

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, and 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