



Google Earth
Data SIO, NOAA, U.S. Navy

MENTALLY

A wide-angle, aerial photograph of the Budapest skyline at dusk. The sky is a gradient from deep blue to warm orange and pink near the horizon. In the foreground, the illuminated Chain Bridge spans the Danube River. In the background, the Hungarian Parliament Building with its iconic green dome and Gothic spires is visible across the river. The city lights of Budapest are reflected in the dark water of the Danube.

BUDAPEST, 2018

MENTALLY



ME





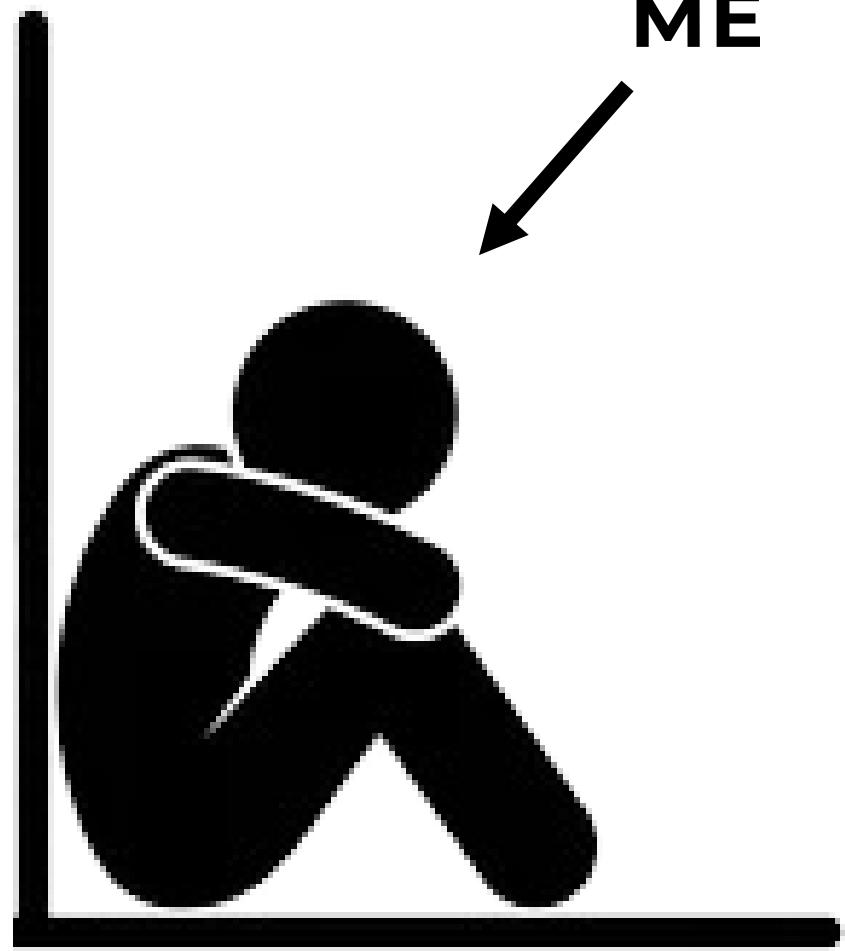
MENTALLY



MENTALLY



MENTALLY



ME





AJGIEL

MENTALLY

MY
DAD



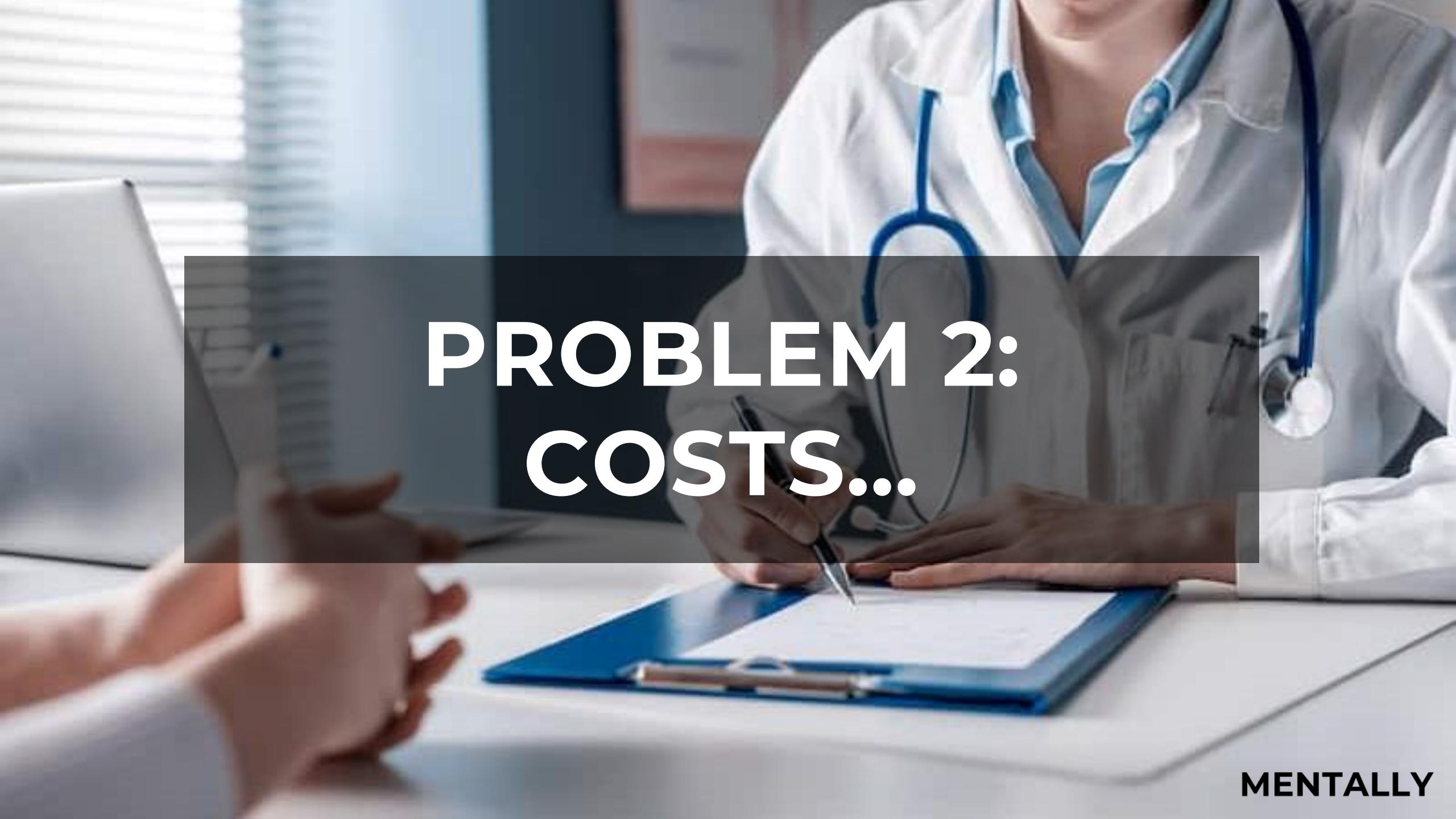
«MAYBE
TRY SOME
THERAPY...»

MENTALLY



PROBLEM 1: FEARS...

MENTALLY



**PROBLEM 2:
COSTS...**

MENTALLY

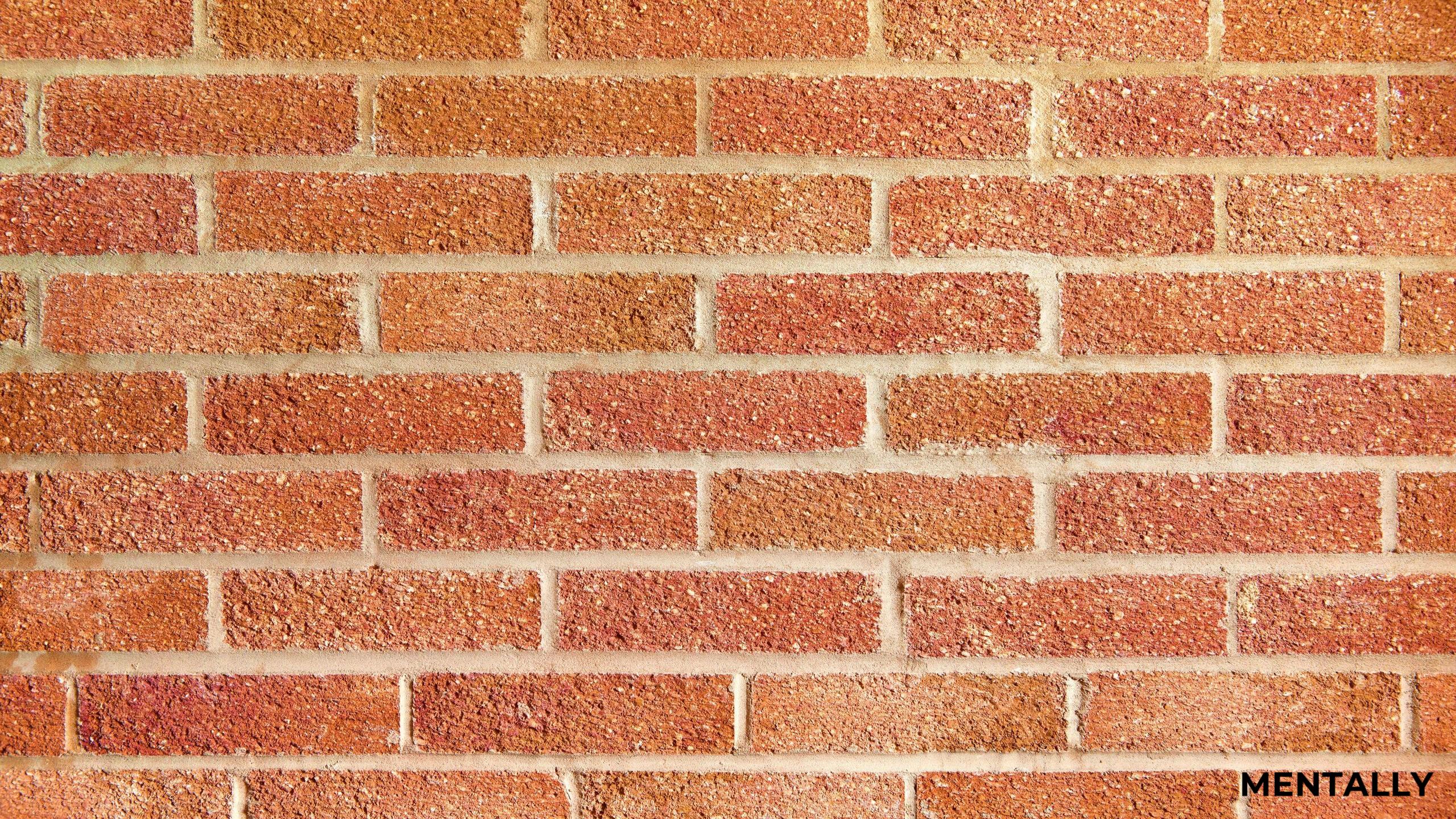


PROBLEM 3: MATCH...



DA GEHT ELTERN EIN LICHT AUF

schw



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**2 SESSIONS
530 CHF &
OVER 5H
WASTED...**

**FOR
NOTHING...**



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2500 CHF FRANCHISE

MENTALLY



MENTALLY

HE THOUGHT THERE IS A...



MONEY-BACK GUARANTEE

**«THIS WHOLE
PROCESS
SUCKED...»**



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HEALTH TECH PLATFORM

MENTAL HEALTH MARKETPLACE PLATFORM FROM SWITZERLAND



MENTAL.LY

Your Mental Health Support Platform.

MENTALLY



HIGH COSTS
(Time & Money)



LACK OF ACCESSIBILITY
(Fears, Judgment,
Information, Location,
Sign-up Process)



LACK OF UNDERSTANDING
(Choice, Fit, Matching,
Empathy & Community)



WHAT IS MENTALLY?

MENTALLY



MENTALLY



PATIENTS

→ MENTAL.LY ←

PLATFORM



TRUST



MENTALLY ACTS AS A
CONNECTOR

Volunteers

Counselors

Neuropsychologists

Psychiatrists

Holistic Health Coaches

Therapists

Breathwork Specialists

Psychologists



EXPERTS

Meditation Coaches

Social Workers

Nutritionists

Trauma Therapists

Naturopaths

Practitioners

Hypnotherapists

Ex-Patients

MENTALLY

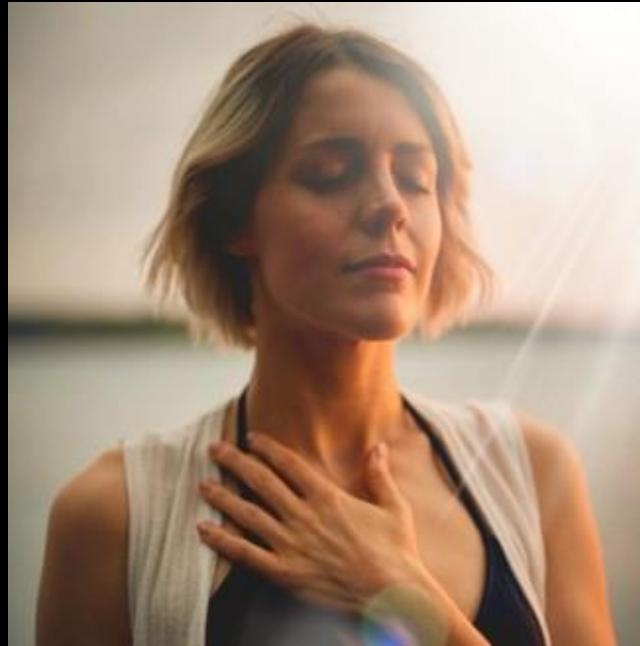
Filter



Hanna Lichtsteiner ★ 5.0 (171)
**45 – 60 MIN THERAPY
SESSION (SOLO)**
Psychotherapist

University of Luzern
Licensed SEE DIPLOMA

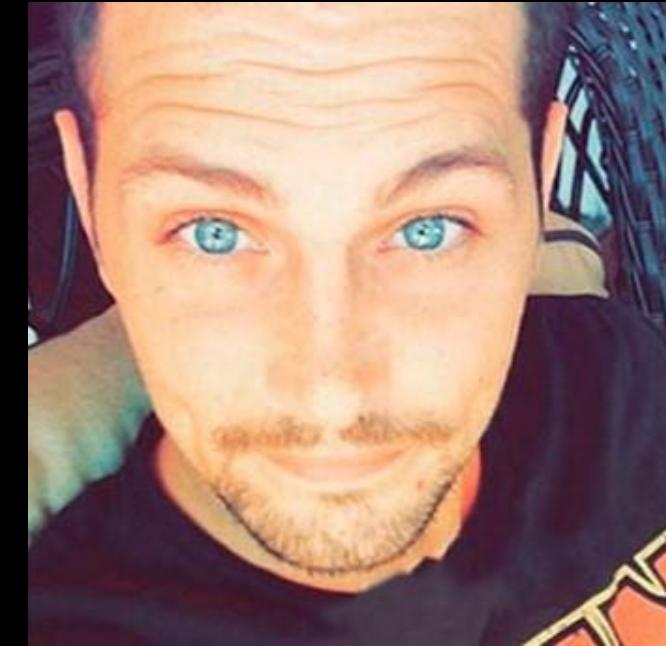
69 CHF



Hanna Lichtsteiner ★ 5.0 (171)
**HOLOTROPIC BREATHING
THERAPY (GROUP OF 4)**
Breathwork Specialists

Somabreath Academy
Licensed SEE DIPLOMA

25 CHF



Hanna Lichtsteiner ★ 5.0 (171)
**ADDICTION COACHING
(6 YEARS SOBER!!!)**
Coach & Ex-Addict

School of Life
Not Licensed

50 CHF

MENTALLY

PLATFORM BUSINESS	SUPPLY SIDE	DEMAND SIDE
amazon AliExpress™	Sellers	Buyers
Booking.com	Hotels	Travellers
Spotify®	Artists	Listeners
Uber	Drivers	Riders
airbnb	Hosts	Guests
Udemy coursera	Instructors	Students
NETFLIX	Film Studios	Watchers
freelancer fiverr.	Freelancers	Businesses / Employees
Instagram TikTok	Content Creators	Content Consumers
MENTALLY	Therapists	Mental Health Patients

MENTALLY



Brian Chesky

@bchesky

Following

NETFLIX



Marriott wants to add 30,000 rooms this year.
We will add that in the next 2 weeks.



Experts

Ads and Featured Listings



Etsy  ART FIRE

 Zillow  ebay

Subscriptions



LinkedIn

 bonanza
everything but the ordinary

 MUSIC

Patients

Commissions



 airbnb

 UBER

 Alibaba Group

 fiverr
Where it's all done

Online marketplaces take fees for an ad or featured listing without having to depend on sellers' performance

Online marketplaces receive recurrent payments on a regular basis (mostly from monthly or yearly subscriptions) regardless if sellers made profit or not

Online marketplaces receive a commission or flat fee form any transaction between sellers and their clients

**WHAT ARE THE BENEFITS
FOR THE PATIENTS?**



PATIENTS



MENTALLY

WHAT ARE THE BENEFITS FOR THE THERAPISTS?



THERAPISTS

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WHY NOW?

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\$402.4 BILLION

Evaluation of Global mental health market

54.6%

App Market increased during pandemic

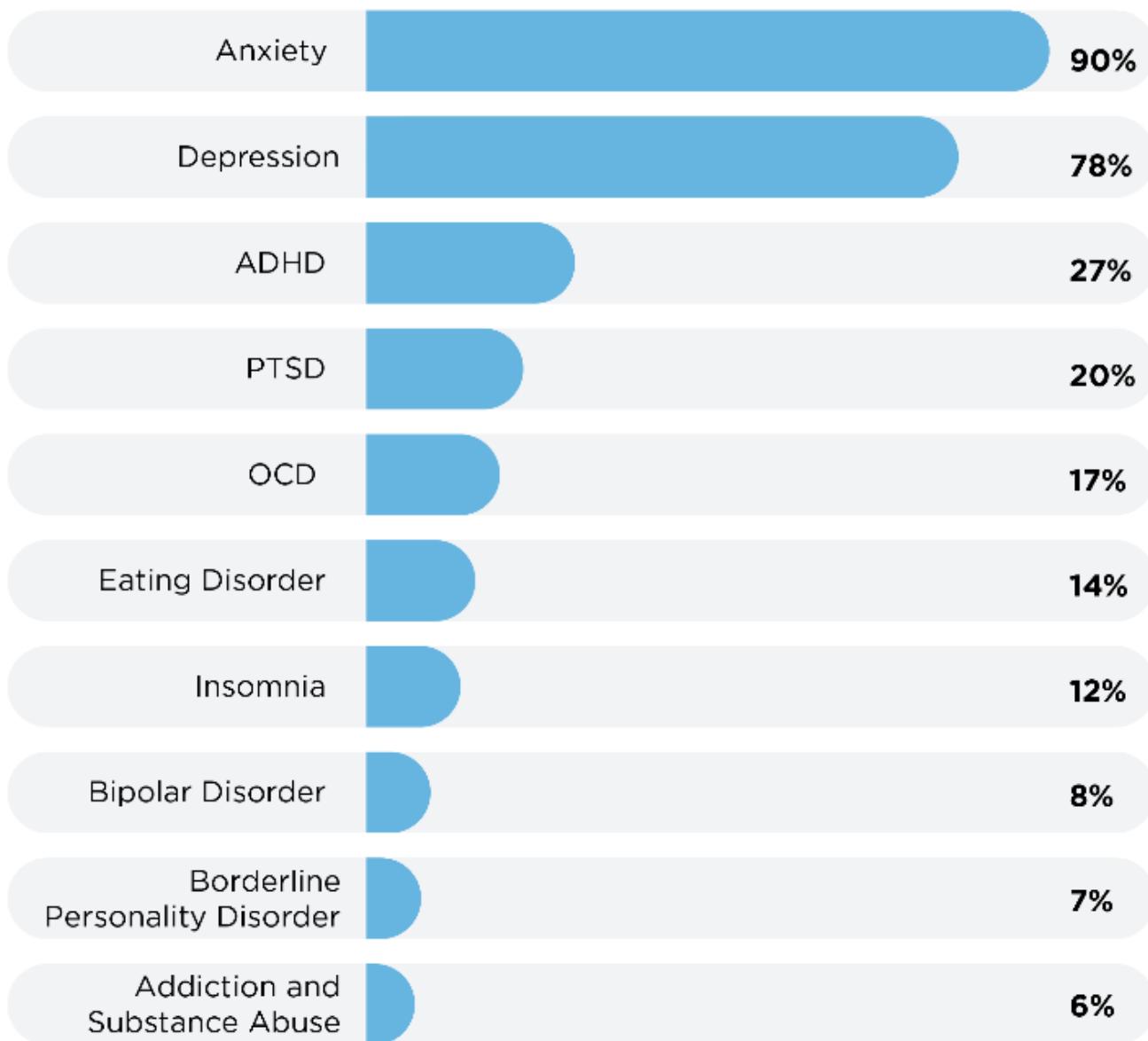
68%

feel the pandemic has negatively affected their mental health

1 in 4

were diagnosed with a mental health condition during the pandemic

Top Diagnosed Mental Health Conditions



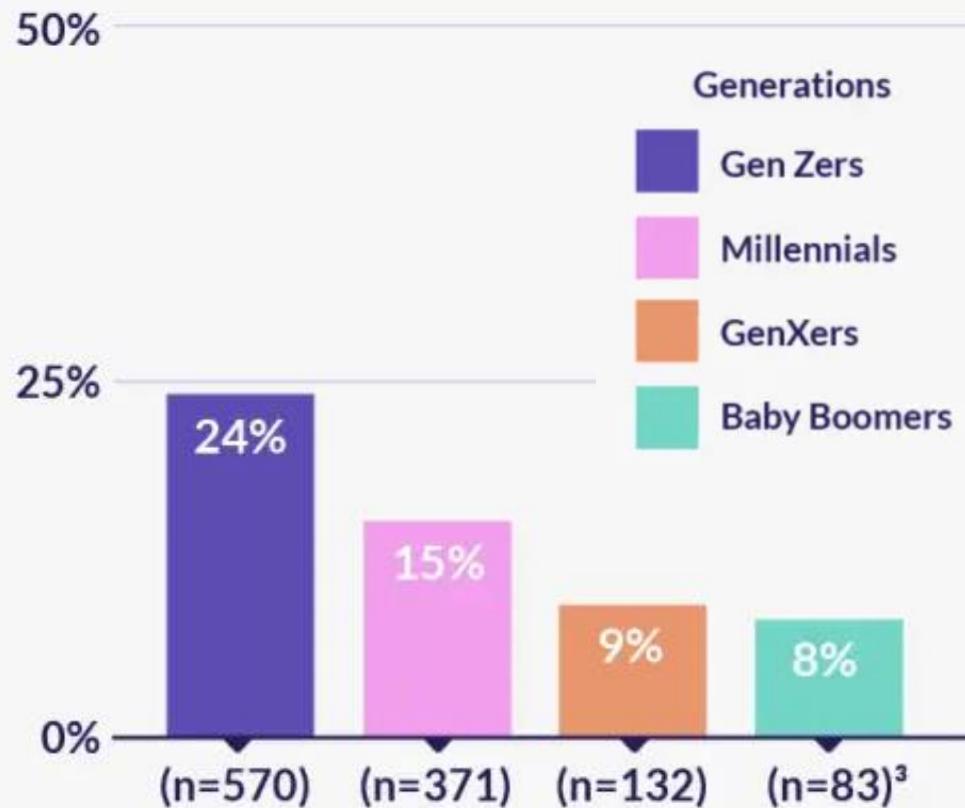
Mental Health of Gen Z

Compared with other generations, Gen Z is least likely to report very good or excellent mental health

Gen Z

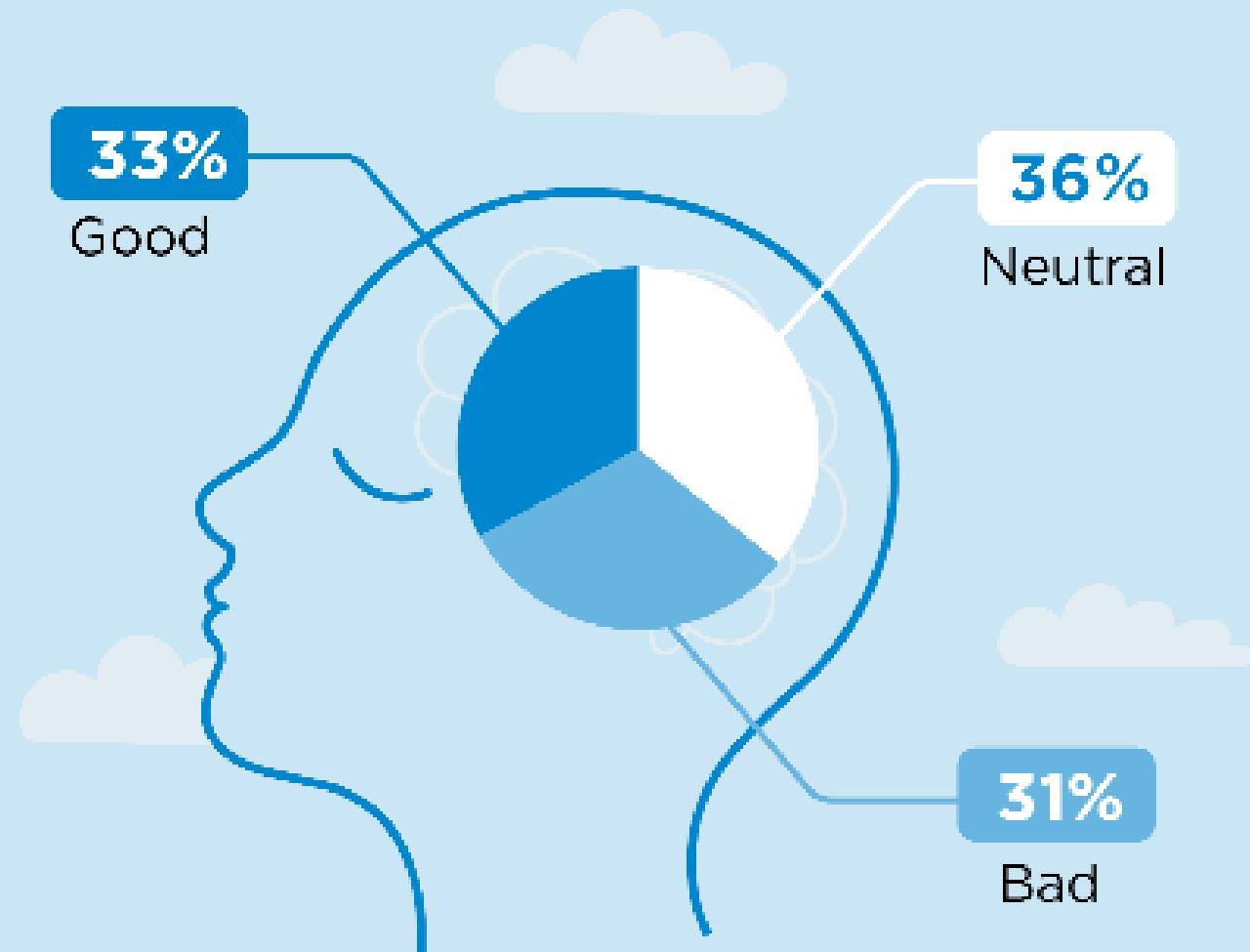


Mental disorder¹



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2022 Mental Health Rating



On average, Gen Z reported **10 tough mental health days** in August 2022

Almost **1 in 4** reported having **more bad days** than good in August 2022

WHAT ARE GEN Z'S TOP CONCERNS ABOUT THE FUTURE?



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1



Personal Finances

2



Economy

3



Personal
Health/Mental Illness

4



The Environment

5



Politics

6



The Workforce

7



Violence

8



The Pandemic

WHAT ARE CHARACTERISTICS OF GEN Z CONSUMERS IN THE HEALTHCARE ECOSYSTEM?



Addressing the unprecedented behavioral-health challenges facing Generation Z

January 14, 2022 | Article

McKinsey
& Company

- 1. Gen Z is less likely to seek help! (Disengagement from healthcare system, affordability, and stigma within their families and communities).**
- 2. Gen Z is less satisfied with the traditional mental health services they receive!**
- 3. Gen Z relies on emergency care, social media, and digital tools when they do seek help!**

HEALTH TECH PLATFORM

MENTAL HEALTH MARKETPLACE PLATFORM FROM SWITZERLAND



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Your Mental Health Support Platform.

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THANK YOU

**IF YOU ARE INTERESTED IN
HELPING TO SOLVE THE
GLOBAL MENTAL HEALTH
CRISIS, CONTACT US BY
E-MAIL OR TALK TO US AFTER
THE EVENT!**



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MENTALLY

1. ~~Problem~~
2. ~~Solution~~
3. ~~Market size (Target market size and growth projections)~~
4. ~~Product/ How it works/ Value to user~~
5. ~~Business model~~
6. Market Adoption/ User Acquisition (Customized realistic marketing strategy)
7. Competition
8. Competitive Advantage/ Defensability (Intellectual property and sustainable competitive advantage)
9. Revenue Timeline/Financial projections (18 months financial projections of revenue and expenses)
10. Risks & Precautions
11. ~~Team (Team skills~~ depth, domain experience, and track record)
12. \$ asked (Specific investment size request, and equity offered)
13. exit strategies (discussion of likely liquidity events and exit strategy)