

# porcupino

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## a global, 2/7/365 mental wellness platform linking ...

those suffering from chronic pain  
with AI-personalized instructors  
of complementary and alternative  
therapeutic (CAM) interventions to  
improve and sustain mental wellness.

What is the problem we're solving?

792M people across the globe  
have a mental health disorder  
1.5B suffer from 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 Porcupino's 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 Porcupino 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.

What validates our market 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 Porcupino's 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 conservatively calculated at  
0.1% of SAM.

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 and group CAM  
sessions. Enterprise contracts with  
healthcare & rehabilitation systems,  
insurance providers, people-focused  
workplaces, universities ... will kick-  
start the 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.

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 shifted  
power into the hands of the patient.  
However, a 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 customized avatar guides.

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  
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

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

- Finalize MVP feature set & architecture
- Build digitized proof-of-concept &  
perform stakeholder A/B testing;
- Fine tune our value proposition &  
initiate go-to-market strategy