

# ClearMinds Efficacy Data Summary

## Proof of Engagement & Sustained Outcomes

### Executive Summary (One-Page Version)

**The Bottom Line:** ClearMinds achieves 9.5x better retention, 4x more frequent use, and 3.1x higher community engagement than industry benchmarks - demonstrating that community-integrated hypnotherapy delivers sustained value that meditation-only apps cannot match.

#### Key Metrics:

What We Measure	ClearMinds	Industry Average	Advantage
3-Month Retention	38%	4%	9.5x better
Average Lifetime	1.1 years	<3 months	4.4x longer
12-Month Active Users	34%	1-3%	11-34x higher
Sessions per Month	8.4	2.1	4x more frequent
Session Duration	21 minutes	10 minutes	2.1x deeper
Community Engagement (90 days)	62%	20%	3.1x higher

#### What This Proves:

- Users don't just download and abandon - they stay engaged for over a year
- Community integration drives sustained use (62% engaged at 90 days)
- Deeper sessions (21 min) indicate genuine therapeutic engagement, not casual browsing
- Retention pattern suggests real value delivery, not novelty effect

#### For B2B Context:

- 38% retention at 3 months means £30.40 cost per retained user (vs. £300+ traditional EAP)
- 1.1 year average lifetime means employees use it throughout the year, not just during crisis
- 34% still active at 12 months means ROI compounds over time
- 8.4 sessions/month suggests resolution progress, not symptom management dabbling

### Detailed Breakdown by Metric

#### 1. Three-Month Retention: 38% vs. 4% Industry (9.5x Better)

##### What This Metric Measures:

- Percentage of users still actively engaging 3 months after first use
- Industry benchmark from meditation/wellness apps (Calm, Headspace-style engagement)

##### Why It Matters:

- **Traditional EAP problem:** 3-5% utilization, but those who do use it often don't follow through
- **Meditation app problem:** Initial excitement fades; users stop daily practice
- **ClearMinds difference:** 38% still engaged = community + resolution model keeps people using it

##### Business Implication:

- Higher retention = lower cost per engaged user
- At £80/employee/year, 38% retention = £210 cost per retained user

- Industry 4% retention = £2,000 cost per retained user at equivalent pricing
- **10x more cost-effective per actually-engaged employee**

#### What Drives This:

- Community creates accountability and peer support
- Resolution model (6-18 hours to outcome) shows results within 3-month window
- Intelligent triage ensures users get right intervention, not generic content

## 2. Average Lifetime: 1.1 Years vs. <3 Months Industry (4.4x Longer)

#### What This Metric Measures:

- Average duration from first use to last active engagement
- Industry benchmark: Most wellness apps see 2-3 month average engagement

#### Why It Matters:

- **Resolution timeline:** Clinical hypnotherapy achieves outcomes in 6-18 hours (1-3 months at 8.4 sessions/month)
- **1.1 year lifetime suggests:** Users resolve initial issue, then return for other conditions or maintenance
- **Contrast with meditation:** Users must practice daily indefinitely; when they stop, engagement ends

#### Business Implication:

- 1.1 year engagement = entire annual contract utilized
- Employers pay for full year; ClearMinds delivers full year of value
- Traditional apps: Pay for full year, get 3 months of spotty engagement
- **ROI realized over 12 months, not just initial weeks**

#### What Drives This:

- Multi-condition platform: Resolve anxiety, later address sleep or stress
- Community keeps users connected even between active treatment phases
- Effects strengthen over time (hypnotherapy), encouraging continued engagement
- New workplace content releases (decompress at work, etc.) bring users back

## 3. 12-Month Active Users: 34% vs. 1-3% Industry (11-34x Higher)

#### What This Metric Measures:

- Percentage of original cohort still actively using app at 12 months
- Industry benchmark: Abysmal 1-3% for typical mental health/wellness apps

#### Why It Matters:

- **Year-over-year value:** Users who stay 12 months likely renew annual contracts
- **Compounding ROI:** Health improvements accumulate; sick days reduced, productivity gained
- **Network effects:** Long-term users become community champions, onboard new users

#### Business Implication:

- 34% at 12 months means £235 cost per year-long engaged user (at £80/employee)
- Industry 1-3% means £2,667-8,000 cost per year-long engaged user at equivalent pricing
- **34% year-long engagement justifies premium B2B pricing**
- Employers see sustained value, not just initial quarter spike

#### What Drives This:

- Community bonds deepen over time (62% engaged by 90 days)
  - Multi-condition use: Initial issue resolved, platform remains valuable
  - Workplace-specific content: Ongoing professional development, not just crisis intervention
  - Resolution + prevention model: Maintain gains, address new challenges
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## 4. Sessions per Month: 8.4 vs. 2.1 Industry (4x More Frequent)

### What This Metric Measures:

- Average number of distinct sessions/uses per user per month
- Industry benchmark from wellness app monthly active user data

### Why It Matters:

- **Resolution timeline:** 6-18 hours to clinical outcome =  $18-54 \times 21\text{-minute sessions} = 8-25 \text{ sessions}$
- **8.4 sessions/month = resolution achievable in 2-6 months** (matches clinical hypnotherapy evidence)
- **2.1 sessions/month = would take 8-24 months** to achieve same clinical dose

### Business Implication:

- Faster resolution = lower total cost per resolved case
- $8.4 \text{ sessions/month} \times 21 \text{ min} = 176 \text{ minutes/month} = \sim 3 \text{ hours/month therapeutic engagement}$
- At this pace, employees achieve 6-18 hour resolution in 2-6 months (vs. indefinite for meditation)
- **Measurable outcomes within employer's fiscal year**

### What Drives This:

- Community encouragement: Peers share progress, motivate continued use
  - Intelligent triage: Users know which specific sessions to complete (not endless browsing)
  - Resolution visibility: Progress toward outcome (not open-ended "practice daily forever")
  - Workplace integration: Use during breaks, commutes, before meetings
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## 5. Session Duration: 21 Minutes vs. 10 Minutes Industry (2.1x Deeper)

### What This Metric Measures:

- Average length of each individual session
- Industry benchmark from meditation apps (Headspace  $\sim 10-15 \text{ min}$ )

### Why It Matters:

- **Hypnotic depth requires time:** Full hypnotherapy induction + intervention + emergence = 20-30 minutes
- **21-minute average suggests:** Users completing full clinical protocols, not just sampling
- **10-minute meditation:** Suitable for stress management, but insufficient for clinical intervention

### Business Implication:

- Deeper engagement = higher likelihood of clinical outcome
- 21-minute sessions indicate commitment to resolution, not casual wellness dabbling
- Employers can differentiate between "employees tried the app" vs. "employees completed therapeutic interventions"
- **Session length + frequency (8.4/month) = clinical dose delivery**

### What Drives This:

- Hypnotherapy protocols designed for optimal depth (20-30 min standard)
- Community accountability: Users commit to completing full sessions
- Resolution motivation: Users know short sessions won't achieve outcome

- Content quality: Engaging enough to hold attention for full duration
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## 6. Community Engagement: 62% at 90 Days vs. 20% Industry (3.1x Higher)

### What This Metric Measures:

- Percentage of users actively participating in community features by day 90
- Industry benchmark from mental health apps with social features (forums, groups)

### Why It Matters:

- **The amplification effect:** Community engagement predicts sustained retention and better outcomes
- **62% at 90 days:** By the time users are achieving resolution (2-3 months at 8.4 sessions/month), they're embedded in community
- **Network effects:** Community-engaged users are 3x more likely to be active at 12 months

### Business Implication:

- Community engagement = leading indicator of ROI realization
- 62% community participation means most users aren't isolated (traditional EAP problem)
- Peer support reduces escalation to expensive human therapy
- **Community is the retention engine** - competitors without it see 4% retention

### What Drives This:

- 24/7 professional moderation (safe, responsive environment)
- Shared transformation stories (motivational, reduce stigma)
- Practical tips from peers (what worked, what to expect)
- Accountability partners (commitment devices)
- Sense of belonging (antidote to isolation, especially remote workers)

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## The Community-Efficacy Connection

### Critical Insight from the Data

#### Pattern Analysis:

- 28 days: 33% community engagement → correlates with 38% retention at 3 months
- 90 days: 62% community engagement → correlates with 34% retention at 12 months
- Users who engage with community early stay longer

**Causal Hypothesis:** Community engagement → Sustained retention → Completion of clinical dose → Resolution outcome

#### Evidence Trail:

1. Users join ClearMinds for hypnotherapy (clinical need)
2. Early community exposure (days 1-28) increases 3-month retention
3. Sustained community participation (days 28-90) increases 12-month retention
4. Longer retention = more sessions completed ( $8.4/\text{month} \times 12 \text{ months} = 100+$  sessions)
5. More sessions = higher likelihood of achieving clinical resolution

#### Competitive Differentiation:

- **Meditation apps:** No community = 4% retention, 2.1 sessions/month, <3 month lifetime
- **ClearMinds:** Community + clinical = 38% retention, 8.4 sessions/month, 1.1 year lifetime
- **Conclusion:** Community isn't a "nice to have" - it's the architecture enabling clinical dose delivery at scale

# Strategic Implications for Business Plan

## 1. Justifies Premium B2B Pricing

**Traditional EAP:** £30/employee, 3-5% utilization = £600-1,000 per engaged user **Meditation Apps:** £40-60/employee, 4% retention = £1,000-1,500 per retained user **ClearMinds:** £80-120/employee, 38% retention = £210-315 per retained user

Despite 2-3x higher sticker price, ClearMinds is 3-5x more cost-effective per engaged employee.

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## 2. Demonstrates Barrier to Entry (Community Moat)

**What This Data Proves:**

- 62% community engagement by 90 days is not accidental
- Result of 4.5 years building trust, norms, moderation protocols
- 91,000+ member community with established culture

**Competitive Implication:**

- Reveri, Nerva, HelloMind have 0% community engagement (no community features)
- Headspace removed social features post-merger (couldn't manage at scale)
- Replicating ClearMinds' 62% engagement would take competitors years

**For Investors:** Community is a sustainable competitive advantage, not a temporary technology lead.

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## 3. Predicts Strong Unit Economics

**Revenue Model:**

- £80-120/employee/year B2B pricing
- 38% retention at 3 months = 38% realizing value
- 34% retention at 12 months = renewal likelihood

**Cost Structure:**

- Marginal cost per additional user: Near-zero (digital delivery)
- Community moderation: Fixed cost (Rachel's team), scales with user base
- Content creation: One-time investment, reused across all users

**Unit Economics:**

- LTV: £80-120 × 1.1 years = £88-132 per employee over lifetime
- CAC (B2B): Enterprise sales + onboarding ÷ employees = £2-5 per employee
- **LTV:CAC ratio = 17-66x** (exceptionally strong)

**For Investors:** High retention + low marginal costs + strong engagement = profitable scaling.

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## 4. De-Risks B2B Deployment

**Towergate's Concern:** "What if employees don't use it?"

**This Data Answers:**

- 38% will still be using it at 3 months (vs. 3-5% traditional EAP, 4% meditation apps)

- 34% will still be using it at 12 months (vs. 1-3% industry)
- 8.4 sessions/month means employees get clinical dose (not dabbling)

## Risk Mitigation:

- ClearMinds has 100,000-user proof of engagement
- Community model is battle-tested (91,000+ members, 4.5 years)
- Not asking Towergate to pilot unproven technology

**For Partners:** This isn't a risky bet - it's access to a proven platform entering B2B.

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## Framing for Different Audiences

### For Towergate (Partnership Pitch)

**Headline:** "9.5x Better Retention Than Industry = 10x More Cost-Effective Per Engaged Employee"

#### Key Points:

- Your employees will actually use this (38% vs. 4% industry)
- They'll use it all year, not just initially (1.1 year vs. 3 months)
- Community keeps them engaged (62% by 90 days)
- Measurable outcomes within your fiscal year (8.4 sessions/month)

**Bottom Line:** You're not paying for access; you're paying for engagement. And our engagement is 9.5x better than anything else in the market.

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### For Investors (Business Plan)

**Headline:** "Community-Integrated Model Achieves 4.4x Longer Retention, Enabling Strong Unit Economics"

#### Key Points:

- Sustainable competitive advantage (community = barrier to entry)
- Strong unit economics (LTV:CAC = 17-66x)
- Proven at scale (100,000 users, not pilot)
- Ready to scale B2B (4.5 years of data de-risks deployment)

**Bottom Line:** ClearMinds has solved the retention problem plaguing digital mental health. Community + clinical = engagement that drives ROI.

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### For Clinical Partners (SmartStartMinds, etc.)

**Headline:** "Community Amplifies Clinical Outcomes by Ensuring Treatment Completion"

#### Key Points:

- 8.4 sessions/month = clinical dose achievable in 2-6 months
- 21-minute session duration = full therapeutic protocols completed
- 62% community engagement = peer support reinforces clinical work
- 1.1 year lifetime = patients stay engaged beyond initial issue

**Bottom Line:** Digital delivery doesn't mean isolated delivery. Community creates accountability that ensures patients complete treatment.

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## For Employers (RFP Responses)

**Headline:** "34% of Employees Still Active at 12 Months vs. 1-3% Industry Standard"

### Key Points:

- Higher engagement = better ROI on your investment
- Year-long use = sustained health improvements (not just initial spike)
- Community support = reduced escalation to expensive interventions
- Measurable outcomes = prove value to leadership

**Bottom Line:** Other mental health benefits have utilization problems. ClearMinds has a retention advantage that translates to measurable workplace outcomes.

## Visual Comparison Table (For Presentations)

### The ClearMinds Advantage: By The Numbers

Metric	ClearMinds Performance	Industry Benchmark	ClearMinds Advantage
3-Month Retention	38% still active	4% still active	9.5x better
Average User Lifetime	1.1 years engaged	<3 months engaged	4.4x longer
12-Month Active Rate	34% still using	1-3% still using	11-34x higher
Sessions per Month	8.4 sessions	2.1 sessions	4x more frequent
Session Duration	21 minutes	10 minutes	2.1x deeper
Community Engagement (90 days)	62% participating	20% participating	3.1x higher
Cost per Retained User (3 months)	£210	£2,000+	10x more efficient
Cost per Year-Long User	£235	£2,667-8,000	11-34x more efficient

**Interpretation:** Every metric demonstrates that community-integrated clinical hypnotherapy delivers sustained engagement that meditation-only apps and traditional EAPs cannot match.

## One-Sentence Summaries (For Quick Reference)

**For presentations:** "ClearMinds achieves 9.5x better retention than industry benchmarks, proving that community-integrated hypnotherapy delivers sustained value that justifies premium B2B pricing."

**For business plan:** "With 38% retention at 3 months and 34% still active at 12 months - both 9-34x higher than industry - ClearMinds has solved the engagement problem plaguing digital mental health."

**For RFPs:** "ClearMinds users average 1.1 years of engagement (vs. <3 months industry) and 8.4 sessions per month (vs. 2.1 industry), demonstrating measurable therapeutic engagement that drives workplace outcomes."

**For investors:** "Strong unit economics (LTV:CAC = 17-66x) driven by 4.4x longer user lifetime and community moat that competitors cannot quickly replicate."

**For clinical partners:** "Community engagement (62% by 90 days) ensures clinical dose delivery (8.4 sessions/month) and treatment completion, amplifying clinical outcomes."

# Integration Points for Master Documents

## For Towergate Master Memo (Part 5: Clinical Foundation)

Add this section after efficacy by condition:

### Real-World Engagement Data: Proof of Sustained Value

Clinical efficacy research proves hypnotherapy works in controlled settings. ClearMinds has proven it works at scale in the real world:

- **38% retention at 3 months** (vs. 4% industry average) - users don't abandon after initial curiosity
- **1.1 year average lifetime** (vs. <3 months industry) - engagement sustained through resolution and beyond
- **8.4 sessions per month** (vs. 2.1 industry) - clinical dose delivery at 4x frequency
- **34% still active at 12 months** (vs. 1-3% industry) - value compounds over full contract year

The community-engagement correlation is striking: 62% of users actively participate in community by 90 days, and this predicts sustained retention. Community isn't a "nice to have" - it's the retention engine that enables clinical dose delivery at scale.

**For Towergate:** You're not buying unproven technology. You're accessing a platform with 100,000 users proving sustained engagement that traditional EAPs and meditation apps cannot match.

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## For Business Plan (Financial Projections Section)

Add this to support unit economics:

### Unit Economics Driven by Strong Retention

ClearMinds' engagement metrics drive exceptional unit economics:

#### Revenue:

- B2B pricing: £80-120/employee/year
- Average user lifetime: 1.1 years
- LTV: £88-132 per employee

#### Costs:

- Marginal cost per user: Near-zero (digital delivery)
- Community moderation: Fixed team cost, scales efficiently
- CAC (B2B): £2-5 per employee via enterprise sales

**LTV:CAC Ratio: 17-66x** (exceptionally strong for B2B SaaS)

The key driver is retention: 38% at 3 months and 34% at 12 months - both 9-34x higher than industry. This isn't a temporary novelty effect; it's sustained engagement driven by community integration that competitors lack.

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## For Investor Pitch Deck

**Slide Title:** "Proven Engagement at Scale"

**Visual:** Side-by-side comparison chart showing ClearMinds bars 9-34x higher than industry

**Key Stat Callouts:**

- **9.5x** better 3-month retention
- **4.4x** longer user lifetime
- **3.1x** higher community engagement
- **4x** more sessions per month

**Supporting Text:** "100,000+ users over 4.5 years prove that community-integrated clinical hypnotherapy achieves sustained engagement that meditation-only apps and traditional EAPs cannot match. This isn't a pilot - it's a proven platform ready to scale B2B."

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## Next Steps: How to Use This Data

### 1. Immediate Actions

#### Add to Towergate materials:

- Include comparison table in next meeting presentation
- Reference in pilot proposal: "Projected 38% engagement at 3 months vs. your current EAP's 3-5%"
- Use cost-per-engaged-user calculation to justify premium pricing

#### Add to business plan:

- Include in competitive advantages section
- Use to support unit economics projections
- Cite as proof of product-market fit (retention = value delivery)

#### Add to investor materials:

- Use as evidence of barrier to entry (community moat)
- Support LTV:CAC calculations
- Demonstrate B2B deployment is de-risked

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## 2. Future Data Collection

#### What would strengthen this further:

- **Clinical outcome correlation:** Do users with >8.4 sessions/month show better Neuroindicator score improvements?
- **Community participation patterns:** Which community features drive retention most?
- **Condition-specific retention:** Do PTSD users retain differently than anxiety users?
- **B2B vs. B2C comparison:** Once you have B2B pilots, compare enterprise retention to consumer

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## 3. Competitive Positioning

#### Claims you can now make confidently:

- ✓ "9.5x better retention than industry-leading meditation apps" ✓ "Users stay engaged 4.4x longer than typical mental health apps"
- ✓ "Community participation reaches 62% by 90 days - 3x higher than competitors"
- ✓ "Clinical dose delivery (8.4 sessions/month) at 4x industry frequency"
- ✓ "Proven at scale with 100,000+ users over 4.5 years"

#### Claims to avoid (until you have more data):

- ✗ Don't claim "clinical outcome superiority" without head-to-head studies
- ✗ Don't claim "best retention in digital health" (wellness apps aren't all you compete with)
- ✗ Don't extrapolate B2C retention directly to B2B (though likely)

correlates, prove it first)

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## Conclusion: What This Data Tells Us

### The Bottom Line:

ClearMinds has solved the fundamental problem plaguing digital mental health: **sustained engagement**.

- Traditional EAPs: 3-5% utilization
- Meditation apps: 4% retention at 3 months, <3 month average lifetime
- ClearMinds: 38% retention at 3 months, 1.1 year average lifetime

**The driver is community integration.** 62% community engagement by 90 days predicts long-term retention and clinical dose delivery.

**For business planning:** This data demonstrates product-market fit, sustainable competitive advantage (community moat), and strong unit economics (LTV:CAC = 17-66x).

**For Towergate:** This proves you're not taking a risk on unproven technology. You're accessing a platform that has solved the engagement problem with 100,000 users over 4.5 years.

**The strategic narrative:** "ClearMinds spent 4.5 years building what competitors don't have - community infrastructure that drives 9.5x better retention. The B2C phase was strategic R&D. The B2B phase is where we scale a proven model in a market desperate for solutions that actually work."

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### END OF EFFICACY DATA SUMMARY

*Data source: ClearMinds internal analytics, 100,000+ users, 2020-2025*