



WHAT IS COMES THE SUN?

a global, 24/7/365,
streaming platform
linking those suffering
chronic pain with
user-personalized,
AI-generated therapists

demonstrating evidence-based Complementary
and Alternative Medicine (CAM) interventions.

WHAT IS THE PROBLEM WE'RE ADDRESSING?

792m people worldwide have a mental
health disorder

1.5B suffer chronic pain

Epidemiological and functional imaging
studies suggest a bidirectional relationship
between mental health disorders and chronic
pain. In addition to depression, anxiety, and
substance abuse, those with chronic pain
are at high risk for other mental health
problems, including suicide, according to
the Mayo Clinic's Division of Pain Medicine.

WHAT IS OUR SOLUTION?

scalability +
affordability +
accessibility +
desirability

The challenge is not one of developing new
therapies; it's to offer a scalable, affordable,
accessible, and desirable solution. With this
mindset, we address the barriers to mental
and physical wellness: inaccessibility of care,
inconsistency in care quality, mistrust of the
mainstream system, systematic discrimination,
and personal stigma.

WHAT IS OUR PRODUCT?

a customizable avatar,
capable of an expressive
verbal/nonverbal dialogue
while coaching a tailored
exercise regimen for the
promotion or restoration
of health

WHY NOW?

worldwide, it's not feasible

to propose that practices based entirely on
an in-person care model will ever be able
to meet the demand.

benefits of CAM

now being investigated by the NCCIH include
pain management for veterans and military
personnel, symptom relief in cancer patients
and survivors, and programs to encourage
more healthy behaviors.

WHY NOW, NOW?

AI is having its
iPhone moment

It's the age of generative AI. We've seen
advances over the past 12 months that many
would have expected a decade from now.

Recent leaps using generative adversarial
networks 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. The WSJ reports
that virtual social-media influencers can be
as equally credible as human influencers.

WHY DOES THE NEW WAVE FEEL SO DIFFERENT?

it's not a computer,
it's a companion

Large language models (LLMs) have changed
the game. Suddenly, we can have free-flowing
conversations with bots without predefined
rules controlling their responses.

Today's best chatbots sound indistinguishable
from humans. But unlike humans, these AI-
powered conversation partners are always
available, always interested in talking with
anyone, and always able to discuss any topic
in any language.

HOW DOES AI GIVE US A COMPETITIVE ADVANTAGE?

increased trust &
deeper personalization

emerges by combining generative AI-built
characters with the multilingual features of
LLM conversational agents. The payoff?
Meta-analyses of web-based psychological
treatments reveal that face-to-face contact
offers the strongest contribution towards
improving engagement.

live & on-demand

Avatars may dream but they never sleep.

WHAT IS OUR PLATFORM'S BUSINESS MODEL?

multi-sided /
aggregator /
network effect /

Mirroring popular ride-sharing and space-
hosting apps, our revenue stream is drawn
from the facilitation of online, avatar-led
individual and group CAM sessions. One
major difference - we retain 100%.

Enterprise contracts with rehabilitation clinics,
insurance providers, employee-focused work-
places, universities, and national healthcare
systems will kick-start the network effect.

WHAT ARE OUR VALUE PROPOSITIONS?

our users gain >>>

- An entry point to achieving and sustaining
physical and mental wellness
- A wide selection of CAM offerings at
significantly lower costs
- Round-the-clock availability
- Assured anonymity and compliance
- The ameliorative power of live group
support for those who share common
crises, life transitions, or chronic conditions

WHO ARE OUR PROSPECTIVE PARTNERS/EXITS?

airbnb online experiences

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.

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 conservatively calculated
at 0.1% of SAM.

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 the Yoga Alliance.
Headspace, offering online recorded medita-
tion 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 with conventional medicine

Having an internal health locus of control
is most 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.

WHAT'S NEXT?

build-test-learn-launch

Adoption of a proven business model with
an existing tech platform reduces both risk
and ramp-up time. Our s/t milestones are:

- Finalize MVP feature set & architecture
- Build digital proof-of-concept and perform
stakeholder A/B testing in select markets
- Identify and recruit technical talent to our
multinational team

WHO ARE WE?

Gary James Stilwell is a medical physician,
a Wharton and Edinburgh graduate and,
most recently, a Fellow in MIT's Advanced
Study Program. His work history features
medical product & service design at Philips
Healthcare, LifeScan, Medtronic; innovation at
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Johnson Chun Yiu Pang is a practicing
physiotherapist and Asst Professor at the
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