

<p>porcupino</p> <p>preseed investor poster porcupino llc september 2022</p> <p>gary stilwell md garystil at mit dot edu +1 857 472 9283</p>	<p>a global, 24/7/365 mental wellness platform linking</p> <p>practitioners with instructors of complementary and alternative (CAM) therapeutic interventions.</p> <p>Our mission is ambitious: to improve and sustain the mental wellness of everyone, everywhere, at any time. To democratize mental wellness.</p>	<p>What is the problem we're solving?</p> <p>792M people across the globe have a mental health disorder while</p> <p>1.5B suffer from chronic pain, w prevalence increasing with age</p> <p>Epidemiological and functional imaging studies suggest a bi- directional relationship between mental health disorders &amp; 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.</p>	<p>What is Porcupino's solution?</p> <p>We also believe the challenge we're now facing isn't just developing new therapies; it's one of</p> <p>scalability, affordability &amp; accessibility</p> <p>So we designed Porcupino to confront the worldwide barriers to mental wellness: inaccessibility of care, inconsistency in care quality, mistrust of the mainstream system, discrimination &amp; personal stigma.</p>	<p>How will Porcupino impact the world?</p> <p>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.</p> <p>No longer would treatments and education be available only to those with enough disposable income or the "right address." Instead, anyone with a smartphone will have access to Porcupino.</p>	<p>Why now?</p> <p>impact of COVID-19 on individual &amp; population wellness</p> <p>the benefits of CAM are now being investigated by the NCCIH involving pain mgmt for military personnel and vets, relief of symptoms in cancer patients and survivors, and programs to support healthy behaviors.</p> <p>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.</p>
<p>What validates our market opportunity?</p> <p>5-yr ↗ in practice of yoga 9.5% to 14.3%</p> <p>5-yr ↗ in practice of meditation 4.1% to 14.3%</p> <p>worldwide prevalence of CAM use 9.8% to 76%</p> <p>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 and \$217M raised to-date.</p>	<p>What motivates people to use CAM?</p> <p>expectation of health benefits 84%</p> <p>perceived safety of CAM 37%</p> <p>dissatisfaction w conventional med 37%</p> <p>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.</p>	<p>How large is Porcupino's target market?</p> <p>total available market TAM = \$413B</p> <p>serviceable available market SAM = \$221B</p> <p>serviceable obtainable market SOM = \$221M</p> <p>We define TAM as the global traditional &amp; complementary wellness market, projected to expand at a 7.1% CAGR thru 2025; SAM as its services &amp; practitioners subsector. SOM is conservatively calculated as 0.1% of SAM.</p>	<p>What is our platform's business model?</p> <p>multi-sided + aggregator + network effect</p> <p>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 &amp; rehabilitation systems, insurance providers, employee-focused companies, universities ... will drive our platform's network effect.</p>	<p>Who are our prospective partners/exits?</p> <p>airbnb online expr</p> <p>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 an avg satisfaction score of 4.95/5.00.</p> <p>amazon explore</p> <p>Also on our radar is Amazon Explore, which premiered in fall 2020 as their virtual tours and experiences offering.</p>	<p>Where's our fit in the mindtech landscape?</p> <p>mental illness → mental wellness → mental performance</p> <p>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%.</p>
<p>What are our unique selling points?</p> <p>live &amp; on-demand</p> <p>Meta-analyses of Internet-based psychological treatments reveal that face-to-face contact offers the strongest contribution towards improving engagement.</p> <p>digital phenotyping</p> <p>Passive capturing of behavioral markers to generate a personalized experience and motivate retention.</p>	<p>What are our value propositions?</p> <p>porcupino guests</p> <ul style="list-style-type: none"> <li>• An entry point to achieving and sustaining mental wellness</li> <li>• Wide breadth of CAM offerings at lower costs</li> <li>• Round-the-clock availability</li> <li>• Assured anonymity &amp; compliance</li> <li>• The ameliorative power of live group support for those who share common crises, life transitions, or chronic conditions</li> </ul>	<p>porcupino guides</p> <ul style="list-style-type: none"> <li>• Access to the expanding and lucrative global CAM market</li> <li>• Service activation &amp; hosting</li> <li>• Scheduling convenience</li> <li>• Self-determination of price with AI-supported guidance</li> <li>• Payment facilitation</li> <li>• Reviews &amp; feedback</li> <li>• Merchandising opportunities</li> <li>• Alliance with brand Porcupino</li> </ul>	<p>Who leads team Porcupino?</p> <p>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 &amp; service design at Philips Healthcare, Medtronic, J&amp;J LifeScan; research at Yale Surgery, Gates India, H&amp;M Berlin; impact investment at Acumen East Africa, Yunus Balkans, iLab Mexico, Miller Center; and MTV as a startup.</p>	<p>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.</p>	<p>What's our next step?</p> <p>De-risked by our adoption of a proven business model and an existing tech platform, we seek \$250K pre-seed funding to achieve the following milestones within 6 months:</p> <ul style="list-style-type: none"> <li>• Finalize Minimum Viable Product feature set, technology choice, and architecture design</li> <li>• Create digitized proof-of-concept; conduct stakeholder AB testing</li> <li>• Fine tune our value proposition and initiate go-to-market strategy</li> </ul>