



porcupino

WHAT IS PORCUPINO?

a global, 24/7/365
mental wellness
platform linking those
suffering chronic pain
with user-customized,
AI-generated avatars

providing complementary and alternative
therapeutic (CAM) interventions

WHAT IS THE PROBLEM WE'RE ADDRESSING?

792m people across the globe have
a mental health disorder

1.5B suffer chronic pain

Epidemiological and functional imaging
studies suggest a bi-directional relationship
between mental health disorders & chronic
pain. In addition to depression, anxiety, and
substance abuse, those with chronic pain
are at high risk for other mental health
problems, including suicide, according to
the Mayo Clinic's Division of Pain Medicine.

WHAT IS OUR SOLUTION?

scalability &
affordability &
accessibility

The challenge facing us is not one of
developing new therapies.

Instead, we're arming Porcupino to confront
the worldwide barriers to mental wellness:
inaccessibility of care, inconsistency in
care quality, mistrust of the mainstream
system, systematic discrimination, and
personal stigma.

HOW WILL PORCUPINO IMPACT THE WORLD?

everyone, everywhere,
all the time ...

Mental illness affects 50M Americans yet
nearly 50% do not seek treatment. India, with
only 4K psychiatrists, has 150M people with
mental illness; 75% will not receive any care.
And while the global annual rate of visits to
mental health outpatient facilities is 1,052
per 100K, in Africa the rate is 14 per 100K.
No longer will treatment be available only to
those with enough disposable income or
the "right address."

WHY NOW?

impact of covid-19
on individual and population wellness

benefits of CAM

now being investigated by the NCCIH include
pain management for veterans and military
personnel, symptom relief in cancer patients
and survivors, and programs to encourage
more healthy behaviors. They recognize that,
on a global scale, it is not feasible to propose
that practices based entirely on in-person
care will ever be able to meet the demand.

WHY NOW, NOW?

AI is having its
iPhone moment

We've entered the age of generative AI.
We're seeing advances in 2023 that people
two years ago would have expected in 2033.

Recent leaps using generative adversarial
networks have enabled the hyper-realistic
synthesis of digital content. Character
portrayals can feature degrees of fidelity
and interactivity, from full bodies to voice-
or text-only manifestations. The WSJ reports
that virtual social-media influencers can be
as equally credible as human influencers.

WHAT VALIDATES OUR MARKET OPPORTUNITY?

9.5% to 14.3%

5-yr \nearrow in practice of yoga

4.1% to 14.3%

5-yr \nearrow in practice of meditation

9.8% to 76%

global prevalence of CAM use

Worldwide, more than 7K schools and 100K
teachers are registered at Yoga Alliance.
Headspace, offering online recorded medita-
tion and mindfulness guidance, reports 70M
users in 190 countries, including corporate
clients Adobe, Delta, Starbucks, and Roche.

WHAT MOTIVATES PEOPLE TO USE CAM?

84%

expectation of health benefits

37%

perceived safety of CAM

37%

dissatisfaction with conventional medicine

Having an internal health locus of control
is most frequently reported by Westerners
while social networks are a strong motive
for adoption in Asia. Tradition, affordability,
and ease of access are most commonly
identified by African respondents.

HOW LARGE IS OUR TARGET MARKET?

TAM = \$413B

total available market

SAM = \$221B

serviceable available market

SOM = \$221M

serviceable obtainable market

We define TAM as being the global traditional
& complementary wellness market, projected
to expand at a 7.1% CAGR thru 2025. SAM
reflects the services and practitioners sub-
sector. SOM is conservatively calculated at
0.1% of SAM.

WHAT IS OUR PLATFORM'S BUSINESS MODEL?

multi-sided +
aggregator +
network effect

Mirroring popular ride-sharing and space-
hosting apps, Porcupino's revenue stream is
drawn from the facilitation of online, avatar-
led individual and group CAM sessions. One
major difference - we keep 100%. Enterprise
contracts with rehabilitation systems, insur-
ance providers, workplaces, universities, and
national healthcare systems will kick-start
Porcupino's network effect.

WHO ARE PROSPECTIVE PARTNERS/EXITS?

airbnb online expr

Launched in April 2020, Airbnb Online
Experiences lists 217 "Wellness" offerings.
Of these, 16,000+ Zoom- hosted sessions
charging an average of \$33 per person have
earned a satisfaction score of 4.95/5.00.

amazon explore

Also on our radar is Amazon Explore, which
premiered in fall 2020 offering virtual tours
and experiences.

WHAT ARE OUR UNIQUE SELLING POINTS?

increased trust &
deeper personalization

by combining conversational agents with
AI-generated characters within a user-built
environment. Meta-analyses of web-based
psychological treatments reveal that face-to-
face contact offers the strongest contribution
towards improving engagement.

live & on-demand

Avatars may dream but they never sleep.

WHAT ARE OUR VALUE PROPOSITIONS?

porcupino guests

- An entry point to achieving & sustaining
mental wellness
- A wide selection of CAM offerings at
significantly lower costs
- Round-the-clock availability
- Assured anonymity & compliance
- The ameliorative power of live group
support for those who share common
crises, life transitions, or chronic conditions

WHERE'S OUR FIT IN THE MINDTECH LANDSCAPE?

mental illness \rightarrow
mental wellness \rightarrow
mental performance

A silver lining in the pandemic has been the
growth in digital tools. While mental health
treatment was once limited to in-person therapy
sessions and prescriptions, technology shifted
power into the hands of the patient.

WHO ARE WE?

Gary Stilwell is a medical physician, a
Wharton and Edinburgh graduate and, most
recently, a Fellow in MIT's Advanced Study
Program. His work hx features medical
product and service design for Philips Health-
care, LifeScan, Medtronic; innovation at Yale
Telemedicine, Gates Fdn India, MTV; and
impact investing with Acumen E Africa,
Yunus Balkans, iLab Mexico. He shares two
patents with his engineering colleagues.

Johnson Chun Yiu Pang is a practicing
physiotherapist and Asst Professor at the
Caritas Institute who earned his PhD at
Hong Kong Polytechnic Univ. He has
extensive clinical experience in both in-
and out-patient rehabilitation through 20+
years of service at HK's Prince of Wales
Hospital. He is a certified Musculoskeletal
Physiotherapist, Blankenship Functional
Capacity Evaluator, and Acupuncturist.

WHAT'S NEXT?

build-test-learn-launch

Porcupino's adoption of a proven business
model with an existing tech platform reduces
both risk and ramp-up time. Our s/t milestones:

- Finalize MVP feature set & architecture
- Build digitized proof-of-concept & perform
stakeholder A/B testing in select market
- Identify and recruit technical talent to our
multinational team