



WHAT IS COMES THE SUN?

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

coaching evidence-based Physical Therapy,  
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 VISSION?

scalability +  
affordability +  
accessibility +  
desirability

We believe that the challenge is not one of  
developing new therapies; rather, it's to offer  
a scalable, affordable, accessible, and desirable  
alternative. 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 leading 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  
Yale Telemed, Gates Foundation India, MTV;  
and impact investing with Acumen E Africa,  
Yunus Balkans, iLab Mexico. He shares two  
patents with his engineering colleagues.

LinkedIn

Johnson Chun Yiu Pang is a practicing  
physiotherapist and Asst Professor at the  
Caritas Institute who earned his PhD at  
Hong Kong Polytechnic University. 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.

LinkedIn