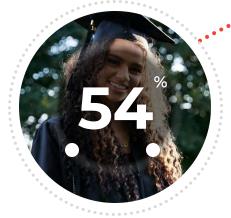


## You can't fix a problem you can't see.

## WEARABLES Efficient BACKGROUND MONITORING $\times$ $\times$ CareKit HealthKit ResearchKit 22sec It helps to rest your arms on a table or your legs. Journaling Mood Trackers WELLNESS APPS MANUAL INPUTS Time-Consuming

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

TODAY'S USER BEHAVIOR



Student Download

## STUDENT VALUE

NO Surveys + NO Journaling
Wellness Alerts + Recommendations
Data Monetization

 $20_{\rm m} - 90_{\rm m}$ 

TIME SAVED DAILY

Wellness Management

Time

Effort

Commitment



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

Visualization

MascotYou Alert MascotYou has found a change in one of your Personality Traits from our last analysis... Take a look! Insights Music 83% **Big 5 Personality** Mon - 11.6.23 Messaging 3,547 O.C.E.A.N. Framework: Five unique characteristics used to study personality Social Docs tess to experience... Intellectually curious, emotionally-aware sensitive to beauty and willing to try new things. Email



Analyzations

Insights

## Why Now... the Headlines.



## INSTITUTIONS

Crisis Early-Detection
Early Intervention
Personalized Support





## Parents of Stanford Soccer Star Katie Meyer Sue University for Wrongful Death \*\*wsuit alleges Stanford's management of a potential disciplinary \*\*on led to Ms. Meyer's death; university disputes the allegations



what we would expect their graduation rates

to be, based on the average for colleges with

× ×

Cornell settles \$168M wrongful death lawsuit

Calfas
22 at 3:21 pm ET

Student Suicides Resulting In Wrongful Death Lawsuits For Colleges

Student Suicides Resulting In Wrongful

Death Lawsuits For Colleges

similar student bodies.

## We've secured a paid-pilot.





### Our business model.

B2C B2B B2B B2C

FREEMIUM Forever



FEATURES

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

PAID PILOT lyr

\$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

PREMIUM CONTRACT
3yr

\$75K

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

FAMILY per User



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.

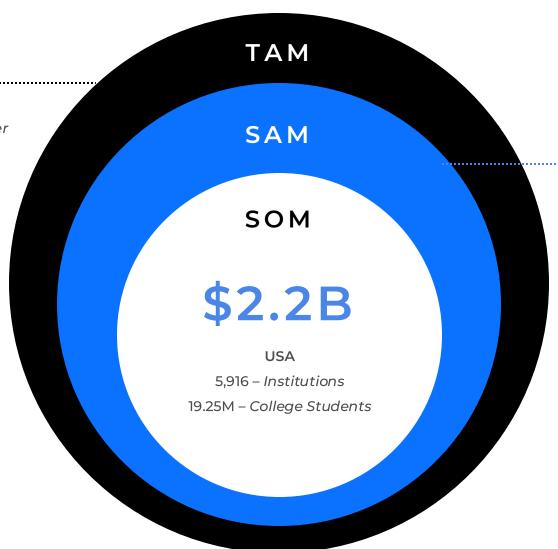


GLOBAL

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/M L 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



