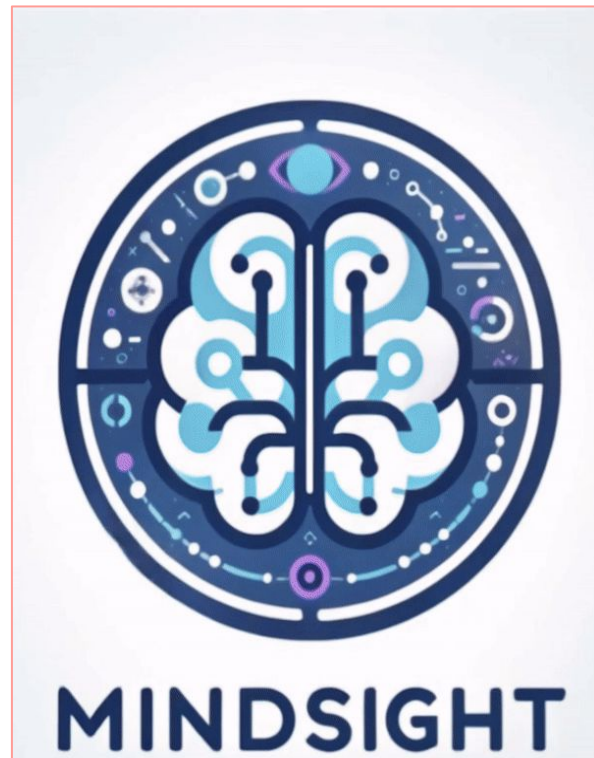


A New Era in Mental Health

Leveraging technology to tackle one of
society's most pressing challenges

Alice Sun, Fiona Roberts, Isha Patel, Noah Perkins, Victor Wei



Who we are



Isha Patel
Project Manager



Victor Wei
Data Scientist



Noah Perkins
AI Specialist



Alice Sun
Software Developer



Fiona Roberts
Data Analyst



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The focus is on student needs and mental health crisis

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Live demonstration of the MindSight Resource Navigator

Monetization Strategy

Investor needs, FDA, Timeline, market viability, investor pitch, who pays?

Considerations & Conclusion

Risk Mitigation, Powerful and thought provoking conclusion

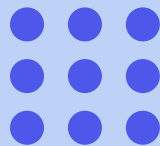
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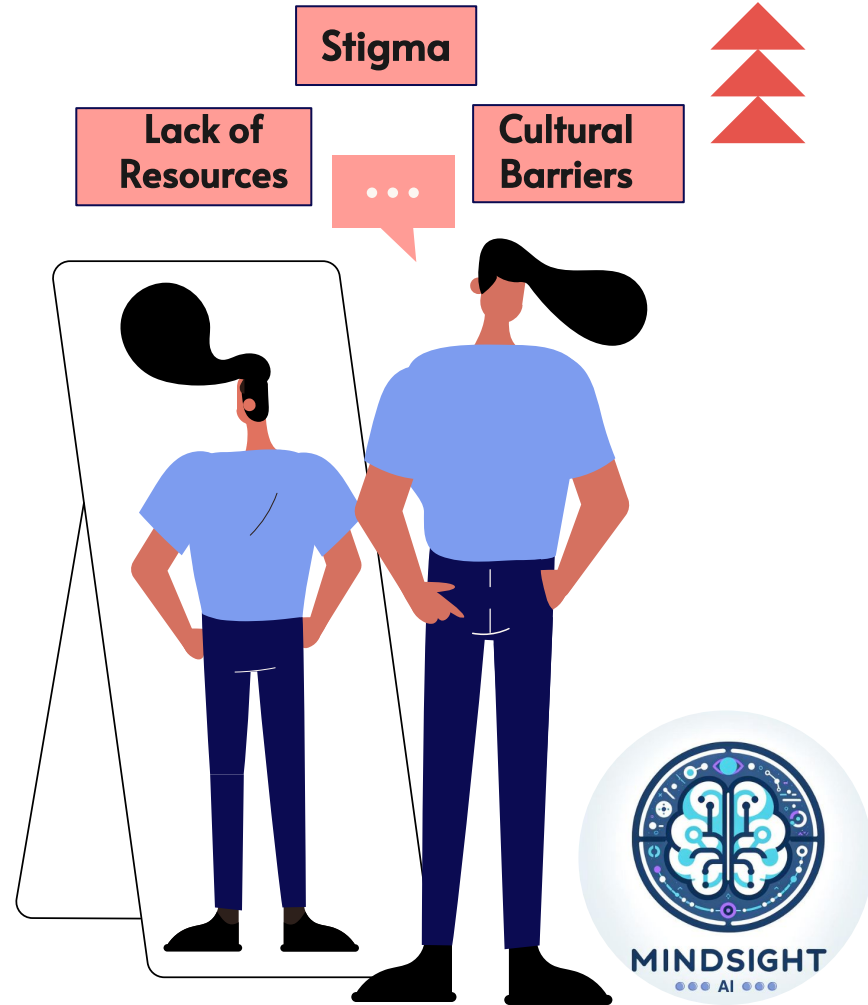
01

Intro & Story



The Invisible Crisis Amongst Us

- Only **1 in 3** college students worldwide struggling with mental health issues seek help
- Marginalized and international students are **50%** less likely to access mental health services
- **MINDSIGHT AI** - illuminate this crisis and provide a beacon of hope and support



Why This Matters: A Personal Story

**International
Student**

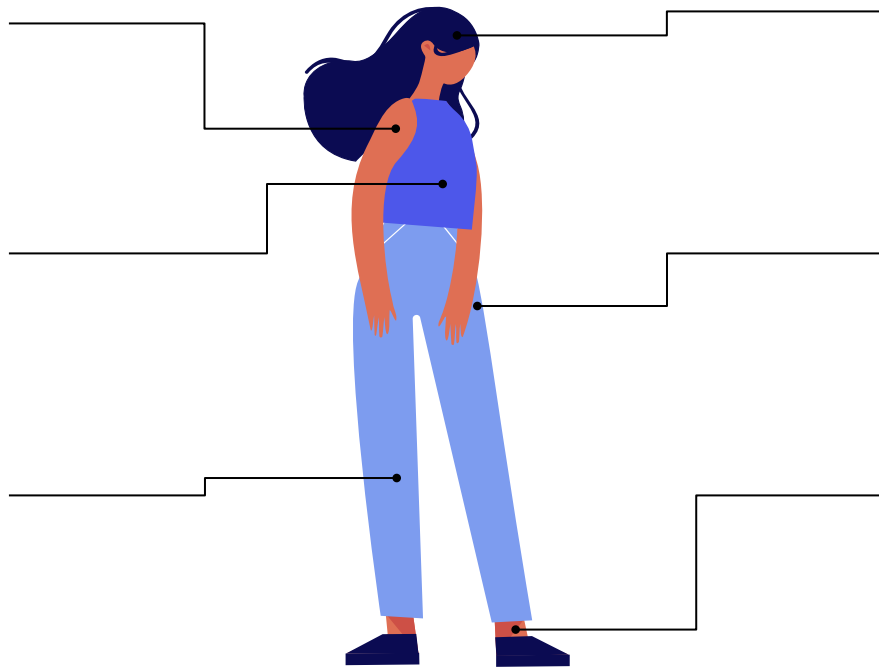
**Severe
Anxiety**

**+
Feared
Judgement**

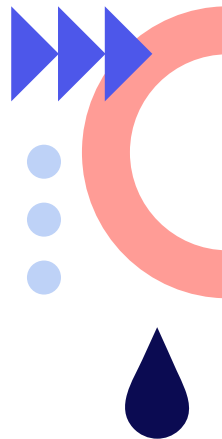
**Close
Friend**

**Glaring
Gap**

**Silenced
by Stigma**



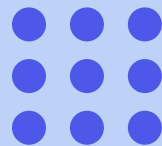
Help is the norm, not a source of shame.





What is MindSight AI?

**Gathers Patient
Mental Health
Information to:
Find Local Resources**



02

Real-World Need



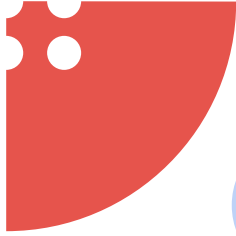
How does it feel?



Over 2 months

Average Wait time to see a therapist

Key Stats - Student Need



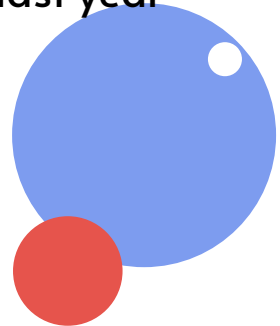
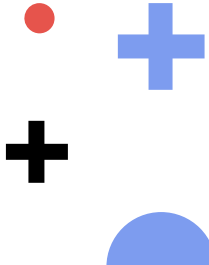
Around 44%

Of students report difficulty finding
mental health resources



1 in 3

College students sought mental
health care in the last year



Target Beneficiaries



International Students

Competent mental health care can significantly improve outcomes in their therapy sessions



Busy Students

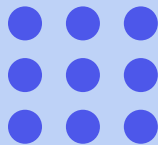
Long wait times often deter busy students from seeking mental health care.



University Admin

Cutting university costs on traditional services, boosting student retention, and enhancing campus well-being, leading to long-term savings.





03

Our Solution



Live Demo



MindSight AI

Assesses patient mental health symptoms to connect patients with local resources.

Additional Demo Conversations

Demo 2:

<https://chat.openai.com/share/1d8cffab-2a4e-4ed8-98c5-3c633a5bd271>

Demo 3:

<https://chat.openai.com/share/36128a84-b7c9-4a9c-a8fb-645ff109ceb6>

Personality Disorder Demo:

<https://chat.openai.com/share/37d6ffdb-af76-4107-b8cf-e3370df4d35f>



04 Monetization Strategy & Business Model

Business Model – Who Pays?



Free to Patients

Free service for patients – Income comes from partnerships



Partner with Universities

Drives efficiency for universities, cutting admin costs



Partner with Mental Health Practices

Options Include:

1. Practices can pay for advertising
2. Practices can integrate the software into their functioning

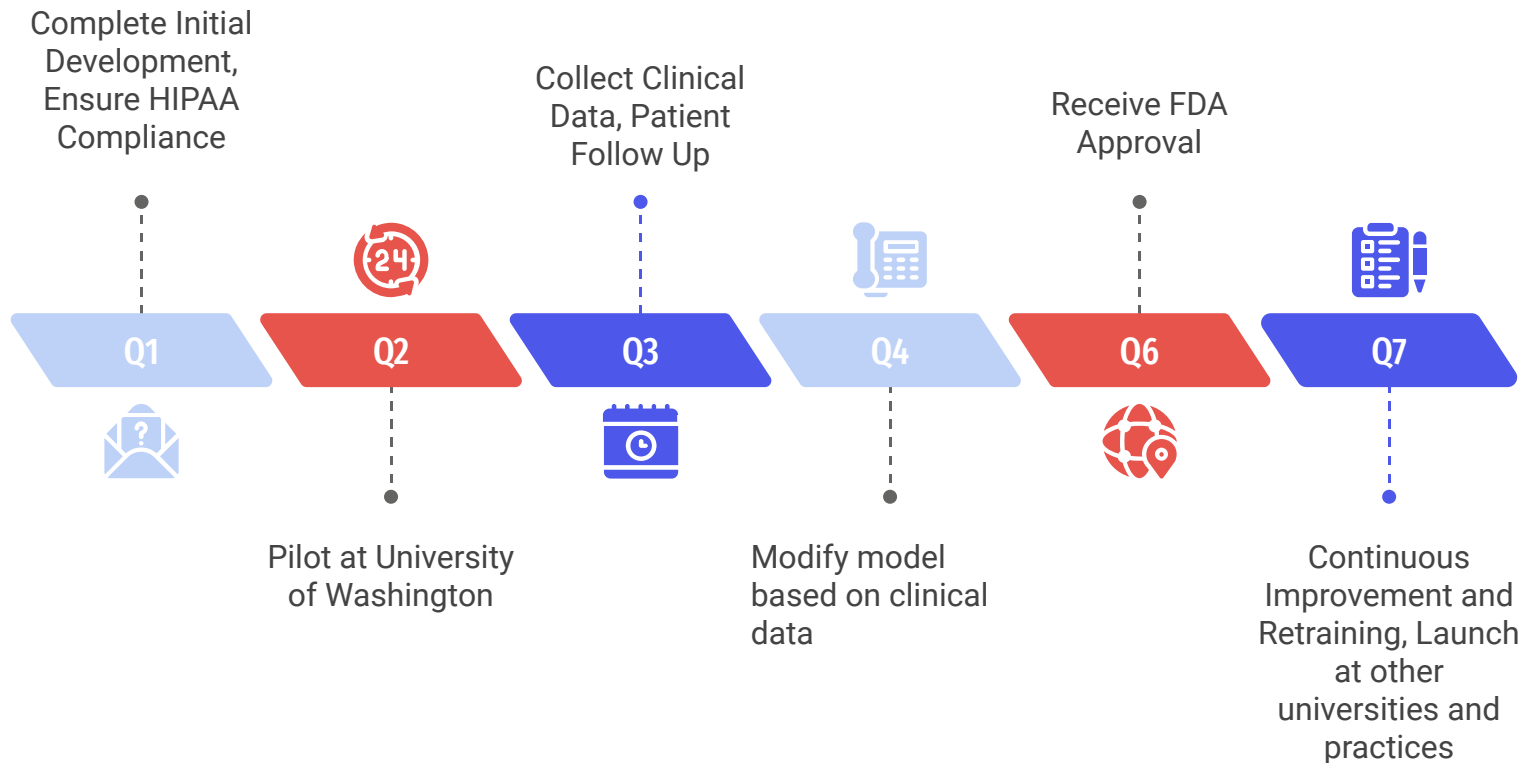
FDA Approval

Clear Regulatory Pathway

**Evidence-based Development
using Clinical Research**



Timeline



Key Stats - Investor Considerations



\$4.2 Billion

Expected growth of
mental health software
from 2020-2028



\$30 Billion

Raised by health tech
startups in 2020



\$244 Million

UW Behavioral Medicine
investment in past year





05

Considerations & Conclusion

Safety & Risk Management Tenets

**Clinical Validity
and Reliability**



**HIPAA
Compliance &
Confidentiality**

**Informed Consent
and Transparency**



**Crisis Management
Protocols**

Key Pillars

1 Positive Impact

2 Market Viability

3 Proactive Adjustment

Questions?

Reference links

Slide 5:

<https://news.umich.edu/college-students-anxiety-depression-higher-than-ever-but-so-are-efforts-to-receive-care/>

Slide 9:

<https://www.medscape.com/viewarticle/992383?form=fpf>

Slide 11:

1. <https://healthymindsnetwork.org/hms/>
2. <https://sph.umich.edu/news/2023posts/college-students-anxiety-depression-higher-than-ever-but-so-are-efforts-to-receive-care.html#:~:text=It%20found%20that%2044%25%20of,15%2Dyear%2Dold%20survey>