



OUR VISION:

We at the International Center Of Functional Resilience believe that every human being can provide mental first aid, after learning the adequate skills.

Our mission is to improve our world's functional resilience and raise the awareness regarding the need of mental first aid.

Currently, we teach the Six c's model through instructors in both online and in in-person classes.

OUR MANAGMANT TEAM:

Dr. Moshe Farchi, PhD – Co-founder & President: the developer of the Six c's model.

Dr. Farchi is an expert in the fields of acute trauma, emergency mental health intervention, Psychological First Aid (PFA) and psychological inoculation, among other fields associated with PFA protocols. Dr. Farchi is the Head of the Social Work Department at Kiryat Shmona University

Colonel (Res.) Itai Peleg, Co-founder & CEO

An expert in the fields of emergency preparedness, crisis management, command and control and exercise planning.

Shira Doron Livne, LCSW, COO

ICFR's Head Trainer and Director of Training and Customer Relations and is a senior Clinical Social Worker in Israeli health institutions.

Mrs. Doron Livne has a Master's degree in Clinical Social Work from the Tel Aviv University, with a specialization in Stress and Trauma.

Eng. Sagi Peleg, CTO.

Head of the technological development Sagi Has a B.Sc. in Electrical Engineering from the University of Ben-Gurion.

Mastering the Six C's model (Israel's national model for psychological first aid -PFA) can dramatically reduce mental stress during a traumatic event, increase one's ability to effective coping and, according to research, greatly reduce the chances of developing PTSD due to a traumatic event.

CHALLENGES:

1. Every year millions of people experience traumatic events, whether on duty or not, and lack the necessary mental coping tools. Moreover, many are unaware of what mental first aid is, and of the far-reaching consequences of operating by mental first aid methodology/model.
2. In order to implement the model in real time, people sometimes need guidance, support and feedback to effectively use the model.
3. intuitive mental help is normally emotional and wrong, improper mental first aid can cause harm.

SOLUTION:

The Six C's Model comprises of six guiding principles: Control, Commitment, Communication, Cognition, Continuity, Challenge.

We are building the Six C's Model app that will contain an **e-learning module**, a **practicing tool** and a **real time** mental first aid instructor.

The e-learning will be interactive, and the user could ask open-ended questions.

The app will provide different levels of instruction tailored to different populations and will be affordable to use. All of the stated above will be developed using AI and Machine Learning tools.

The use in the app will increase one's self efficacy in navigating successfully through traumatic and stressful events.

MARKET OPPORTUNITY:

1. There is no similar app on the market.
2. Our Six C's Model is essential for all people and all organizations around the world regardless of size and area of operation. Efforts will be made to mandate this e-learning by law in every organization.

BUSSINESS MODEL:

Yearly subscription to the app that will include all the stated above.

Various plans will be available based on the depth of engagement, and adjustable plans to big enterprises.

TRACTION:

We are nowadays a profitable company who teaches the Six C's model extensively all around the country and in a few locations abroad in both online and in in-person classes.

GO TO MARKET STRATEGY:

Initial target market will be first responders, health organizations, public transportation companies, educational staff, armies, whom all need this daily knowledge and support in order to do their job appropriately and maintain their mental health. The focus will be in the U.S and Europe with overall potential population of tens of millions.

COMPETETIVE ADVANTAGE:

1. Experience in teaching the model.
2. The six c's model is Israel's PFA national model.
3. The developer of the model Dr. Farhi is head of our company
4. We have the capability to conduct academic research.

Come join us in our quest to make the world a safer place