

Creating a glocal ecosystem of care human health

You have the opportunity to invest \$750,000 in the health-tech ecosystem and get up to x10 after Round A.



techsoup
GLOBAL NETWORK



Alyona Korsunova
UX/UI designer



Nikita Khristenko
CPO /
CBT Specialist



Ivan Ushmorov
Product Dev



Alexei Dolgikh
CVO / Engineer /
Global BusDev



Evgeny Khristenko
CTO / full stack
developer



Maxim Litvinov
DevOPS



Alexander Verevkin
Middle Developer



Vyacheslav Vozhdev
Junior Front-end Dev.



Pavel Petrov
DevOPS



Harshit Saini
Marketing Specialist



Maria Loginova
CFO



Olga Naida
CDO/Product Designer



Andrey Anufrienko
UX/UI designer



Yulia Predeina
UX/UI designer



lead investor

**Our stars,
our foundation**

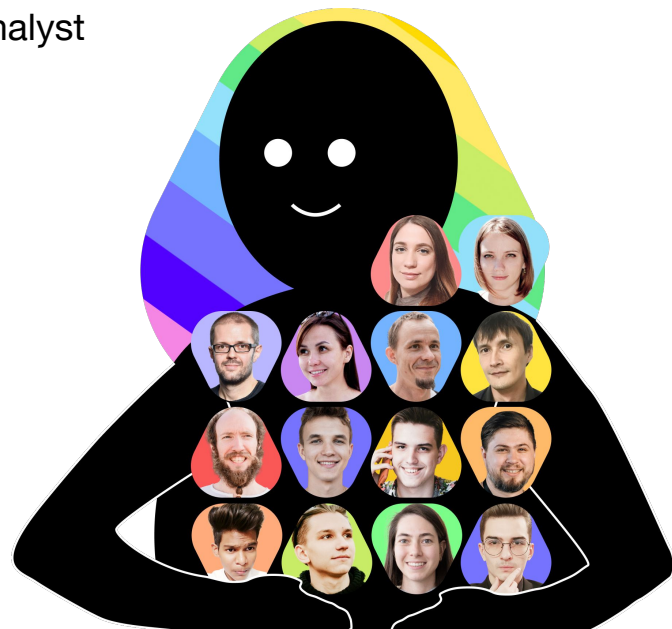
All of them:

91 years of experience, 14 products.
Meritocracy, Gender and Ethnic
Equality

Growing fast and attracting to the team:

It's true: we grew by 7 people in 2 months without a budget.

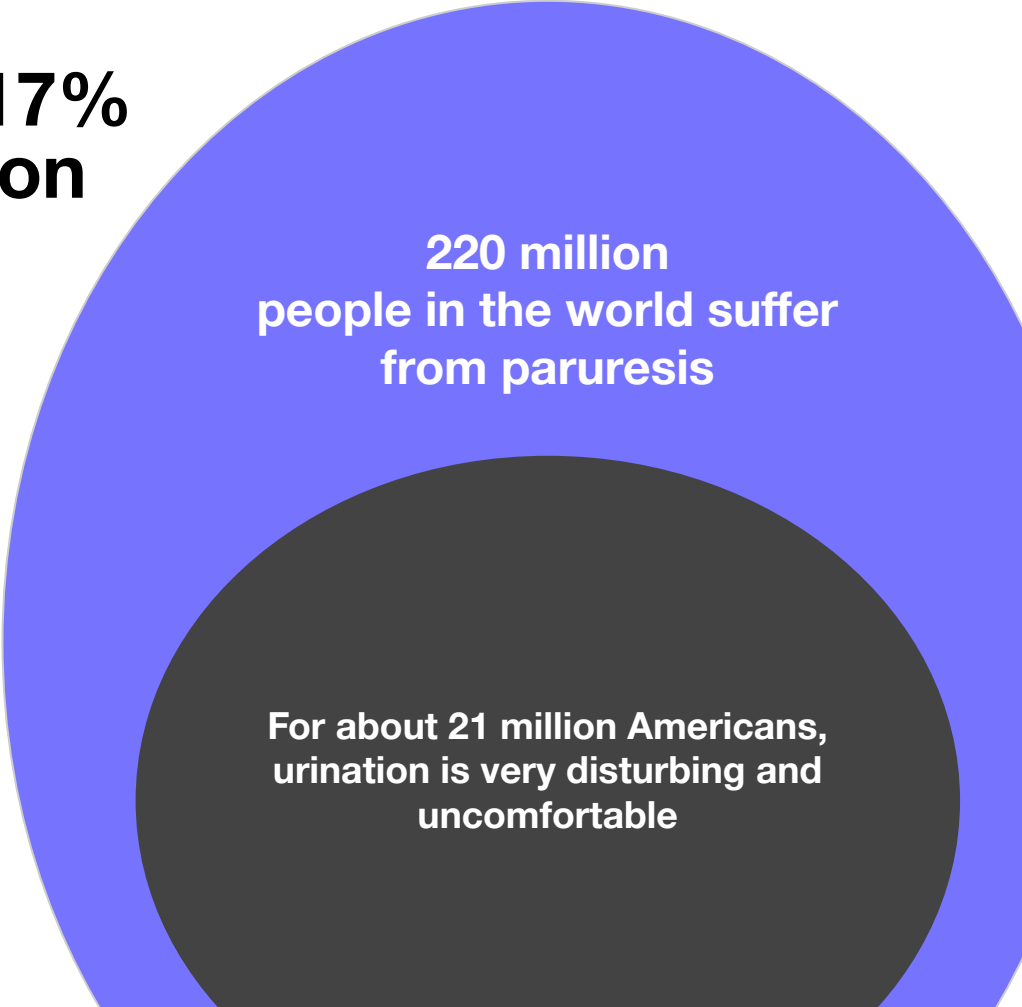
- | | | | |
|-----|---------------------|-----|------------------------------|
| 1. | Lead investor | 11. | Digital Product Data Analyst |
| 2. | Sound Developer | 12. | Subject matter expert |
| 3. | Marketing Manager | 13. | Product researcher |
| 4. | Community manager | | |
| 5. | Mobile Developer | | |
| 6. | CAT-system engineer | | |
| 7. | Quality assurance | | |
| 8. | DevOps Global CDN | | |
| 9. | Product Researcher | | |
| 10. | Backend developer | | |



Paruresis, a pain that 17% of the world's population glosses over

Paruresis is a syndrome characterized by a fear of urinating in public. 220 million people worldwide suffer daily from anxiety and cannot and have difficulty meeting daily needs.

In other words, are afraid to go to the public toilet and experience a lot of discomfort every day



**220 million
people in the world suffer
from paruresis**

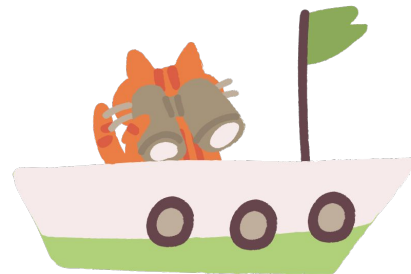
**For about 21 million Americans,
urination is very disturbing and
uncomfortable**

What problem are we solving?

We have personally heard and read hundreds of stories of people who have endured from 8 to 20 hours because they cannot use the toilet because of an inner fear. A psychological block that, no matter how hard they push, prevents them from emptying their bladder.

The biggest inconveniences people experience are on trains and planes. Can you imagine 18 hours in a carriage without being able to go to the bathroom? And our interviewee, not only imagined, but was a participant and told us about his regular suffering and daily restrictions. For people with paruresis, the life we are used to, with travel and visits to cafes, restaurants, and bars, becomes an unbearable torment.

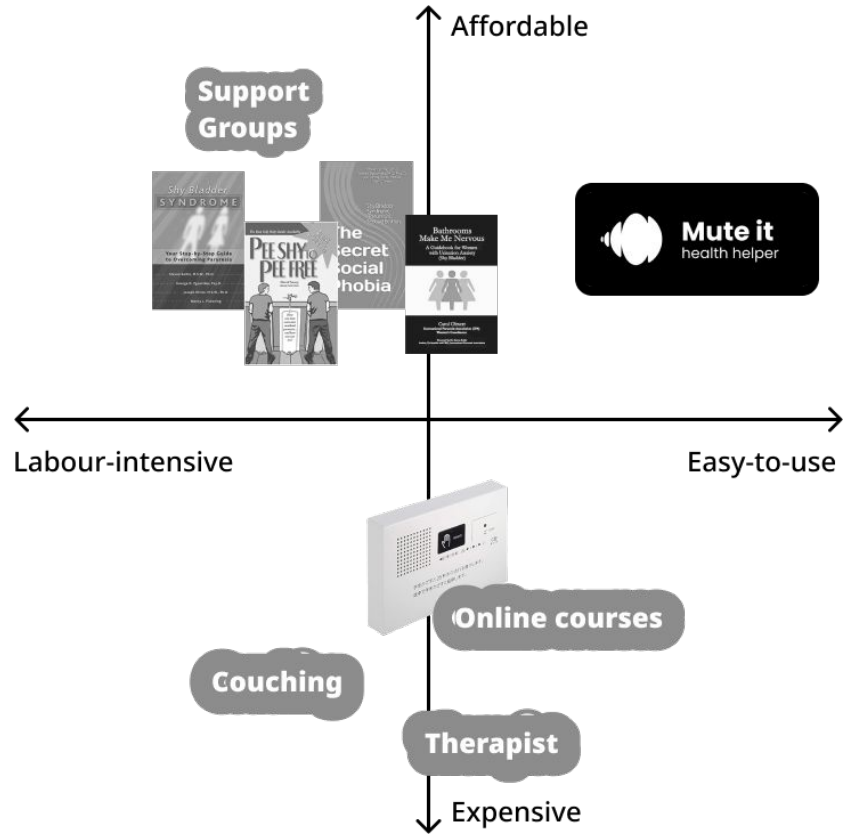
Those who recognize the problem turn to a therapist. However, not everyone can get qualified help. According to our studies, the waiting list to see a doctor can be up to several months, imagine if there is no good psychotherapist in your city at all? And many people are simply afraid to go to the doctor.



There are analogs on the market, but no digital product

We analyzed the market and found that there is no centralized international solution for users.

Books and online courses are not widely translated and are not available in many countries. You have to wait in line to see a therapist. And audio speakers only mask the problem.



Upcoming plans



Our first release is planned for the Apple Watch.

On a handheld device, Muteit will be able to help people who are uncomfortable but not seriously paruresis.

We plan to make the app free. As marketing funnel.

some of my friends and I

we hate going to the toilets in belgium because they are always so close to the living room



no privacy.

PH 11:59 PM

Wow! Would you like to test some of prototypes we'll create?

BT 12:03 AM ✓

absolutely!!!!!!!!!!!!

we all would love to



i have like a whole group of friends with apple watches

BT 1:49 AM

What will be in the main aid program

Anxiety is at the root of problems with paruresis. A person can be very anxious in general, or they can be specifically anxious about going to the bathroom.

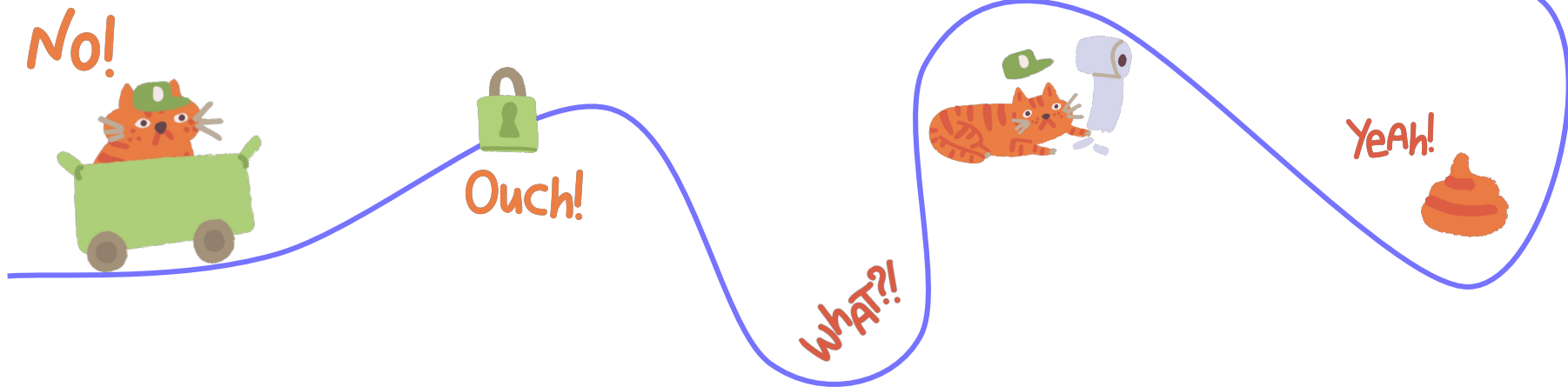
Anxiety can be relieved with Cognitive Behavioral Therapy. A good doctor will most likely recommend it to the patient. However, it is difficult to follow the recommendations on your own. What if an experienced doctor with a good technique is not available at all?



What will be in the main aid program?

Our goal, to design a user experience that will gradually push the boundaries of user comfort.

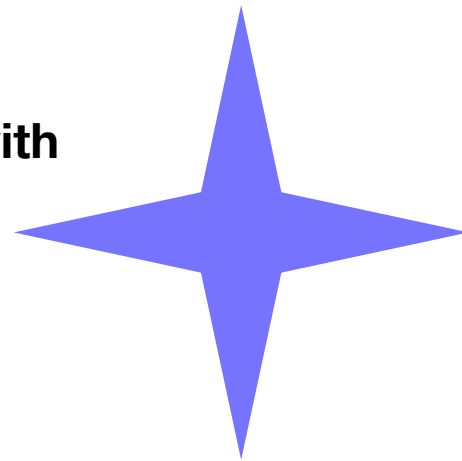
Will help to overcome oneself as natively as possible. Progress gradually with tracking dynamics.



Constipation

Paruresis is not the only problem that can be solved with our ecosystem.

- In developed countries, 30% to 50% of the able-bodied population and 5% to 20% of children suffer from constipation to some extent
- Constipation is one of the major national problems in the UK.
- A consequence of chronic constipation can be hemorrhoids, accompanied by bleeding, and even prolapse of the rectum.



Это можно
предотвратить!

We create an innovative ecosystem of care for users

1 Ecosystem of products

Get rid of shy bladder syndrome and prevent the effects of shy bladder syndrome,
Monitor bowel health and prevent exacerbations of intestinal inflammation

2 Working with mental problems

through an innovative system of monitoring and division of problems into 3 areas: biological, psychological, lifestyle

3 Work with institutions

We will cooperate with state institutions and offer glocal solutions

4 Subject matter experts

We already have potential specialists on our team: doctors and psychologists who are working on the ecosystem

The 3D approach underlying the ecosystem

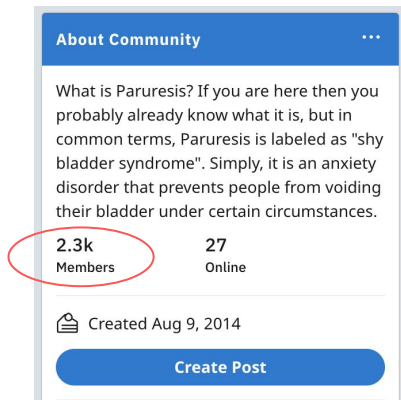
It is important for us to make something that is now distressing and unsettling familiar again. After all, we work with a person's psychology, the consequence of which is their way of life. The way we help people is this:

- 1 **Monitoring** – developed by expert therapists, it helps to determine exactly what the person's problem is and find the best way to work with it.
- 2 **Mental level** – we work through the attitudes with the help of cognitive-behavioral therapy and already at this stage we alleviate the person's condition or remove the problem altogether.
- 3 **Techniques** – we give the best-practice of the best psychological techniques, which help the person to remove blocks from the body, etc., greatly relieving anxiety and allowing him or her to do what he or she came for.

Target audience

We live in an age of highly developed social networks and have found closed communities where people share their problems with paruresis and constipation.

This gives us the opportunity to tailor our product specifically to the needs of the audience. Get both qualitative and quantitative characteristics of the audience. Engage in direct dialogue with users



About Community ...

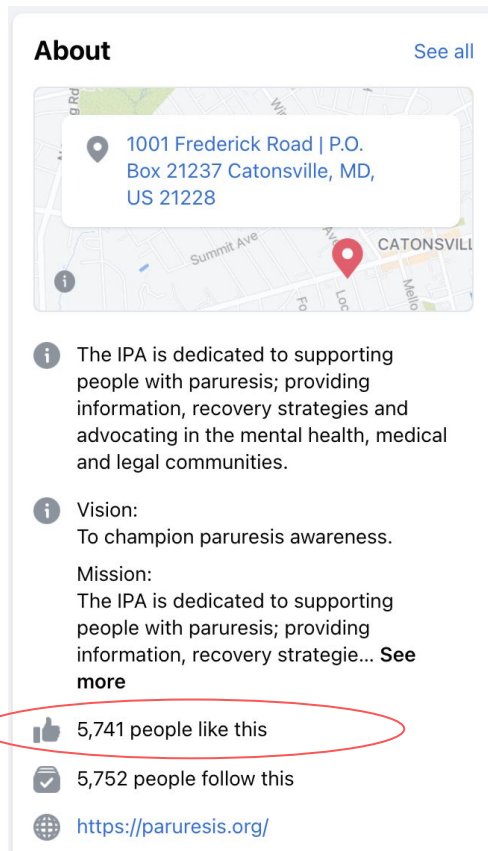
What is Paruresis? If you are here then you probably already know what it is, but in common terms, Paruresis is labeled as "shy bladder syndrome". Simply, it is an anxiety disorder that prevents people from voiding their bladder under certain circumstances.

2.3k Members
27 Online

Created Aug 9, 2014

Create Post

Reddit
community



About See all

1001 Frederick Road | P.O.
Box 21237 Catonsville, MD,
US 21228

The IPA is dedicated to supporting people with paruresis; providing information, recovery strategies and advocating in the mental health, medical and legal communities.

Vision:
To champion paruresis awareness.

Mission:
The IPA is dedicated to supporting people with paruresis; providing information, recovery strategie... See more

5,741 people like this

5,752 people follow this

<https://paruresis.org/>

Facebook page IPA

Business Model **Freemium**

The minimum amount of features is free for the user. As soon as the user hits the ceiling and wants to finally get back to normal life and get rid of paruresis, we offer them inline purchases.

\$7.5/mo

on average per user

100,000

**paying users
we can reach**

Marketing

To effectively gain subscribers, you need to spend on average about 40% of your total marketing spend.

Save money on advertising with strong SEO and engagement with the community on steamrolling



**Community
Building**

**Content
Marketing**

**Influencer
Marketing**

SEO

Techsoup

International Paruresis Association



Thematic groups
and communities
on paruresis



Hotels, train stations,
theaters, and other public
commercial organizations

Market adoption

B2B Distribution

We have a hypothesis that businesses are willing to place NFC or QR buttons inside their toilets to trigger water noise.

The toilet visitor will be offered some tips, how not to be afraid in the toilet and the option to turn on the water noise, if very shy.

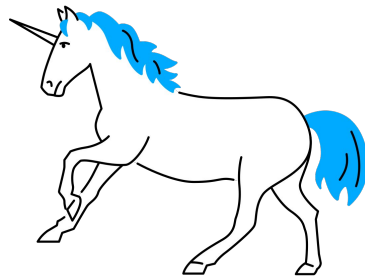


And, of course, mentioning the full versions of our toilet care products.

An effective resource management strategy

So far we have distributed \$19,000

- We have entered the international market
- Growth from 0 to 14 professionals in 20 months
- Implement innovations
- Growing international community
- We use the most modern and efficient (cost/benefit) services: Notion, CloudFlare, Github, Figma
- We organically collect traffic and train advertising accounts and validate pixels on demand (Similarweb)



Flexibility which gives us speed



**We have no office and
can grow 1000% easily
and shrink 50% easily**

That's easy to grow because each
team member engages specialists
through the community
#buildinpublic



**Being an international
team**

means we can easily attract and
retain talents wherever it's most
cost effective.

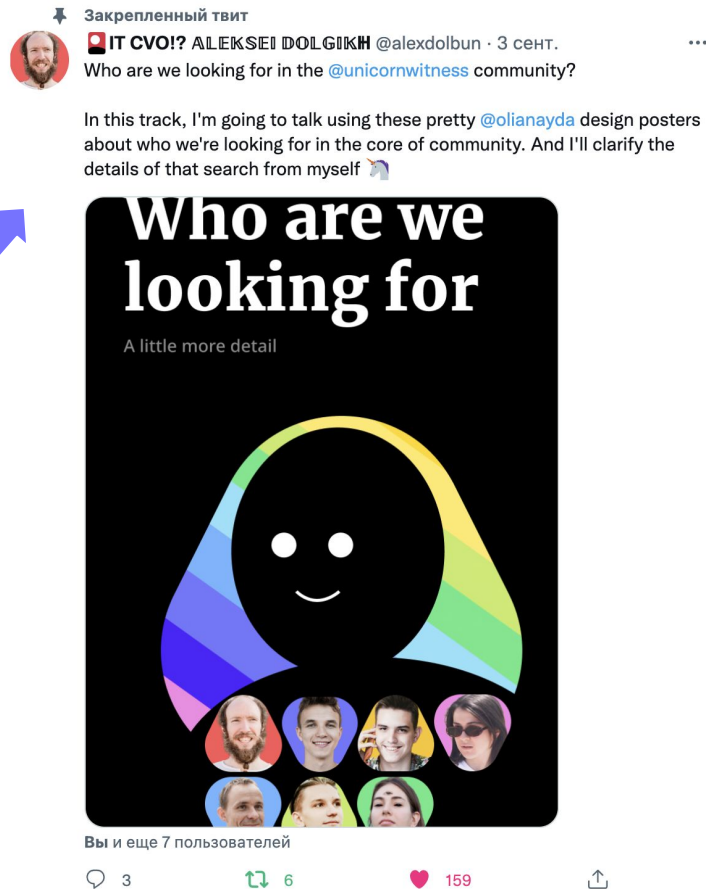


**We have our own
equipment and we don't
need an office**

We use the most modern
communication services: Discord,
FigJam, Slack, Notion, etc.

Using Twitter and other socials to the max

We are creating demand
for the team and have grown
organically by seven people
in two months.



**Facilitate
scoring:**

Discord Server

Twitter UW

Product Hunt

Telegram chat

Twitter Muteit app

Dealroom

AngelList

Facebook page

Crunchbase

unicornwitnesses@gmail.com

unicornwitnesses.com

**We are open
to investments**

