



## porcupino

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## a global, 24/7/365 mental wellness platform linking ...

practitioners with instructors of  
complementary and alternative  
(CAM) therapeutic interventions.

Our mission is ambitious: to  
improve and sustain the mental  
wellness of everyone, everywhere,  
at any time. To democratize mental  
wellness.

What is the problem we're solving?

**792M** people across the globe  
have a mental health disorder while

**1.5B** suffer from chronic pain w  
prevalence increasing with age

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 risk of other  
mental health problems, including  
suicide, according to the Mayo  
Clinic's Div of Pain Medicine.

What is Porcupino's solution?

We agree with a16z that the  
challenge we're facing isn't one of  
developing new therapies; it's of

## scalability, affordability & accessibility

So we designed Porcupino o  
confront the worldwide barriers to  
mental wellness: inaccessibility of  
care, inconsistency in care quality,  
mistrust of the mainstream system,  
discrimination, and personal stigma.

How will Porcupino impact the world?

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 only  
14 per 100K.

No longer would treatments and  
education be available only to those  
with enough disposable income or  
the "right address." Anyone with a  
smartphone can gain access to  
Porcupino.

Why now?

impact of COVID-19  
on individual & population wellness

## the benefits of CAM

now being investigated by the NCCIH  
involve pain management for military  
personnel and vets, relief of  
symptoms in cancer patients and  
survivors, and programs to support  
healthy behaviors.

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

What validates our market opportunity?

5-yr ↗ in practice of yoga

**9.5% to 14.3%**

5-yr ↗ in practice of meditation

**4.1% to 14.3%**

worldwide prevalence of CAM use

**9.8% to 76%**

Worldwide, more than 7K yoga  
schools and 100K yoga teachers  
are registered with Yoga Alliance.  
Headspace, an online platform  
offering recorded meditation and  
mindfulness guidance, reports 70M  
users in 190 countries, including  
Starbucks, Adobe, Delta, and Cigna.

What motivates people to use CAM?

expectation of health benefits

**84%**

perceived safety of CAM

**37%**

dissatisfaction w conventional med

**37%**

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

How large is Porcupino's target market?

total available market

**TAM = \$413B**

serviceable available market

**SAM = \$221B**

serviceable obtainable market

**SOM = \$221M**

We define TAM as the global  
traditional and 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%.

What is our platform's business model?

## multi-sided + aggregator + network effect

Mirroring popular ride-sharing and  
space-hosting apps, our revenue  
stream is commission-based, drawn  
directly from the facilitation of  
online-hosted individual/group CAM  
sessions. Account-based enterprise  
contracts with medical systems,  
rehabilitation networks, insurance  
providers, employee- focused  
companies, universities ... will drive  
the network effect.

Who are our prospective partners/exits?

## airbnb online expr

Launched in April 2020, Airbnb  
Online Experiences lists 217  
offerings in its "Wellness" category.  
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 as their virtual tours and  
experiences offering.

Where's our fit in the mindtech landscape?

## mental illness → mental wellness → 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 has been shifting power  
into the hands of the patient.  
However, a systematic review of 93  
popular wellness apps reveals a  
15-day retention rate of only 3.9%.

What are our unique selling points?

## live & on-demand

Meta-analyses of Internet-based  
psychological treatments reveal  
that face-to-face contact offers the  
strongest contribution towards  
improving engagement.

## digital phenotyping

Passive capturing of behavioral  
markers to create *omotenashi* and  
generate retention.

What are our value propositions?

## porcupino guests

- An entry point to achieving and  
sustaining mental wellness
- Wide breadth of CAM offerings  
at 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

## porcupino guides

- Access to the expanding and  
lucrative global CAM market
- Service activation & hosting
- Scheduling convenience
- Self-determination of price with  
AI-supported guidance
- Payment facilitation
- Reviews & feedback
- Merchandising opportunities
- Alliance with Porcupino brand

Who leads team Porcupino?

Gary Stilwell is a physician, a  
Wharton MBA and Edinburgh MSc  
graduate and, most recently, a  
Fellow in MIT's Advanced Study  
Program. His work hx features  
medical product & service design at  
Philips Healthcare, Medtronic, J&J  
LifeScan; research at Yale Surgery,  
Gates India, H&M Berlin; impact  
investment at Acumen East Africa,  
Yunus Balkans, iLab Mexico, the  
Miller Center; and MTV as a startup.

Chun Yiu (Johnson) Pang is a  
practicing physiotherapist and  
senior lecturer who recently earned  
his PhD at Hong Kong Polytechnic  
University. He has gained extensive  
clinical experience in both in- and  
out-patient rehab 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 our next step?

Our adoption of a proven business  
model and an existing tech platform  
reduces both risk and ramp-up time.  
We now seek \$250K in pre-seed  
funding to achieve these milestones  
within 6 months:

- Finalize Minimum Viable Product  
feature set and architecture design
- Create digitized proof-of-concept;  
conduct stakeholder AB testing
- Fine tune our value propositions  
and initiate go-to-market strategy