



Not Alone

Together in This!

Our Team's Specialties

Dream team to **revolutionize mental
healthcare with digital therapeutics**

MANAGEMENT & MENTAL HEALTH EXPERTS



Dhruvil



Devashish

SOFTWARE & PRODUCT TEAM



Aishani



Khushboo

BRANDING & CUSTOMER SUCCESS TEAM



Anuraag



Ishika

Vision

To build a better and more understanding world for everyone to be comfortable enough to seek emotional and mental support without any boundaries.

Mission

Being committed to curating professional therapy into a fun-filled experience, convenient, and affordable for everyone to feel at ease with a curated therapy environment to encourage better mental health.



Customers

USER PERSONA

NOT ALONE



NAME Daniel Gallego

AGE 35

LOCATION Dallas

OCCUPATION Front-End Engineer

MARITAL STATUS Divorced

KIDS No

ANNUAL INCOME \$70,000

ABOUT USER	Daniel is a busy front-end developer who has a fast-paced lifestyle.
STORY	Daniel doesn't have time for his personal life. He has problems remaining in touch with friends and family and was experiencing difficulties with his wife, which led to divorce.
MENTAL STATE	<i>"I was so lost in myself after the divorce, I didn't know who the hell I was. I was terrified of being alone actually"</i>
GOALS	Wanted someone to talk to with similar issues.

USER PERSONA

NOT ALONE



NAME Leslie Andrews

AGE 27

LOCATION Ann Arbor

OCCUPATION Designer

MARITAL STATUS Married

KIDS No

ANNUAL INCOME \$79,000

ABOUT USER	Leslie is a confident designer who likes to stay on top of her customers' needs. During her free time, she engages in sports and recreational activities.
STORY	In 2021, She was expecting her first child and was told at the routine 12-week scan that sadly her baby had no heartbeat and a ‘missed miscarriage’ was diagnosed
MENTAL STATE	<i>"My physical recovery took around 6 weeks but my emotional recovery was much longer and returning to work after 3 weeks off was incredibly difficult. I felt like I was walking around with this big secret, as no one even knew I was pregnant let alone had a miscarriage."</i>
GOALS	Because there is so little help available for families who have lost a baby. The pair mostly suffers in quiet. Talking with someone in a similar situation provides not just bravery but also assistance in overcoming it.

The Stigma is real!

Why don't people get help?

Fear, Public Image and Distrust

Recognize the negative stigma and fear of being categorized/discriminated

Acceptance/Lack of Insight

“There’s nothing wrong with me,” “I’m not sick,” or “I don’t need any help” - limited awareness/ Frame a failure outlook.

Practical Barriers

The most common barrier to mental health care is the inability to pay for treatment

47% Of Americans Believe

**Seeking Therapy Is A Sign Of
Weakness**

Are You Weak If You Seek Therapy?

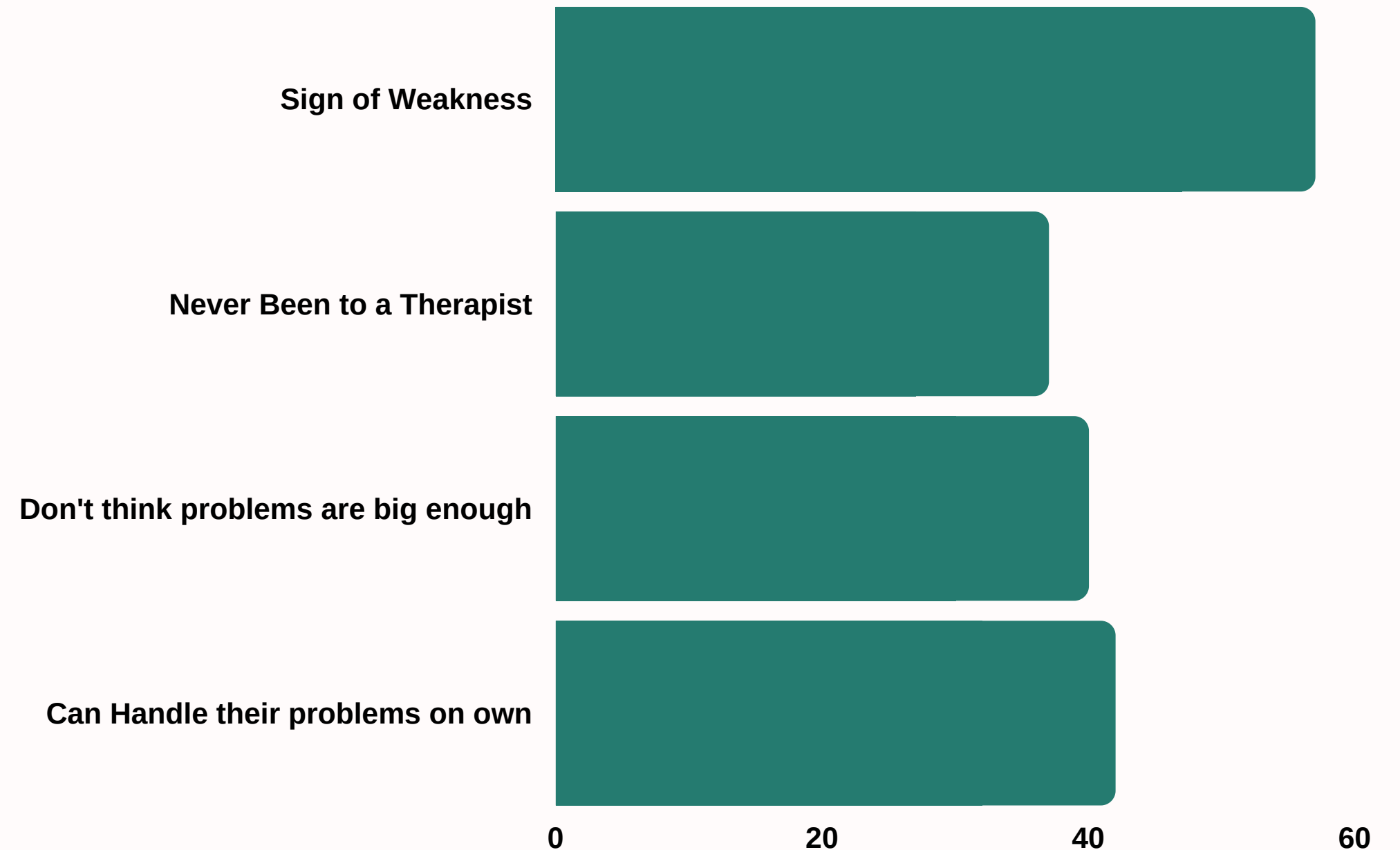
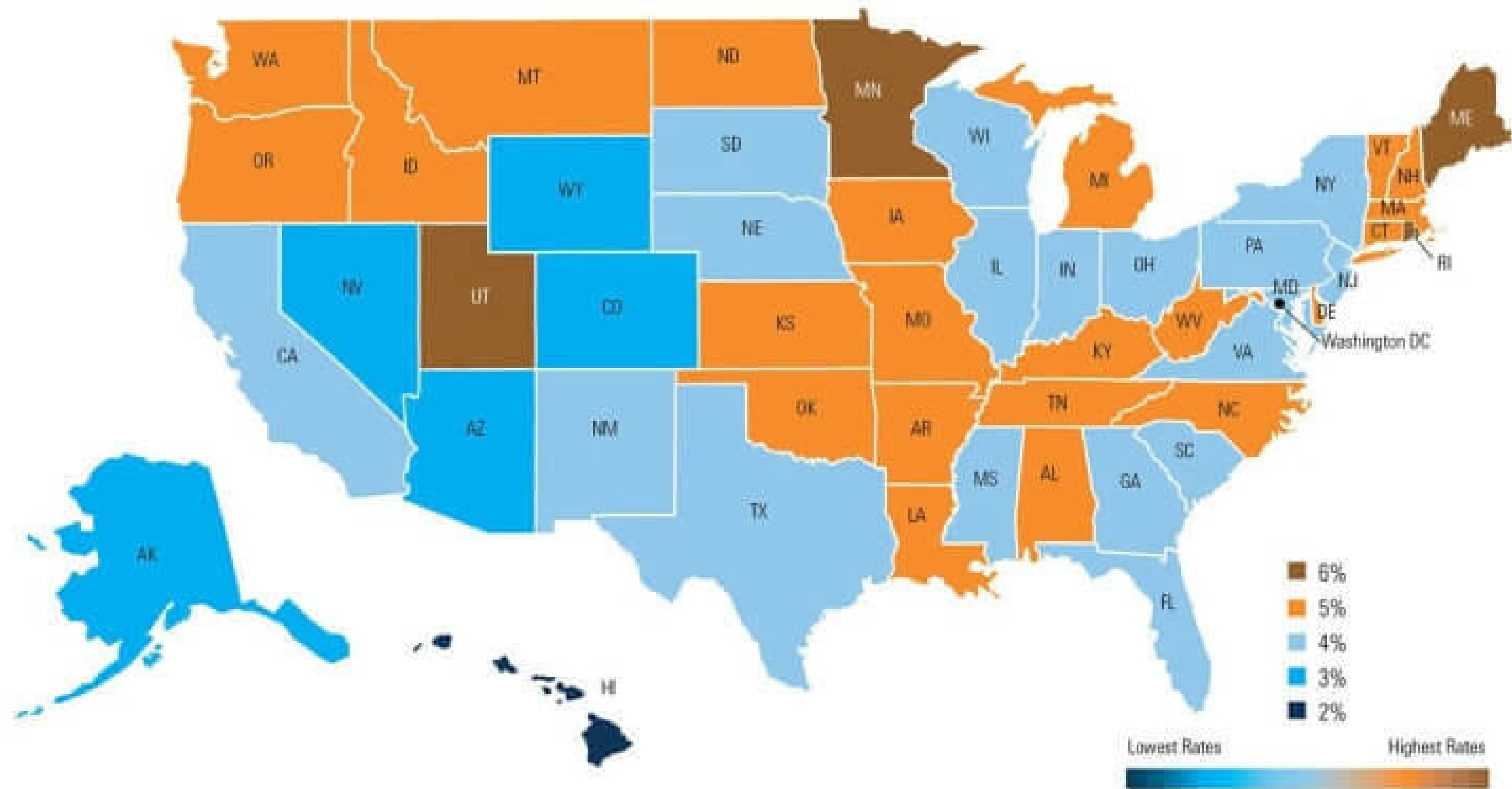


EXHIBIT 4: RATES OF MAJOR DEPRESSION DIAGNOSIS BY STATE (2016)

- Divorce or relationship breakup
- Loss of health
- Losing a job
- Loss of financial stability
- A miscarriage
- Retirement
- Death of a pet
- Loss of a cherished dream
- A loved one's serious illness
- Loss of a friendship
- Loss of safety after a trauma



What the experts , say?

It's time for us to make lives easier with mental health progress every day!

We're in the middle of a mental health crisis – it's time to revolutionize mental healthcare with digital therapeutics

They're dealing the same!

The average therapy client struggles with many of the same problems we all struggle with daily: relationships, self-doubt, confidence, self-esteem, work/life stress, life transitions, depression, and anxiety.

Americans often place other priorities above their own mental health needs

“ They often see work, home, and social responsibilities as more important than their health and well-being. But just as they tell you on airplanes when the oxygen masks come down, we can't help others if we don't take care of ourselves first.”

The Utopia

A personalized therapy experience without feeling like **'It's therapy'!!!!**
making **every user feel secure, happier and safe.**

Here to solve the biggest misconceptions about
psychotherapy - just the way people like it

Understand the first step
can be overwhelming!

We're one of you!
You can be yourself and
still get the required
mental health support.

You have us - without
leaving your 'Comfort Zone'

If you don't feel
comfortable picking up the
phone and calling a
therapist yet

**Technology that gets
'People'** - their way

The mental health workforce
is way too small to treat
everyone who needs mental
health care right now

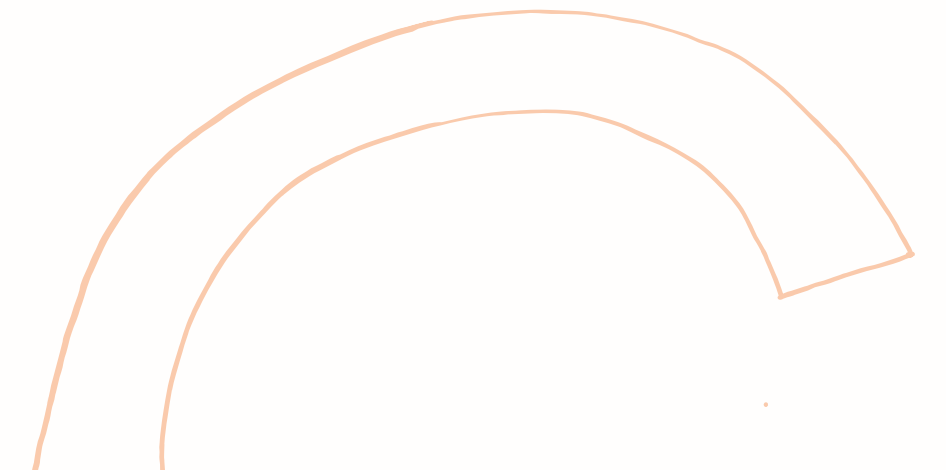
NOT ALONE



Koncept Crew

Positioning Statement

For individuals looking forward for being heard and understood, Not Alone offers a range of tools– each creating a positive experience for customers by improving their self esteem and efficiency . Unlike other productivity tools, Not Alone inspire happiness and make a positive difference in customers' lives by, providing human touch as well as making the whole experience more fun by gamification.





Product Features

Virtual Avatars

Lets you create your virtual avatar

Gamified Questionare

A questionnaire that helps us decide the problem or the phase you are going through

Connect with people

Let you connect with a group of people facing similar situations under observation of experts

Connect with experts

Gets you connected with psychological / mental health experts and books therapy session



Product Features

Suggested Habits

Curated activities for users designed by experts & AI

Challenges

Users can enroll in weekly / monthly challenges

Progress Reports

Show user this monthly habit reports as well as over all postivity reports

Push Notifications

Enable push notifications as reminders to perform activities

Pricing

Community

For individuals who are looking forward to being heard and taken care of mentally and emotionally.

FREE for 3 months!

Enterprise

For enterprise who aim to improve the mental wellbeing and emotional intelligence of their employees.

Starting @ \$29/month

Educational Institutions

For schools and colleges who aim to make their students learn to deal better with their emotions and mental wellbeing.

Starting @ \$19/month

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Market Research



Direct Competitors



Indirect Competitors



Gap in Market

People are unable to discuss stigmatized topics because they are not able to find someone going through something similar like them.

Not able to get post support help. People lose interest and give up on their hopes

Everyone is capable of providing group therapy and one-on-one sessions. It is difficult to track success during or after therapy.

Poor UX on existing systems and unable to retain customers

Key Differentiators

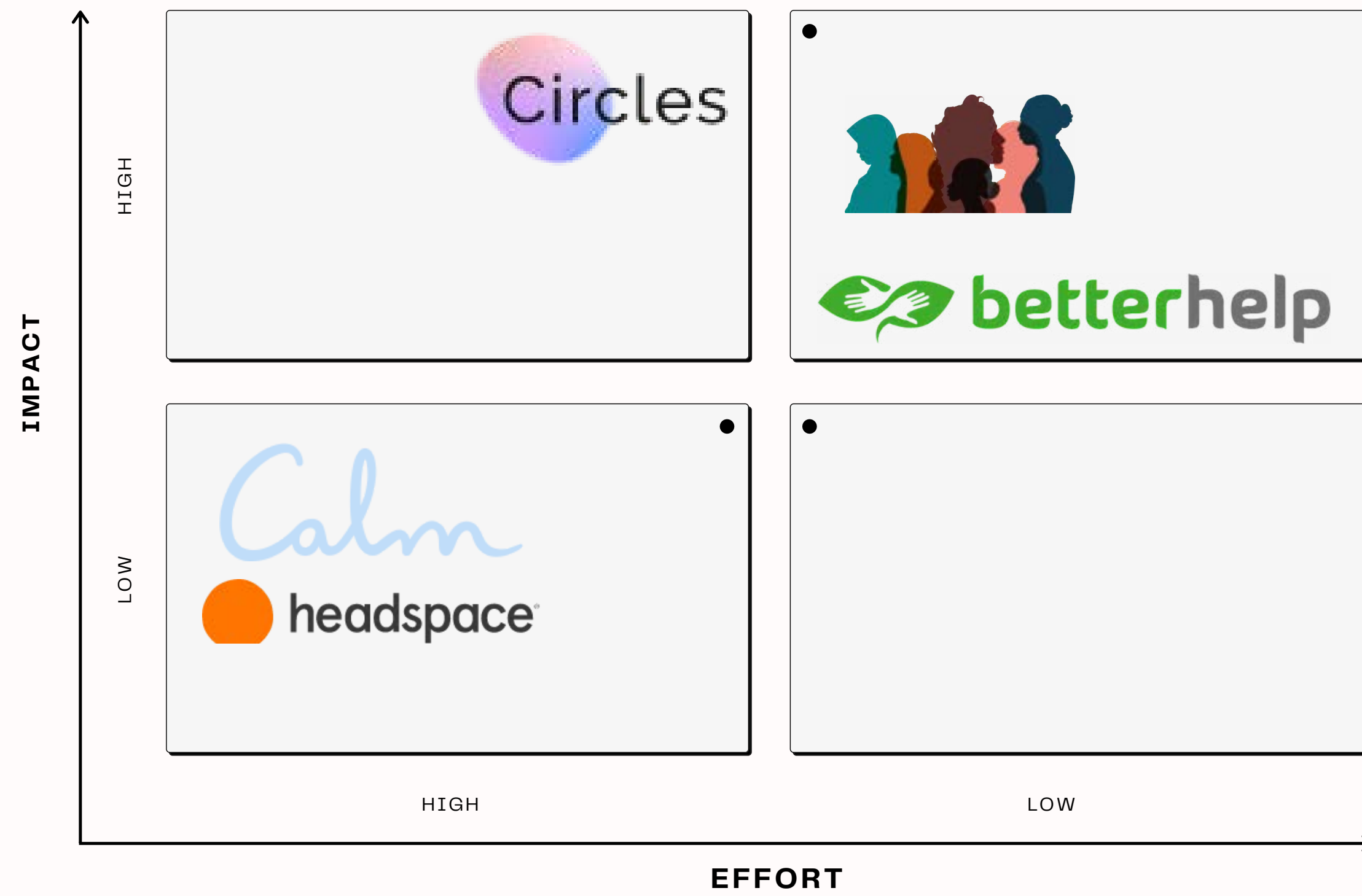
Group support
sessions

Virtual Avatars &
Gamified Experiences

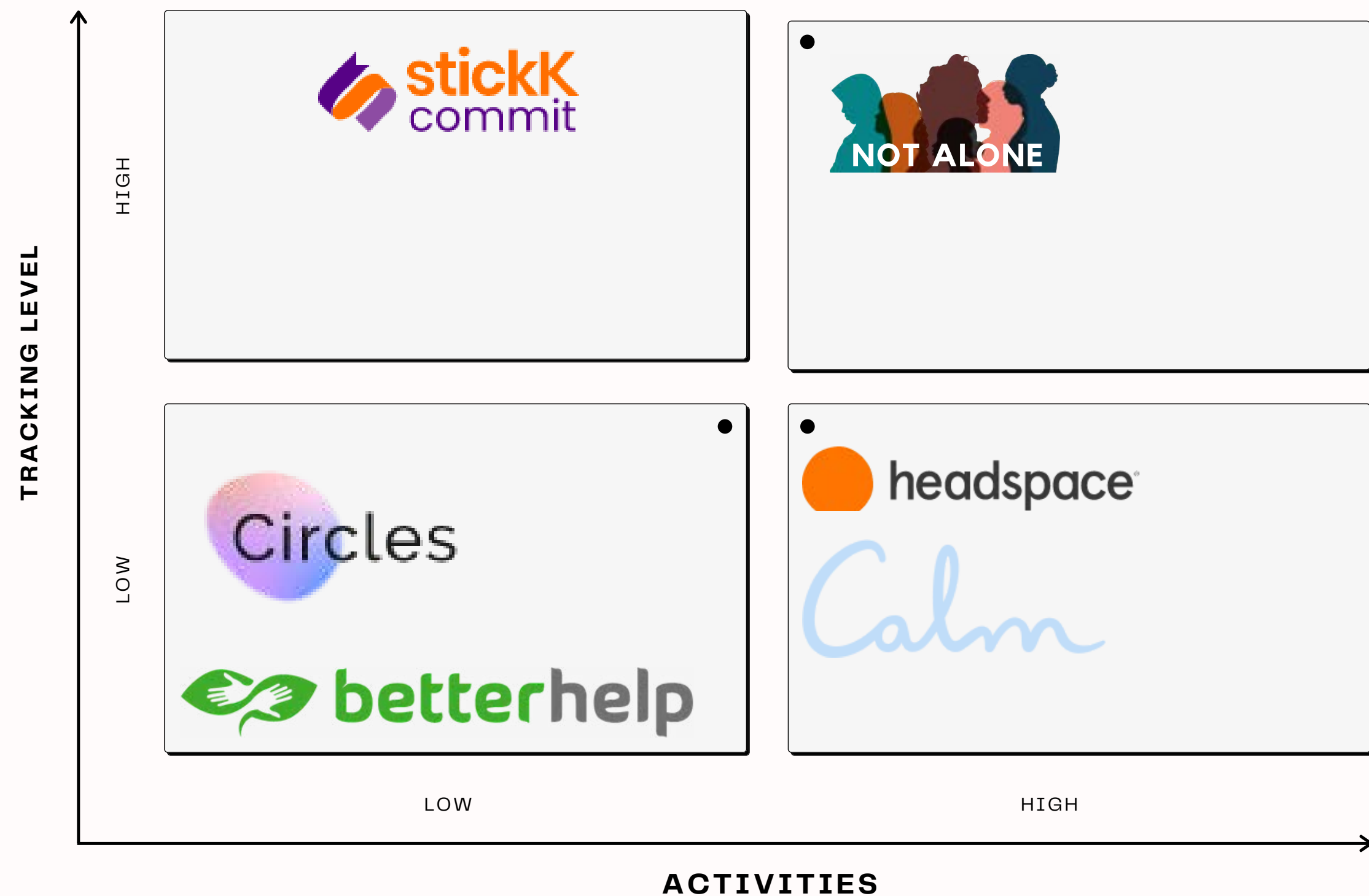
Post Therapy/Sessions
Habit Builders

Progress Trackers

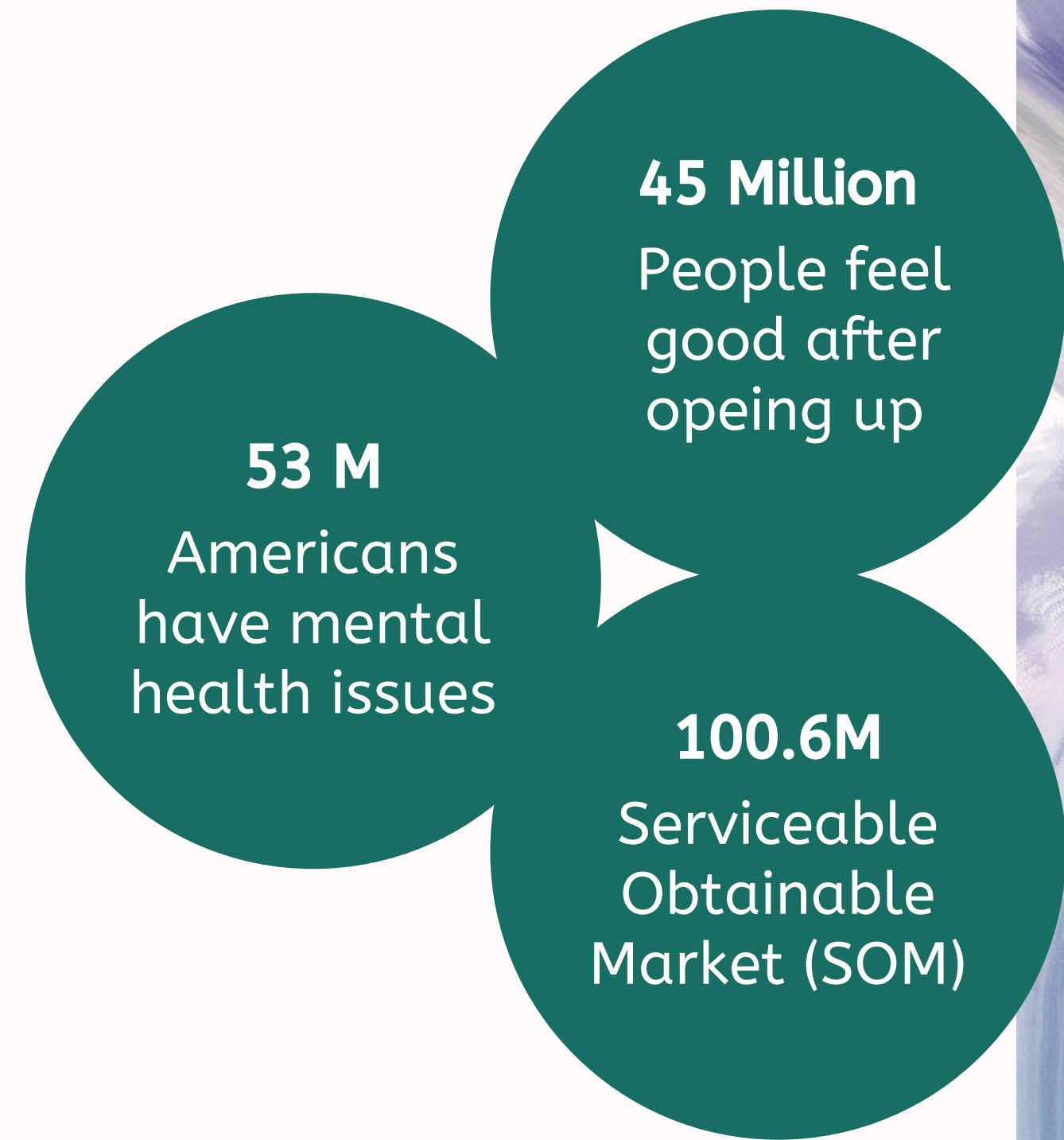
Online Therapy



Progress Tracking

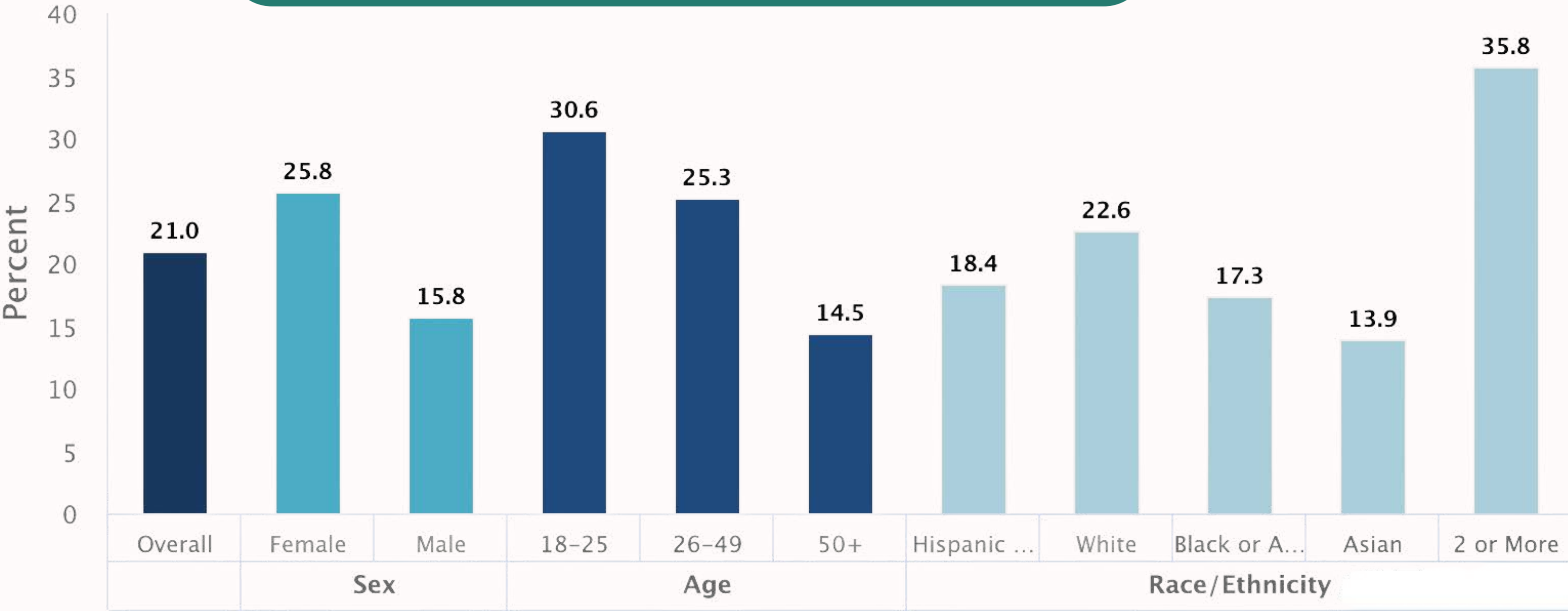


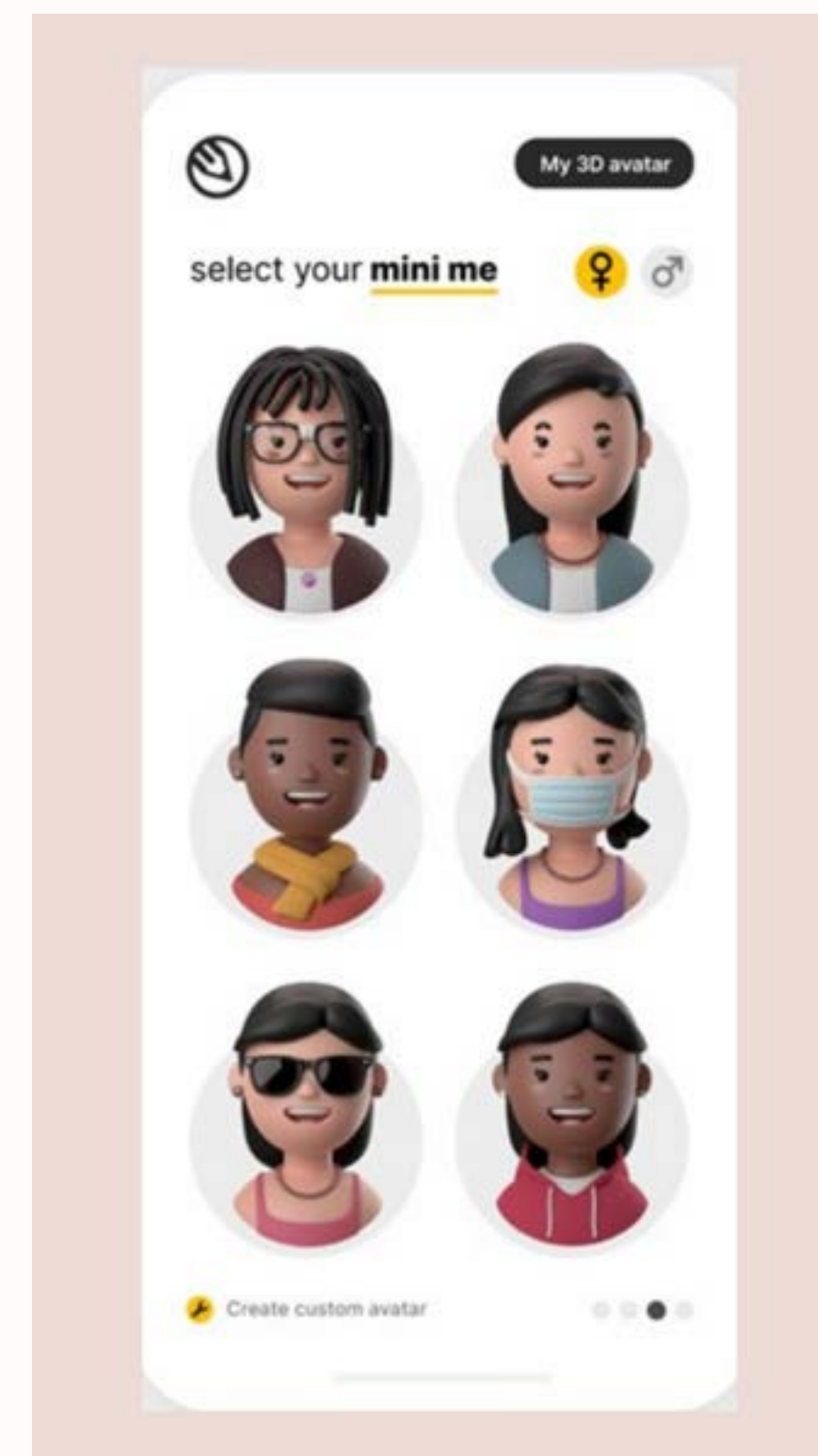
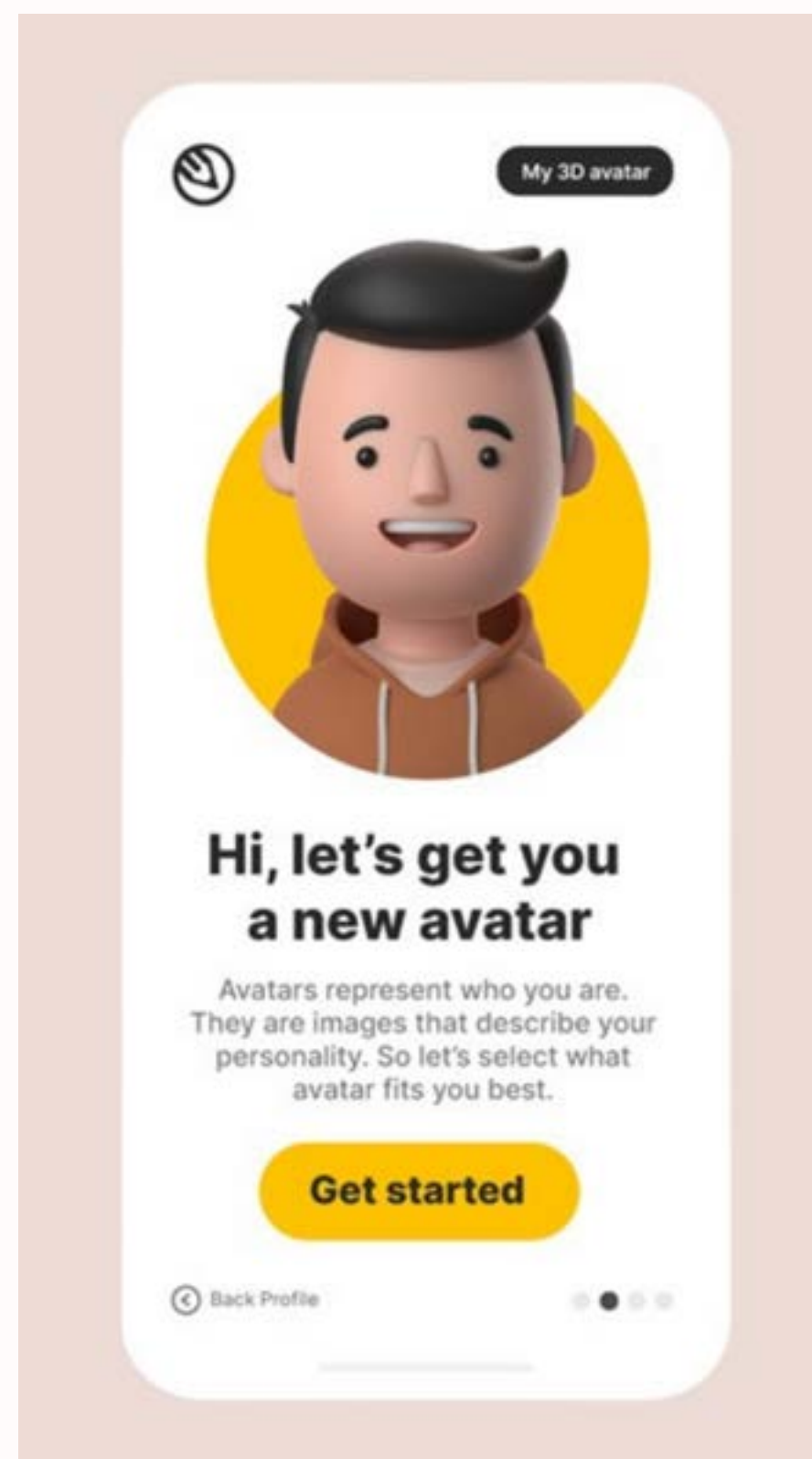
Size of the Market

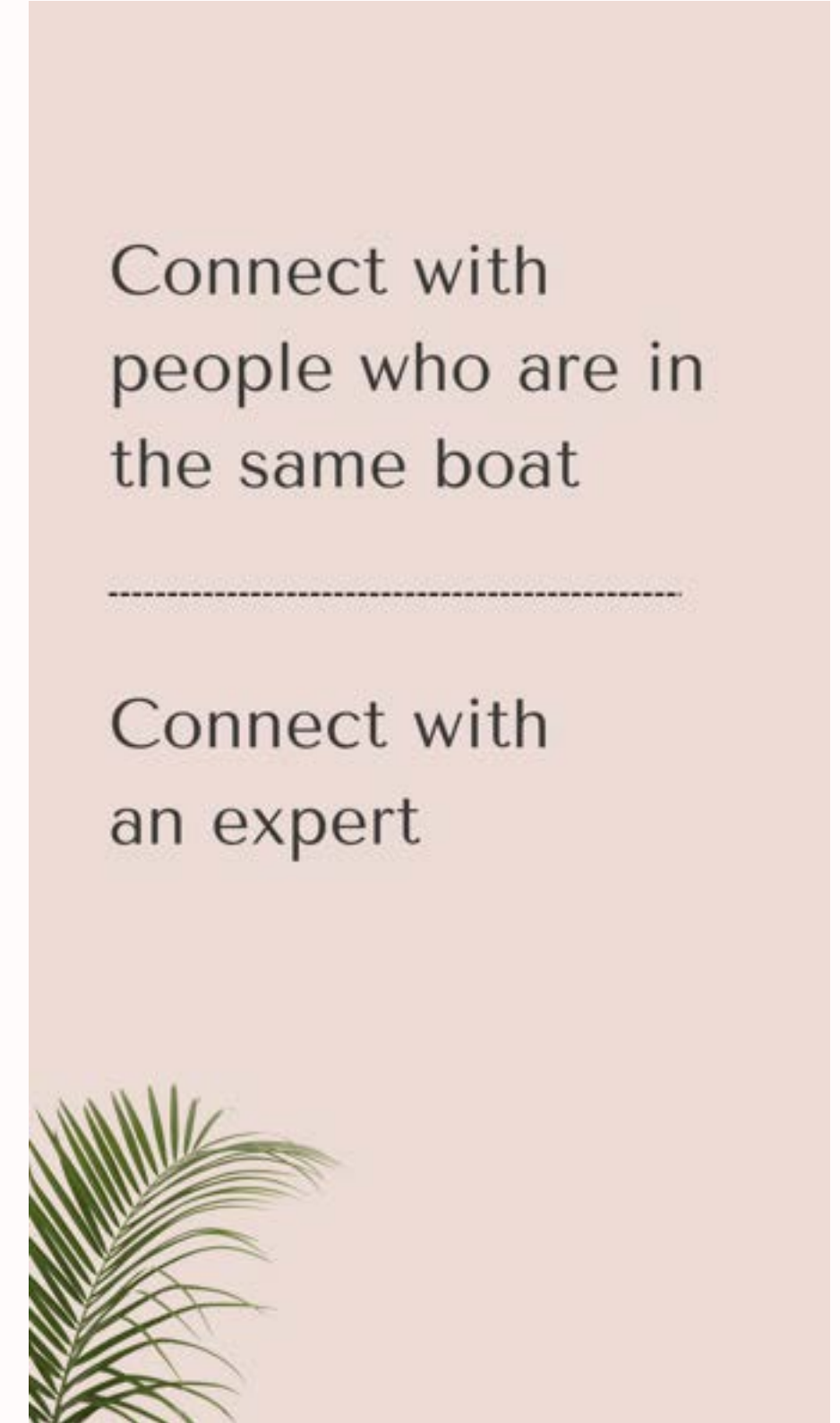


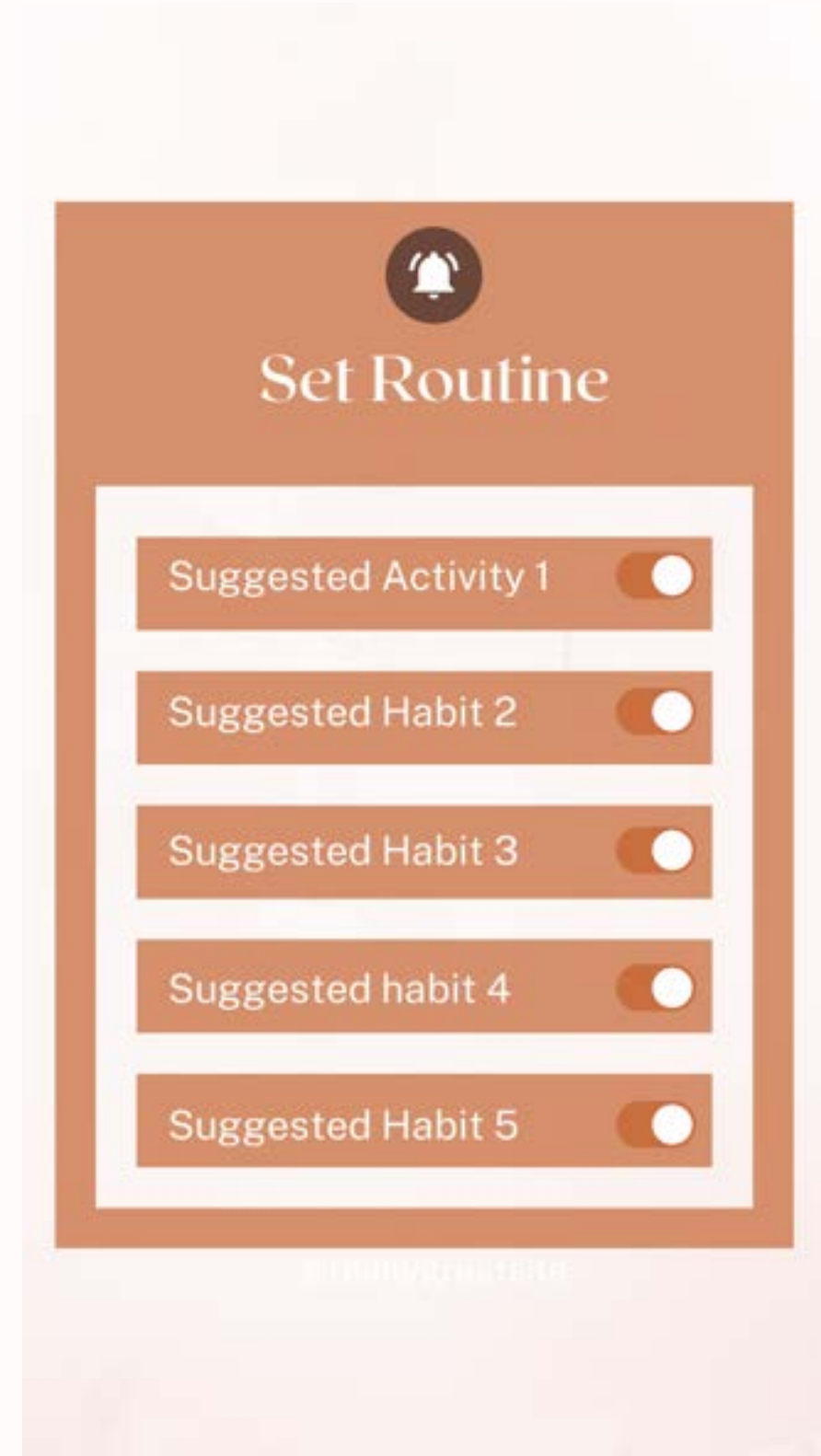
Market Size

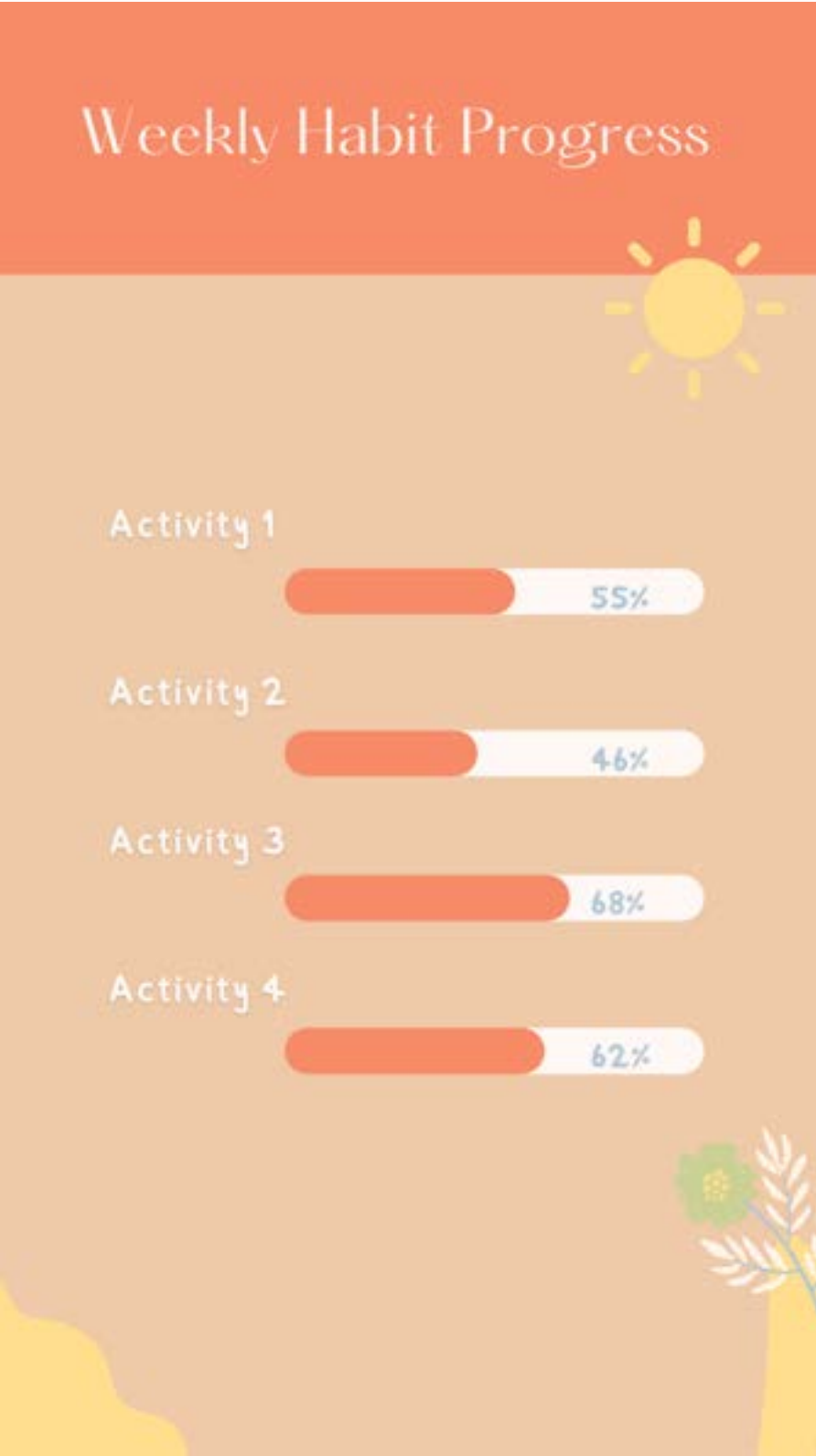
53 Million people seeked mental health support in 2021











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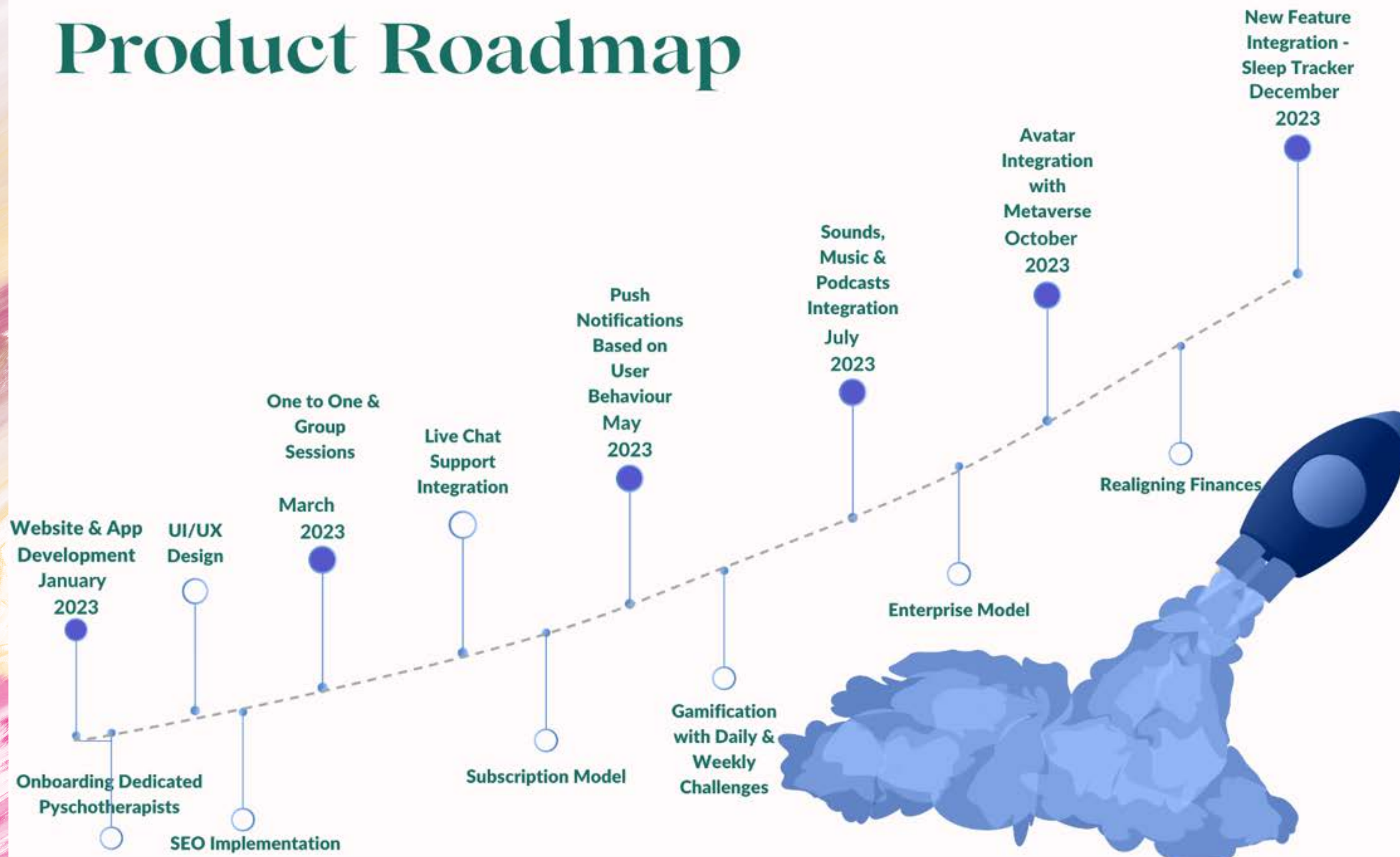
Friday, 8 October

REMINDER 12m ago: Small steps are also progress

REMINDER 25m ago: It's ok to make mistakes

REMINDER 36m ago: Nothing is perfect

Product Roadmap



Sources

1. <http://davidsusman.com/2015/06/11/8-reasons-why-people-dont-get-mental-health-treatment/>
2. <https://www.forbes.com/sites/bryanrobinson/2021/02/04/47-of-americans-believe-seeking-therapy-is-a-sign-of-weakness/?sh=564cefd4413e>
3. <https://today.uconn.edu/2022/09/sorting-through-the-noise-of-mental-health-apps/>