



360 Degrees of Happiness

Powering the alternative mental health revolution
A New Approach for the Modern & Holistic Treatment of Mental Health

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Democratizing Mental Wellness

We believe everyone deserves access to sophisticated, revolutionary mental health services. Using technology to deliver personalized evidence-based alternative medicine, therapies and nutraceuticals, NUE LIFE is dedicated to transforming mental wellness for all.

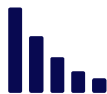
A Global Crisis

Affecting over 650M people worldwide, mental illness not only harms millions of lives, but comes at a steep \$250B global price tag.



Cost

Unaffordable
inaccessible solutions



Access

A shortage of health
professionals



Ineffective

Misdiagnosis and
ineffective prescriptions



Cultural Stigma

Leads to a huge
underserved market

Current Treatments Are Ineffective

Antidepressant use has almost doubled from 1999 to 2018 and keeps trending up:

1 in 8

Americans (over 12)
take antidepressants
on any given day

17.7%

of women on
antidepressants,
double that of
men (8.4%)

25%

of people have been
on antidepressants
10+ years

\$50 billion

Global sales of drugs for
depression, bipolar,
PTSD, anxiety

[Big Pharma's dirty secret: there is still an
open debate as to whether antidepressants
work for most patients]



The NUE Solution

A mental wellness revolution rooted in community & connection that offers AI-powered alternative solutions and evidence-based approaches to mental health leveraging functional, plant-based medicines as a catalyst to change.

Solution

Introducing NUE Life Health



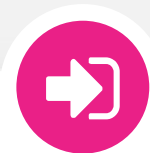
Evidence-Based Therapies

Ketamine and psychedelic-enhanced therapies, nutraceuticals, plant-based medicine and teletherapy



AI-Driven Mental Health

Track user progress, set goals, offer support & ongoing feedback and recommendations to help people be their best self



Unprecedented Access

Provide consumers personalized, convenient and empowering solutions without stigma and high costs

How it works

NUE partners (rather than competes) with MedSpas and doctors' offices.



NUE's platform coordinates and manages the entire treatment process, including:

- Patient pre-screening patient for alternative therapies
- Scheduling treatment sessions at the Med Spa or physician's office
- Preparing the patient and provider for the Ketamine therapy via secure video platform
- Providing personalized music content during therapy with virtual monitoring of patient
- Facilitating the 1:1 integration therapy with an expert after the treatment via telemedicine

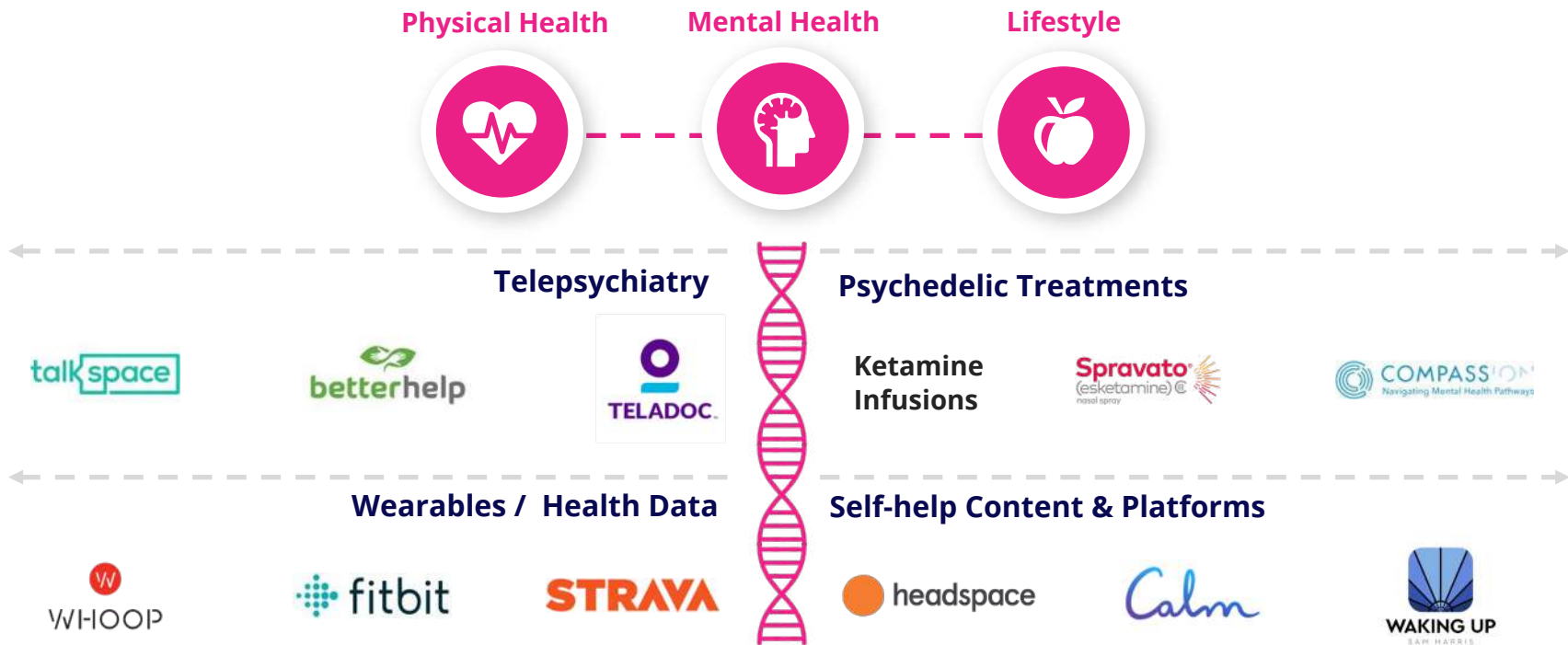
The NUE Difference

Post-treatment, patients can subscribe to monthly subscription to the NUE platform for personalized care:



- Continuous monitoring and weekly follow-up of NUE's patients via short AI enhanced questionnaires
- Weekly virtual group therapy sessions based on the patient's specific challenges with a therapist focused on that class of patient
- Weekly content recommendations in the form of short articles and videos
- Monthly subscription of sample wellness products and nutraceuticals like Lion's Mane mushrooms

NUE Platform = Intelligent Mental Healthcare

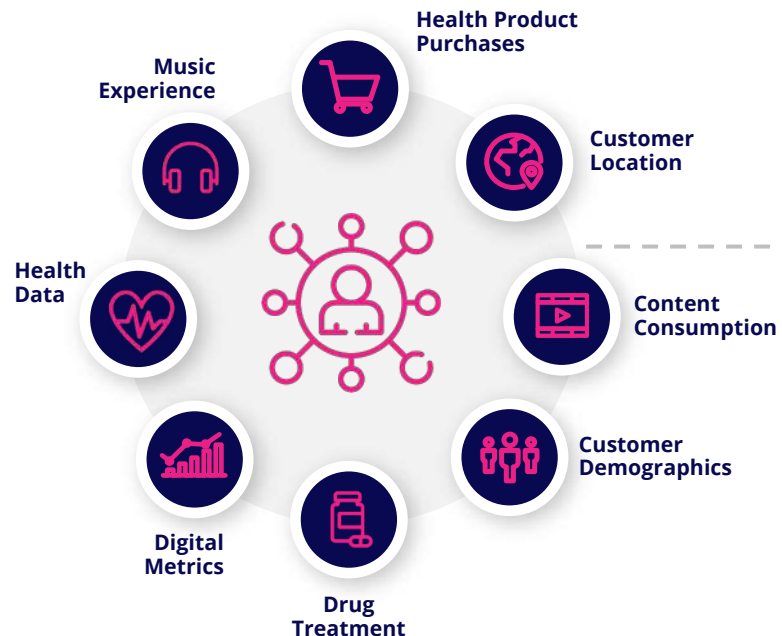


Personalized Care Powered By Patient Graph and AI



Step 1: Unified Patient Graph

Step 2: AI-Powered Decisions & Recommendations



Analyzing Customer Journeys
("How to care for this patient?")

Identifying Granular Patients Segments
("Who are similar patients?")

Calibrating Timing
("When is follow-up treatment needed?")

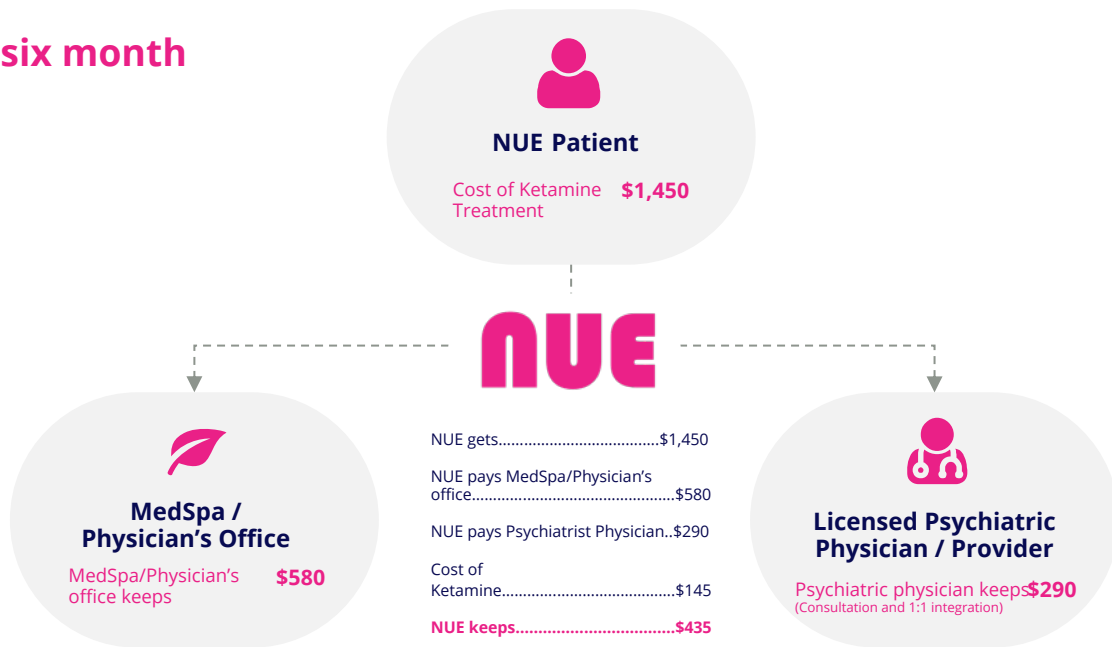
Personalizing Content & Treatment
("What music or videos to recommend?")

Economics of NUE's Initial Six Month Membership



Patients pay \$1,450 for the initial six month membership to NUE Life

- 40% of revenues is shared with Med Spa and Physician offices and 20% with telepsychiatry service provider
- Payment is based on a \$250 down payment, and \$199 a month for 6 months
- After the 6th month, the patient can continue to experience the digital service for a monthly fee of \$49



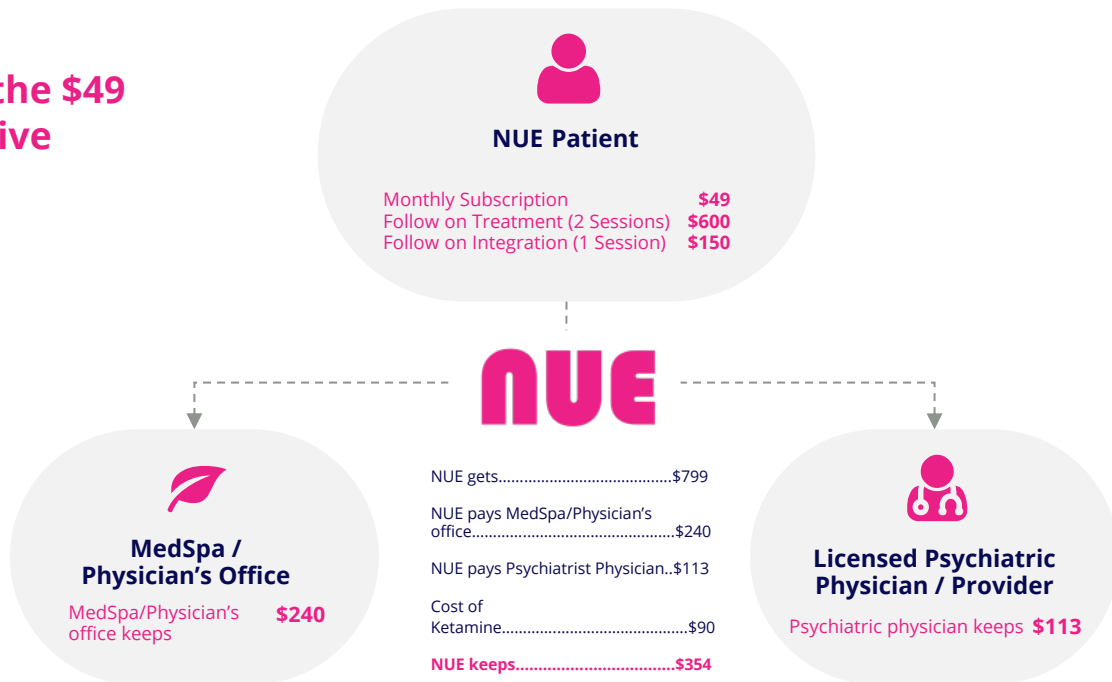
Economics Of NUE's Monthly Subscription



While patients are subscribed to the \$49 monthly digital service, they receive discounted follow-on rates:

- Additional ketamine therapies @ \$600 per two, (40% of revenues is shared with the Med Spa or the physician)
- Additional 1:1 post-treatment integration therapy priced at \$150 (75% revenues to the telepsychiatry service provider)

* Illustrative revenues from monthly subscriber with follow-on treatments

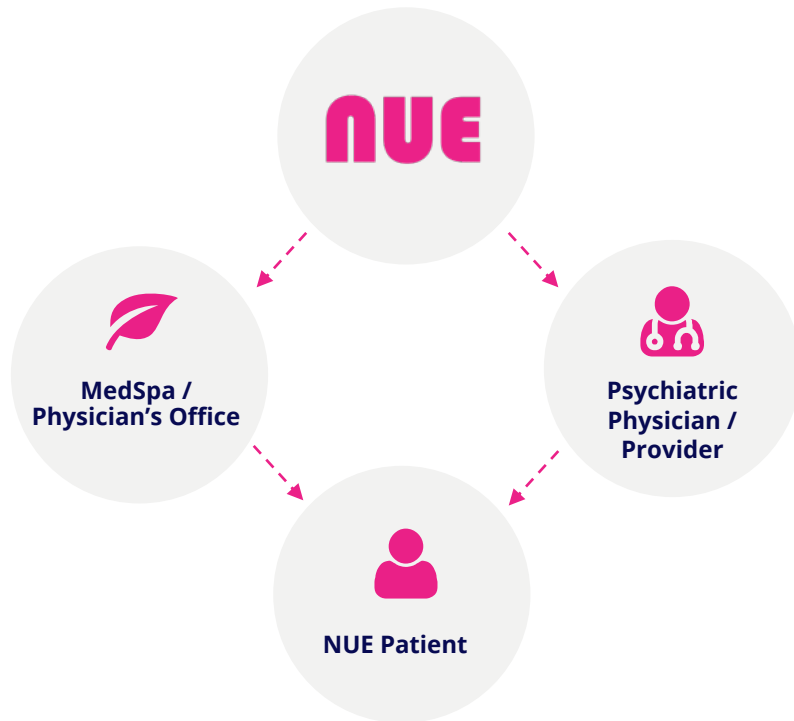


Customer Acquisition Driven Via Network






NUE will embrace a “supply driving demand” approach, which has proven to be extremely successful within digital platform providers (i.e. DoorDash) to accelerate its customer acquisition strategy



- Patients learn about the NUE solution through their trusted service providers at Med Spas or doctor's office
- NUE will reinforce this messaging through its own content publications, industry events and targeted marketing and PR campaigns.






Our Founders

Founder	Expertise	Experience	Previous Companies
	Juan Pablo Cappello	Team building, regulatory	Founder of LAB Ventures, a company builder and active tech investor
	Demian Bellumio	Enterprise AI, High-Scalability Computing and Financing	Founder of LAB Ventures, a company builder and active tech investor
	Christina Getty	Investments, Product and influencer marketing.	Passionate about mental health and wellness. Focused on branding, product launch and influencer marketing.

Founding Team Members & Advisors

Team Member	Experience
	<p>Amber Amendola</p> <p>Transpersonal psychotherapist who has devoted the past 10 years towards the health and wellness of individuals, focused on the healing potential of non-ordinary states of consciousness.</p>
	<p>Katie Kiernan</p> <p>Accomplished entrepreneur and strategic executive with 20 years of business development, successful partnership building and working with ventured backed companies and funds.</p>

Advisor	Experience
	<p>Jim Phillips</p> <p>Executive with over 30 years of business and finance experience who served as chairman of one of the largest plastic surgery businesses in the US,.</p>
	<p>Michael Mannino</p> <p>PhD in complex systems and brain sciences, specializing in computational neuroscience, specifically computational modeling of large-scale brain networks using nonlinear dynamical systems and neural time series analysis</p>
	<p>Hans-Chris Boos</p> <p>Over 20 years of implementing AI based solutions that have transformed large enterprises in the banking, telco, industrial and healthcare space.</p>

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Thank You.

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