

Personalized mental wellness done right

EXECUTIVE SUMMARY

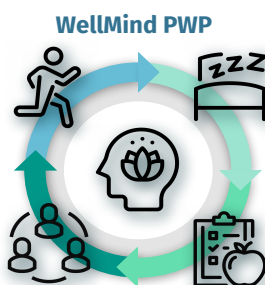
WellMind is an accessible and personalized solution for moderate depression and related conditions. Our clinically-proven technology combines smartphone data with personal coaches to intervene on lifestyle factors that best predict individual mood and wellbeing.

PROBLEM

Depression affects 1 in 5 adults, or 48M people in the United States (CDC). Depression costs the U.S. \$210B per year in lost productivity and absenteeism; translating to costs per adult of \$10K per year or lifetime costs of \$400K per person. Increasingly more people continue to seek help for depression and related conditions, but only ~20% have access to minimally effective care. And, that care is usually not personalized using quantifiable data or informed by objective assessments.

OUR PATENT-PENDING SOLUTION

We provide a clinically-validated and data-driven *Personalized Wellness Plan* (PWP) that focuses on building healthy behaviors in the sleep, diet, exercise, and social engagement domains that best predict individual mood and wellbeing. The user is further supported by a certified coach who can help them realize their PWP goals and lock in healthy habits.



Competitive Advantage	wellmind	feel.	ginger betterhelp	MODERN HEALTH lyra	headspace Calm FABULOUS
Clinically proven	✓✓	✓	✓	✓	✓
Guided Exercises	✓	✓	✓	✓	✓
Multilingual Support	✓	-	✓	✓	✓
Data-driven Personalization	✓	✓	-	-	-
Wearable	Flexible	Proprietary	Based on our patent pending tech & published clinical research		
Health Behavior Focus	✓✓	-			
Affordable Coach Access	✓✓	-			

BUSINESS MODEL

We offer SaaS digital subscriptions for both B2C & B2B. These include free sign-up, in-app purchases of personal data insights, a digital only subscription to the PWP (\$80), and a digital PWP with coach add-on (\$160). Based on market research and customer interviews, we expect a B2C LTV of \$320 & CAC of \$100. B2B economics are expected to reduce CAC significantly and we have B2B interest from UCSD.

MEET THE TEAM

Iyoti Mishra PhD MBA - Neuropsychiatry Assoc. Professor @ UCSD | 10+ yrs experience leading digital health tech R&D securing >\$5M funding | 8 tech patents/ copyrights.

Roberto Luna PsyD MBA - Clinical Psychologist | 10+ yrs experience working in hospitals, community health clinics, pvt practice, college & veteran mental health.

Amanda Paige Burkhard MBA - Digital Marketing and Analytics Manager | 7+ years specializing in app services.

Dane Rodriguez MBA - Director of Finance at leading biotech | 7+ yrs experience leading business finance.

Allen Zeng MS - Software Engineer | 4+ yrs experience in machine learning research | PI on 2 SBIRs.

DEVELOPMENT STAGE

Pre-seed
2nd Clinical Trial in Progress
1st Clinical Trial Completed ↗
MVP mobile app and data pipeline.

PRIOR FUNDING

None. MVP based on non-dilutive research grants supporting UCSD NEATLabs R&D.

COMPETITIONS & AWARDS

Rady Lab-to-Market
- Startup Funds Competition (1st)
- Audience Choice Pitch (1st)
- Most Promising Venture (2nd)
StartR Demo Day (1st), Impact Pitch (1st)
Fowler Global Social Innovation Challenge (Global Finalist)

CONTACT US

neatlabs@ucsd.edu

IN THE NEWS

UC San Diego Health ↗ | Medical Xpress ↗ | Medium ↗ | International Business Times ↗ | Scientistt Podcast ↗