ANIMA FELIX

The mental wellness app that people actually use

The Opportunity

EMOTIONS

EMPATHY

AI

MINDFULNESS
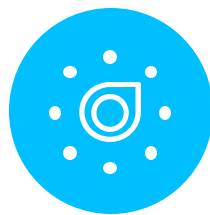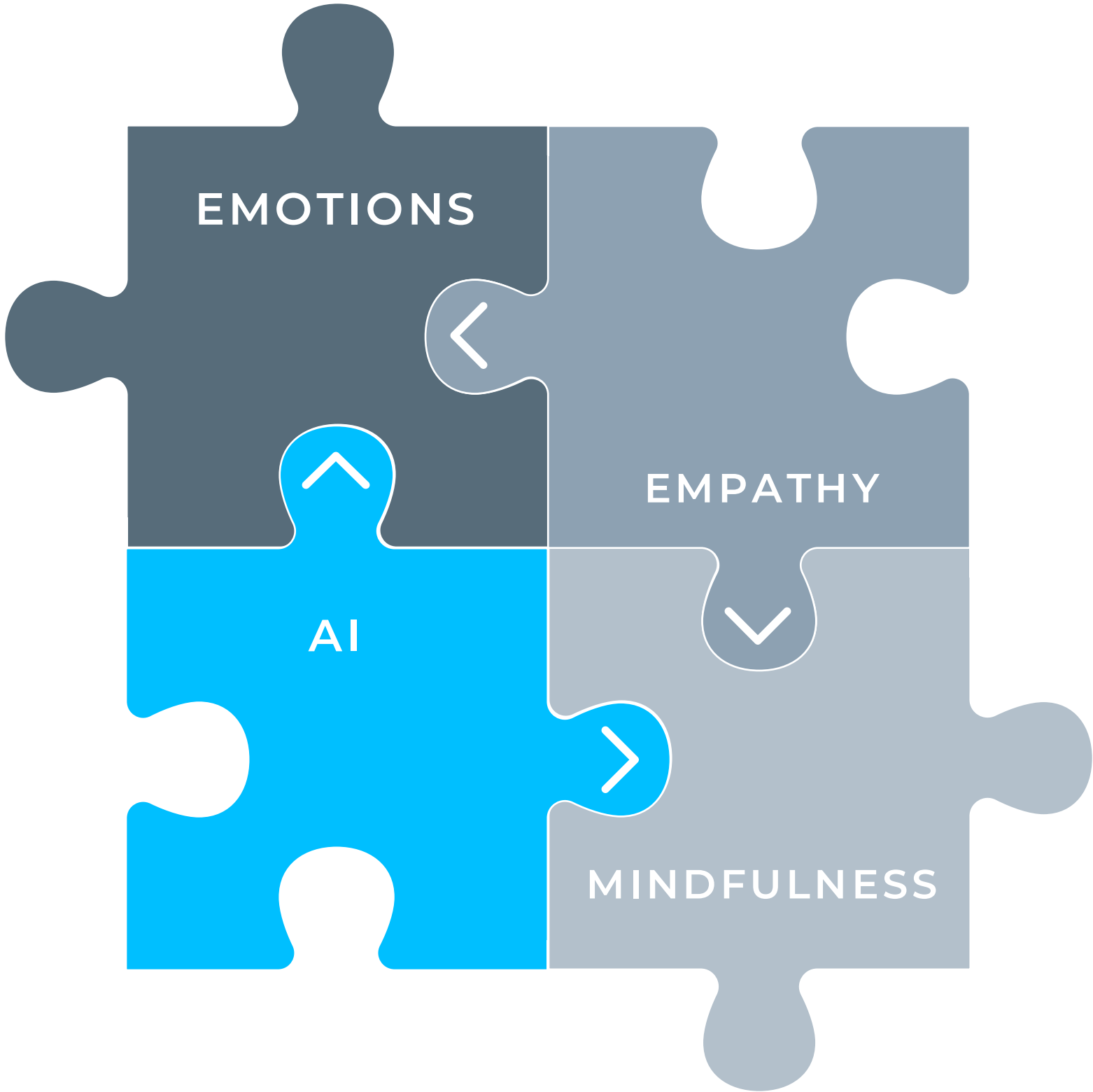
Emotional Support

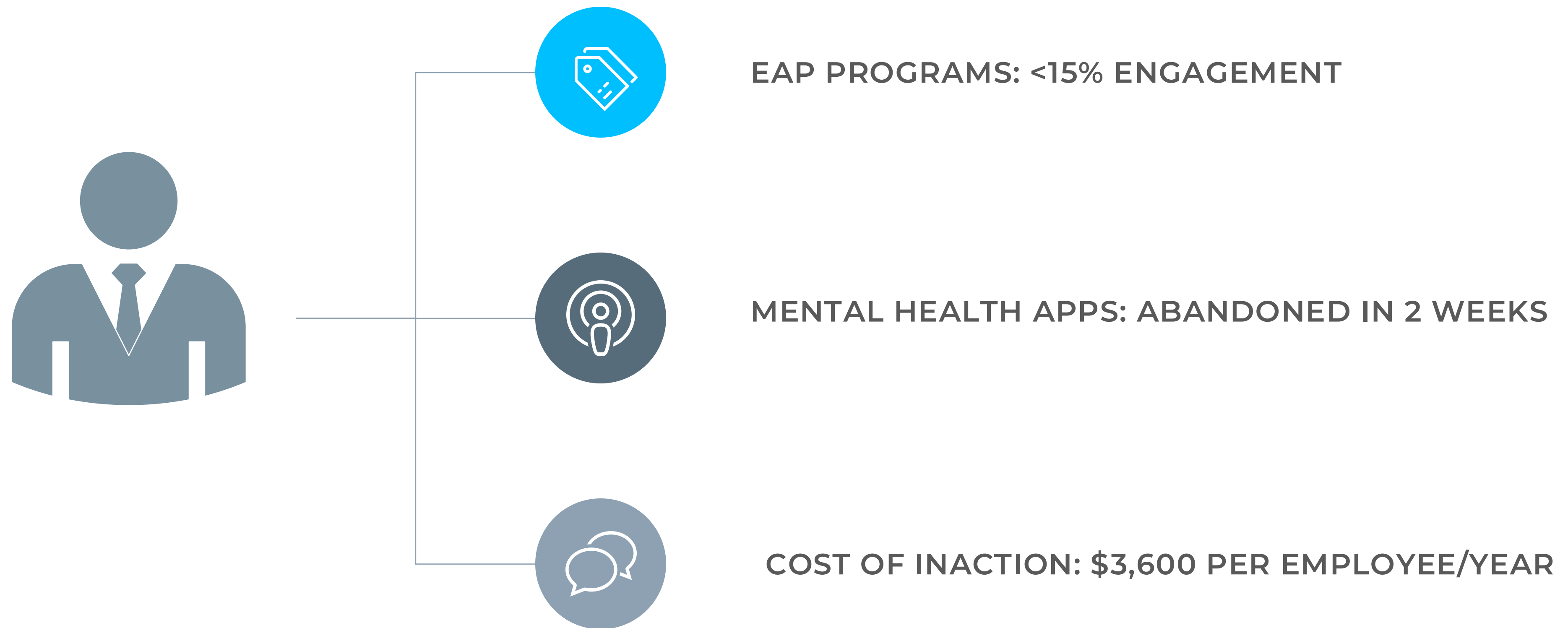1 in 4 people struggle with mental health, yet most have no reliable daily emotional support.

Empathic Behavior

Existing apps lack personalization, empathy, or depth, leading to low engagement.

People need affordable, truly personalized emotional support that feels authentic and caring.

ANIMA FELIX

The Business Problem

EAP PROGRAMS: <15% ENGAGEMENT

MENTAL HEALTH APPS: ABANDONED IN 2 WEEKS

COST OF INACTION: $3,600 PER EMPLOYEE/YEAR

Our Solution

02

03

01
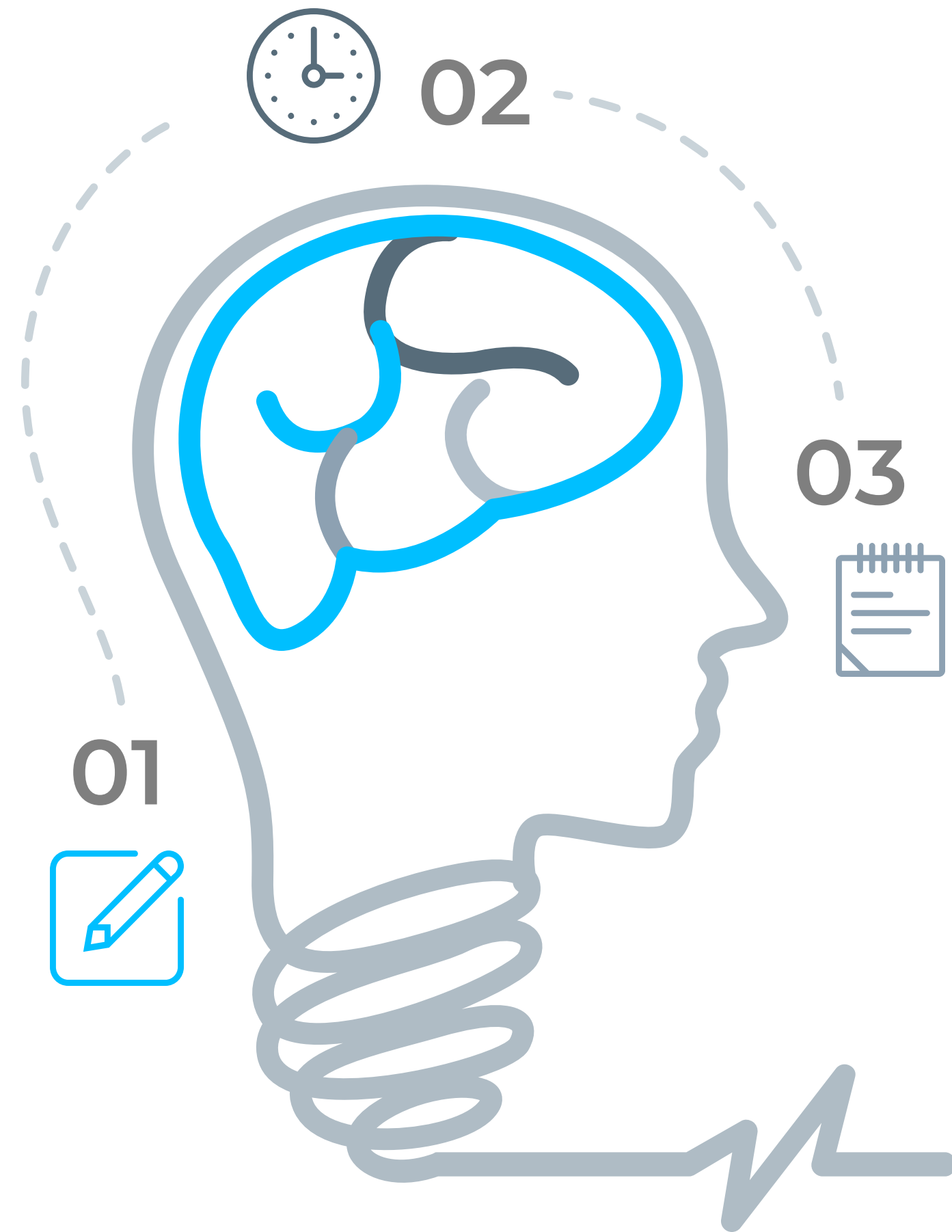
AI that employees actually use daily

Personalized wellness journeys

Enterprise dashboard with anonymous insights

Vision and Mission

01

VISION

Help people
improve their
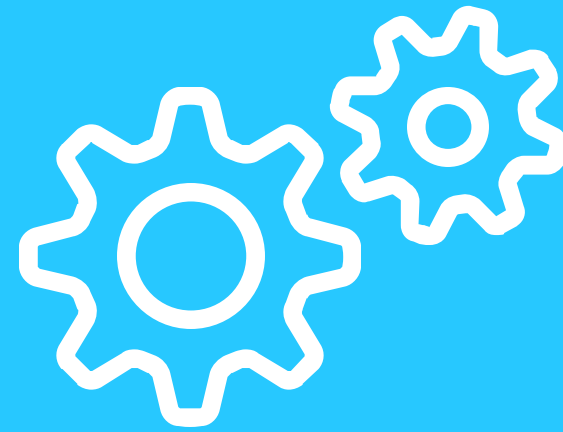mental wellbeing

02

MISSION

The app
that cares
about YOU

Why Now: Mental-health crisis meets AI empathy

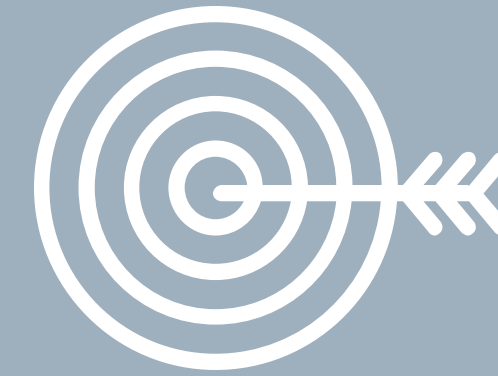### Problem

1 in 4 people struggle with mental wellbeing today

Demand

Post-pandemic stress surge fuels $57 B mental-wellbeing market - urgent personalized care needed

Opportunity

Right market, right tech, right channel - Anima Felix lands precisely at the convergence

Anima Felix App – HIPAA & GDPR compliant

PHOTO JOURNALING

Each photo gets a visual intellgicence emotional interpretation and mindfulness tips

WELLBEING JOURNEYS

Personalized journeys that enhance the mental wellbeing targeting the user specific issues

SUPPORTIVE CHATBOT

A companion that remembers previous interactions and context from all other data points
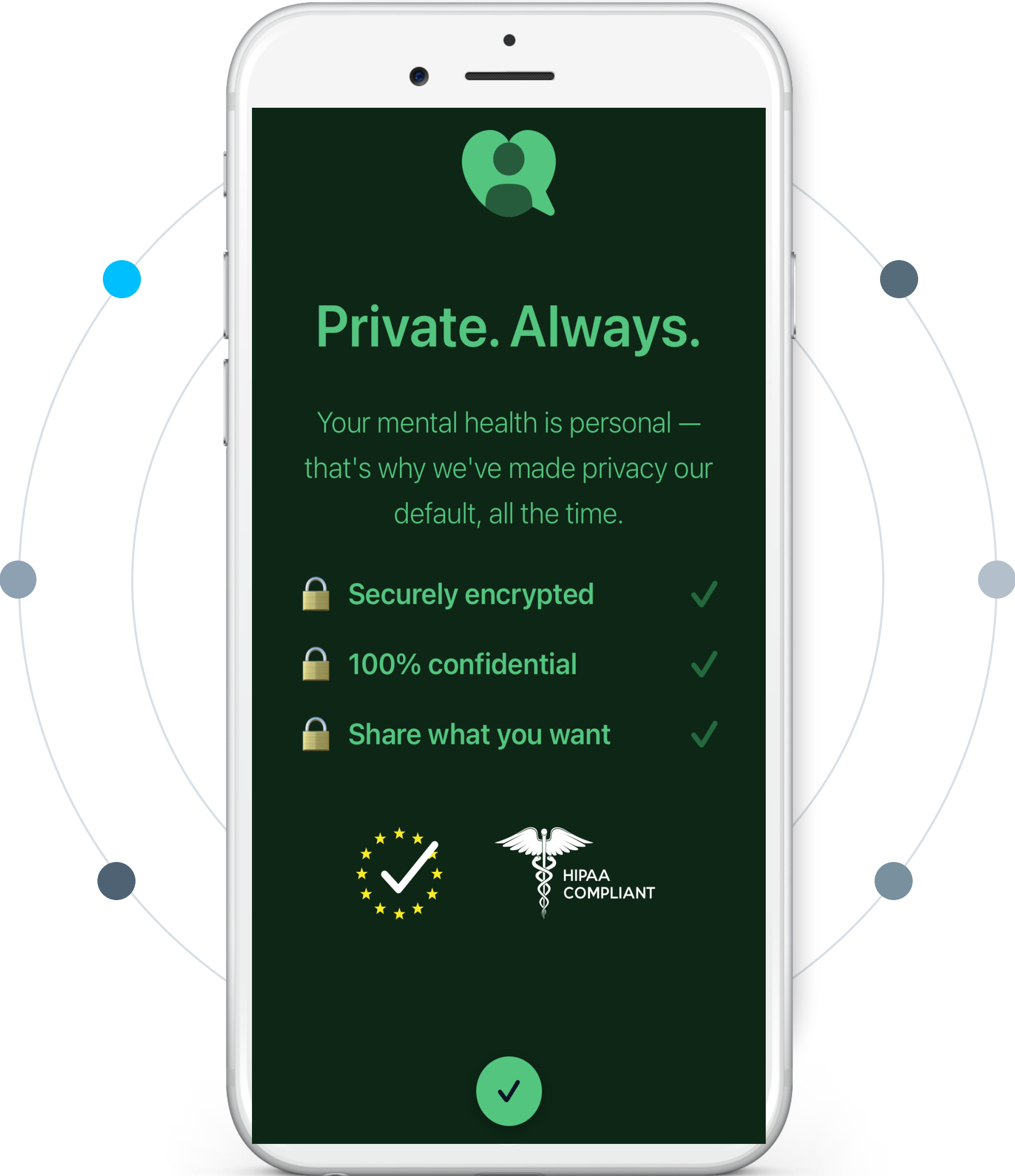
MENTAL CHECKINS

Daily mood logs are an effective way to add accountability and discover patterns

PSYCHOLOGICAL TESTS

Validated assessments measure personality, cognition, and emotional intelligence

HISTORY FEED

An "Instagram" like collection of checkins, photos, test results and exercises

Private. Always.

Your mental health is personal — that's why we've made privacy our default, all the time.

🔒 Securely encrypted ✓

🔒 100% confidential ✓

🔒 Share what you want ✓

HIPAA COMPLIANT

Chatbot Launched on Multiple Platforms

CHATBOT LAUNCH

Anima Felix is now available on Whatsapp, Facebook Messenger, Slack and Discord

We just rolled out our multiplatform RAG chatbot as a hook for the app and a B2B employee benefits offering
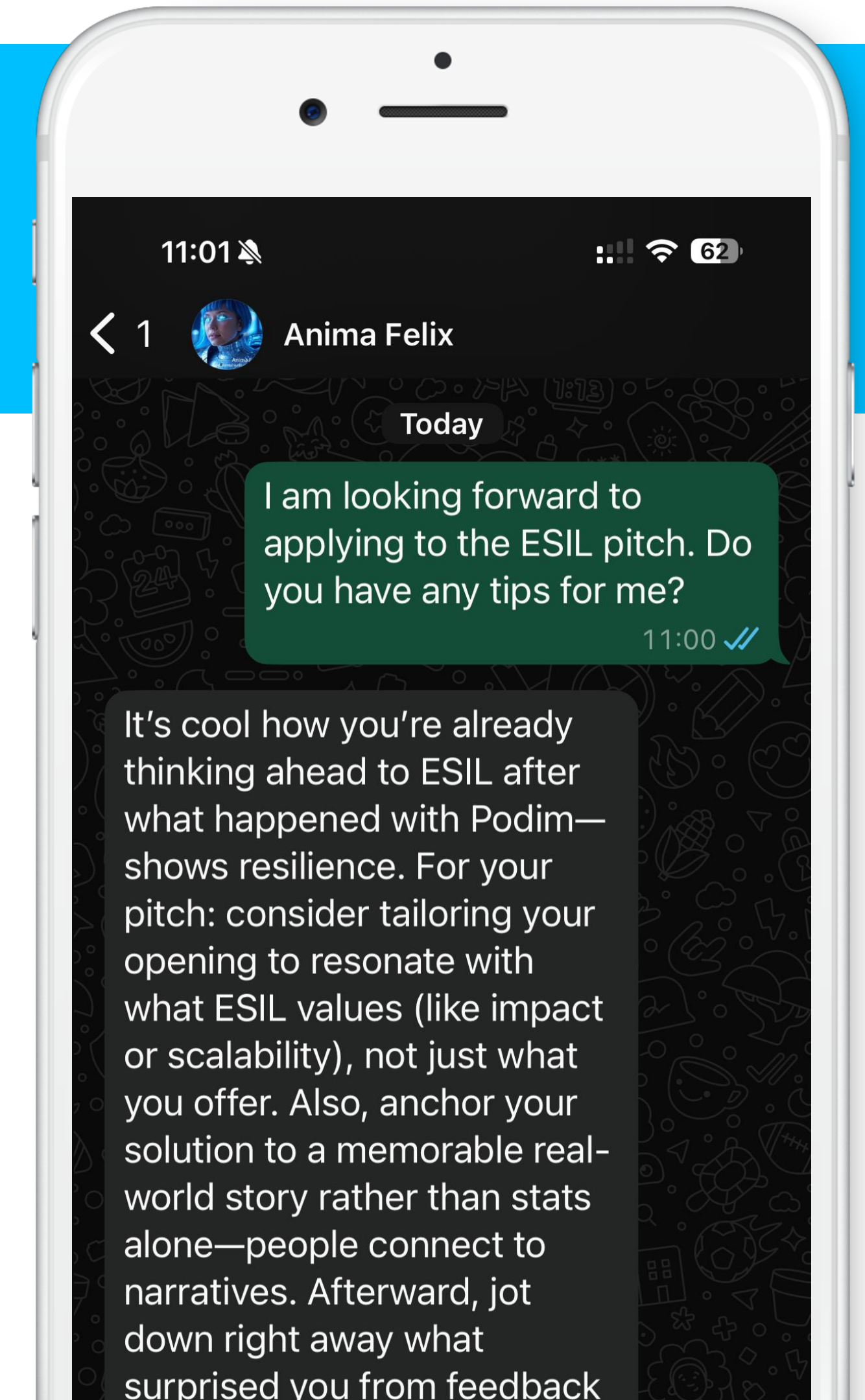
Traction & Validation

Secured initial B2B revenue (€14K contract) validating demand for embedded emotional wellness solutions (Up Romania's SuperUP app).

Demonstrated strong early engagement: 42% of users logged in more than once

Partnership

Signed paid B2B deal with Up Romania (SuperUP app), integrating Anima Felix for 3,500+ active users.

Funding

€110k pre-seed investment from seasoned angel investors Marius Istrate, Felix Crișan, Sergiu Neguț

€50k ongoing commitments

Engagement

Launched mid Feb 2025: 3,500+ active users, 42% returned for multiple check-ins.

Chatbot

Multiplatform RAG chatbot: 500 engaged users in the first months, with 50 B2B deals in the pipeline

Ready to replicate and scale this successful integration strategy to other wellness-focused mobile platforms and corporate partnerships.

Business Model and GTM strategy

Our B2B partnerships serve as both a revenue stream and a channel to acquire and engage B2C users

01

B2C

Core AI companion and journaling features free; Premium unlocks deeper personalization and advanced wellbeing journeys.

Embedding core features (check-ins, photo diary, chat) into partner platforms generates revenue (validated with Up Romania).

INTEGRATIONS

02

03

B2B

Enterprise deals with employers, insurers, and wellness apps and platforms to embed our mental wellbeing solutions as employee benefits.

Market Size and Competitors

SOM

Users (18-27, 60M+) experiencing loneliness and anxiety, and already comfortable with AI-driven emotional support apps.
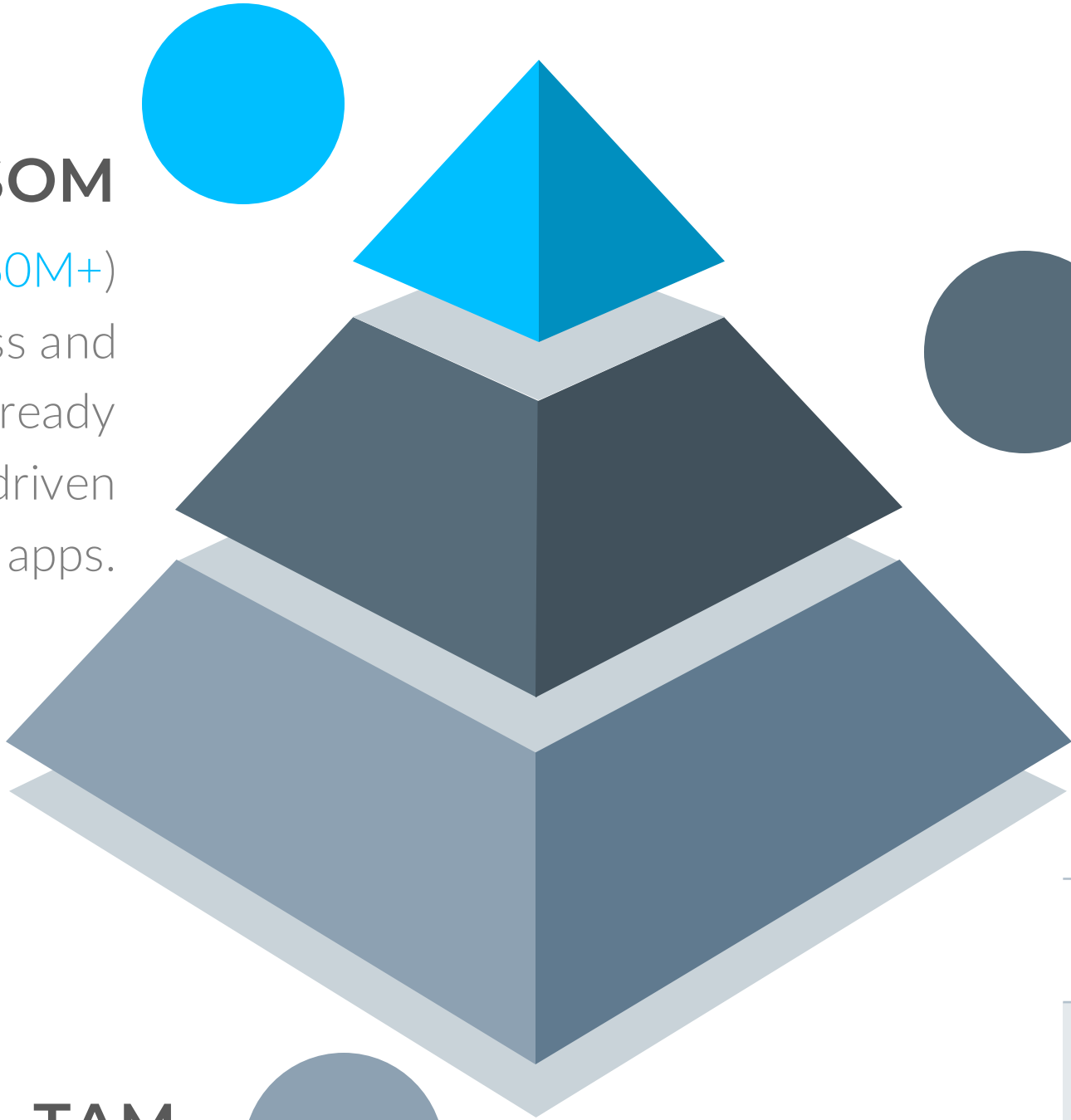
SAM

Global users aged 18-45 (~600 million people) actively seeking digital solutions for managing stress, anxiety, loneliness, and emotional wellbeing through journaling, mood tracking, and AI companions.

TAM

Global mental wellness app market projected at $57B by 2030, driven by over 1 billion people experiencing mental health challenges worldwide.

	AI Chat	Community	Journeys	Cost	AI Journaling
Anima Felix	Advanced	Strong	Ai-driven	Low	Unique
Calm	✖	✖	✖	Medium	✖
Headspace	Limited	✖	Limited	Medium	✖
BetterHelp	✖	Group sessions	Therapist-led	High	✖
Ifeel	Basic AI	Corporate focused	Therapist & AI	Medium	✖
Wysa	Advanced	✖	AI-driven	Medium	✖

ANIMA FELIX

Stellar Team

SEBASTIAN COCHINESCU

Chief Executive Officer

Previous experience:

CEO at **TailPath** working with **NATO**

Chief Digital Officer at **Hubert Burda Media**

PhD (ABD) in Communcation Studies

ALEX "JAY" BALAN

Chief Innovation Officer

Previous experience:

Director of Security Research at **Bitdefender**

Head of Product at **BullGuard**

Research and Presentations on Cyber Security

ALEXANDRU ANTIHI

UX/UI Partner & Advisor

Previous experience:

CEO and founder at **DesignBase (YC25)**

Product & Design at **Palantir**

Award-winning Startup and Corporate Products

DENYS YEFREMOV

Frontend Lead Engineer

Previous experience:

iOS Developer at **The Unit**

and **Teladoc Health**

Senior Frontend and Mobile Developer

August 2025 – sebastian@animafelix.com – +1 (415) 800 3247

The "Pirate" Growth Strategy
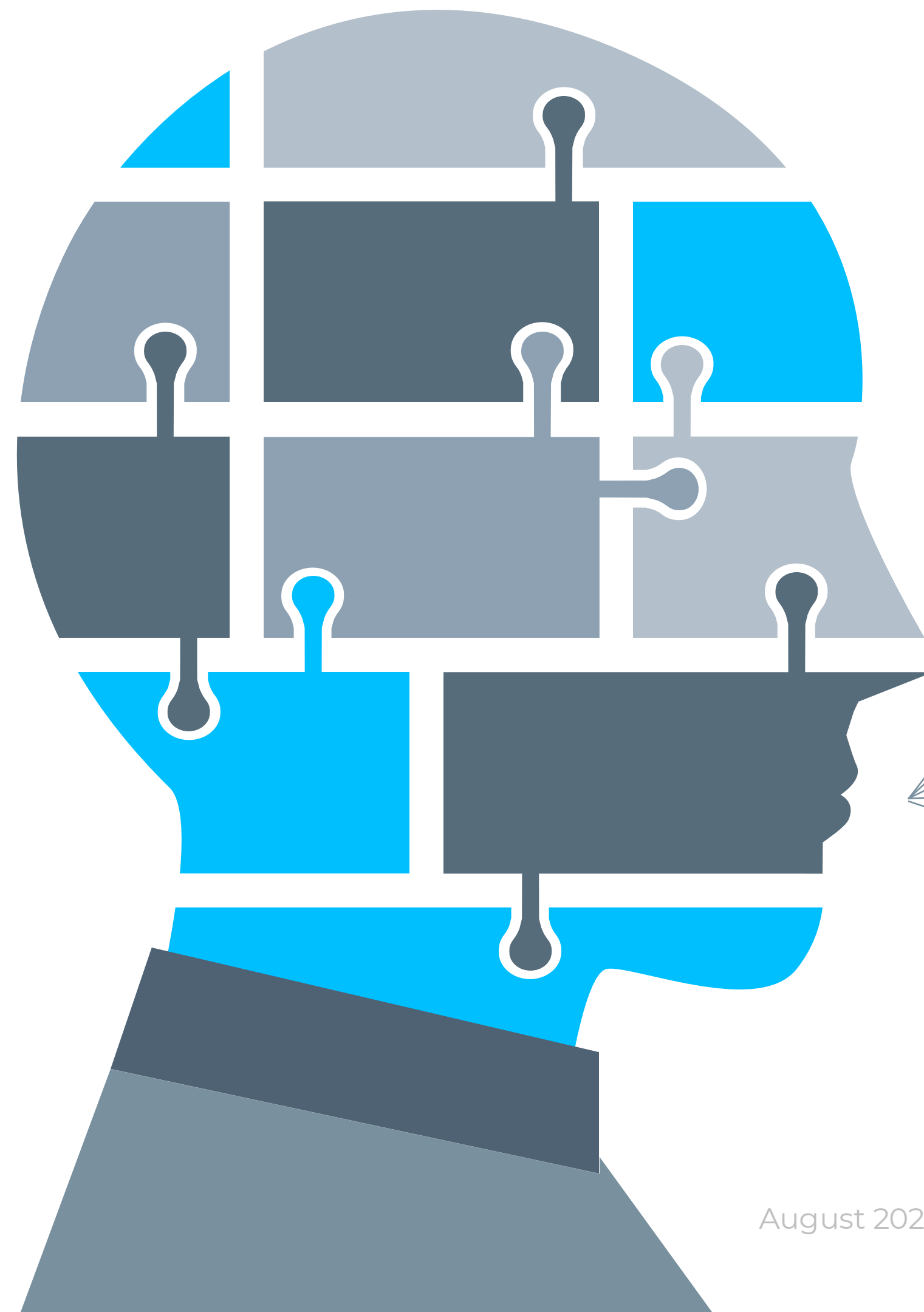
01

Aquisition

Reach users and Gen Z through influencer partnerships, engaging social media campaigns, and authentic user stories.

02

Activation

60-second 8 steps onboarding collects intent and goals; each feature delivers instant feedback

03

Retention

Daily photo prompts and caring push messages sustain emotional engagement, lifting weekly session frequency

04

Refferal

Users share milestone wellbeing streak cards on Social Media, inviting friends for premium-plan discount rewards

05

Revenue

Convert freemium lovers with paid personalized plans; sell bulk licenses to corporate wellness programs and B2B

Marketing & User Acquisition Strategy

Target Personas Early Validation

Initial broad tests on TikTok, IG, FB (5–7 personas)

Narrow to 3 validated personas (high engagement, retention potential)

Final persona refinement (single best-fit persona)

Channels & Methods

TikTok, Instagram, Facebook Ads (low-cost EU CPI campaigns under €1)

Chatbots for acquisition (WhatsApp, Messenger, Discord, Slack)

Surveys via chatbotsfor constant persona feedback

Referral & influencer programs (Q4 onwards)

Acceleration Plans

Post-validation scaling (Q4 aggressive campaigns)

Employer channel partnerships (20% revenue share for B2B expansion)

Business Roadmap

| LAUNCH 2025 | GROWTH 2026 | SCALE 2027 | GLOBAL 2028+ |

LAUNCH 2025
- Release MVP with multiplatform AI chat, photo journaling, and emotional check-ins.
- Reach initial 10K users; validate premium subscription demand and B2B partnerships

GROWTH 2026
- Expand personalization capabilities, introduce voice input and advanced AI analytics.
- Reach 100K active users and secure new B2B integration partnerships.

SCALE 2027
- Enhance global reach; deepen AI-driven personalization with emotional analytics, wearable integration.
- Achieve 500K+ active users; expand enterprise partnerships.

GLOBAL 2028+
- Establish Anima Felix as the global standard for AI emotional wellbeing.
- Surpass 1M users, position for large-scale funding or strategic partnerships to consolidate market leadership.

Next 12 Months Product Roadmap

CURRENT (JUNE 2025)	NEAR-TERM (JUNE–SEPT 2025)	MID-TERM (OCT–DEC 2025)	LONG-TERM (JAN–JUNE 2026)

CURRENT (JUNE 2025)

- Onboarding, Psychological tests
- Photo journaling (AI-driven mood detection)
- Mood check-ins
- Mental wellness exercises
- Context and time aware RAG chatbot (Whatsapp, Discord, Slack, Facebook Messenger)

NEAR-TERM (JUNE–SEPT 2025)

- AI-generated user profiles & scoring
- 15 wellness journeys (7-day personalized plans, daily 2–5 min activities)
- Custom, empathetic notifications
- Community v1 (peer-to-peer advice sharing, personalized advice feed)

MID-TERM (OCT–DEC 2025)

- Community v2 (gamification, deeper engagement)
- Advanced analytics integration (IDFA, event tracking)
- Referral & rewards program
- Android app

LONG-TERM (JAN–JUNE 2026)

- Employer dashboards (for B2B2C clients)
- Wearable integration (Apple Watch, Fitbit for proactive insights)
- Expansion across Europe and early entry tests in the U.S.

Expenses 2025/2026

EXPENSE	2025	2026
Software development (frontend/backend)	60.000	90.000
Marketing and Ads (TikTok, IG, FB)	30.000	90.000
Operations (accounting, servers, legal, software)	36.000	45.000
Salaries	18.000	45.000
UX/UI Design	6.000	18.000
Support & Community Management	3.000	9.000
User Research Incentives	3.000	9.000
Product Analytics	1.200	3.600
Content Creation	6.000	18.000
Miscellaneous	12.000	18.000
Total Value	175.200	345.600

Next 12 Months Revenue Forecast

SOURCE	CONSERVATIVE (€)	GOOD (€)	BEST (€)
Up Romania Partnership	6.000	9.000	12.000
Additional B2B Integrations (500€/mo.)	6.000	15.000	24.000
B2C Subscriptions (avg. €5/mo.)	12.000	45.000	75.000
Total	24.000	69.000	111.000

Target CAC €1–5 (EU market)

Target LTV €30–100

Target LTV:CAC Ratio: 3:1 or higher

Our Ask and Use of Funds
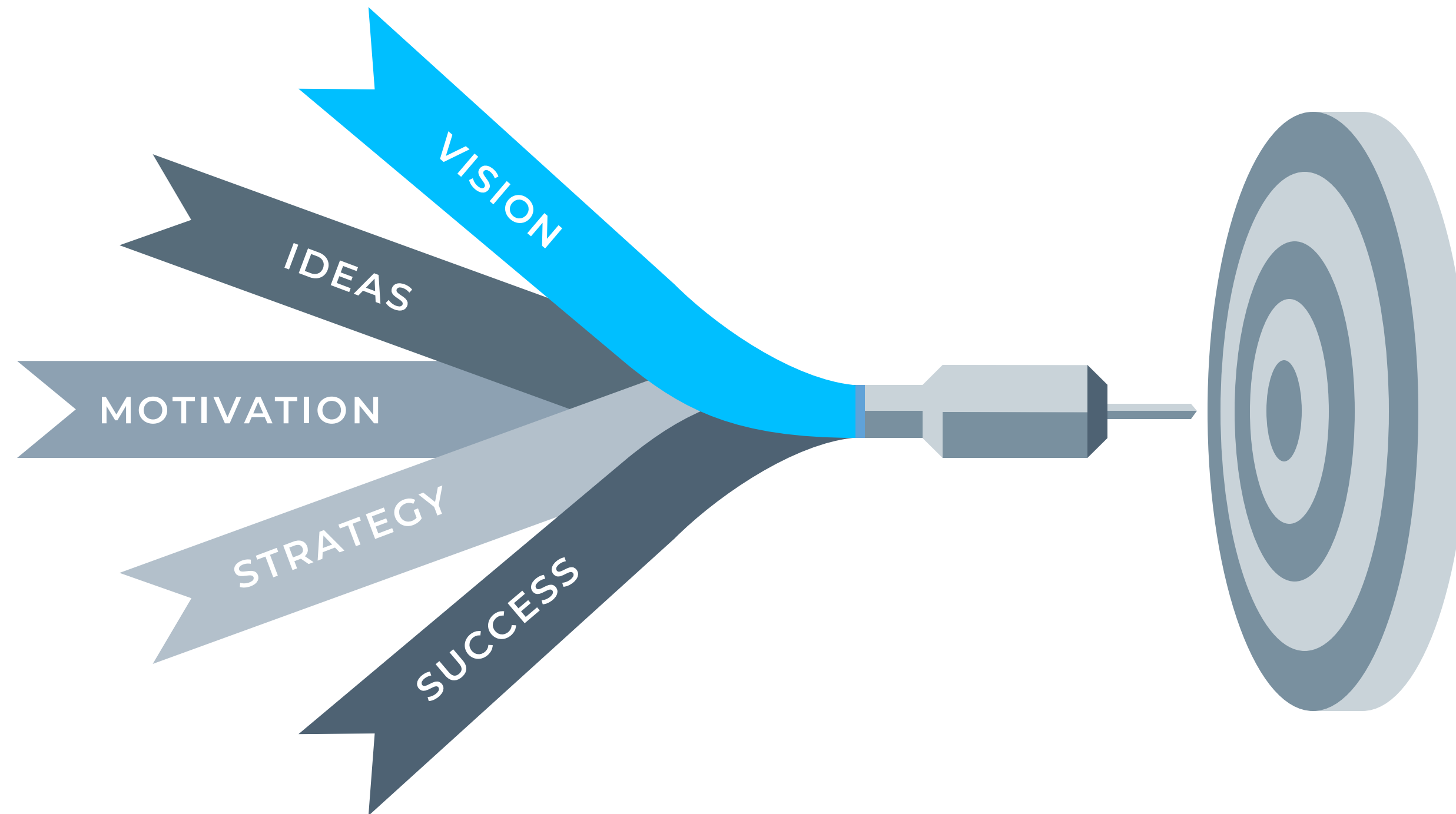
Ask

Pre-seed round: €300K (€110K already committed).
CLA cap: €5M, 20% discount.

Team

30% Product Development, 40% User Acquisition and
Retention, 30% Key Team Hires - one year runway

Milestones

Reach 100K active users, launch premium subscriptions, and secure
additional B2B partnerships within 18 months.

One Last Thing – Breakthrough AI Innovation

Introducing SCN-LLM

Inspired by the brain's natural rhythms, SCN-LLM is our worldwide unique AI architecture that aligns with users' daily patterns.

This approach enables more timely and personalized mental health support.

Why It Matters

By synchronizing with users' routines, SCN-LLM delivers interventions when they're most needed.

This leads to higher engagement and better outcomes in mental wellness.

Our Competitive Edge

Anima Felix stands out by integrating cutting-edge AI research directly into our platform.

This positions us ahead of competitors in delivering personalized, effective mental health solutions.

The SCN-LLM Research Paper was sent for review to the Springer Nature Cognitive Computation Academic Journal and published as a preprint on ResearchGate

https://www.researchgate.net/publication/392556656_SCN-LLM_An_SCN-Inspired_Temporal_Architecture_for_Rhythmic_Entrainment_and_Adaptive_Retrieval_in_Large_Language_Models