

Virtual Preventive Care Access for Adolescents & Families: A Path to Building Mental Health Resilience

Agenda

- Introduction
- Problem
- Target Market
- Current State
- Solution
- Marketing & Sales
- Competitive Analysis
- Financials
- Team
- Seed Round Investment



Introduction | What is Dawn Health?

In 2021, a group of brilliant minds at Harvard Medical School had an epiphany: traditional mental healthcare was failing to keep up with the needs of society. So, after a meticulous exploration of the market and countless brainstorming sessions, they decided to take matters into their own hands.

Fast-forward to 2023, and Dawn Health was born - a revolutionary mental healthcare venture that focuses on prevention and wellness, not just treating crises. At Dawn Health, we believe that every adolescent deserves to have control over their mental wellbeing, which is why we've developed a state-of-the-art digital-wellness solution. Our platform is user-friendly, accessible, and affordable, making it easier than ever for young people to screen, monitor, and manage their mental health. Say goodbye to sky-high costs and access-to-care barriers - with Dawn Health, the future of mental healthcare is in your hands.

Problem | Voice of the Patients & Families



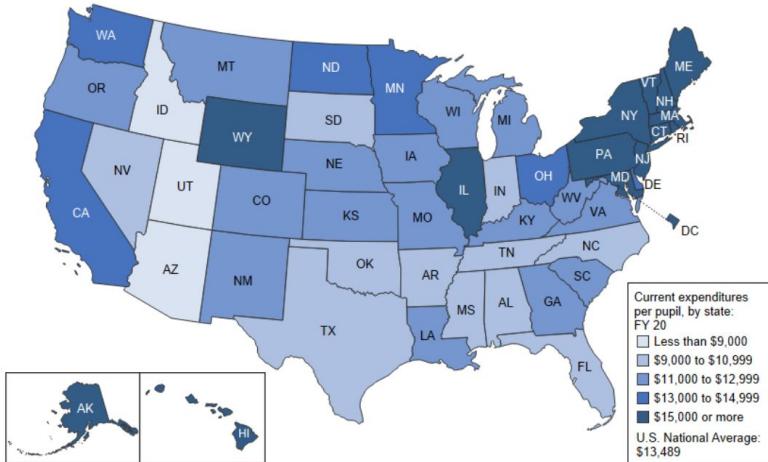
- Parents/Guardians of Adolescents & Secondary Education Institutions
- Invested in their children's/students' mental health well-being
- Willing to participate in their children(s)' mental health journey

Our Customer

- Understand their child(ren)'s mental health status & needs
- When to act, before the condition reaches a crisis level
- Where to go to receive care (long-wait times)
- How to improve their engagement with their child(ren)

Unmet Need

Target Market | Analysis



- 7.7 million of 46.6 million children nationwide with at least one mental health disorder
- 49.4 percent of children with a mental health disorder who did not receive needed treatment.⁽¹⁾



Market Details



1 in 6 experience a major depression event: 3.1 Million adolescents⁽²⁾



3 Million had serious thought of suicide leading to a 31% increase in Mental Health related Emergency Department visits.⁽³⁾

Adolescent
(ages 9 – 17)



- 42.3 Million Children⁽⁸⁾
- Depression & Anxiety Disorders

Key Markets

- 25.5 Million children enrolled in Public School Grades 4 through 12⁽⁹⁾
- 1.3 Million children enrolled in Private School Grades 4 through 12⁽¹⁰⁾
- 1.1 Million children Homeschooled School Grades 4 through 12

TAM

SAM

SOM

In the initial target states (TX, IL, MA, MN, & VA):

- 7.7 Million children in public schools
- 335K children in private schools
- 337K children homeschooled

Depression & Anxiety
1:5 Ratio
or
1.67 Million Children

Source:

- (1) US National and State-Level Prevalence of Mental Health Disorders and Disparities of Mental Health Care Use in Children
- (2) Depression Statistics Everyone Should Know
- (3) 2020 Mental Health by the Numbers
- (4) Parent-perceived barriers to accessing services for their child's mental health problems
- (5) Revenues and Expenditures for Public Elementary and Secondary Education: FY20
- (6) Youth with MDE Who Did Not Receive Mental Health Services 2022
- (7) Census families with children by age of children and children by age groups
- (8) ChildStats
- (9) Enrollment in public elementary and secondary schools, by level, grade, and state or jurisdiction: Fall 2021
- (10) Characteristics of Private Schools in the United States: Results From the 2019–20 Private School Universe Survey

Target Market | Tailwinds

The New York Times

The Surgeon General's New Mission: Adolescent Mental Health

In an interview with The Times, Dr. Vivek Murthy ascribed the mental health challenges among young people in part to "hustle culture" values.

Give this article



"I think of mental health as the fuel that allows us to show up for our communities, our friends, our family and our lives," said Dr. Vivek Murthy, the surgeon general. Mandel Ngan/Agence France-Presse — Getty Images

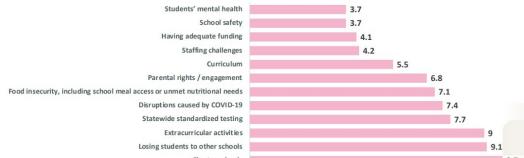
In December 2021, Surgeon General Vivek Murthy issued a rare warning: Mental health challenges were leading to "devastating effects" among young people. His statement came as the suicide rate for young Americans ages 10 to 19 jumped by 40 percent from 2001 to 2019, while emergency room visits for self-harm rose by 88 percent.

35% of parents has sought preventive mental health services for their children⁽²⁾

29% of parents reported seeking preventive mental health services for their children⁽¹⁾

Students' Mental Health, School Safety Ranked Highest Among School Board Member Concerns

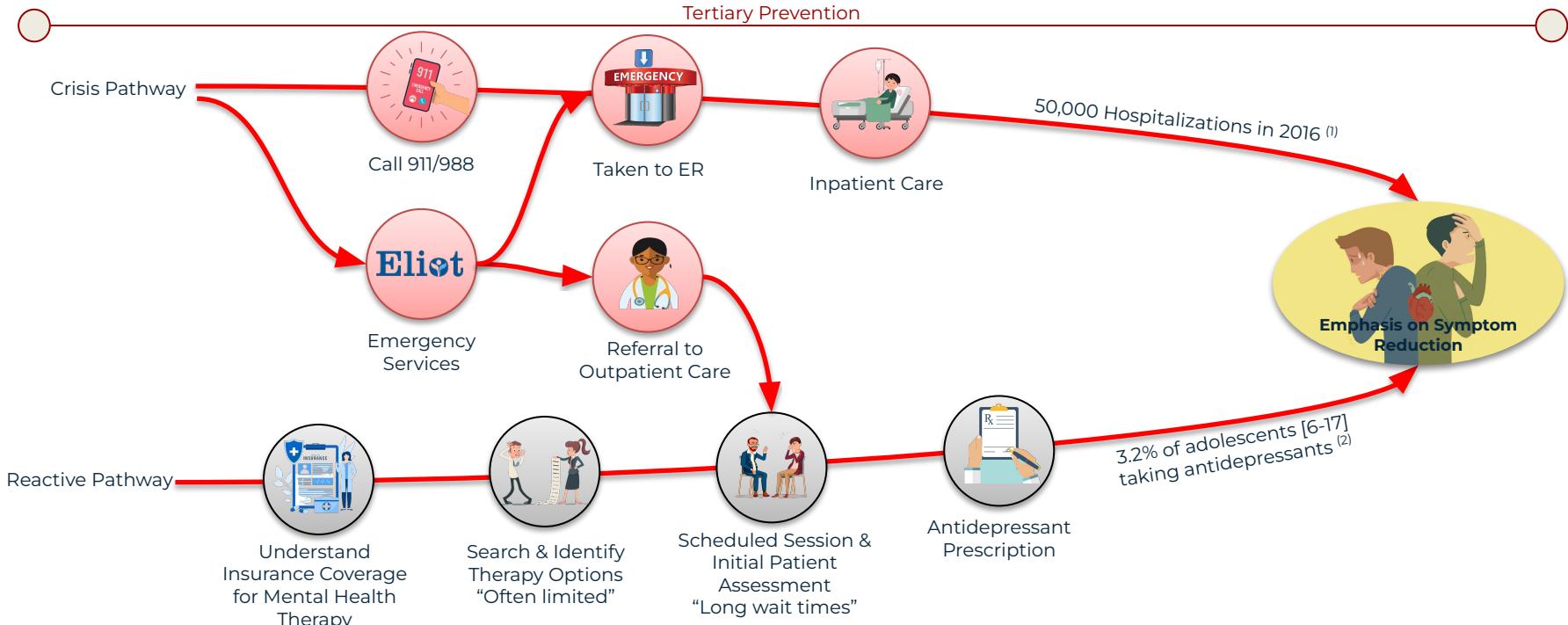
Q. Please rank each of the following in order of most important to least important in your role as a school board member.



Average Ranking From 1-12

Mental Health FIRST AID

Current State | Illness-based Model



Source:

(1) National Survey of Children's Health (2016)

(2) Centers for Disease Control & Prevention (CDC)

Solution | Dawn Health Wellness System



Biweekly Evidence-Based Assessments completed – separately – by both the child and their parent/guardian



Continuous Data Assessment & Translation to Care Pathways
- Addressing symptoms before they reach a crisis level

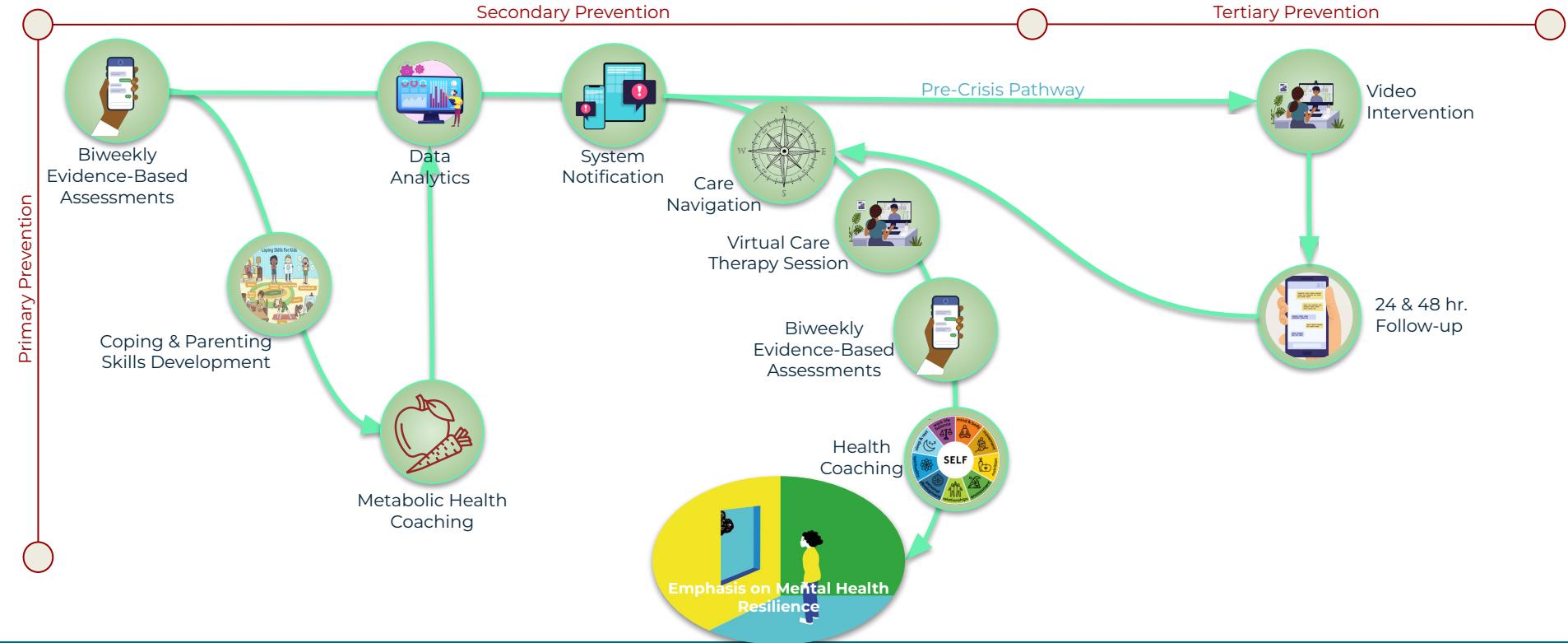


System-Prompt Pre-Crisis Intervention with Health Coaching Follow-ups &
Therapy Counseling with Health Coaching Follow-ups



Parent development through Coping Skills & Peer Community

Solution | Wellness-based Model Workflow



Solution | Measuring Success



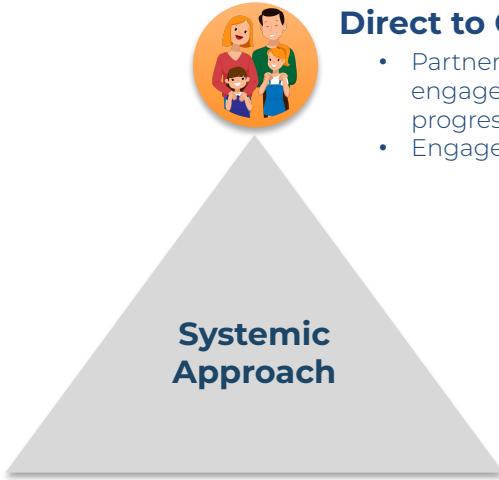
Effectiveness of Care (*Parent & Child Reported Data*)

- Academic Engagement
- Days of School Missed

Patient Experience

- Admissions to ER/Inpatient Care
- Timeliness to Care

Marketing & Sales | Channels



Direct to Grades 4 to 12 Schools

- Utilize public & private schools (~26,500 institutions)
- Become an extension of their services
 - Become their only access point
- Pricing packages based on total student population



Direct to Consumer (Parents/Guardians)

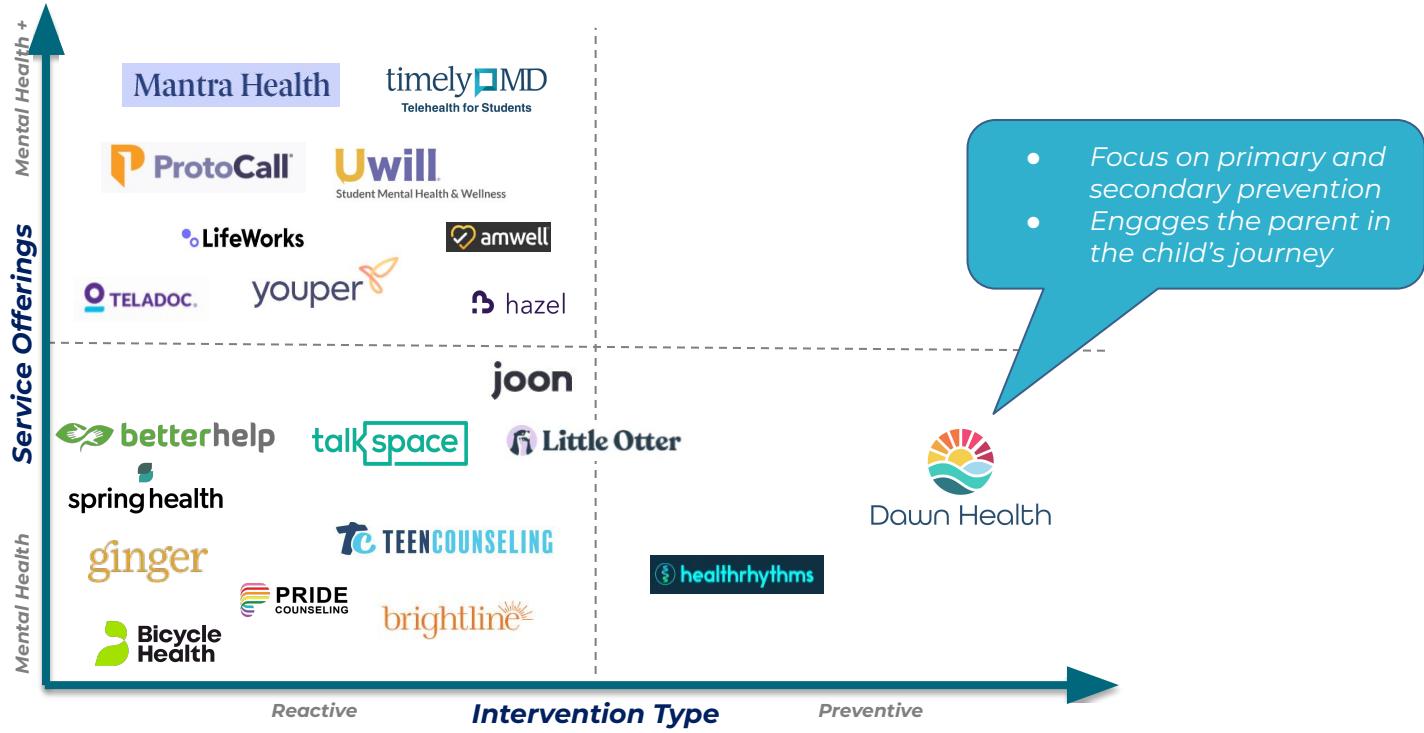
- Partner with the parent/guardian as we strive to engage the whole family in a member's care progression
- Engagement through parent-teacher conferences



Through Groups & Agencies

- Partner with community/sport groups
- Promote through religious groups
- After-school care & homeschool programs
- Foster Care Agencies
- Health Insurance Providers

Competitive Analysis | Landscape



Competitive Analysis | Offerings & Pricing

		joon		 Little Otter	 hazel	 TEENCOUNSELING
24/7 Access	✗	✗	✓	✓	✗	✗
Wellness Model	✓	✗	✗	✗	✗	✗
Parent check-ins?	✓	✓	✓	✓	✓	✗
Age range	9 to 17	13 and up	6 to 17	0 to 14	5 to 18	13 to 19
Price	<ul style="list-style-type: none"> \$20 per year monitoring \$500 per year if triggered \$125 per therapy session \$50 per health coaching session 	\$500 per month	<ul style="list-style-type: none"> \$180 per therapy session \$60 per coaching session \$190 for medication support session 	<ul style="list-style-type: none"> \$540 for Assessment \$170-\$180 per therapy session 	Charges insurance or the school district covers the cost when parents do not have insurance	\$240 – \$360 per month
Video visits included in the price?	✓	✓	✓	✓	✓	Depends on the plan
States available in	TX, IL, VA, MA	CA, ID, OR, TX, WA	CA, MA, WA	CA, FL, GA, IL, MD, MI, MO, NJ, NY, OH, PA, TX, VA	CA, TX, FL, VA, WA	All 50 States

Financials | Membership Details

Coping & Parenting Skills Development

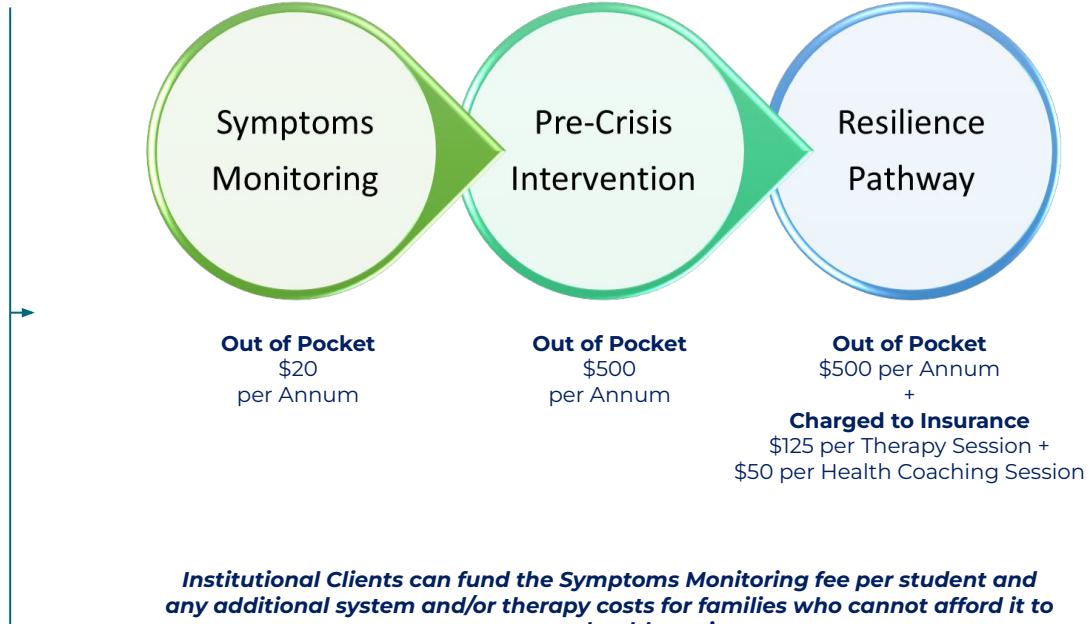
- Access to virtual & live Curriculum
- Connecting families during their resilience-building journey



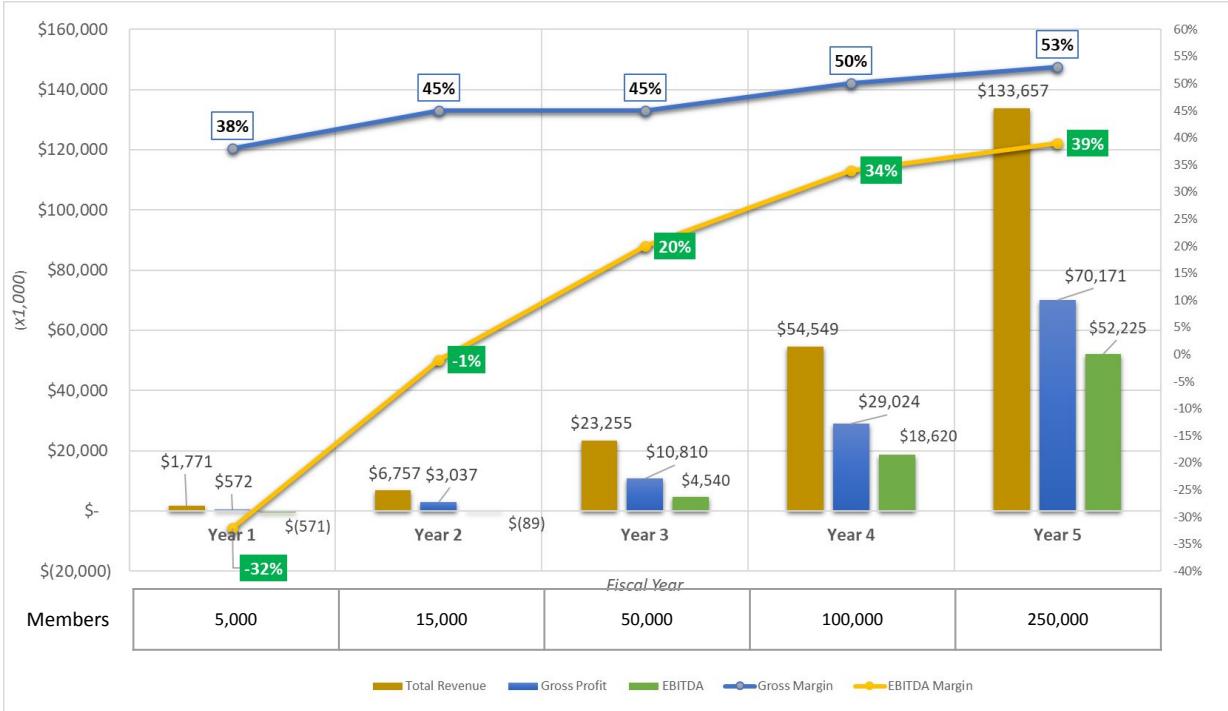
Data Collection & Preventive Intervention

- Bi-weekly PHQ assessments
- Access to clinical data
- Free pre-crisis & emotional support intervention
- Continuous evaluation
- Virtual therapy & health coaching sessions

Financials | Membership Cost

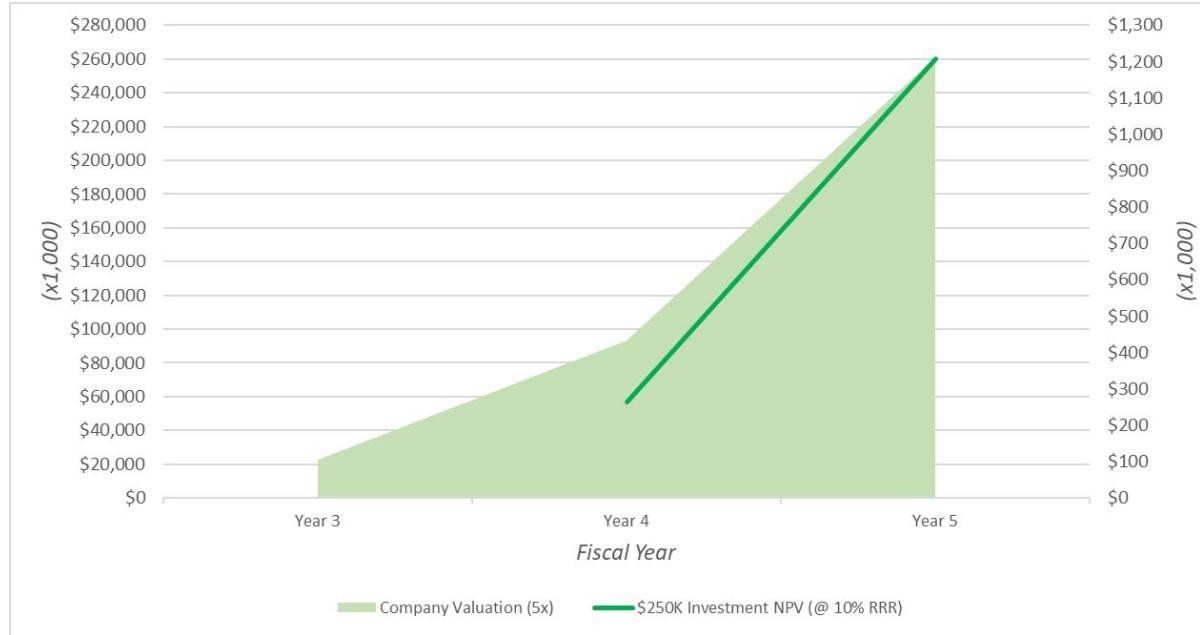


Financials | Projections



Source:
Appendix - B

Financials | Investment Return [Projection]



Source:
Appendix - B

Team | Diverse & Highly Experienced



Panos Efsta, EMBA

Founder, President & Chief System Officer



Ilyas Yamani, MD

Co-Founder & Chief Care Officer



Joseph Onyeizu, MS, MBA

Director of Strategy & Program Management



Jim Ciemny, LCSW

Clinical Excellence & Secondary Education Advisor



Lauren Fulkerson, MD

Clinical Excellence, Pediatrics & Parenting Advisor

Seven Ezumba

Director of Product & Technology

Kate Efsta, SHRM-CP

People Operations Business Partner

Cacilda Teixeira, MBA

Care Network Architect

Team | Milestones



Team Formation

Management Team Formed

Partnerships & Vendors Identified & Qualified

Solution Alpha Testing

Clinical Assessment Developed & Tested with Families via SurveyMonkey

Gathered feedback on cost & engagement

Text-Based Solution Development

In process

Beta-testing scheduled for May to July

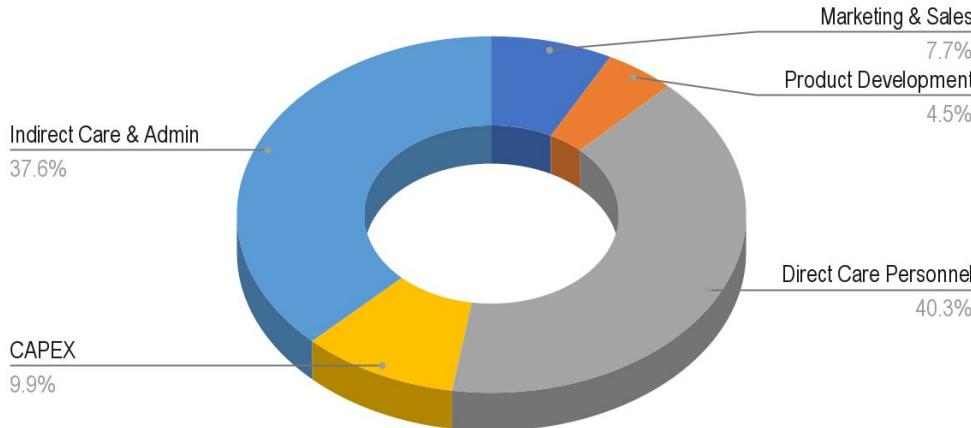
Go-to-Market

Begin offering the full service cycle: Monitoring - Care Navigation - Therapy

Investment | Projections

**We are raising a seed round funding
of \$250,000 per Investor for 0.5% equity (~x4 EBITDA Year 4 Target)**

Use of Funds





It's always the darkest
before Dawn Health

Engaging
the Family

Building
mental Health
Resilience

Promoting
Metabolic
Health

Preventive
(Pre-Crisis)
Interventions

Appendices

Appendix A | SWOT Analysis

STRENGTHS

- Individualized mental health assessments
- Family Engagement
- Care Navigation
- Data-driven Care Progression
- Coping Skills Development

THREATS

- Data privacy - HIPAA compliance
- Member Engagement
- Solution Sensitivity vs. Specificity
- Regulatory Hurdles



WEAKNESSES

- Member's Financial Resources
- Timely Access to Care
- Clinician Engagement

OPPORTUNITIES

- Academic Partnerships for Clinical Assessments
- Gamification to Enable Patient Engagement
- Financial Resources for Families
- Integration with Local & Virtual Care Resources
- Translation & ASL services

Appendix B | Financial Pro-forma

	Year 1	Year 2	Year 3	Year 4	Year 5
New Members	5,000	15,000	50,000	100,000	250,000
Beginning ARR	\$ -	\$ 677,500	\$ 2,710,000	\$ 9,485,000	\$ 23,035,000
Ending ARR	\$ 677,500	\$ 2,710,000	\$ 9,485,000	\$ 23,035,000	\$ 56,910,000
Counseling Revenue	\$ 1,093,750	\$ 4,046,875	\$ 13,770,313	\$ 31,514,219	\$ 76,747,453
Total Revenue	\$ 1,771,250	\$ 6,756,875	\$ 23,255,313	\$ 54,549,219	\$ 133,657,453
Gross Profit	\$ 572,028	\$ 3,036,854	\$ 10,810,380	\$ 29,024,330	\$ 70,170,941
EBITDA	\$ (571,457)	\$ (89,065)	\$ 4,539,561	\$ 18,619,687	\$ 52,225,021
Gross Margin	32%	45%	46%	53%	53%
EBITDA Margin	-32%	-1%	20%	34%	39%