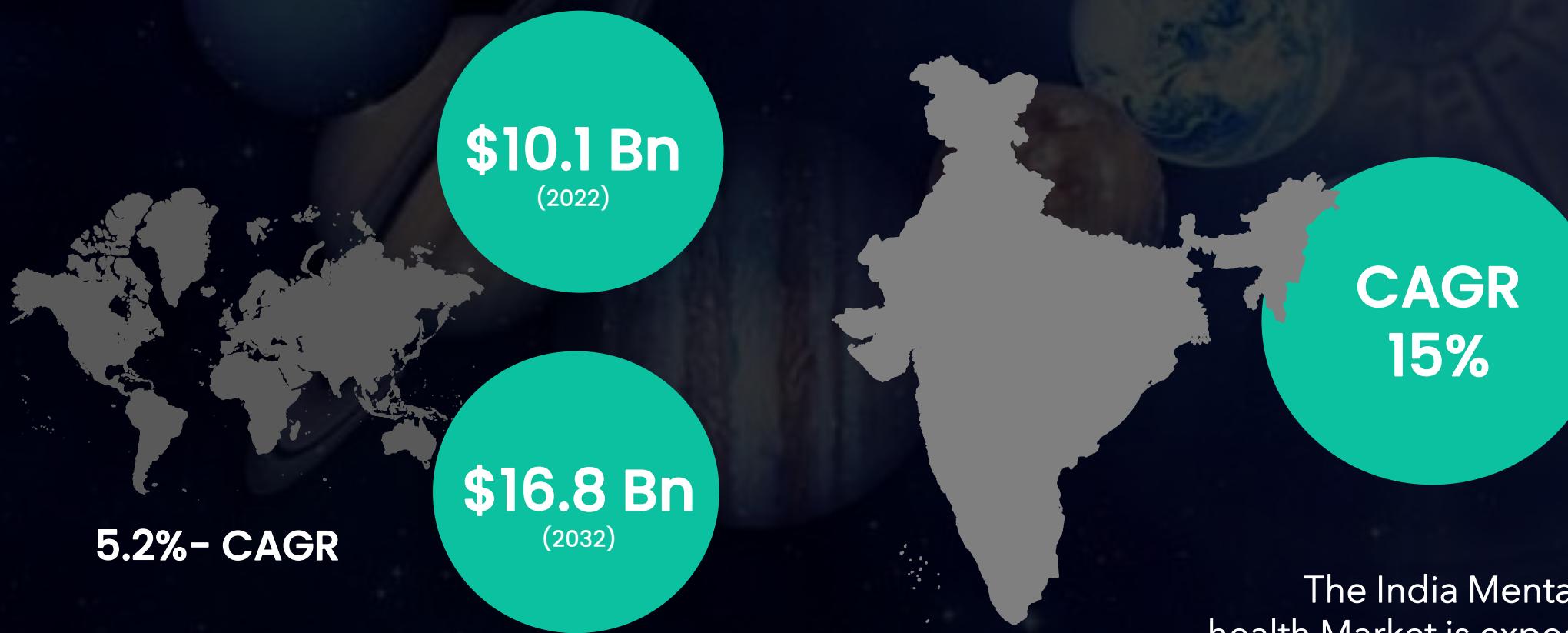


### Empathetic Listening

Painless Peers goes beyond traditional therapy by offering a compassionate listening service, providing a safe space for clients to express themselves and find comfort in their journey to emotional well-being.

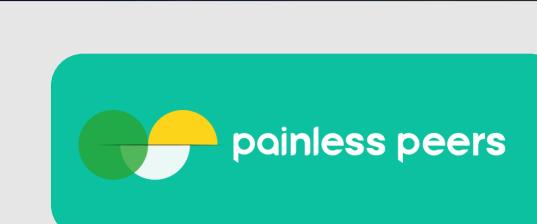
## Market Potential

# Tapping the Billion \$ Unorganized Opportunity



Global Depression  
Treatment Market Size

The India Mental  
health Market is expected to  
grow at a substantial CAGR  
of 15% from 2022-2028



## Online Consulting

One of the Fastest &  
Nascent Growing  
Industry in India

Only a few companies exist

# Investors are investing massively in Mental Well-Being Space!



Evolve raised 3 Crores in a funding round led by Rajesh Ranavat executive director of Fund Strategic Holdings



UAE-based mental health tech startup Lifemost has raised a \$650,000 pre-seed funding round from a group of angel investors



Uwill, a mental health platform for colleges and students, completed a \$30 million Series A funding round led by Education Growth Partners



Singapore's Mental Health Startup Intellect Raises \$10 Million In Funding Round Led By Tiger Global.

# Our Target Audience



## Individuals seeking mental support

This includes people experiencing stress, anxiety, depression, or other mental health challenges & looking for self-improvement and for that seeking professional assistance.



## Working Professionals

Specifically, those who may face workplace-related stress, burnout, or work-life balance issues and are looking for mental wellness solutions



## Corporate Organizations

Companies that value their employees' well-being and seek to offer mental health support services as part of their employee wellness initiatives.



## Remote/ Online Service Seekers

Individuals who prefer the convenience and accessibility of online platforms for mental health support



## Diverse Demographics

The target audience may encompass people from various age groups, backgrounds, and professions who share a common interest in mental health support.

## Revenue Model

# How do we Generate Revenue?

## B2C Diversified Revenue Model



### Consultation Fee

Charging an xx% commission to Connect users with experts for consultation support



### Mental Wellness Program

xx% margin earned on the sale of well-being courses through a paid subscription or one-time fees



### Listening Service

Charging an xx% profit margin for empathetic listening services as a counselling package



### Corporate Wellness Program

Charging a fee of xx for mental wellness workshops for companies on a contractual basis



### Training & Workshops

Generating XX revenue by conducting stress management, emotional well-being workshops



### Employee Assistance Program

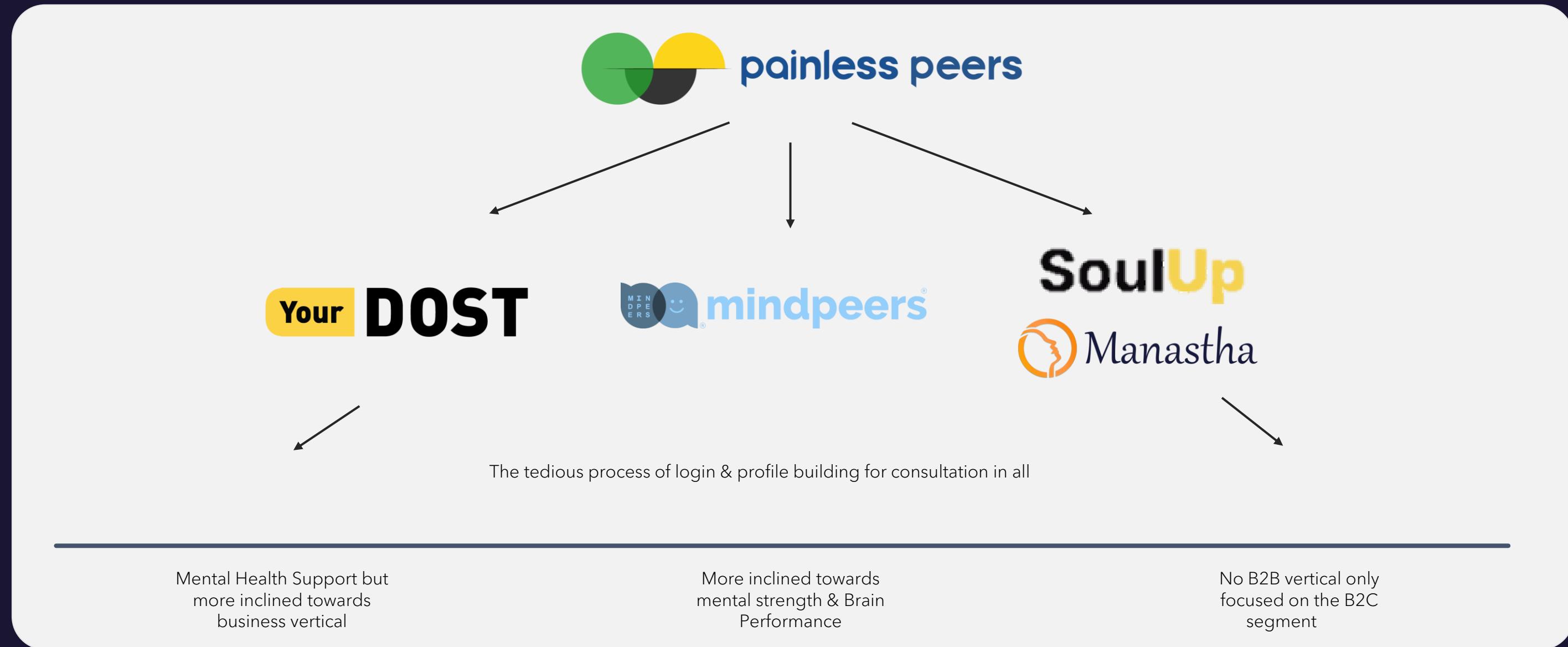
Companies can pay a fixed fee of XX per employee for mental health support



### Customized Services

Tailormade solutions for corporates based on their specific mental health needs charges as per the scope

# Competitive Landscape



# Financial Projections

(All Figures are in INR Crores)

Revenue



EBITDA



## The Ask

Investment Required

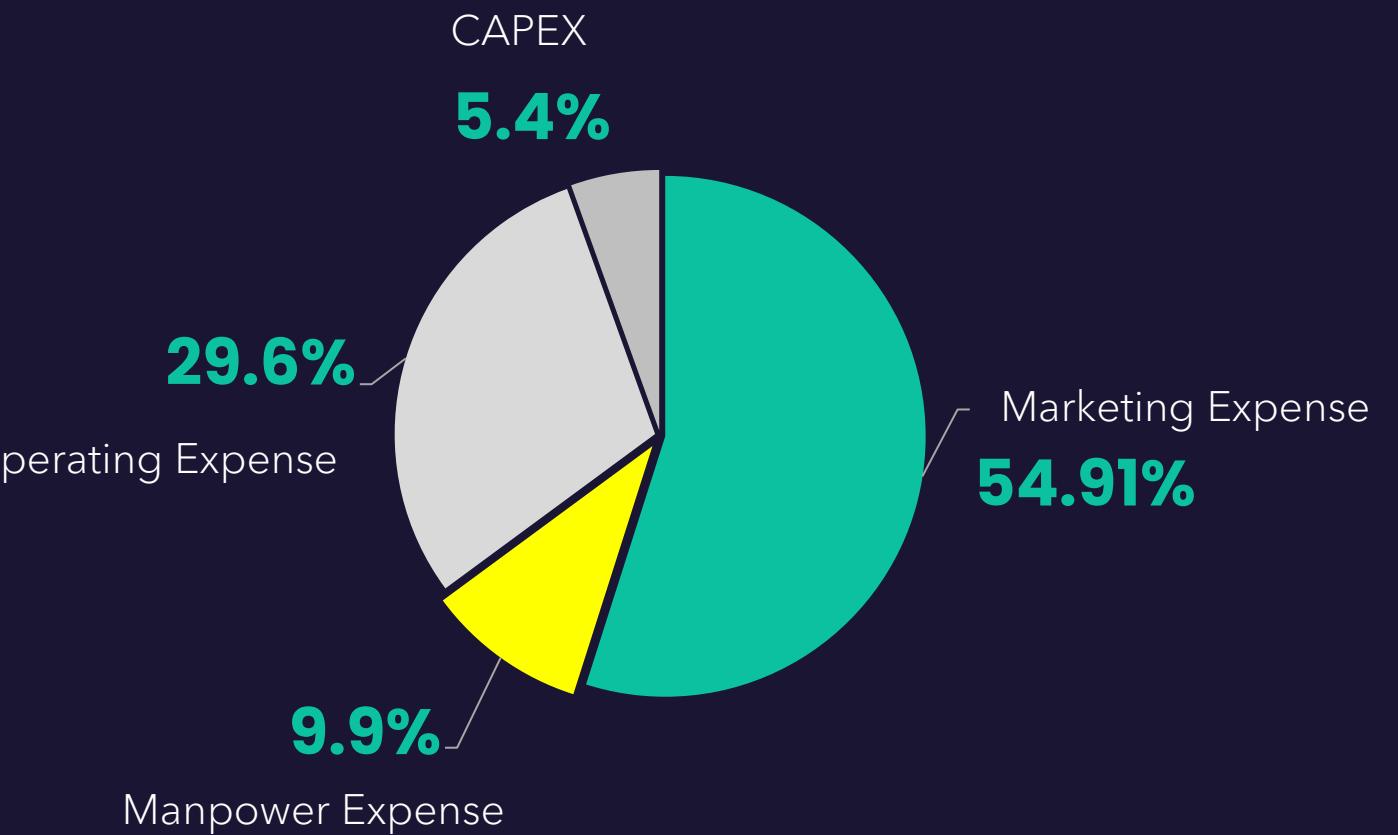
# USD 73k

(INR 60 Lakhs)

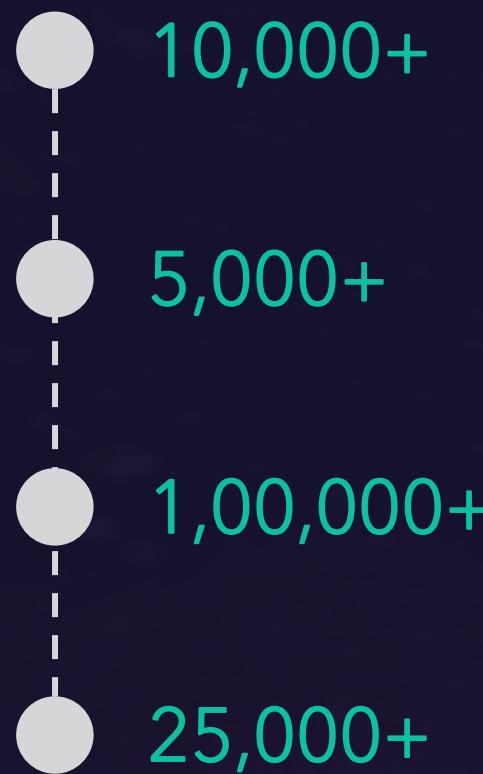
Investment Period: 12 Months

Investment History: Bootstrapped

## Fund Allocation



# Product Roadmap



Website visits within 1<sup>st</sup> quarter of funding

Acquire one Corporate deal with 5,000 employees

Consultations undertaken, annual target

Corporate employees consultation with corporate deals



# Founded by the right Mix of Corporate professionals + Counselling Expert



**Eligati  
Srishanthi**

**Founder**

12 years + of rich industry  
experience working in the  
corporates



**Kranthi Kumar  
Vemula**

**Co-Founder & CEO**

Experienced UX Designer and Product Management Aspirant with 10+ years of expertise in User Experience, User Interface Design, and Graphic design. Skilled in creating UX concepts, wireframes, and hi-fidelity prototypes using tools like Indigo Studio, Axure, and Invisionapp. Strong communication and project management skills, adept at gathering client specifications and supporting pre-sales and social media marketing efforts. Enthusiastic, hardworking, and quick learner, always ready for new challenges.



**Dr. P Prashanth**

**BHMS, MSc. PSYCHOLOGY  
Mentor & Advisor**

Dr. Prashanth Kumar, a specialist at MindLounge Clinic, is a Homeopathic Physician with a Master's in Psychology. With 16+ years of expertise, he offers a unique, holistic, and painless approach to Homeopathic Psychiatry, focusing on individual constitution and empowering patients for self-recovery. He emphasizes addressing the root cause and employs various psychological therapies for the effective treatment of mental health and psychological issues

## Unleash Your Inner Calm and Break Free from Anxiety's Grip

We are poised for significant growth in the upcoming years

"The advice I'd give to somebody that's silently struggling is: You don't have to live that way."

- Demi Lovato



# Thank You

If our mindsets Align,  
Reach us on



+91-98496-29911



info@painlesspeers.com

