

**2024  
MASCOT  
YOU AI**



**Mental Health  
YOU  
Can See.**

× ×

You can't fix a problem you can't see.

*Efficient*

**WEARABLES**  
BACKGROUND MONITORING



HealthKit



ResearchKit



CareKit



× ×

Surveys



Mood Trackers



Journaling



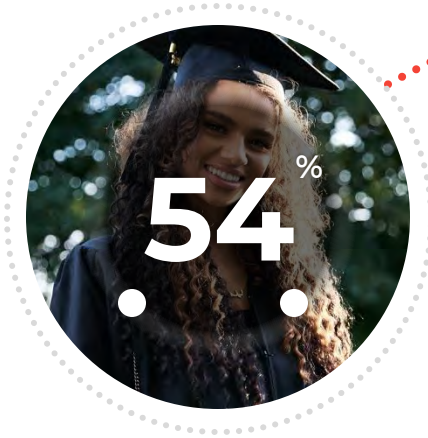
**WELLNESS APPS**  
MANUAL INPUTS

*Time-Consuming*



The user experience problem... 54% downloaded, later only 19% remain active.

TODAY'S USER BEHAVIOR



Student  
Download

Wellness Management

Time

Effort

Commitment

## STUDENT VALUE

NO Surveys + NO Journaling

Wellness Alerts + Recommendations

Data Monetization

20<sub>m</sub> – 90<sub>m</sub>

TIME SAVED DAILY

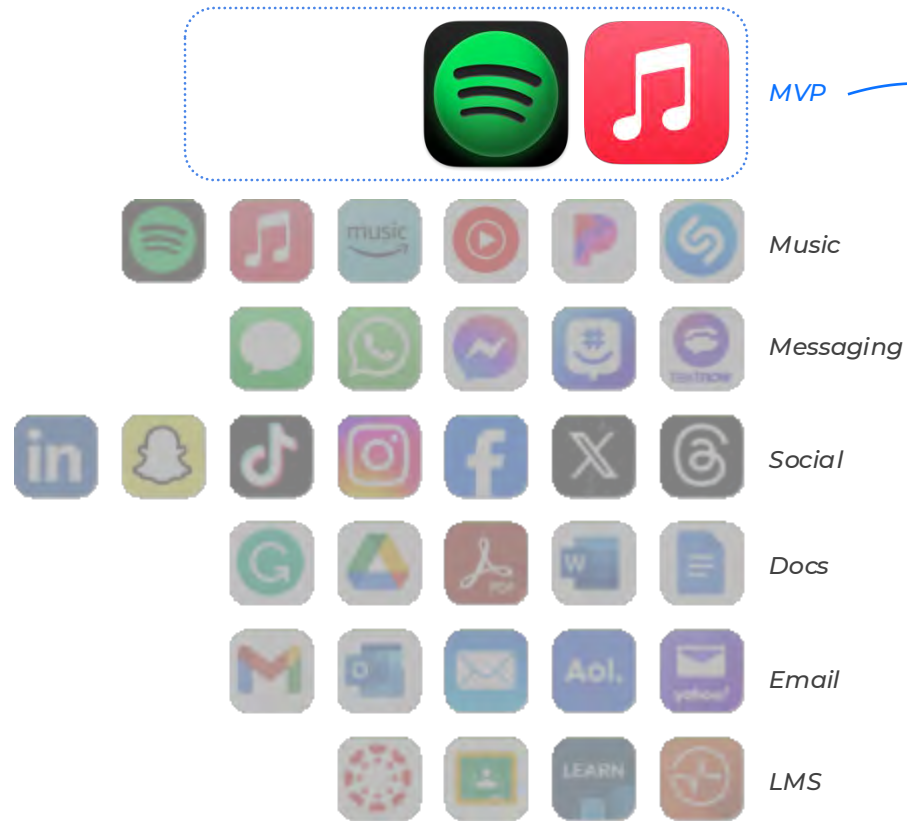
Active  
Usage

19%

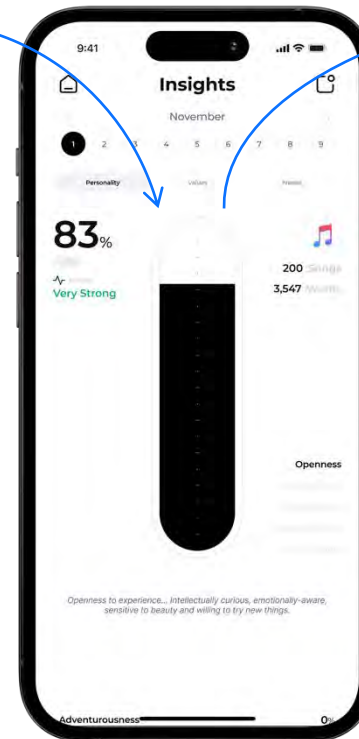


## A Digital EKG for Mental Health... None of the effort, all of the benefits.

### Analyzations

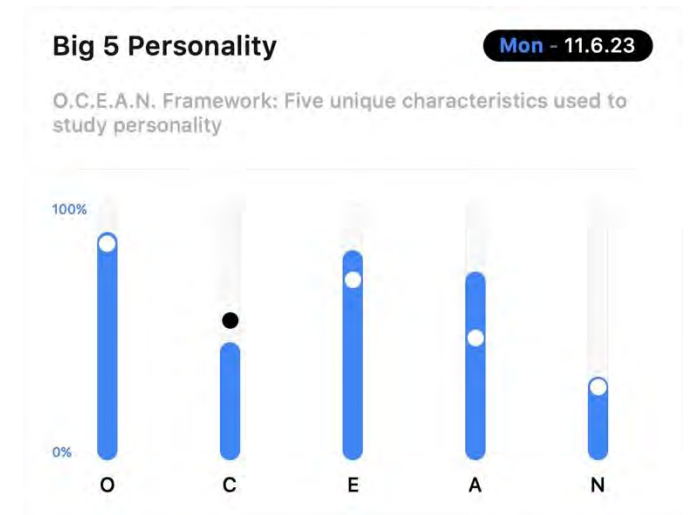


### Visualization



### Insights

**MascotYou Alert** Now  
MascotYou has found a change in one of your Personality Traits from our last analysis... Take a look!





## Why Now... the Headlines.



## INSTITUTIONS

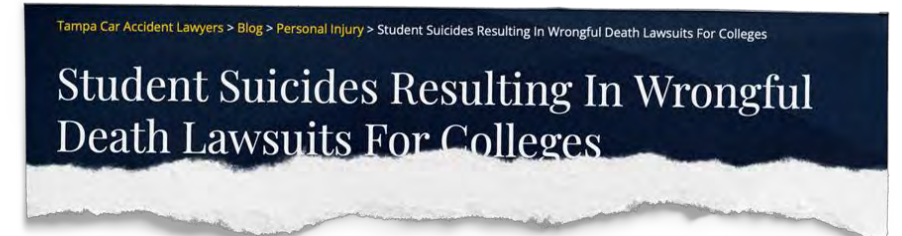
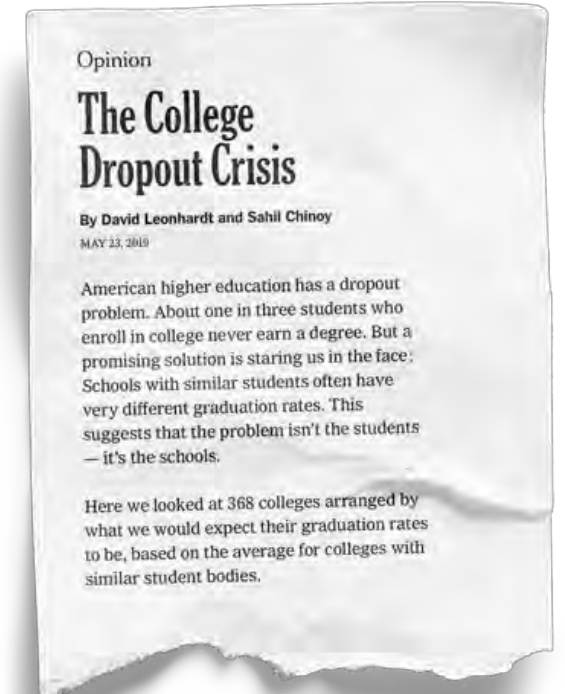
Crisis Early-Detection

Early Intervention

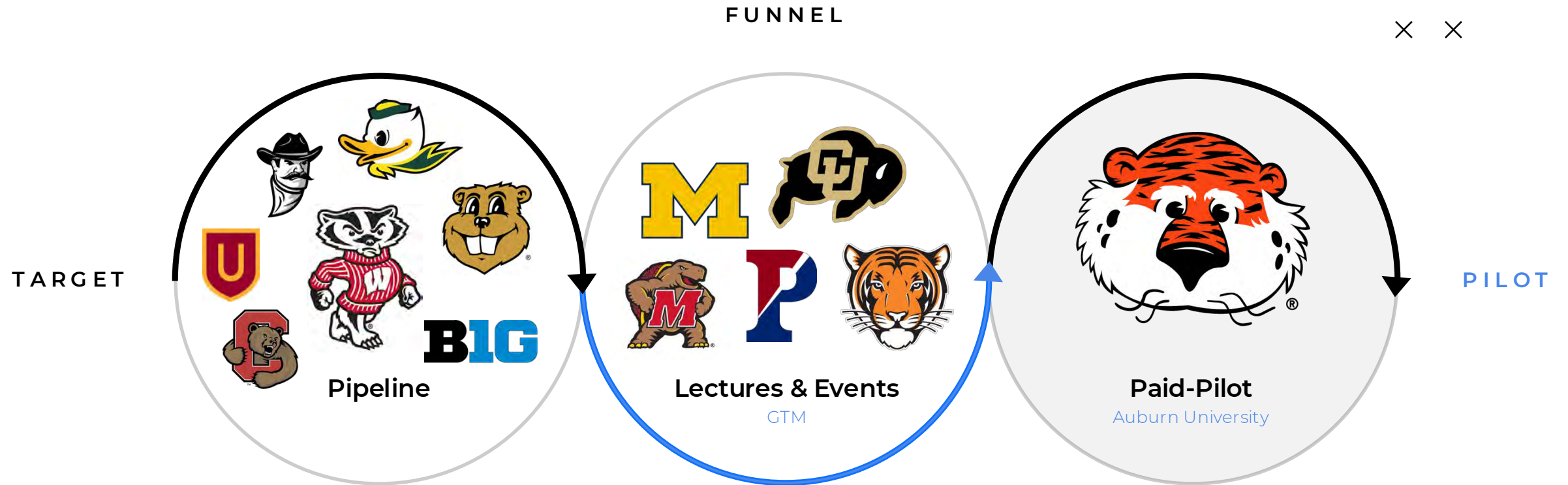
Personalized Support

~\$27<sup>B</sup>

COST SAVED



We've secured a paid-pilot.



## Our business model.

B2C

**FREEMIUM**  
*Forever*

**\$0**/MO

**FEATURES**

Unlimited Personality Insight  
**Basic Engagement Resources**  
Basic Analytics and Insights  
**Exclusive Events and Opportunities**

B2B

**PAID PILOT**  
*1yr*

**\$50K**

**FEATURES**

Unlimited Personality Insights  
**Advanced Engagement Resources**  
Advanced Personality Analytics and Insights  
**Segmented Reporting**  
Curated In-App Content  
**Exclusive events and webinars**  
Launch Experience

B2B

**PREMIUM CONTRACT**  
*3yr*

**\$75K**/YR

**FEATURES**

Unlimited Personality Insights  
**Advanced Engagement Resources**  
Advanced Personality Analytics and Insights  
**Segmented Reporting**  
Dependent Coverage  
**Dedicated Customer Success Manager**  
Curated In-App Content  
**Custom Branding**  
Partner Integrations/Capabilities  
**Access to Third-Party Content**  
EAP Integration  
**Exclusive events and webinars**  
Launch Experience

B2C

**FAMILY**  
*per User*

**\$8**/MO

**FEATURES**

Unlimited Personality Insights  
**Advanced Engagement Resources**  
Advanced Personality Analytics and Insights  
**Segmented Reporting**  
Dependent Coverage  
**Dedicated Customer Success Manager**  
Curated In-App Content  
**Custom Branding**  
Partner Integrations/Capabilities  
**Access to Third-Party Content**  
EAP Integration  
**Exclusive events and webinars**  
Launch Experience



Now a global epidemic, Wellness spending is exploding.

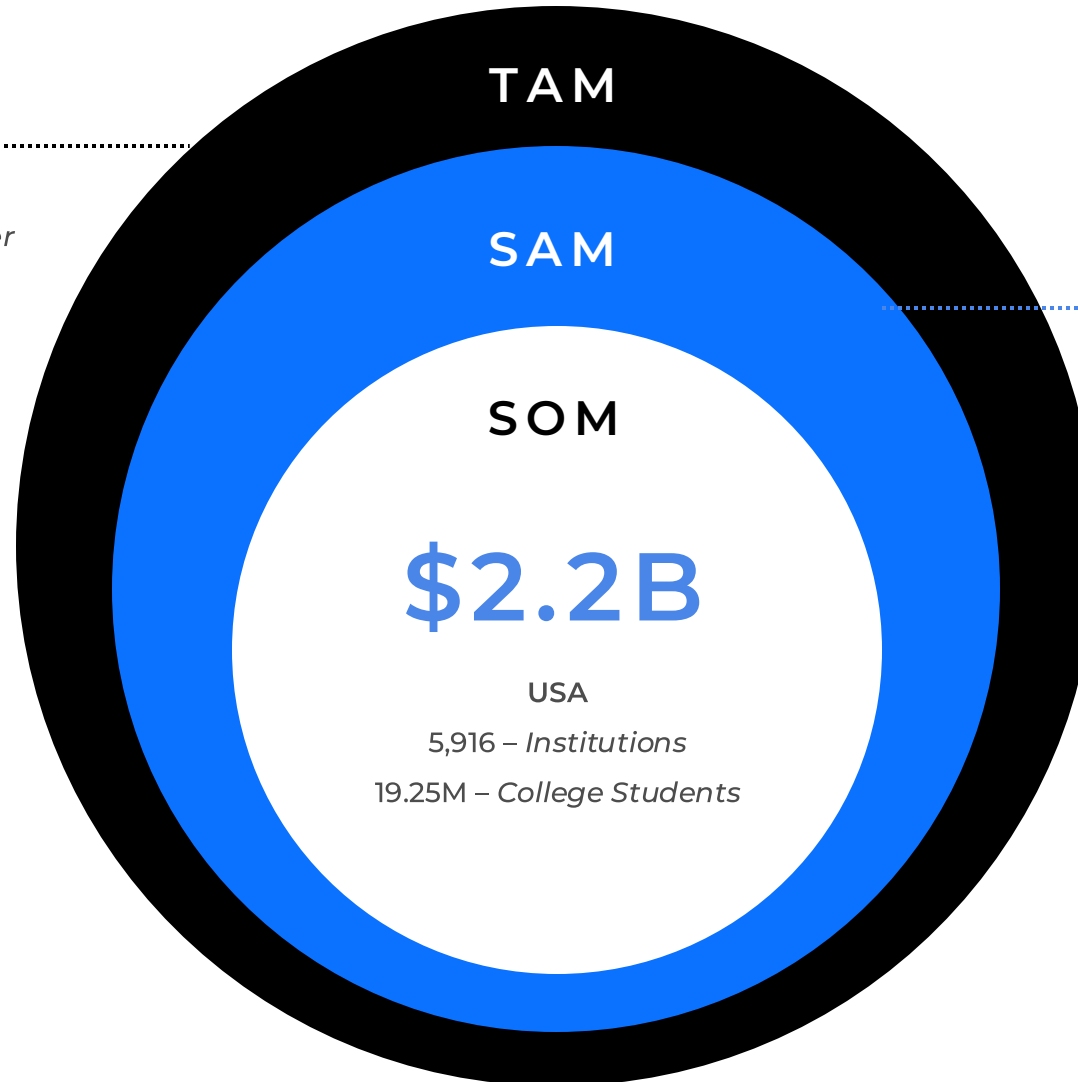
**\$81B**

GLOBAL

800M – Suffer Mental Health Disorder

25K – Higher Ed Institutions

19K – Collegiate Student '24



**\$6.6B**

USA

5,916 – Institutions

19.25M – College Students

13,253 – School Districts

17.3M – Teenagers '24





## A passionate and diverse team.



CEO/  
FOUNDER



CXO/  
FOUNDER



FULLSTACK  
DEVELOPMENT



PLATFORM  
ARCHITECTURE



FRACTIONAL  
CMO



AI/ML  
ENGINEERING



AI/ML  
ENGINEERING



FULLSTACK  
DEVELOPMENT



FRONTEND  
DEVELOPMENT



MARKETING/PYSCHOLOGY  
COLLEGE INTERN



## Expert guidance in Psychology, Neuroscience and Healthcare.



Andrew Schmale MD

MICHIGAN ADVANCED  
PSYCHIATRY



Dane Reinhart

MICHIGAN ADVANCED  
PSYCHIATRY



Anthony M. Avellino MD

UNIVERSITY OF ARIZONA  
COLLEGE OF MEDICINE



Tom Rhodes

MAGUS  
HEALTHCARE



# 2024 MASCOT YOU AI

Not Content... *We're Analysis.*

Not Competition... *We're Aggregation.*

Not Diagnosis... *We're Awareness.*

Not Reactive... *We're Proactive.*

## Mental Health YOU Can See

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