

A landscape painting featuring a majestic mountain range in the background, shrouded in a thick mist. In the foreground, a river flows through a valley where several deer are grazing. The scene is bathed in a warm, golden light, creating a serene and ethereal atmosphere.

Mother.

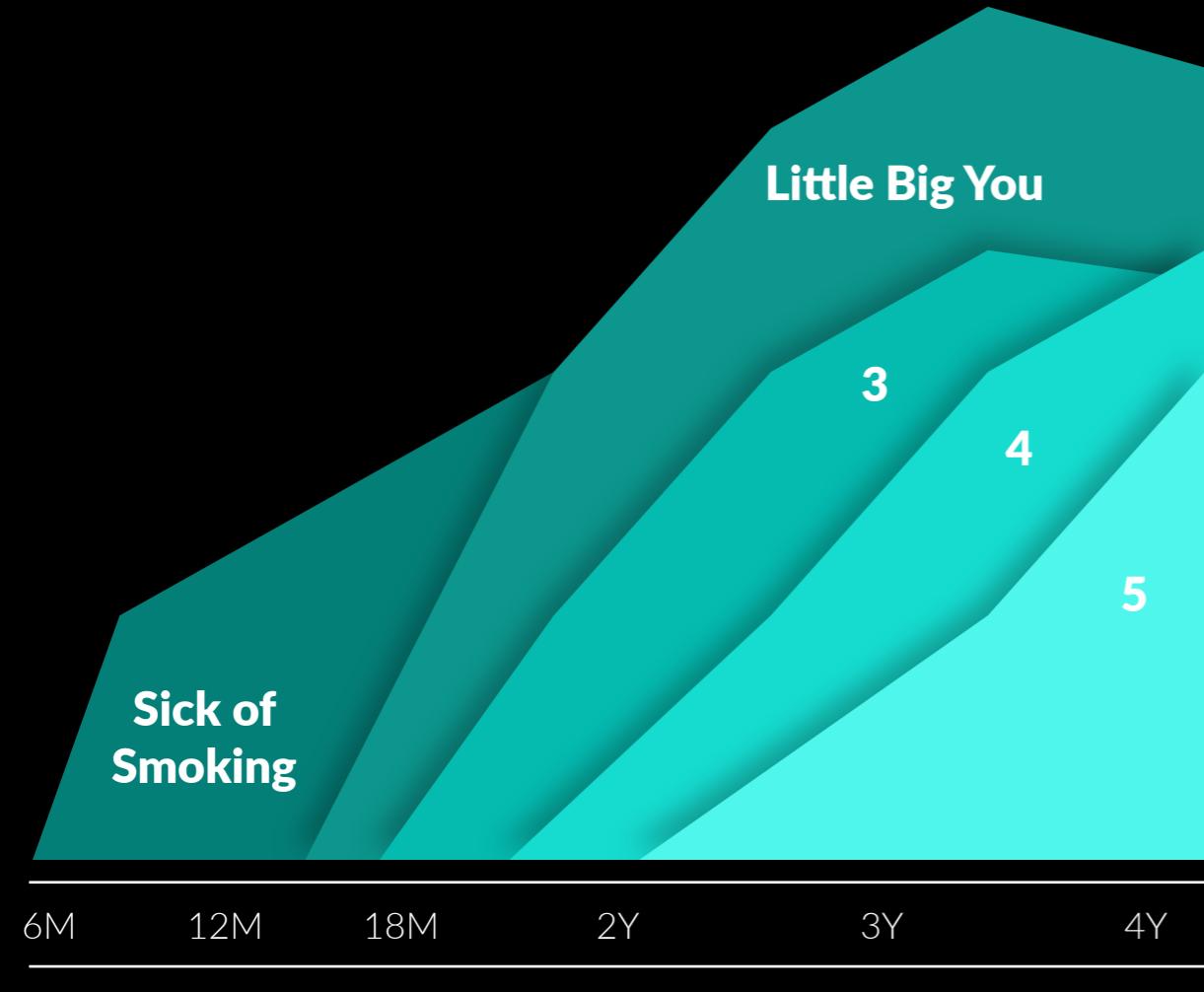
Changing your mind for the better.



## Our expertise

### **The brain, home to us all!**

- VR has a powerful impact on the brain and will revolutionise mental health
- We know extended reality and applied neuroscience
- We anticipate a future of transformative digital therapeutics



## A growing portfolio

### **Sick of Smoking**

Ready to end your tobacco addiction?  
SoS will turn you off smoking (or snus!)

### **Little Big You**

Take a walk inside your own brain.  
Give your subconscious an understanding of what makes you tick, and reduce your anxiety.

1.1B

smokers globally

\$2T

global costs of smoking

## Tobacco facts

### The deadliest addiction

- 7.7 million dead annually
- Equivalent to 50 full jumbo jets crashing daily
- Societal costs of €100B in the EU and \$227B in the US

Source: Global Burden of Disease. Institute of Health Metrics; 2019.

European Commission, Tobacco or Health in the European Union; 2004



**68% 55%**

want to quit

have tried quitting

**7%**

succeed

## An easy solution

## Although quitting is hard

Nicotine has been proven to be as addictive as A class drugs such as cocaine or heroin.

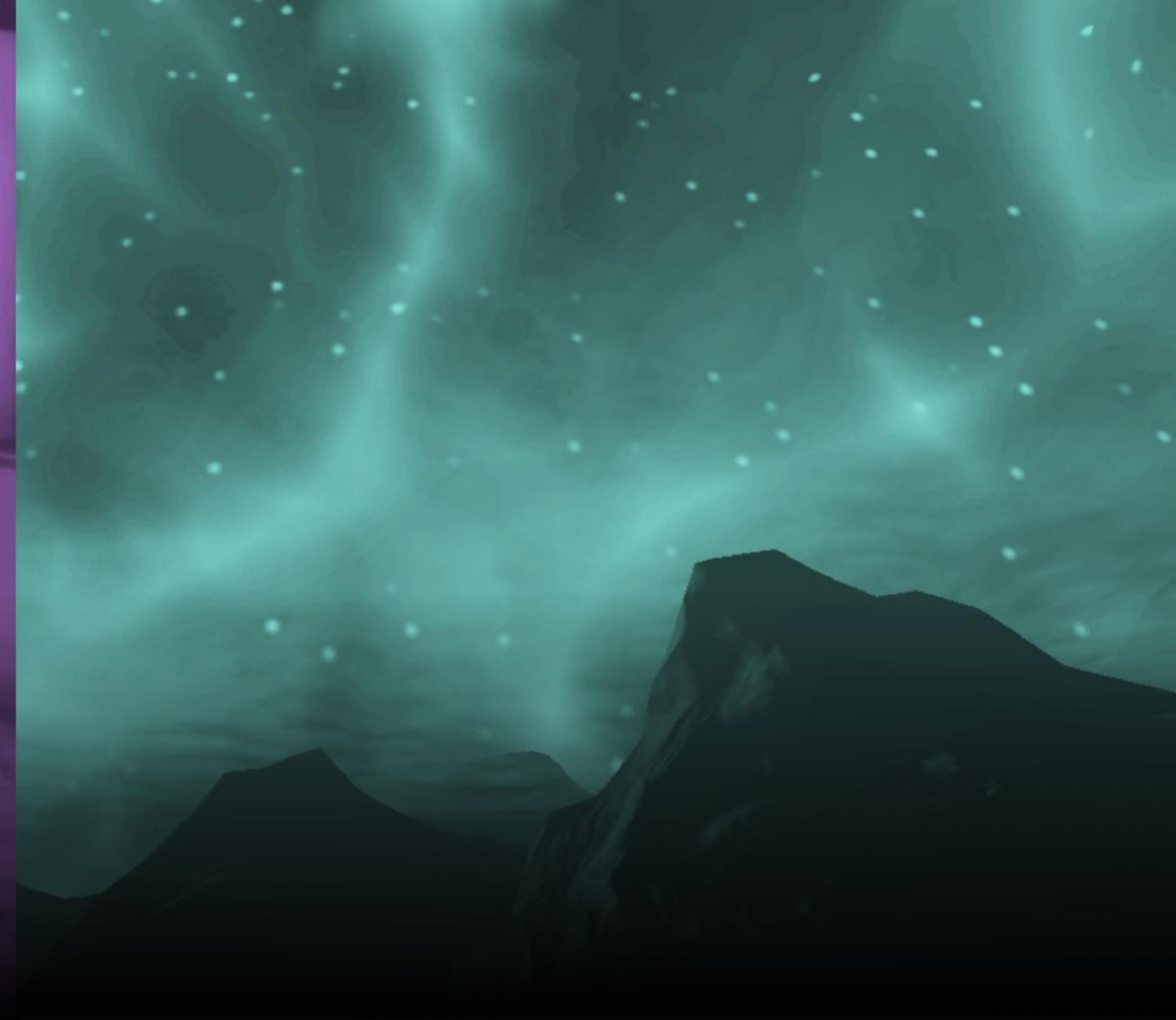
The most common method is to use willpower but this alone is not an effective method and relapses are common.



Sick of smoking

~~~~~ MAKING QUITTING EASY ~~~~

## Our product



## Combined solutions

We use different strategies to increase success rates:

- The treatment, our secret sauce, which gives a long-lasting aversion to tobacco after just five minutes
- The relax room, a calm environment for mindfulness training to overcoming cravings



I tried smoking twice and felt sick. I feel disgusted when someone smokes next to me.

- *Camille, smoke free after 2 treatments*

It tastes disgusting when I smoke, it does not taste the same anymore.

- *Daniel after 1 treatment*

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I totally lost the taste for cigarettes. I can't stand them.

- *Erik after 1 treatment*

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This was the first time I haven't smoked in 24 hours for over 40 years.

- *Anna after 2 treatments*

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Something has happened. I don't know what but it does not taste as good anymore.

- *Judith after 1 treatment*

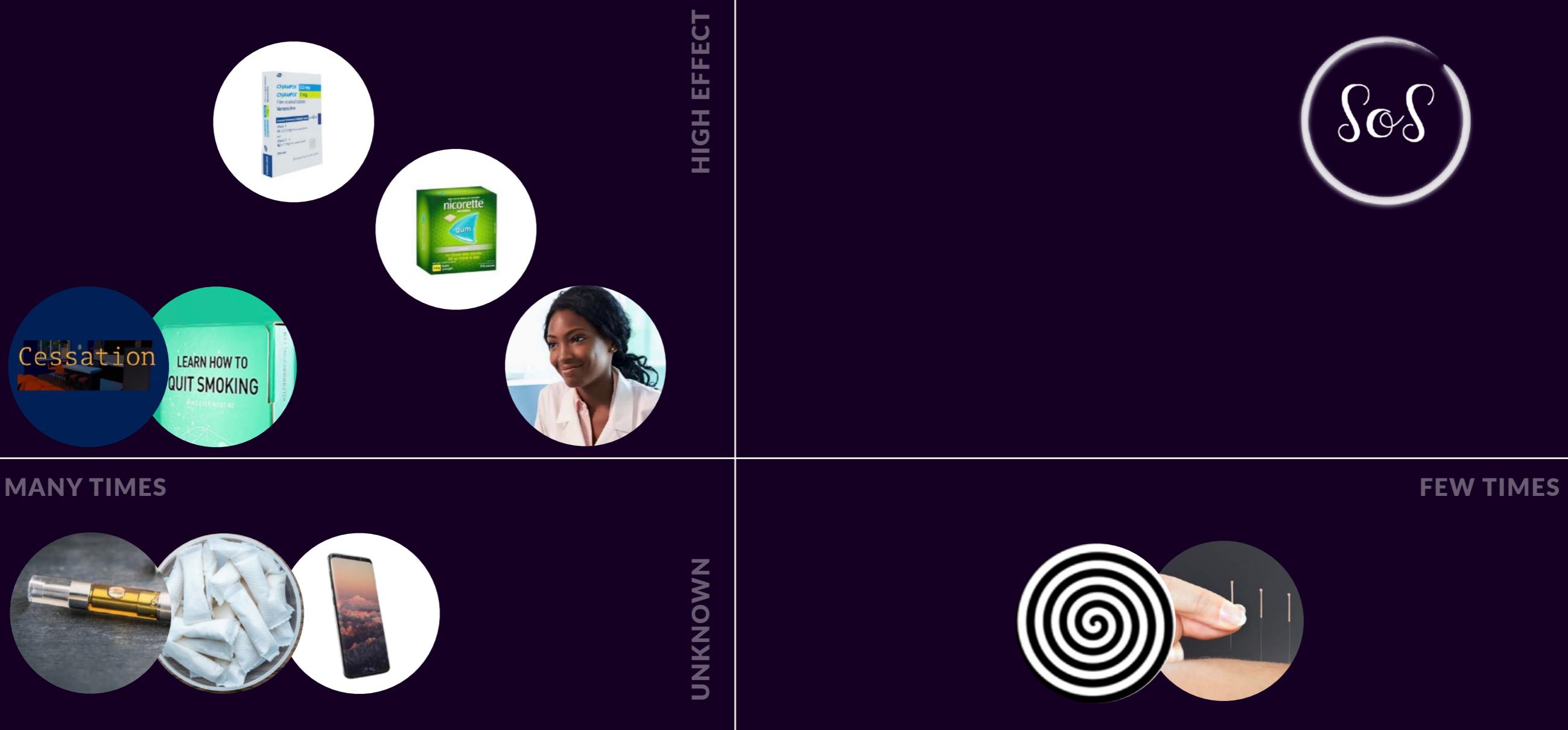
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Take my cigarettes, I don't want them anymore. I'm disgusted by the smell.

- *Sven after 3 treatments*

## Feedback

We are currently pilot testing our treatment with 30 test people of all ages and looking to expand the trials to Germany.



## Our competitors

## Our UVP

We are the only digital experience utilising an efficient biological mechanism to decrease the urge to use tobacco

## And also ...

- Combined solution
- Efficient to use (5 min x 3 treatments)
- Cost efficient

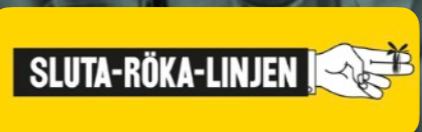


 STEAM®

 oculus



 kry

 SLUTA-RÖKA-LINJEN

 SATS

 AstraZeneca

 Previa

 FITNESS  
24  
SEVEN

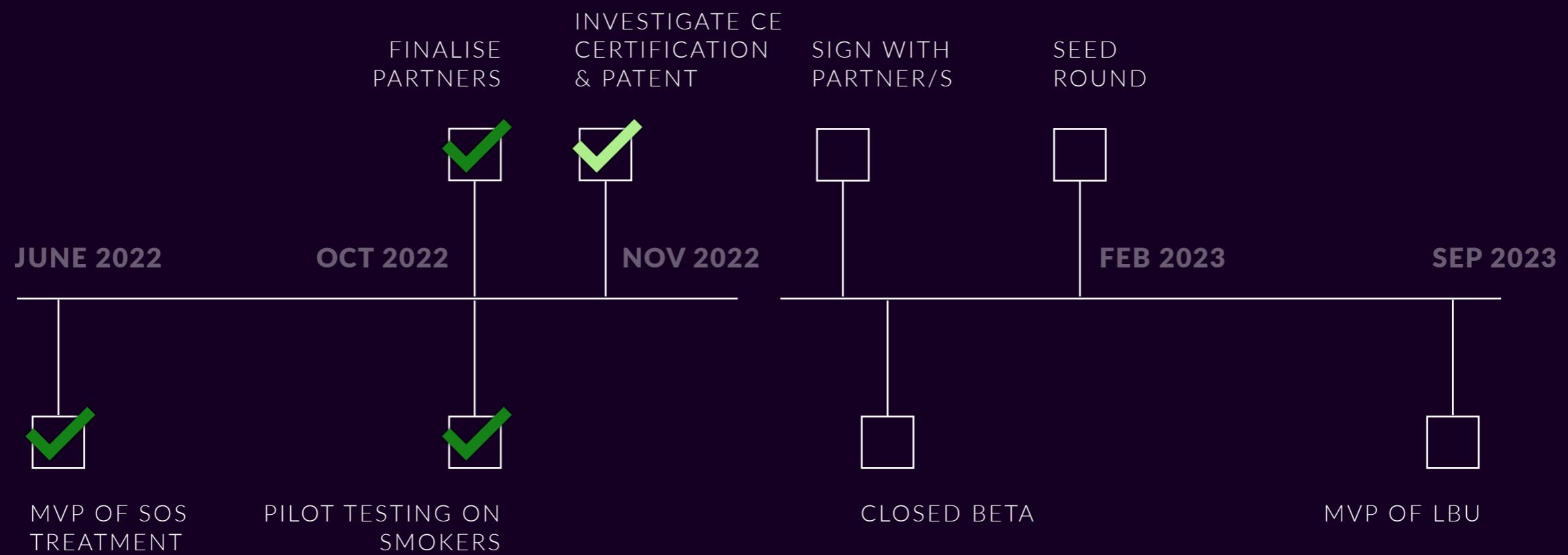
## Business model x 2

### Direct sales / B2C

We will also offer direct downloads via Steam and Oculus store to those who already have VR equipment at home.

### Partnerships / B2B

We are in dialogues with key digital healthcare actors and pharmaceutical companies. Next step is sport/health centres and gaming centers.



# Time plan

## Short-term plan

- Sign with partners
- Begin CE certification process
- Pursue patent
- Release software

## Long-term plan

- Release Little Big You late 2023
- Release VR products with novel medical effect every 6-12M

# Help us lift off!

| (SEK)        | 2023   | 2024   |
|--------------|--------|--------|
| DEVELOPMENT  | 1 900' | 4 600' |
| MARKETING    | 900'   | 1 400' |
| <b>TOTAL</b> | 2 800' | 6 000' |

We're looking for a seed of 3 - 5 MSEK for an 18 month runway.

For SoS, we aim for:

- Launch in Q1 2023
- 20 000 wish lists on Steam prelaunch
- 20% buy rate at launch
- 20 000 units sold 1st year

Little Big You will be launched late 2023.



**Sales**

**Costs**

**Result**

# An all-star team

## Jenny Cahier / CEO



Broad background within technical, marketing and data analytics areas. Jenny Cahier will build the company and team, as well as manage the product development.

## Tomás McKenna / CIO



A biotech/molecular biologist with a Phd in medical science, Tomás McKenna will guide the design of novel therapeutics as well as grow our financial network to fund future product development.

## Björn Merker / R&D



Our chief neuroscientist, an acclaimed veteran researcher with a PhD in psychology and brain science from MIT, will direct future R&D.

## Ingrid Salomonsson / CCO



With 20 years of experience from the digital media industry, Ingrid Salomonsson has worked in several roles - all related to sales, partnership management, business development and strategy.





# A diverse team

## With a unified purpose

- Equal balanced, both in gender as well as professional backgrounds in tech, business and research
- United by our goal to create democratised solutions that change people's lives for the better



## Reach out to us

### Try our demo

Mail us at  
[demo@mother.technology](mailto:demo@mother.technology) to  
check out Sick of Smoking or  
Little Big You.

### See you online

Keep updated by following us on  
Twitter, Twitch, Instagram,  
Discord or LinkedIn.

We look forward to meeting you!



# Mother.

Changing your mind for the better.

In collaboration with:

**Sting**

**almi**

*The leading ecosystem in the Nordics for startups  
with high growth potential.*