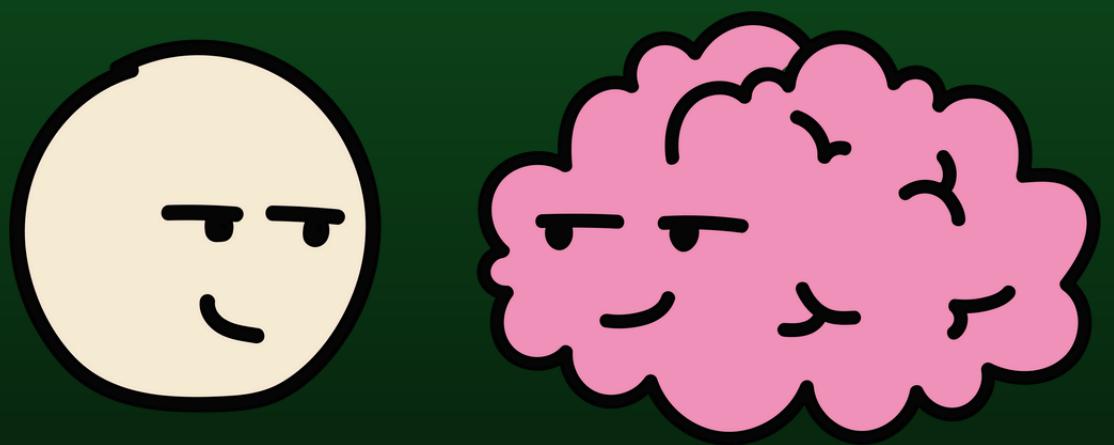


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let me take you to
the science-backed journey to...

building Mindset Architect



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Personal story

Hovanka: born from a system that failed

- After being diagnosed with CPTSD and a personality disorder, Kris was left completely alone between therapy sessions.



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Personal story

Hovanka: born from a system that failed



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- Her search for a comprehensive app ended in failure, finding only a market of disconnected, superficial tools.

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Personal story

Hovanka: born from a system that failed



- After being diagnosed with CPTSD and a personality disorder, Kris was left completely alone between therapy sessions.
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- She had the data of her suffering, but no system to help to understand or manage it.

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Personal story

Hovanka: born from a system that failed



- After being diagnosed with CPTSD and a personality disorder, Kris was left completely alone between therapy sessions.
- Her search for a comprehensive app ended in failure, finding only a market of disconnected, superficial tools.
- She had the data of her suffering, but no system to help to understand or manage it.
- AI-therapy apps were reflecting what she wanted to hear instead of providing the deep, evidence-based system needed to guide through a crisis.

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Personal story

Hovanka: fury turned into mission

- A call to a suicide prevention hotline led Kris to a buggy, **useless digital tool** in the moment of crisis.



co-founders

hovanka

Personal story

Hovanka: fury turned into mission

- A call to a suicide prevention hotline led Kris to a buggy, **useless digital tool** in the moment of crisis.
- Minutes later, Kris called her today co-founder & CTO, Bohdan, with a clear mission: to build the intelligent, adaptive system we couldn't find and were creating in the notebooks.



co-founders

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Problem

Drowning in data, but starving for insight

65%

of Gen Z feel constantly overwhelmed

70%

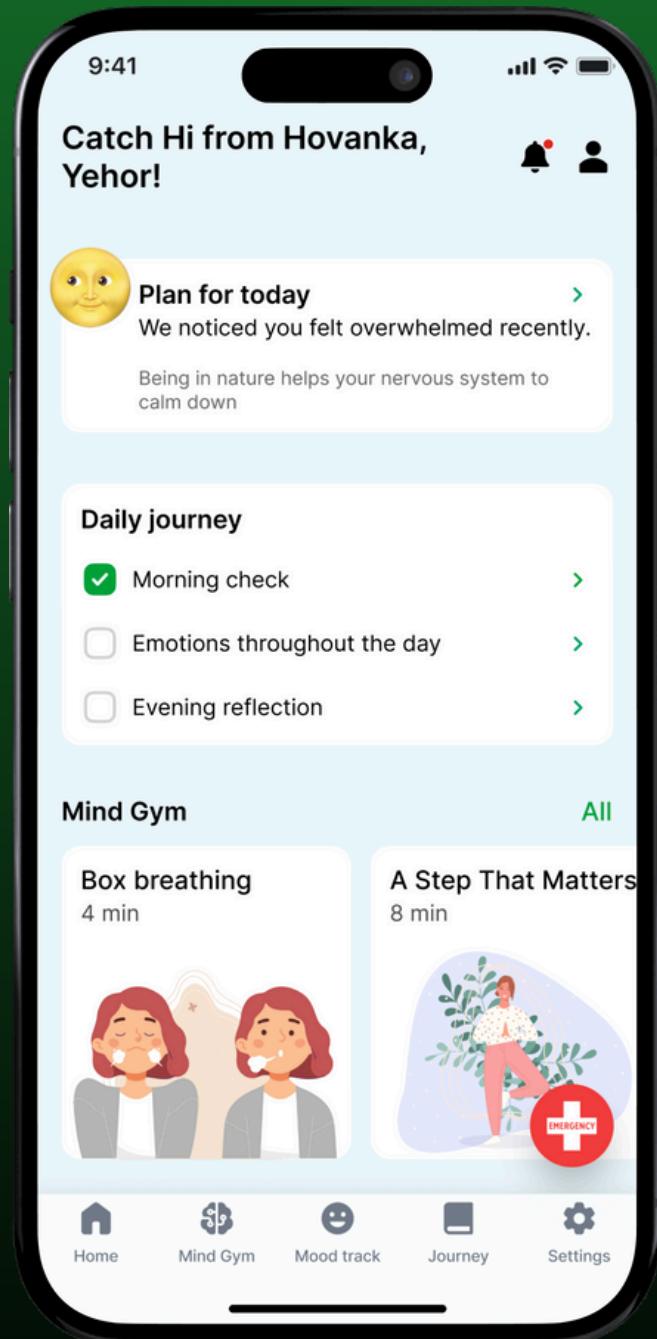
users abandon wellness apps

>\$1 Trillion

crisis costs the global economy every year in lost productivity

Solution

Mindset Architect

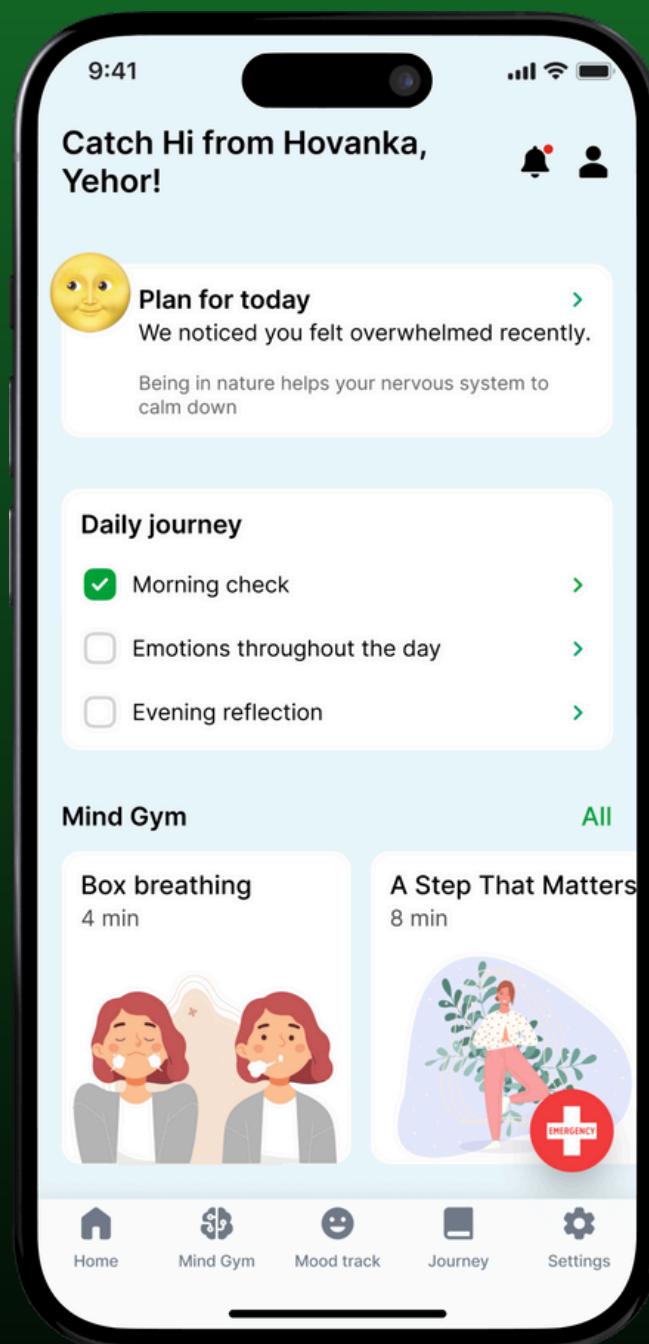


- A personalized, adaptive system

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Solution

Mindset Architect

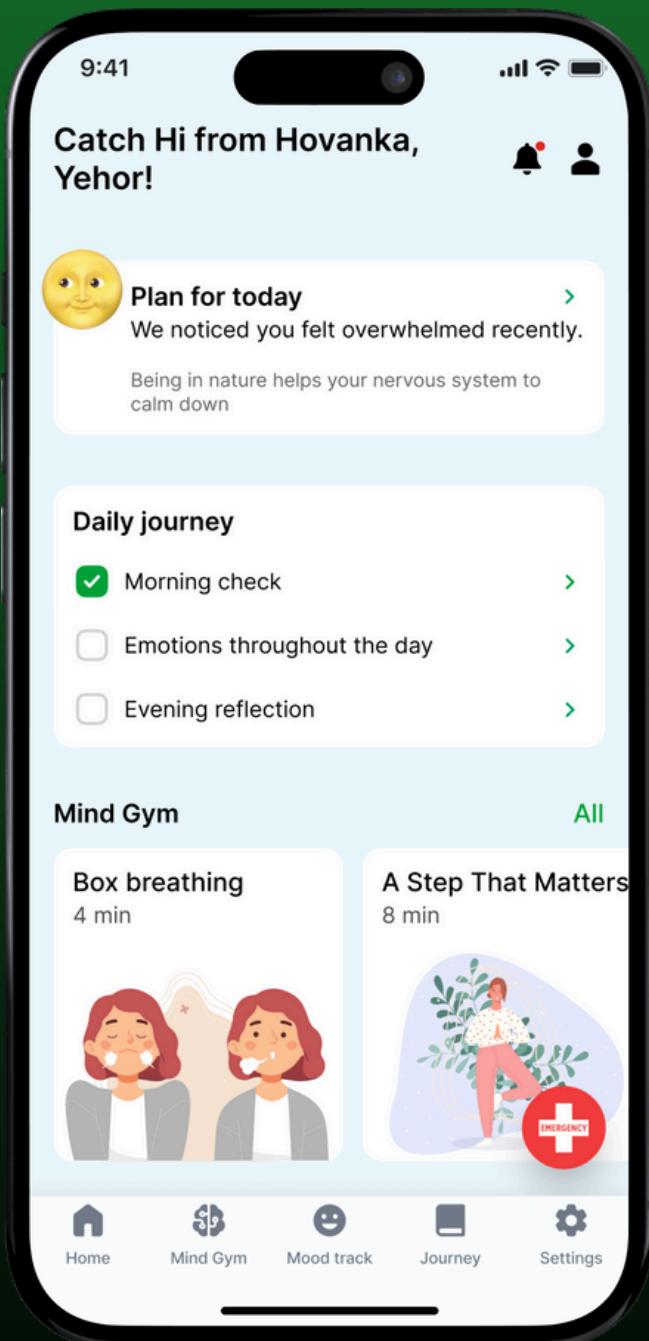


- A personalized, adaptive system
- Psychoeducation + Practice

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Solution

Mindset Architect



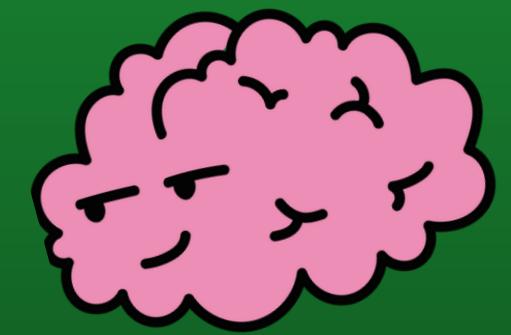
- A personalized, adaptive system
- Psychoeducation + Practice
- Generative workflow



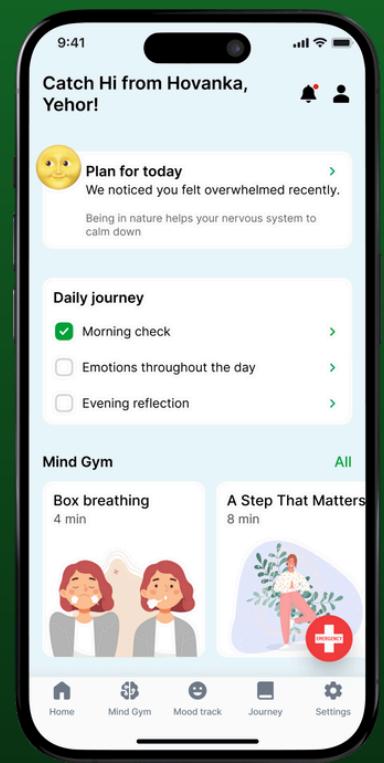
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How it works

Our intelligent engine



>



>



Your daily blueprint

Your weekly insights

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Market

Our focus: overwhelmed Gen Z & Millennials

Global digital mental health market

€50 Billion

€25 Billion



€25 Billion

€1 Billion

€15 Million

(UA & FR)

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Competitors

	hovanka	Wellbeing apps	AI Therapy chatbots	eTherapy apps
Dive deep in mindset set-up	✓	NO	NO	YES
Educational + practical approach	✓	50/50	Yes	50/50
Adaptive workflow	✓	NO	NO	YES
'Privacy & security'-first approach	DAAMN YES!!!	Mostly NO :(NO ONE MORE TIME	50/50

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Making a visible step

SDGs & Impact

250K

Prevent from spiraling into severe clinical conditions in first 5 years



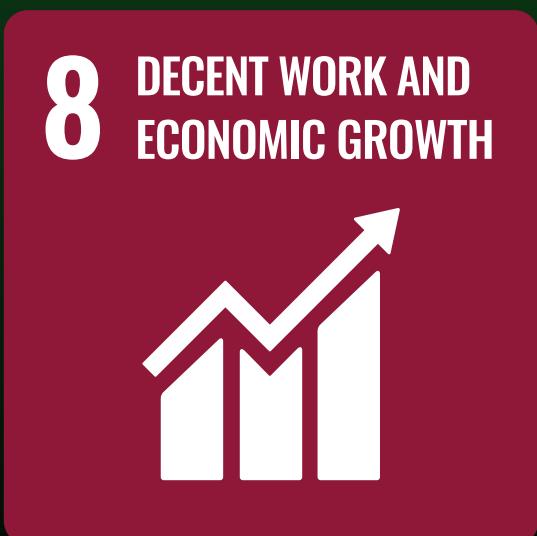
5M

Equip users with the core skills of emotional literacy



\$2M

Restore 50K productive hours that is currently lost to burnout



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Business model

B2C

Monthly: \$11.99/month
Annual: \$99.99/year

Predictions:

CAC ~ \$11 > LTV:CAC — 3.6:1
LTV ~ \$40

With further B2B2C scaling in Corporate Wellness SaaS subscription

Go-to-market

- Community-led growth
- Podcast release 
- Pilot users from psychotherapy clinics partners
- Wellness companies collabs

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Team

Kris, CEO
HealthTech experience
Entrepreneurship (successful)

Maksym
Software engineer,
5 years developer

Bohdan, CTO
Switzerland proprietary AI-
development, 8 years in tech

Ronald
CFO

Veronika, PR
KMBS experience
IT Ukraine Association

Anatolii
Tech Lead,
8 years in tech

Iryna
Psychotherapist,
Created therapeutic
support group



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Nishe experts & Advisors

Oleksandr
Psychotherapist, lector



Khrystyna
PhD MD, psychiatrist,
psychotherapist

Anastasiia
French market advisor
BDM experience in
France 10 years

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Traction in 6 month

25

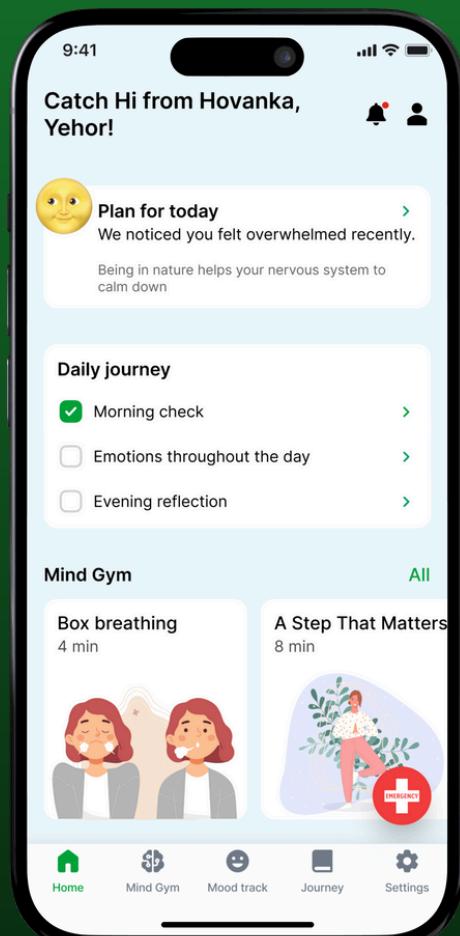
deep interviews with B2C users,
with 75% of hypothesis confirmation

200+

users in the MVP waitlist



partnerships with
psychotherapy clinic
& institute



validated
value proposition

KSE
BUSINESS
GRADUATE
SCHOOL

STARTUP
ECOSYSTEM

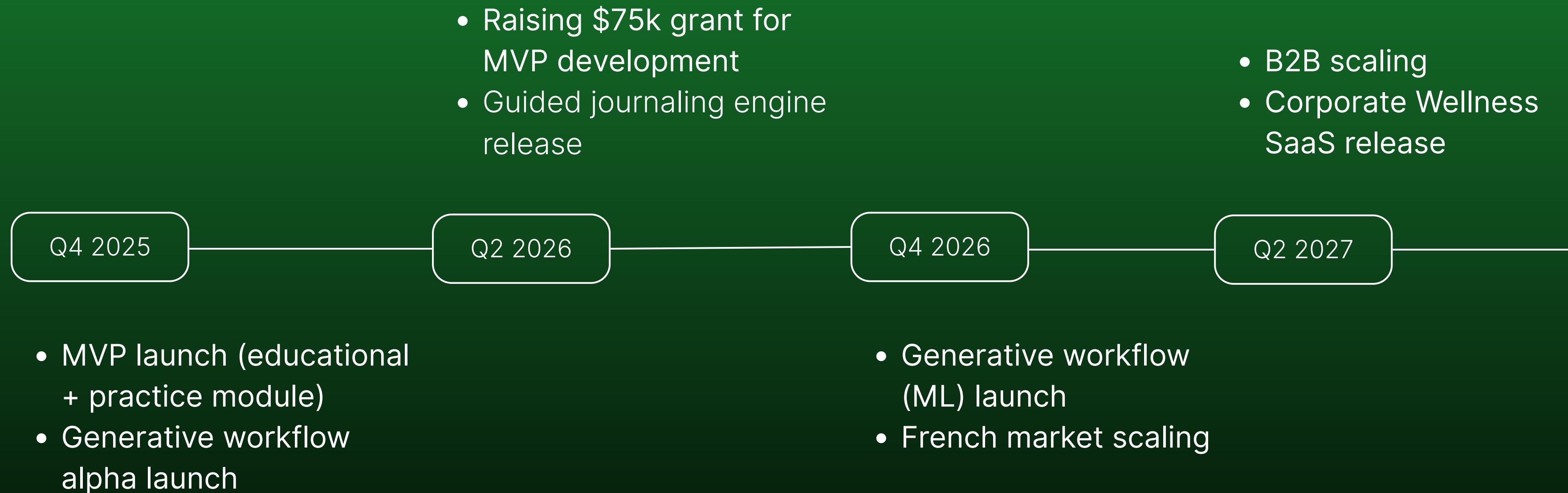
eit
Community

SET
UNIVERSITY

GENERATION H 2.0
MENTORSHIP
PROGRAM

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Roadmap



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Boost us with \$10k

50% R&D

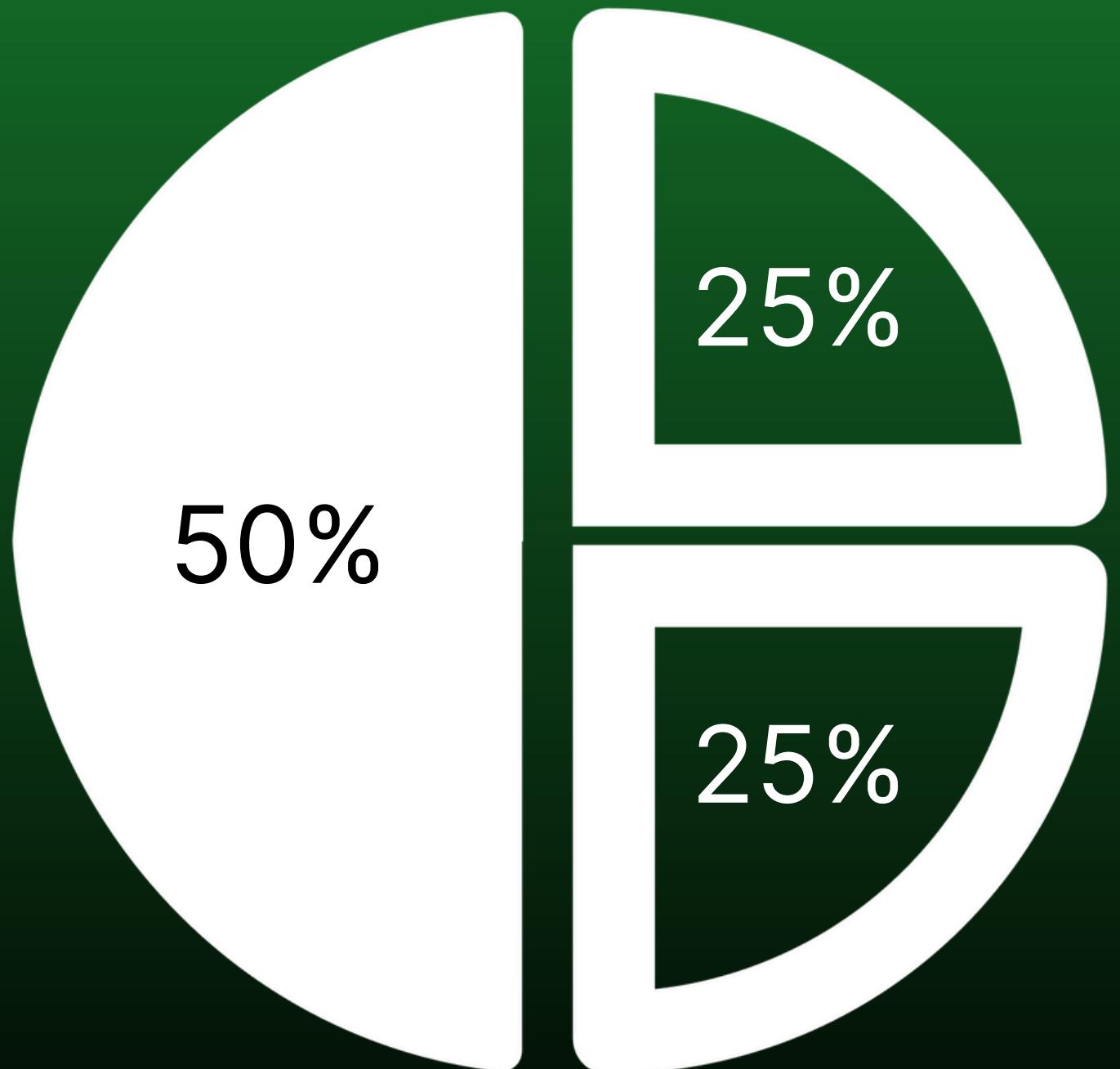
- Develop a high-fidelity, interactive prototype
- Conduct user testing sessions with 30+ users from our waitlist & validate the user journey to finalize MVP scope

25% Educational content

- 20+ clinically-approved exercises and psychoeducational articles creation
- Produce the core content needed for our pilot program

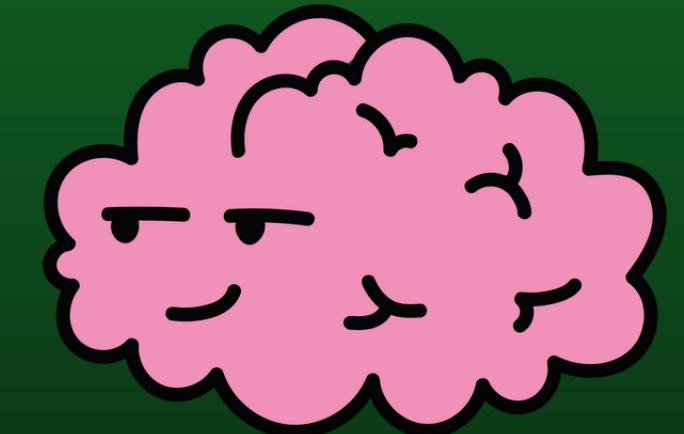
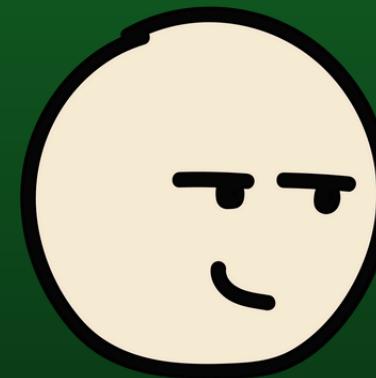
25% Marketing

- Create targeted, authentic content to grow our engaged waitlist from 200 to over 1,000 potential first users



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making mental health human's power



hello@hovanka.app

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Appendix



ML model & Generative Workflow

Input

The user provides the app with information about psychoemotional state via in-app mood tracker, journaling, practices and educational content progress

Workflow

Our ML model uses the pre-build segments by our experts (segment is a set *for example* of 2 practices and 4 educational articles build specially for chronic stress treatment) and creates the individual workflow for user based on the segments.
After the user finished the provided workflow, we're gathering feedback from the user and adapts next workflow steps for the user needs

Iterative approach

After each iteration of gathering user psychoemotional state and feedback on the previous workflow, the app provides the user with more powerful workflow setup and help building the wellness routine

Results of our PoC marketing campaign

- **Two weeks** of marketing campaign testing
- **\$140** marketing campaign budget
- **100 sign-ups** with Google (users number confirmed)

- **91%** of users completed onboarding (5 steps)
- **43%** sign-ups by men and **57%** by women
- **84%** sign-ups from Instagram and **16%** from Threads

- **\$0.25** cost per click
- **\$1.4** cost per sign-up
- Gen Z (18-24 years old) is the most active auditory in the campaign

\$130k via SAFE

55% R&D

- Public release of Hovanka iOS & Android apps
- ML model, Generative Workflow integrated

20% Educational content

- Fulfill the app with educational articles and mindful exercises

25% Marketing

- SMM & Brand strategy
- Targeted and authentic content for SMM
- 300+ new users monthly

We're seeking for consultations, contacts of "Ти Як?" ("How are you?") program and will be grateful for your advice

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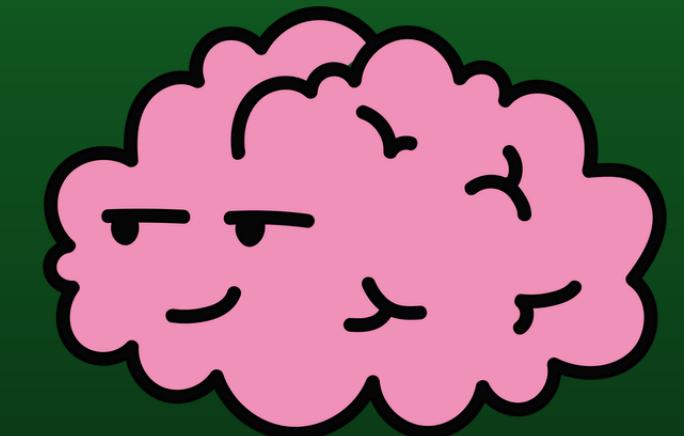
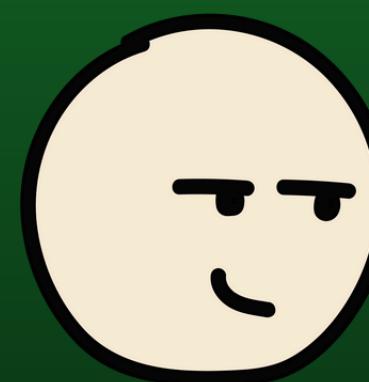
Competitors

	hovanka	HeadSpace	UpLife	Shmoody
Dive deep in mindset set-up	✓	NO	YES	NO
Educational + practical approach	✓	NO	YES	50/50
Adaptive workflow	✓	NO	NO	YES
'Privacy & security'-first approach	DAAMN YES!!!	YES	50/50	50/50

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