

Helping people digest
the **taboo ka samosa**





150 Million+

Seekers in India are not getting a proper mental health intervention. **46 million** of us struggle with **depressive disorders** and about **49 million** people cope with **anxiety disorders**

*In India, NIMHANS Data

Seekers are confused!

01.

Access to Psychologist

Limited access to mental health services with a **75% Treatment gap*** in India.

02.

Language Barrier

Majority material or providers available in market are in English Language.

03.

No Proper Management

There is no proper system to manage clients and data with proper invoicing.

04.

Taboo around

Huge stigma on topics such as Sexual health, Mental health, or Disability.

How we are solving it?



Access

Access to **100+** **psychologists** all across India speaking in **35+** **languages** and dialects. and expanding



Ease of booking

Our advance filters and support makes the booking process easiest of them all and time saving



Easy management

Our dashboard allows psychologists to easily manage their clients and billing.



Therapy pods

A hybrid concept of **therapy pods** to heal seekers in offline space as well.

How are we different



Queer affirmative and trauma informed psychologists. We have a 3 stage filter system for psychologists to join the platform.



Best Incentive structure for the providers, with community based approach and **peer supervisions.**



An **automated backend management** for providers to focus more on therapy and less on admin work.



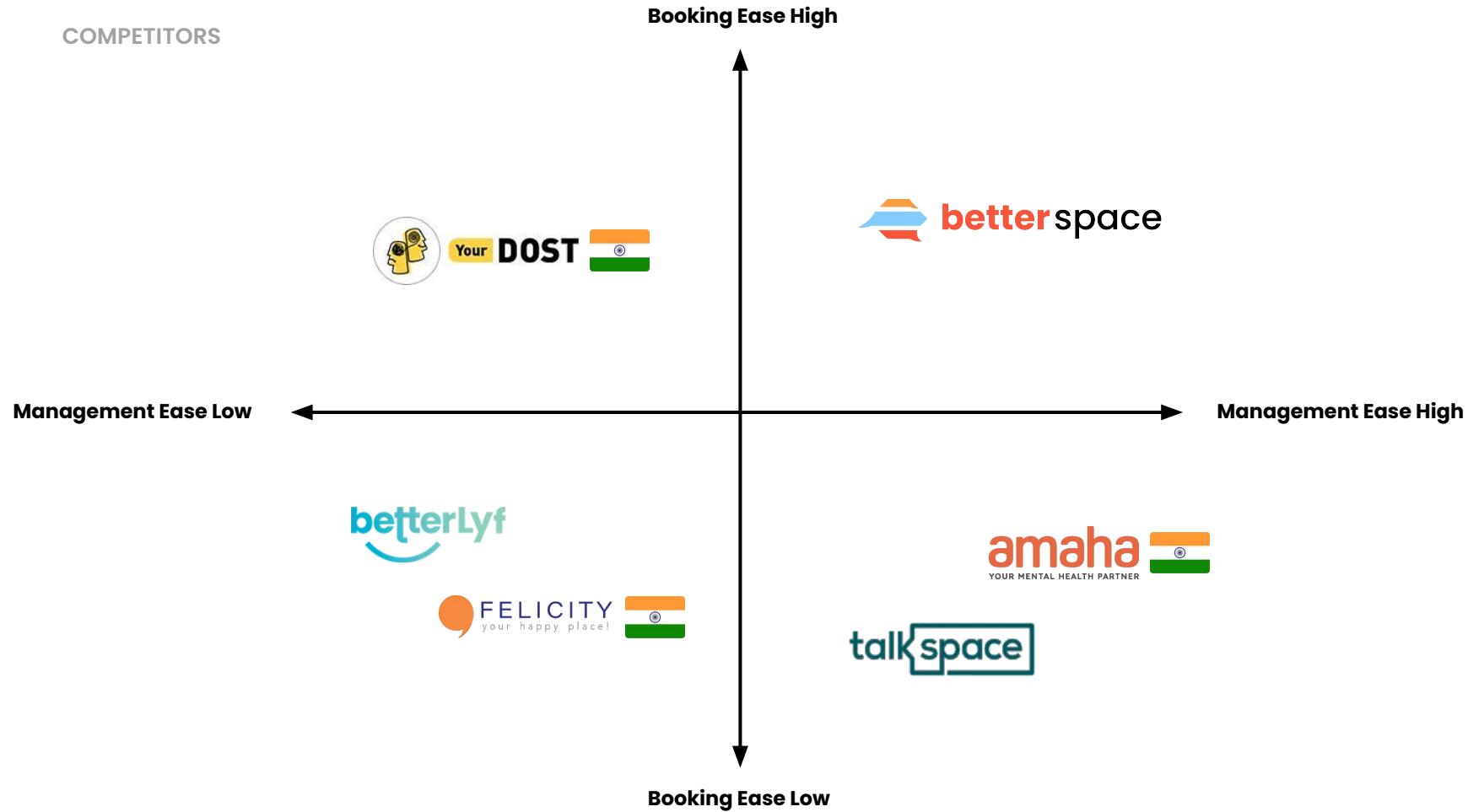
Hybrid model of **therapy pods** (online/offline) to make therapy more and more accessible for seekers in need.

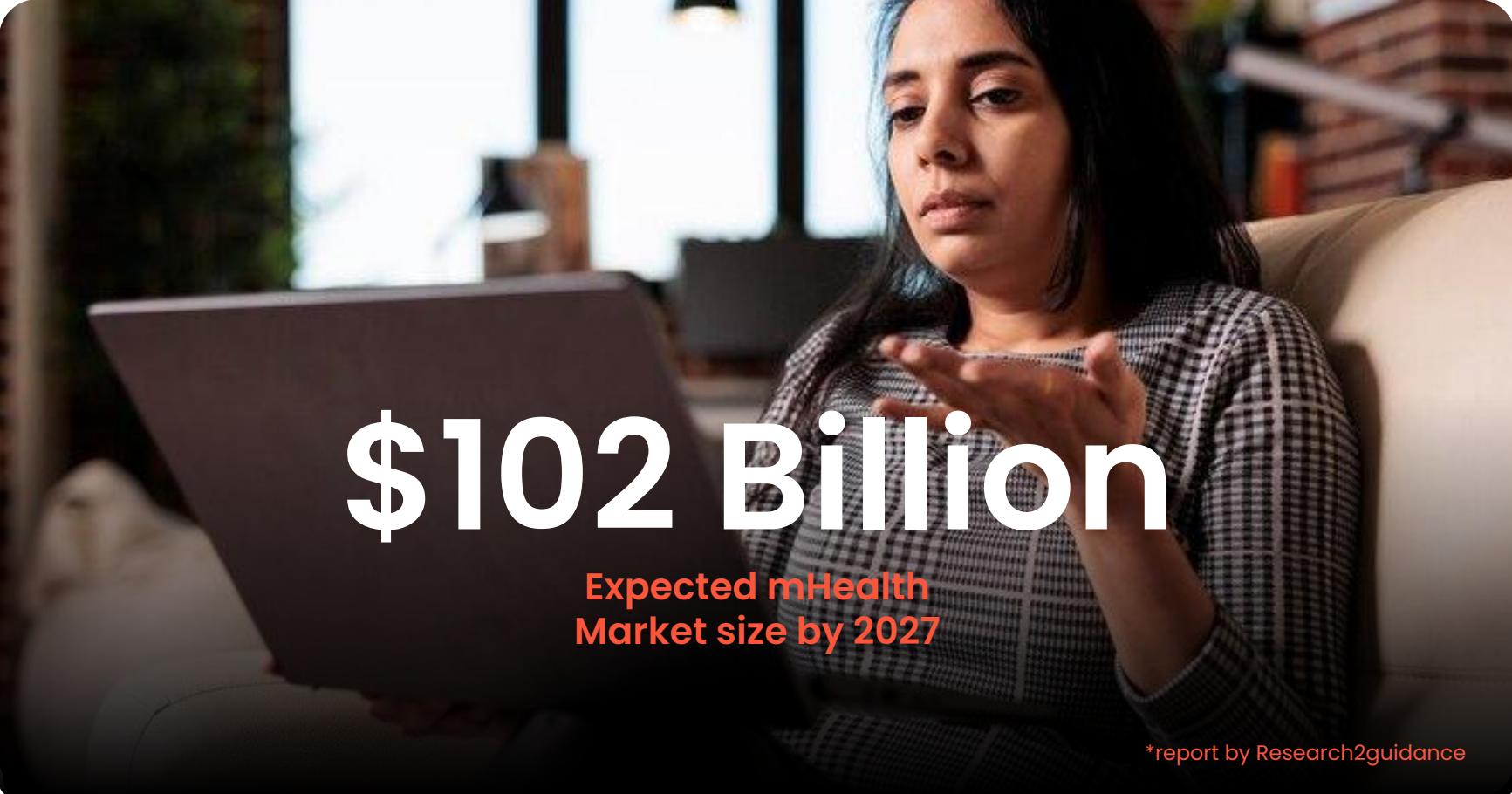


We have **200+ inhouse standardised psychometric tests** to ensure better results.

Let's have a look at some of our competitors...

COMPETITORS



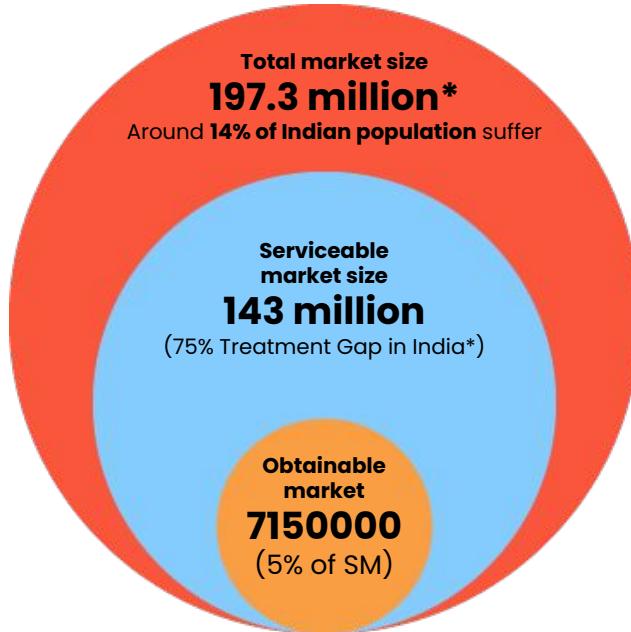
A woman with dark hair, wearing a plaid shirt, sits on a light-colored couch. She is looking down at a smartphone held in her hands. The background is slightly blurred, showing a window and some indoor plants.

\$102 Billion

**Expected mHealth
Market size by 2027**

*report by Research2guidance

Market Size & Validation



*In India, NIMHANS Data

Mental Health sector attracted **5 Billion USD** in total funding in 2022. Which is just double from 2.4 Billion USD invested in 2021.**

**According to Antler.co

BUSINESS PLAN

7.15M+

Seekers from obtainable market size

\$4.50

15% commission @ \$10 per session with 3 times
repeat per customer avg.*

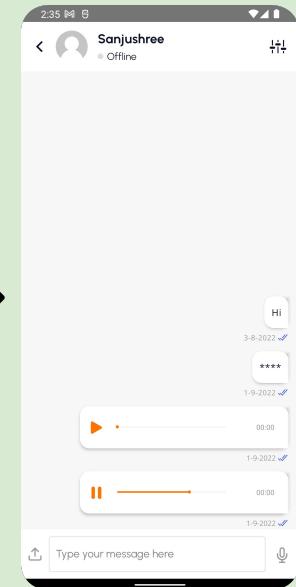
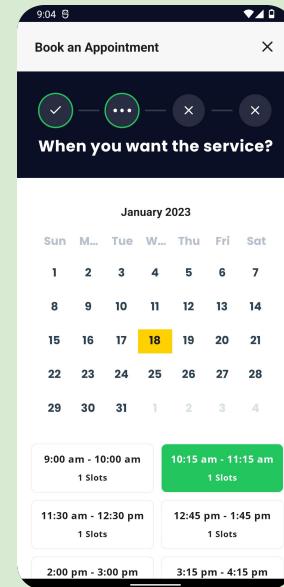
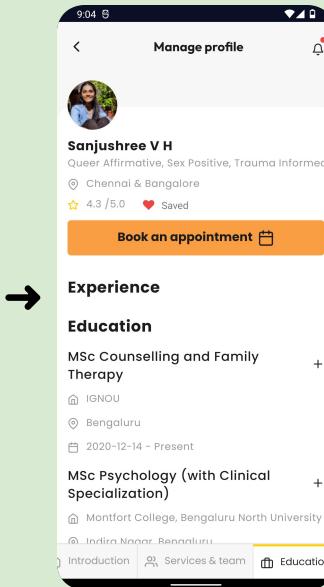
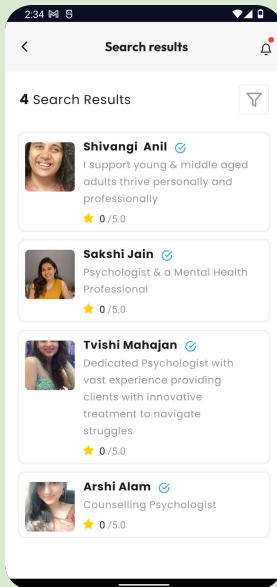
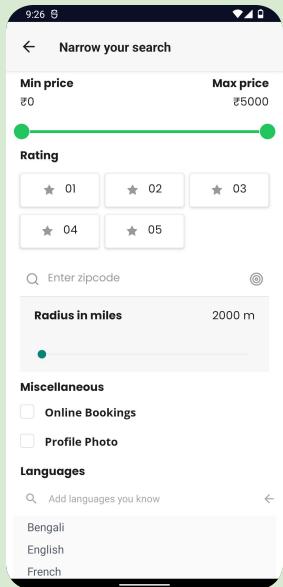
\$32M

Revenue - 2023-2027 From India only

*On average people take therapy with one psychologist at least 3 times
before deciding on continuing therapy or not.

A peek into our product

For Seekers



Search for a psychologist using our advance filters

Choose as you please

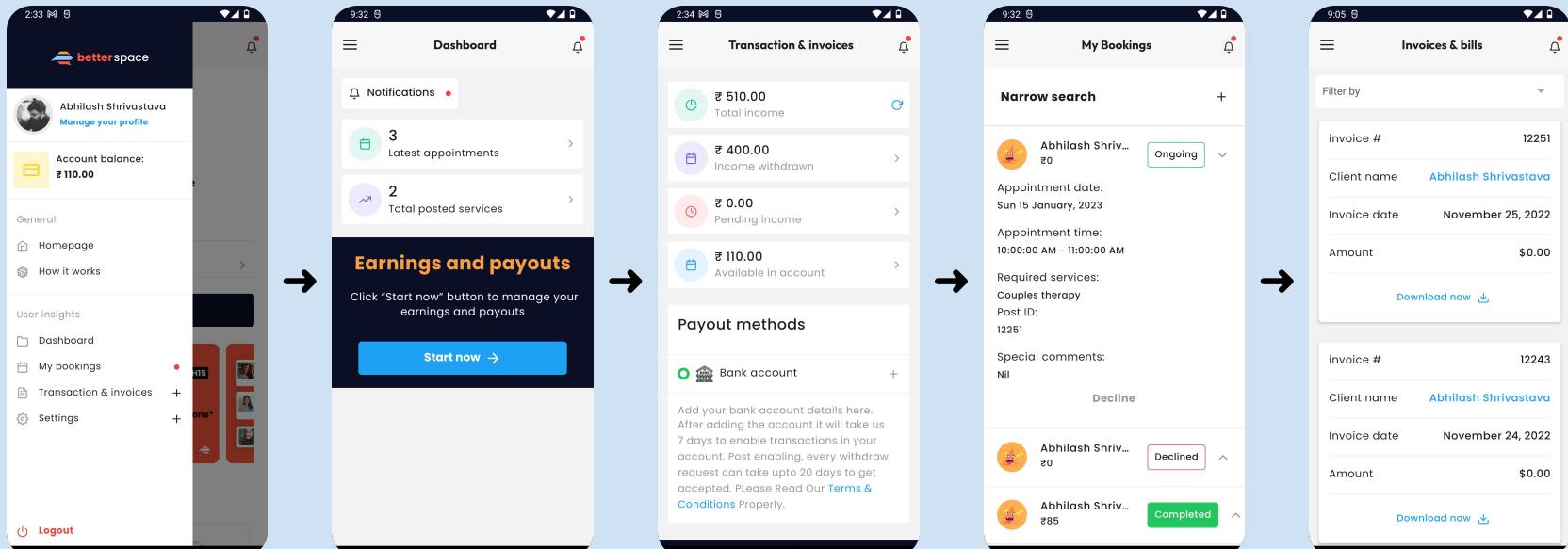
Know your psychologist even better

Easy 4 step booking within 1.30 min.

Chat or Call (Video/Audio)

A peek into our product

For Psychologist



Quick access to earnings

One view for all you got

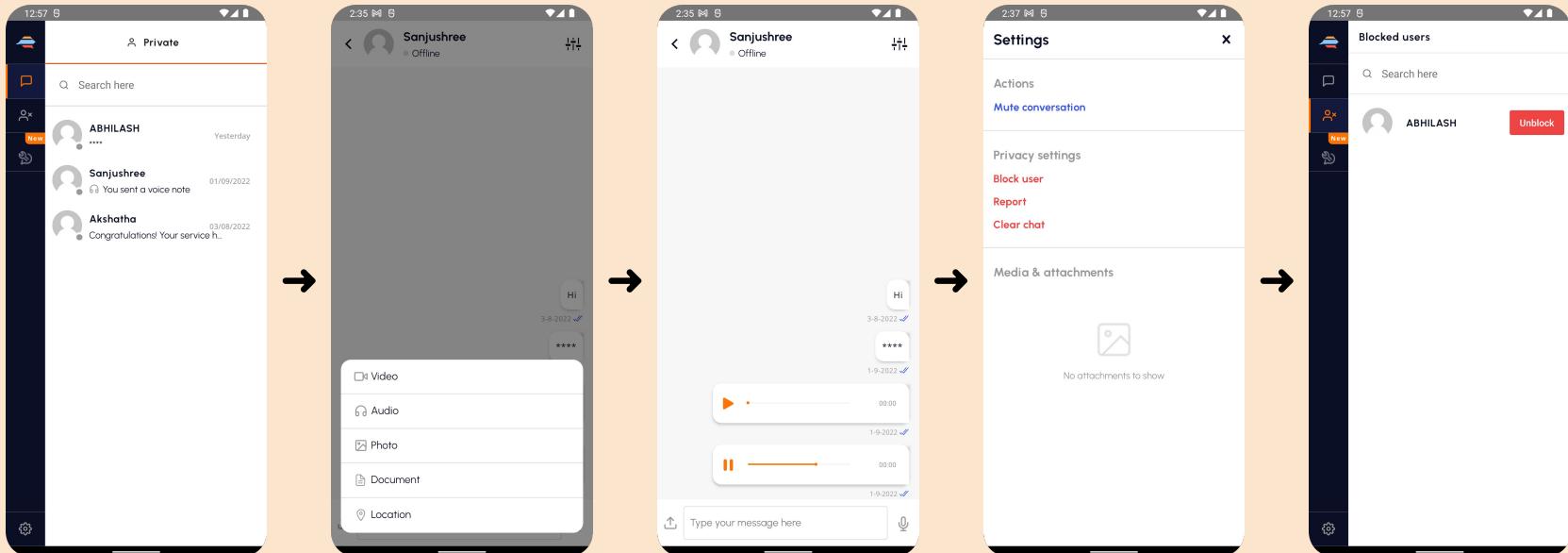
Proper breakdown to
your money earned

Accept or Decline or
Manage Bookings

Tax Invoices available for
filings

A peek into our product

Messenger App For Both



Your psychologists in one list

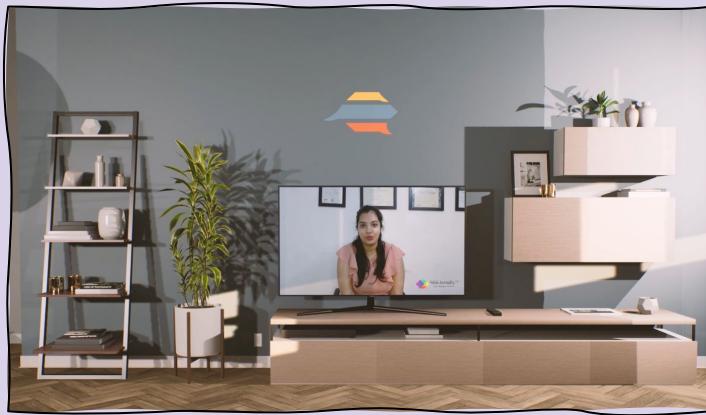
Send video, audio and media

Profanity filters blocks abuses

Mute, Block, or Report users for security

Easily unblock users if mistaken

Our “Therapy Pods” Concept



55" Television equipped with webcam for psychologists to join in from anywhere in the world



Seekers get ideal therapy room conditions equipped with everything for their needs.

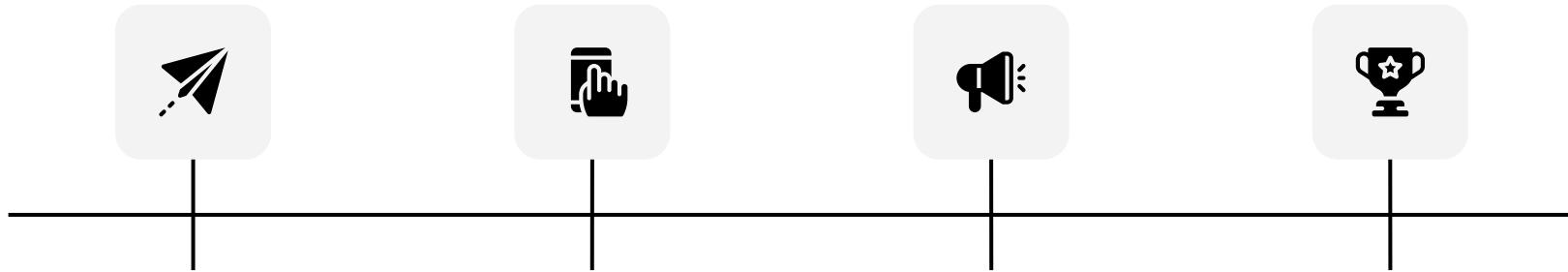
Location is not a barrier anymore

How do we enter the market?

- Community interventions in schools, colleges and work spaces. We call it **BetterSpace for Community**
- Installing Therapy pods in community spaces to make therapy accessible and private.
- Education summits and events.
- Digital Marketing & Influencer Marketing to spread awareness.
- Offline engagement & Interactions through gated societies.



Our Journey so far and expected!



Aug-Dec 2022

- Launched our website with 25 psychologists.
- 300+ Sessions.
- Launched mobile applications.
- 1st Mental health summit of CG with 80+ Schools & Colleges.
- **8.5L in Revenue**

Jan - April 2023

- Sponsored 1st ever education summit held in Jan 7,8
- Launched our first Therapy Pod in Raipur on 15th Jan
- Signing **MOUs with 5+ Schools.**
- **500+ App Downloads** expected

May - Sept 2023

- Increase in digital marketing, online presence & brand awareness leading to increase in sessions.
- Aiming to reach 500+ sessions per month.
- Launch of full application with improved features and Audio/video Calls access

Oct - Dec 2023

- Planning to open up 15+ therapy pods all over India.
- Aiming to connect 250+ Psychologists in our platform.
- Reaching 10,000 sessions per month.

Shivli Shrivastava



Abhilash Shrivastava



Co-Founder, CEO

Counselling Psychologist,
Sexuality Educator, PhD Scholar
[Linkedin](#)

Co Founder, CTO

Conceptual Designer &
Developer
[Linkedin](#)

Shivli came to Abhilash to design her logo, she shared her story and idea for a better future, "BetterSpace". Abhilash loved the Idea and they both jumped in the same boat, a journey leading to both falling in love and getting married to each other. Now they are sailing through this rough ocean of startups, small milestones at a time, hoping to find a rescue ship as an investor.

Mentors



Dr. (Prof) Simi Srivastava

Rehabilitation Psychologist
Learning Disability Expert,
Aakansha School of
Learning & Empowerment



Anushka Basu

Human Resource
Manager, XLRI
Jamshedpur, Dr.
Reddy's, Young India
Fellow



**Bharath
Madhusoodanan**

UX & UI Content &
Copy Writer, University
of Kent, Canterbury,
MSc Social and
Applied Psychology



CA Saharsh Gupta

Chartered
Accountant &
Financial Advisor



Dr. Surbhi Sharma

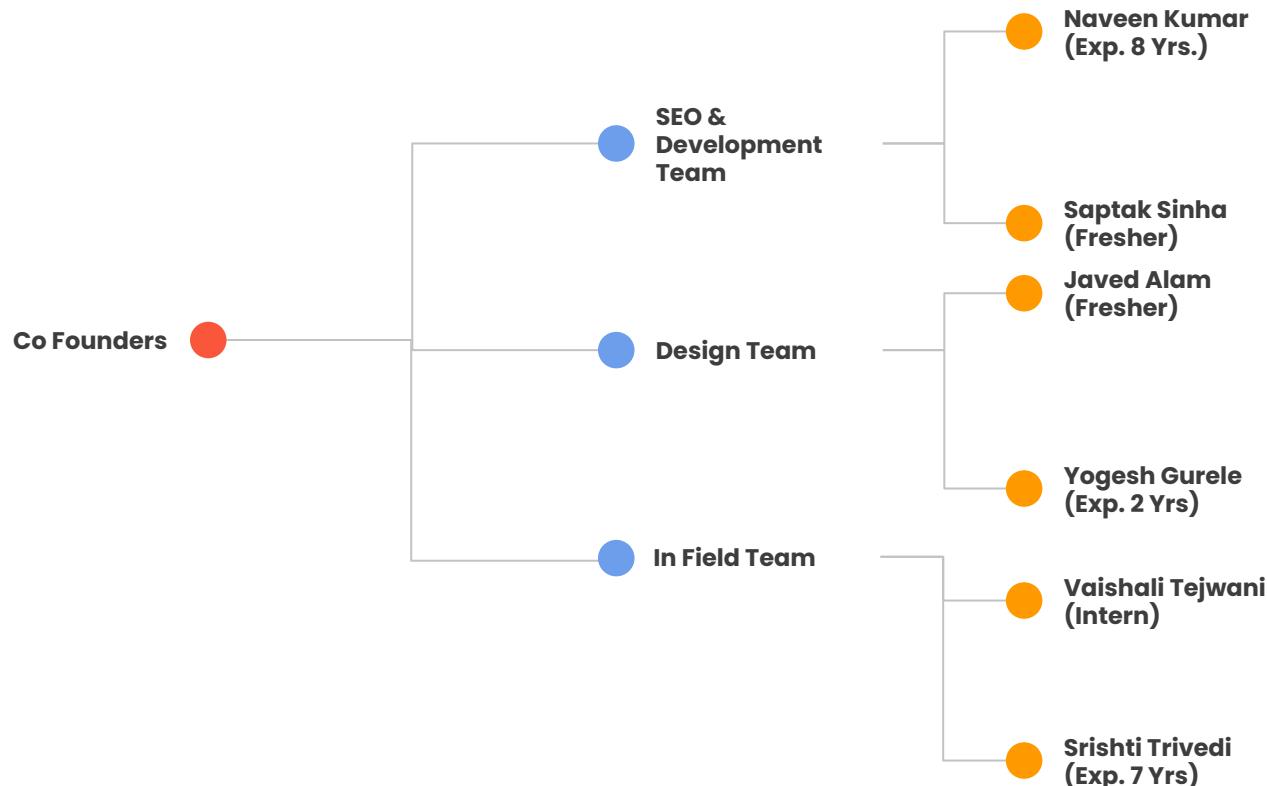
Dermatologist (MBBS,
MD), MRCP(SCE), DNB,
Gold Medallist-
Safdarjung Hospital



Dr. Rahul Ganguly

PhD (SpEd), Illinois MS
(SpEd), Oregon,
Intellectual & Learning
Disability Expert -
Special Educator

TEAM



A photograph of four young adults—two men and two women—sitting on a brown sofa in a bright living room. They are all looking towards the right side of the frame, where a person's hands are gesturing while speaking. The woman on the far left has long dark hair and is wearing a blue patterned top. The woman next to her has long dark hair and is wearing a yellow button-down shirt. The man in the center has a beard and is wearing a dark blue t-shirt. The man on the far right has dark hair and is wearing a light blue button-down shirt.

Asking
\$55,000

For 5% Equity

How are we going to use the funds?

For 6 Months

01.

Product Development

Development of messenger app profanity filters for images. Improvement on Audio/Video calling features.

02.

Team Building

Hiring of a tech team to take care of errors. Hiring a customer support staff and a Marketing team.

03.

Marketing Online/Offline

Marketing through online and offline channels for strategic reach and spendings.

04.

Therapy Pods

To launch therapy pods in 2 cities for better access to interventions.

Allocation of funds in 6 months

1. **1250000** For Tech Improvement.
2. **2000000** For 6 Months of Salary.
3. **800000** For 4 Months of Marketing (Online/Offline) Both.
4. **300000** For building 2 therapy pods in Raipur and in Delhi NCR.

Thanks!

Do you have any questions?

hello@betterspace.care

+91 73545 34303

+91 93800 26400

Betterspace.care

