porcupino

preseed investor presentation
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a global, 2/7/365 mental wellness platform linking ...

What is the problem we're solving?

792M
1.5B

What is Porcupino's solution?

scalability
affordability
accessibility !!!

How will Porcupino impact the world?

everyone
everywhere
all the time

Why now?

impact of covid-19
benefits of CAM

What validates our market opportunity?

9.5% to 14.3%
4.1% to 14.3%
9.8% to 76%

What motivates people to use CAM?

84%
37%
37%

How large is Porcupino's target market?

TAM = $413B
SAM = $221B
SOM = $221M

What is our platform's business model?

multi-sided +
aggregator +
network effect

Who are prospective partners/exits?

airbnb online expr
amazon explore

Where's our fit in the mindtech landscape?

mental illness →
mental wellness →
mental performance

What are our unique selling points?

live & on-demand
digital phenotyping

What are our value propositions?

porcupino guests

porcupino guides

Who leads team porcupino?

Gary Stilwell is a physician, a Wharton and Edinburgh graduate and, most recently, a Fellow in MIT's Advanced Study Program. His work hx features medical product & service design for Philips Healthcare, Medtronic, LifeScan; innovation at Yale Telemedicine, Gates Fdn India, MTV; and impact investment 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 Physiothera-pist, Blankenship Functional Capacity Evaluator, and Acupuncturist.

What's next?

build, test, learn, launch