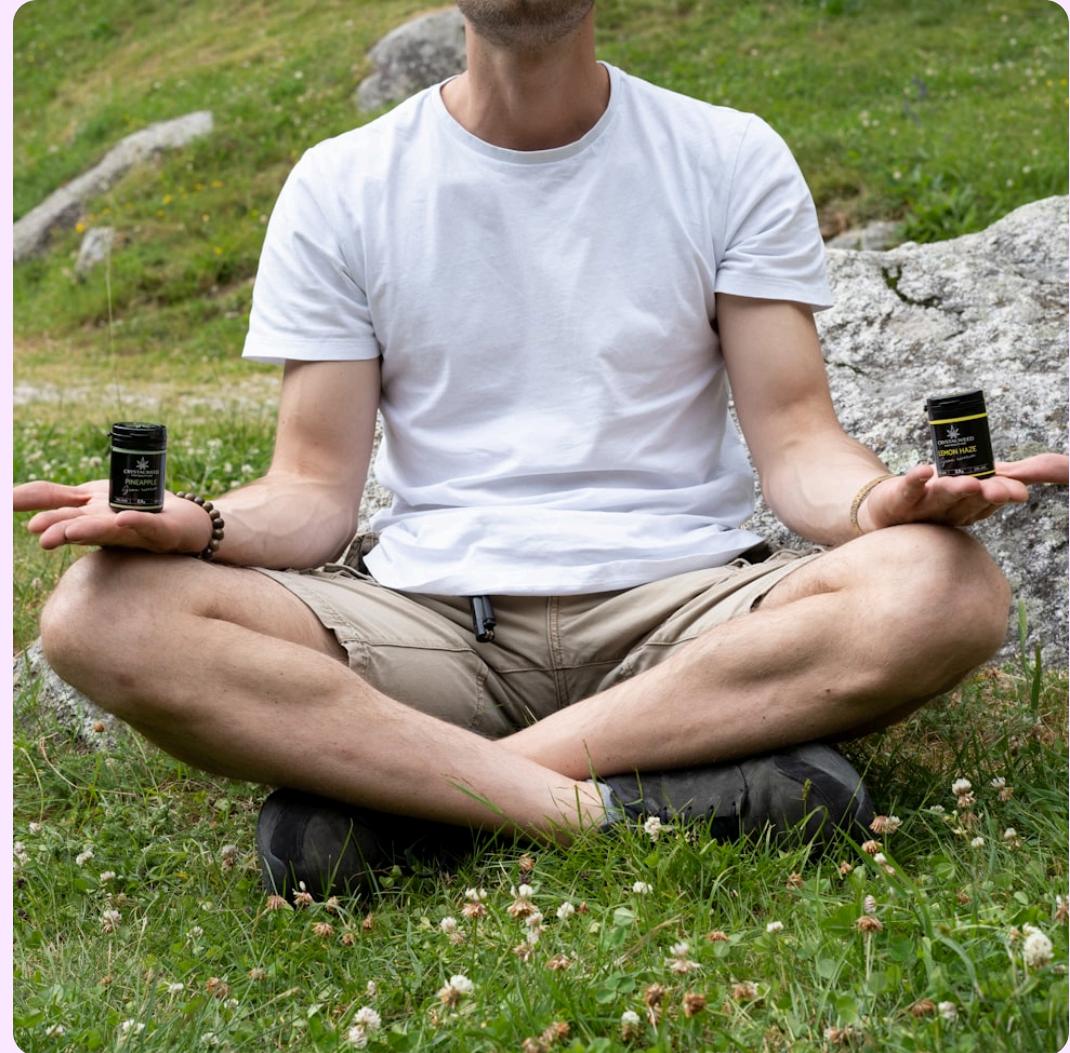


Introduction: MindNest AI Vision

MindNest: Making mental health support accessible, affordable, and stigma-free for everyone through AI-powered personalization and comprehensive care.



The Problem: Untreated Mental Health

A significant portion of the Indian population suffers from mental health issues, yet most do not receive adequate treatment due to cost, accessibility, and stigma.

01 High Prevalence

Approximately 1 in 4 Indians experience anxiety or depression, revealing a substantial need for mental health support and intervention strategies.

02 Treatment Gap

Over 80% of those suffering from mental health issues do not receive any form of treatment, highlighting critical barriers to accessing care.

03 Therapy Barriers

Therapy is often expensive, inaccessible in rural areas, and stigmatized, preventing many from seeking the help they need to improve their mental well-being.

MindNest's Solution: Personalized AI Support

MindNest provides accessible and personalized mental health support through an AI companion, on-demand therapists, and tailored care plans.

01 AI Companion

An AI chatbot trained on CBT principles offers daily check-ins, mood tracking, and journaling, providing immediate and personalized support and guidance.

02 On-Demand Therapists

Affordable subscription model allows users to access qualified therapists on-demand, removing financial and geographical barriers to mental health care.

03 Personalized Care

AI mood analysis, lifestyle data, and behavioral patterns are used to create personalized care plans, ensuring targeted and effective mental health support and interventions.

Product Demo: AI-Powered Mental Wellness

MindNest offers a comprehensive suite of AI-driven tools and therapist access to support users' mental wellness journey from initial assessment to ongoing care.

01 Emotional Quiz

Users begin by completing an emotional wellness quiz, which helps to create a baseline understanding of their mental health status and needs.

02 Daily AI Check-ins

The AI chatbot checks in daily, offering support, listening actively, and providing science-backed tips to manage stress and improve mood effectively.

03 Escalation Protocol

The AI system is designed to detect risk signs and escalate cases to human therapists when necessary, ensuring timely and appropriate intervention.

Market Opportunity: India's Mental Wellness

The mental health market presents a significant opportunity, particularly in India, driven by rising awareness, burnout, and the adoption of remote work.

01 Global Market Size

The global mental health market is valued at over \$400B, indicating substantial worldwide investment and demand for mental health solutions.

02 Indian Market Size

India's mental wellness market exceeds ₹10,000 Cr, reflecting a growing awareness and acceptance of mental health support and services within the country.

03 High Traction Areas

Tier 1 & 2 cities show high traction due to increased awareness, burnout, and remote work lifestyles, creating a strong demand for accessible mental health solutions.

Business Model: Freemium and B2B

MindNest operates on a freemium model with B2B partnerships, providing multiple revenue streams and accessible mental health solutions for individuals and organizations.

01 Freemium App

The free version offers daily check-ins, AI tips, and mood tracking, providing a basic level of mental health support to a wide user base effectively.

02 Pro Subscription

The Pro version, priced at ₹299/month, includes therapist access, AI insights, and a full therapy suite, offering comprehensive mental health support and services.

03 Corporate Partnerships

MindNest partners with HR teams to offer corporate wellness programs, providing mental health solutions to employees and generating B2B revenue streams effectively.

Traction: Impressive User Growth & Ratings

MindNest has achieved significant user growth, high app ratings, and successful therapy sessions, demonstrating the effectiveness and appeal of its mental health platform.

01 50,000+ Users

The platform has acquired over **50,000** users in just 6 months, demonstrating rapid adoption and strong market interest in MindNest's mental health solutions.

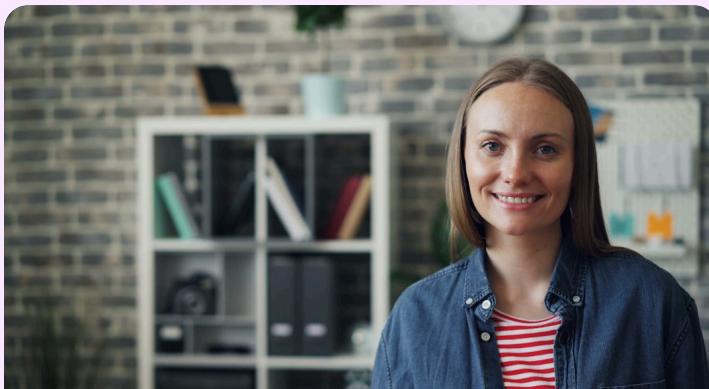
02 High App Rating

MindNest boasts a **4.7**-star average app rating, reflecting high user satisfaction and positive feedback on the platform's features and support quality.

03 1,000+ Sessions

Over **1,000** therapy sessions have been conducted, indicating the platform's effectiveness in providing accessible and valuable mental health support.

Meet the Team: Experts in Mental Health



Ayesha Khan

Founder & CEO, Clinical
Psychologist + Ex-Headspace



Rohit Mehra

CTO, NLP/AI expert, ex-Swiggy AI
team



Dr. Anita Verma

Lead Psychologist, 15 yrs
experience, M.Phil in Clinical
Psychology

Go-to-Market: Influencer & College Outreach

MindNest employs influencer-led campaigns, collaborations with colleges and HR teams, and in-app referrals to expand its reach and user base.

01 Influencer Campaigns

Utilizing influencer-led campaigns on platforms like YouTube and Instagram to promote mental health awareness and MindNest's solutions effectively.

02 College Collaborations

Partnering with colleges and startup HR departments to conduct mental health drives and offer MindNest's services to students and employees proactively.

03 Referral Program

Implementing an in-app referral program and gamified journaling to encourage user engagement and drive organic growth through word-of-mouth marketing.

Funding Ask: Scaling Mental Wellness

MindNest is seeking ₹3 Cr (~\$360,000) in seed funding to expand its therapist network, scale its AI/NLP infrastructure, and reach more users and corporate clients.

01 Expand Network

Funds will be used to expand the therapist network, ensuring more users have access to timely and effective mental health support and professional guidance.

02 Scale Infrastructure

Investment will scale AI/NLP infrastructure, enhancing the platform's ability to provide personalized care, insights, and support to a growing user base.

03 Increase Reach

The goal is to reach 5L+ users and 100+ corporate clients, making mental health support more accessible and impactful across diverse communities and organizations.

Closing: Your Quiet Place to Grow

MindNest: Providing a quiet space for individuals to breathe, reflect, and grow in a world full of noise through personalized and accessible mental health support.

