porcupino

preseed investor presentation
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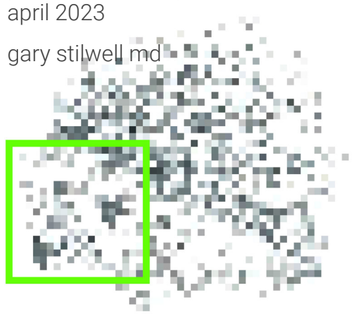
gary stilwell md



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

WHAT IS OUR SOLUTION?

scalability affordability accessibility

We believe the challenge facing us isn't one of developing new therapies.

So we designed Porcupino's platform 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 WE 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 & population wellness

benefits of CAM

now being investigated by the NCCIH involve pain management for veterans and military personnel, symptom relief in cancer patients and survivors, and programs to encourage more healthy behaviors. 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 going to see advances in 2023 that people two years ago would have expected in 2033.

Recent leaps using generative adversarial networks (GANS) 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.

WHAT VALIDATES OUR MRKT 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 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 w conventional med

Having an internal health locus of control is 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 subsector. SOM is consevatively calculated at 0.1% of SAM.

WHAT IS OUR PLATFORM'S BIZ MODEL?

multi-sided + aggregator + network effect

Mirroring ride-sharing and space-hosting apps, our revenue stream is drawn from the facilitation of online-hosted individual and group CAM sessions. Enterprise contracts with rehabilitation systems, insurance 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

live & on-demand

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

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

WHERE DO WE FIT IN THE MINDTECH MAP?

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 shifted power into the hands of the patient.

WHO ARE WE?

Gary Stilwell (founder) 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, 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 (advisor) 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

Our adoption of a proven business model with an existing tech platform reduces both risk and ramp-up time. We now seek funding to achieve these milestones:

- Finalize MVP feature set & architecture
- Build digitized proof-of-concept & perform stakeholder A/B testing;
- Identify and recruit technical talent
- Fine turn our value propostion & initiate go-to-market strategy