



100%



Heading 4



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CAM?

How large is Porcupino's target market?

What is our platform's business model?

Who are our prospective partners/exits?

Where's our fit in the mindtech landscape?

efits

total available market

TAM = \$413B

serviceable available market

SAM = \$221B

serviceable obtainable market

SOM = \$221M

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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%.

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.

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.

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%.

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porcupino guides

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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

Chun Yiu (Johnson) Pang is a practicing physiotherapist and senior lecturer who recently earned his PhD at Hong Kong Polytechnic

What's our next step?

Our adoption of a proven business model and an existing tech platform significantly reduces both risk and ramp-up time. We now seek \$250K

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