

# porcupino

WHAT IS PORCUPINO?

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

providing evidence-based complementary and alternative therapeutic (CAM) interventions

WHAT IS THE PROBLEM WE'RE ADDRESSING?

792m people worldwide 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 & desirability

The challenge is not one of developing new therapies; it's to offer a scalable, affordable, accessible, and desirable solution. With this awareness, Porcupino is tuned to address the barriers to mental and physical wellness: inaccessibility of care, inconsistency in care quality, mistrust of the mainstream system, systematic discrimination, and personal stigma.

WHAT IS OUR PRODUCT?

a human-like avatar, customizable in terms of gender, age, language ... capable of expressive verbal and non-verbal communication ... able to perform a library of yoga and physical therapy exercises in a 3D setting

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.

And on a global scale, it is simply not feasible to propose that practices based entirely on an in-person care model will ever be able to meet the demand.

WHY NOW, NOW?

AI is having its iPhone moment

It's 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.

WHY DOES THE NEW WAVE FEEL SO DIFFERENT?

it's not a computer, it's a companion

And today we're on the cusp of a major social shift - large language models (LLMs) have changed the game. Suddenly, we can have free-flowing conversations with bots without predefined rules controlling their responses.

Today's best chatbots sound indistinguishable from humans. But unlike humans, these AI-powered conversation partners are always available, always interested in talking with anyone, and always able to discuss any topic in any language.

HOW DOES AI GIVE US A COMPETITIVE ADVANTAGE?

increased trust & deeper personalization

emerges from Porcupino's combination of AI-generated characters with the features of conversational agents. Why the excitement? 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 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, avatars-led individual and group CAM sessions. One major difference - we retain 100%. Enterprise contracts with rehabilitation systems, workplaces, insurance providers, universities, and national healthcare systems will kick-start Porcupino's network effect.

WHAT ARE OUR VALUE PROPOSITIONS?

porcupino offers users

- 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

WHO ARE PROSPECTIVE PARTNERS/EXITS?

airbnb online exper

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.

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 subsector. SOM is conservatively calculated at 0.1% of SAM.

WHAT VALIDATES OUR MARKET OPPORTUNITY?

9.5% to 14.3%

5-yr ↗ in practice of yoga

4.1% to 14.3%

5-yr ↗ in practice of meditation

9.8% to 76%

global prevalence of CAM use

Worldwide, more than 7K schools and 100K teachers are registered at the Yoga Alliance. Headspace, offering online recorded meditation 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.

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

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 Healthcare, 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 University. 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.