



# WellTrack

Interactive Self-Help Therapy



**WellTrack provides interactive online self-help therapy to assist with stress, anxiety, and depression.**



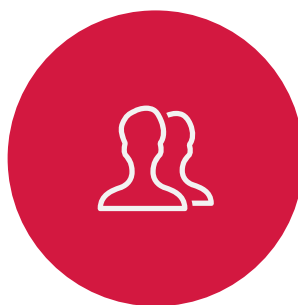
**\$200 billion is spent every year on mental healthcare  
25% of the American population suffer**

# 50% OF HIGHER EDUCATION STUDENTS SUFFER

Universities use WellTrack to deal with  
overwhelming utilization of campus services



Increased utilization &  
decreased resources



Public Perception



Tuition from first year dropouts

## CURRENT CUSTOMERS

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Our customers are well known brands that allow us  
to build credibility and trust



**PennState**

UC San Diego

**BOSTON  
COLLEGE**

Students access self-help therapy that is completely computerized, record their mental health data, and share it with a counselor.

- Stress module
- Anxiety module
- Depression module
- Mood tracker
- Calendar
- Thought diary
- Zen Room
- Community
- Challenges
- User Dashboard



# STUDENT GRADUATES

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But what happens when students graduate and see a therapist in private practice?



## DISRUPTIVE MODEL

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Students pay \$10/month to maintain access to their data and share it with a private therapist



Therapists pay nothing and become part of our referral network.



# COMPETITION DEFENCE

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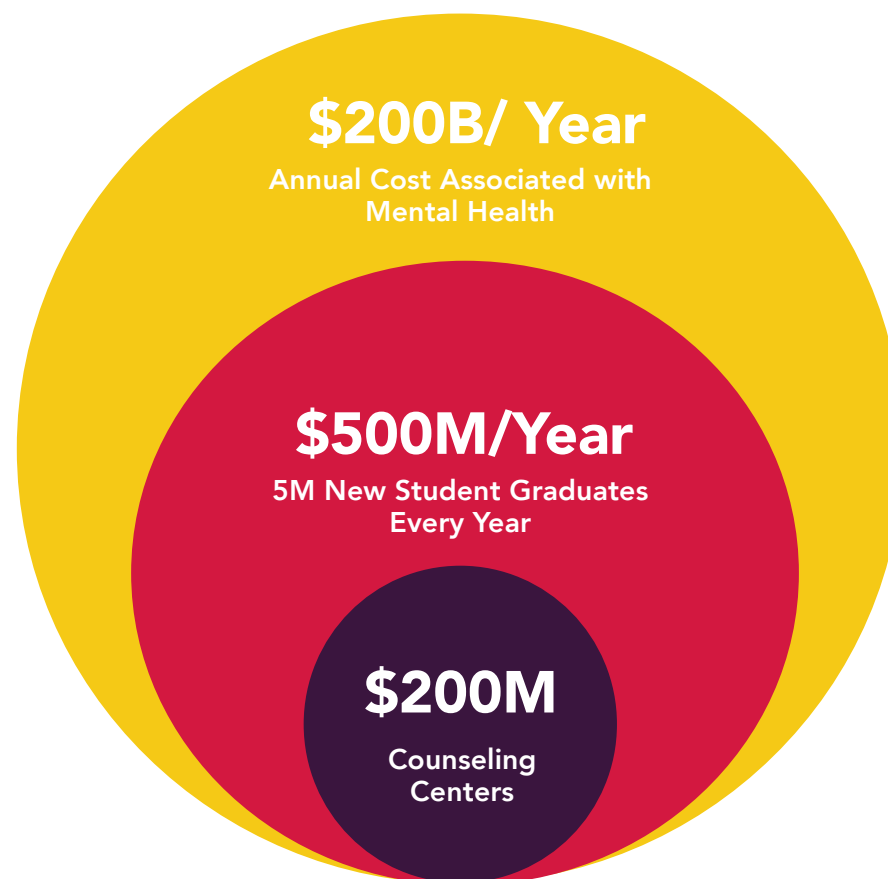
Universities are **paying us** to build our pipeline. We have years of intelligence allowing us to decrease our CAC for student graduates. Something our competition doesn't have.

# MARKET OPPORTUNITY

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## TAM & SAM

- Total adressable market
  - Direct to Student Graduates
  - Segment currently served
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## TRACTION

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\$530,000 ARR



50 Paying Customers



4X Increase in Monthly  
Sales Opportunities



**PennState**

UC San Diego

**BOSTON  
COLLEGE**

# TEAM

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Together the co-founders brought WellTrack  
from 0 to 50 customers and \$530,000 ARR



**DARREN PIERCEY**

Co-Founder - CEO

Professor of psychology



**NATASHA O'BRIEN**

Co-Founder - COO

Business background in  
previous startup



**JEREMIE BOURQUE**

CTO

Full Stack Developer

# PROJECTIONS

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	2018	2019
Customers	103	380
ARR	\$2.6M	\$11M
Operating Expenses	\$1.8M	\$3.5M
EBITDA	\$800K	\$6.5M



# We are raising a pre-series A round of \$1.500.000

If you are interested in taking advantage of this opportunity, I'd love to talk to you.





# THANK YOU



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## WEBSITE

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