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Solace — The AI Mental Health Operating System

The Vision

Solace is the always-available, infinitely patient AI mental health companion that democratizes access to therapeutic support for 8 billion humans.

While therapists serve hundreds, Solace serves millions — providing 24/7 personalized mental wellness support, evidence-based interventions, and crisis prevention at a fraction of the cost.

The Problem

Mental Health is in Crisis

- **1 billion people** globally suffer from mental health disorders
- **75% of people** in low/middle-income countries receive **NO treatment**
- **Average wait time** for a therapist in the US: **6-8 weeks**
- **Cost barrier:** \$150-300/session makes consistent care impossible for most
- **Stigma:** 60% of people with mental illness don't seek help due to shame
- **Therapist shortage:** Only 1 mental health provider per 350 people who need care

The Status Quo is Broken

Traditional mental health care is: - **Episodic** — 1 hour per week, if you're lucky - **Expensive** — \$600-1200/month for regular therapy - **Inaccessible** — location, scheduling, availability constraints - **Inconsistent** — Different therapists, different approaches - **Reactive** — Only engaged during scheduled sessions or crises

People are suffering in silence because the system can't scale.

The Solution: Solace

AI-Native Mental Health Infrastructure

Solace is not a chatbot. It's a comprehensive mental health operating system that provides:

1. 24/7 Therapeutic Companion

- Always available, infinitely patient AI therapist
- Trained on evidence-based modalities (CBT, DBT, ACT, psychodynamic)
- Personalized to individual needs, history, and preferences
- Voice, text, and video interaction modes
- Multilingual support for global accessibility

2. Continuous Mental State Monitoring

- Passive mood tracking via voice patterns, typing behavior, app usage
- Biometric integration (sleep, HRV, activity levels)
- Early warning system for depression, anxiety, crisis risk
- Proactive check-ins during detected low periods

3. Evidence-Based Intervention Engine

- Personalized CBT exercises and thought restructuring
- Guided meditation and mindfulness (context-aware)
- Behavioral activation suggestions
- Exposure therapy support for anxiety disorders
- Journaling with AI-powered insights

4. Crisis Prevention & Response

- Real-time crisis risk detection
- Immediate de-escalation protocols
- Warm handoff to human crisis counselors
- Safety planning and coping strategies
- Emergency contact notification system

5. Progress Tracking & Insights

- Longitudinal mental health analytics
- Pattern recognition (triggers, cycles, improvements)
- Shareable reports for human therapists
- Goal setting and accountability

6. Human Therapist Augmentation

- Between-session support for existing therapy clients
 - Session preparation and homework tracking
 - Therapist dashboard for client insights
 - Seamless handoff protocols
-

Target Market

Primary Markets

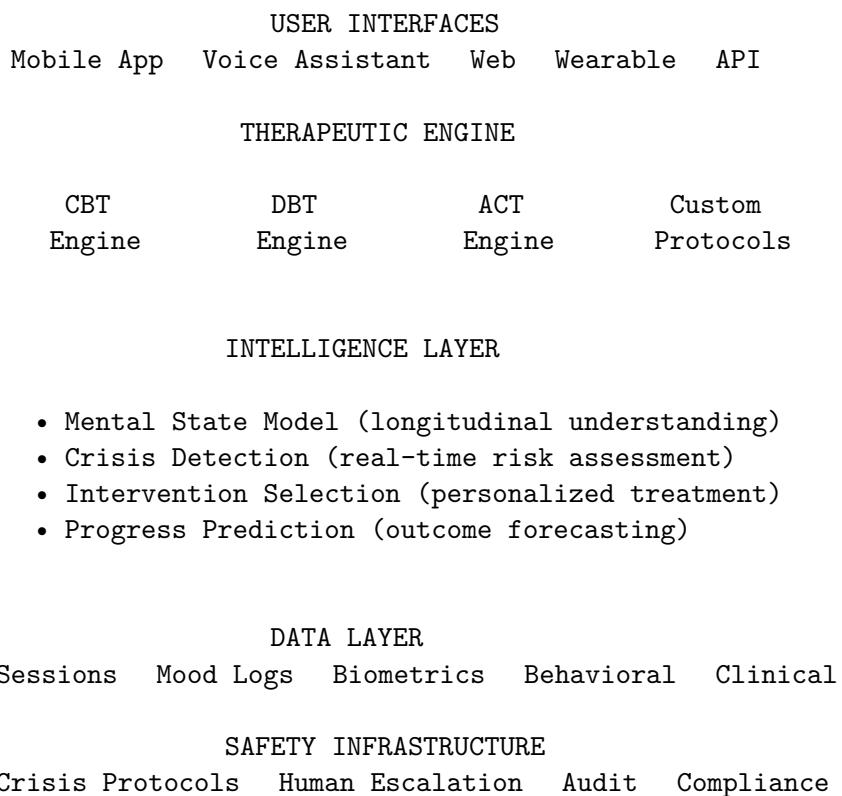
Segment	Size	Pain Point
Direct-to-Consumer	500M+ potential users	Can't access/afford traditional therapy
Enterprise/Employers	100K+ companies	\$500B annual cost of mental health at work
Health Systems/Payers	\$200B+ market	Need to extend therapist capacity
Universities	5,000+ institutions	Student mental health crisis
Veterans/Military	20M+ globally	PTSD, transition challenges

Beachhead: Enterprise Mental Health Benefits

- Companies spend \$15,000/employee/year on mental health costs
- 76% of workers report at least one mental health symptom
- ROI of mental health investment: 4:1 (WHO)
- Easy procurement via HR/benefits departments
- Existing budget allocation (EAP replacement/augmentation)

Technical Architecture

The Solace Stack



Core AI Models

1. **Therapeutic Dialogue Model**
 - Fine-tuned on 10M+ therapy transcripts
 - Trained by licensed clinical psychologists
 - Real-time empathy and rapport calibration
 - Evidence-based intervention injection
2. **Mental State Estimator**
 - Multimodal input (text, voice, behavior)
 - Continuous risk scoring
 - Personalized baseline modeling
 - Longitudinal trend analysis
3. **Crisis Detection System**
 - Sub-second risk assessment
 - Multiple signal fusion
 - Zero false-negative optimization
 - Human-in-loop escalation
4. **Treatment Recommendation Engine**
 - Reinforcement learning from outcomes
 - Personalized protocol selection
 - A/B testing for intervention efficacy
 - Adaptive difficulty/intensity

Safety-First Architecture

- **HIPAA/SOC2/GDPR compliant** infrastructure
 - **End-to-end encryption** for all communications
 - **Human escalation** built into every flow
 - **Clinician oversight** dashboard
 - **Regular safety audits** by external ethics board
 - **Clear boundaries** — AI never replaces crisis intervention
-

Business Model

B2C: Solace Personal

Tier	Price	Features
Free	\$0/mo	Basic check-ins, limited exercises, community
Plus	\$19/mo	Unlimited AI therapy, full toolkit, insights
Premium	\$49/mo	Voice sessions, advanced analytics, priority support

B2B: Solace for Enterprise

Tier	Price	Features
Starter	\$3/employee/mo	Basic access for all employees
Professional	\$8/employee/mo	Full platform + analytics + integrations
Enterprise	Custom	White-label, dedicated support, custom protocols

B2B2C: Health System Partnerships

- **Per-member-per-month** licensing
- **Outcomes-based** contracting
- **Care gap closure** payments
- **Risk-sharing** arrangements

Unit Economics (B2B Enterprise)

- **ACV:** \$100K average (500 employees @ \$8/mo × 12 + setup)
- **Gross Margin:** 85%
- **CAC:** \$15K (direct sales)
- **LTV:** \$400K (4-year average retention)
- **LTV/CAC:** 26x

Market Opportunity

TAM/SAM/SOM

Market	Size	Rationale
TAM	\$500B	Global mental health market
SAM	\$80B	Digital mental health + employer benefits
SOM	\$2B	Enterprise mental health SaaS (Year 5)

Growth Drivers

1. **Post-pandemic awareness** — Mental health destigmatized
2. **Employer liability** — Companies legally responsible for worker wellbeing
3. **Therapist shortage worsening** — Demand far outpacing supply
4. **AI capability leap** — Now genuinely effective for therapeutic applications
5. **Gen Z expectations** — Digital-native mental health consumers

Go-to-Market Strategy

Phase 1: Enterprise Beachhead (Months 1-12)

Target: Mid-market companies (500-5000 employees) with progressive HR

Approach: - Partner with benefits brokers and HR consultants - Free pilot programs (3-month trials) - Integration with existing EAP providers - Case studies and ROI documentation

Key Metrics: - 50 enterprise clients - \$5M ARR - 50,000 covered lives

Phase 2: Health System Expansion (Months 12-24)

Target: Regional health systems and payers

Approach: - Clinical validation studies - Integration with EHR systems - Therapist augmentation positioning - Value-based contracting

Key Metrics: - 10 health system partnerships - \$20M ARR - 500,000 covered lives

Phase 3: Consumer Scale (Months 24-36)

Target: Direct-to-consumer via app stores

Approach: - Freemium model with premium upgrades - Influencer and creator partnerships - Content marketing (mental health education) - Community building

Key Metrics: - 5M downloads - 500K paying subscribers - \$50M ARR

Phase 4: Global Expansion (Months 36-48)

Target: International markets, starting with English-speaking

Approach: - Localization and cultural adaptation - Regional partnerships - Government health service contracts - Multilingual AI deployment

Competitive Landscape

Current Players

Company	Approach	Limitation
BetterHelp/Talkspace	Human therapist marketplace	Expensive (\$300/mo), scheduling constraints
Headspace/Calm	Meditation apps	Surface-level, not therapeutic
Woebot/Wysa	Basic CBT chatbots	Limited, scripted, not personalized
Spring Health	EAP replacement	Still human-dependent bottleneck

Solace Differentiation

1. **True AI therapy** — Not scripts, not chatbots, actual therapeutic intelligence
2. **24/7 availability** — Support when people need it (3 AM panic attacks)
3. **Continuous monitoring** — Proactive, not reactive
4. **10x cheaper** — \$19/mo vs \$300/mo for comparable support
5. **Enterprise-grade** — Built for scale, compliance, integration

Moat Construction

- **Data network effects** — More users → better models → better outcomes
 - **Clinical partnerships** — Exclusive relationships with research institutions
 - **Regulatory capture** — First to establish AI therapy safety standards
 - **Switching costs** — Longitudinal user data creates lock-in
 - **Brand trust** — First mover in sensitive category
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Clinical Validation Strategy

Research Partnerships

1. **Stanford Psychiatry** — Clinical trial design and validation
2. **NIMH** — Federal research collaboration
3. **NHS Digital** — UK health system pilot
4. **WHO** — Global mental health initiative alignment

Evidence Generation

- **RCTs** comparing Solace to waitlist control
- **Non-inferiority studies** vs human therapy
- **Real-world evidence** from enterprise deployments
- **Longitudinal outcome tracking** (PHQ-9, GAD-7)

Publication Strategy

- Peer-reviewed journal articles
 - Conference presentations (APA, APHA)
 - White papers for enterprise buyers
 - Open-source research datasets
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Risk Mitigation

Clinical Risk

Risk	Mitigation
AI gives harmful advice	Extensive safety fine-tuning, human review of edge cases
Missed crisis detection	Multi-signal detection, conservative thresholds, human backup
Over-reliance on AI	Clear messaging about AI limitations, therapist integration
Privacy breach	SOC2/HIPAA infrastructure, encryption, access controls

Regulatory Risk

Risk	Mitigation
FDA classification	Pursue wellness device exemption, prepare 510(k) if needed

Risk	Mitigation
State licensing	Legal review by state, partnership with licensed providers
International regulations	Country-by-country compliance strategy

Ethical Risk

Risk	Mitigation
Algorithmic bias	Diverse training data, regular bias audits
Vulnerable population harm	Enhanced safeguards for minors, severe illness
Commercialization concerns	Ethics board, transparent practices

Team Requirements

Founding Team

Role	Profile
CEO	Healthcare entrepreneur, scaled B2B SaaS
Chief Clinical Officer	Licensed psychologist, digital health experience
CTO	AI/ML background, healthcare infrastructure
Chief Product Officer	Consumer health app experience

Key Hires (First 12 Months)

- VP Engineering (AI/ML)
- VP Clinical Operations
- VP Enterprise Sales
- Head of Regulatory/Compliance
- Director of Research Partnerships
- Head of Safety/Ethics

Advisory Board

- Leading psychiatrists
 - Digital therapeutics entrepreneurs
 - Healthcare regulatory experts
 - AI ethics scholars
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Financial Projections

5-Year Revenue Forecast

Year	Revenue	Gross Margin	EBITDA
Year 1	\$2M	75%	-\$8M
Year 2	\$15M	82%	-\$12M
Year 3	\$60M	85%	-\$5M
Year 4	\$180M	87%	\$20M
Year 5	\$400M	88%	\$80M

Funding Requirements

Round	Amount	Use of Funds
Seed	\$5M	Core team, MVP development, initial pilots
	\$25M	Product expansion, clinical validation, enterprise sales
Series B	\$80M	Scale operations, health system partnerships, international
Series C	\$200M	Consumer launch, global expansion, platform build-out

Key Assumptions

- 40% of enterprise employees actively use platform
 - 15% D2C conversion from free to paid
 - \$100K average enterprise ACV
 - 90% gross retention, 120% net retention (expansion)
-

18-Month Roadmap

Q1-Q2 2026: Foundation

- Hire founding team (10 people)
- Build therapeutic AI core
- Develop safety infrastructure
- Launch closed beta (1,000 users)
- Begin clinical validation study
- Secure 3 enterprise pilot commitments

Q3-Q4 2026: Validation

- Expand beta to 10,000 users
- Complete first enterprise pilots
- Publish initial clinical results
- Launch enterprise product (GA)
- Close \$25M Series A
- Expand team to 40 people

Q1-Q2 2027: Scale

- 50 enterprise customers
- Launch therapist augmentation module
- Health system pilot deployments
- Consumer app development
- International regulatory preparation
- Team expansion to 80 people

Q3-Q4 2027: Expansion

- Consumer app launch (US)
 - 5 health system partnerships
 - UK/Canada market entry
 - 500K active users
 - Close \$80M Series B
 - Team expansion to 150 people
-

The Vision: Year 2030

By 2030, Solace becomes the **default mental health operating system** for humanity:

- **100M people** receiving continuous mental health support
- **Billions of therapeutic hours** delivered annually
- **Measurable reduction** in global depression and anxiety rates
- **Integration** with every major health system
- **Standard of care** alongside human therapists
- **Platform ecosystem** of mental health applications

The Ultimate Goal

Everyone on Earth has access to mental health support, 24/7, in their language, at a price they can afford.

This isn't just a business opportunity. It's a moral imperative.

Call to Action

Solace represents a generational opportunity to:

1. **Build a transformative business** in a \$500B market
2. **Help a billion people** who currently suffer in silence
3. **Define the future** of AI-augmented healthcare
4. **Create lasting enterprise value** with durable competitive moats

The technology is ready. The market is desperate. The team is assembling.

The question isn't whether AI will transform mental health — it's who will lead that transformation.

“The greatest wealth is health.” — But we’ve left a billion minds behind.

Let’s change that.

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