

James Madison University  
800 South Main Street  
Harrisonburg, Virginia 22807

November 15, 2016

Cody Semrau  
Founder  
BetterMynd Inc.  
1120 20<sup>th</sup> Street NW  
Washington, DC 20010



Dear Cody:

I write this letter of intent on behalf of James Madison University (JMU) in order to partner with BetterMynd in making mental health care more accessible and transparent to JMU's student body. This intent is based on the following conditions and expectations:

- That BetterMynd will provide a network of third-party mental health therapists and counseling resources to JMU's students
- That BetterMynd will provide JMU's students with a secure and effective online platform that enables them to participate in teletherapy with mental health counseling resources
- That BetterMynd will allow JMU's counselors to participate on the platform if they so choose and conduct teletherapy sessions with JMU students
- That BetterMynd will be a partner in improving the mental health of JMU's student body by creating enhanced accessibility to mental health care resources

James Madison University understands that BetterMynd is a startup company and will not be providing us with a perfect or flawless solution. However, as a partner to BetterMynd that supports the company's mission and potential, JMU agrees to:

- List BetterMynd's logo and website on the University's counseling center website
- Promote BetterMynd to JMU students who may benefit from the use of the platform
- Provide BetterMynd with feedback and support to grow and improve its platform as to enhance its mission
- Maintain strict confidentiality related to BetterMynd and its services with regards to outside competitors or any parties that may undermine BetterMynd and its success

JMU also understands that this letter of intent is not an official purchase agreement nor is it legally binding in any manner whatsoever.

Sincerely,

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Signature

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Date