



MindHug

Illuminating the path to wellbeing and happiness for everyone

Supported By



Founder's Message



bit.ly/3jHTY7z



What is the problem that we are trying to solve?

66% of people
receiving mental
health treatment
find traditional
mental health
therapies
challenging

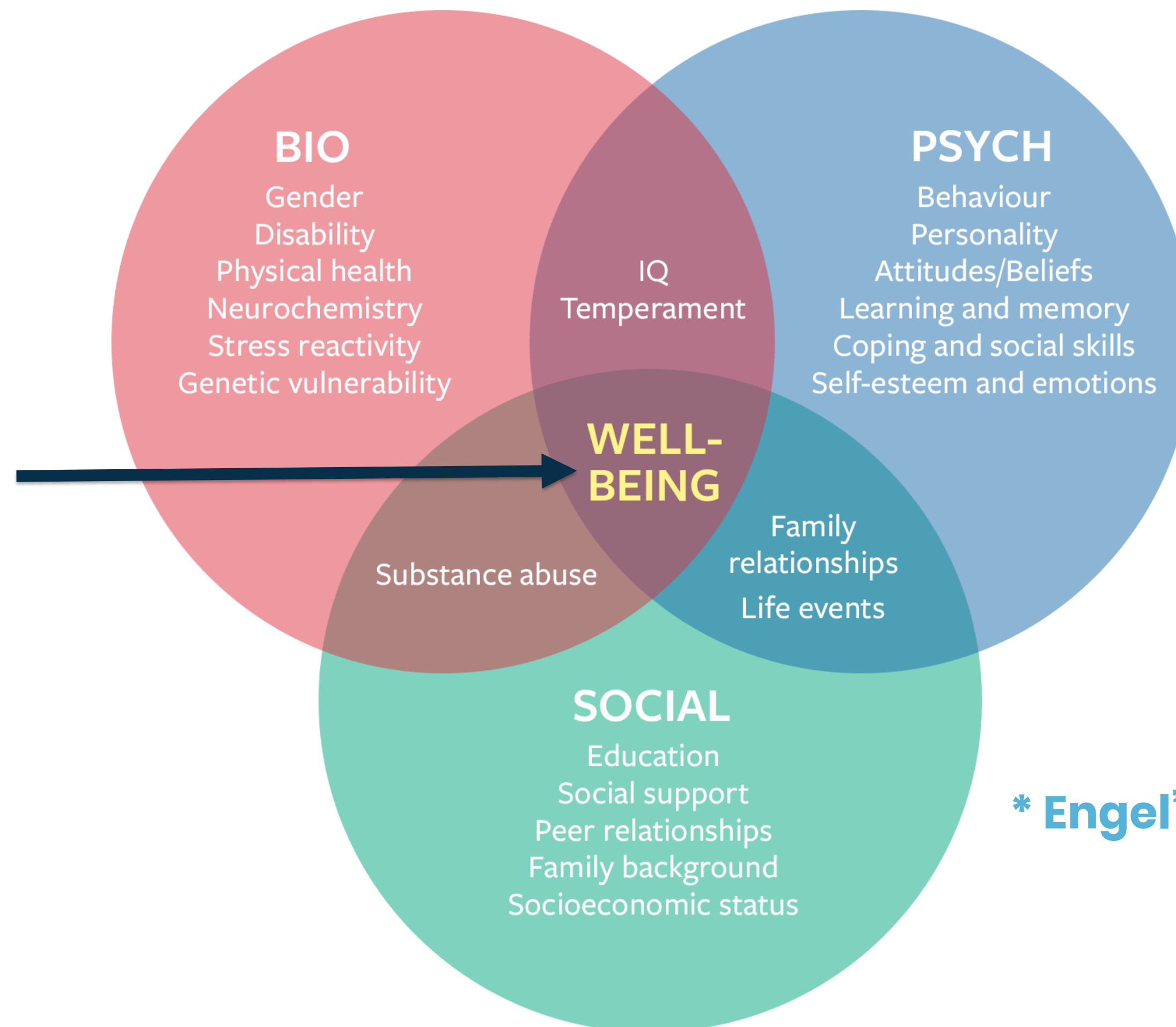


Annual global
loss of \$1 trillion &
12 billion working
days

Why are traditional therapies insufficient? What did we learn?

Research shows several factors influencing treatment that varies from person to person
one size does not fit all

We help people reach
this sweet spot of
wellbeing **easier, faster,
and cheaper!**



*** Engel's Bio-Psycho-Model of Wellbeing**

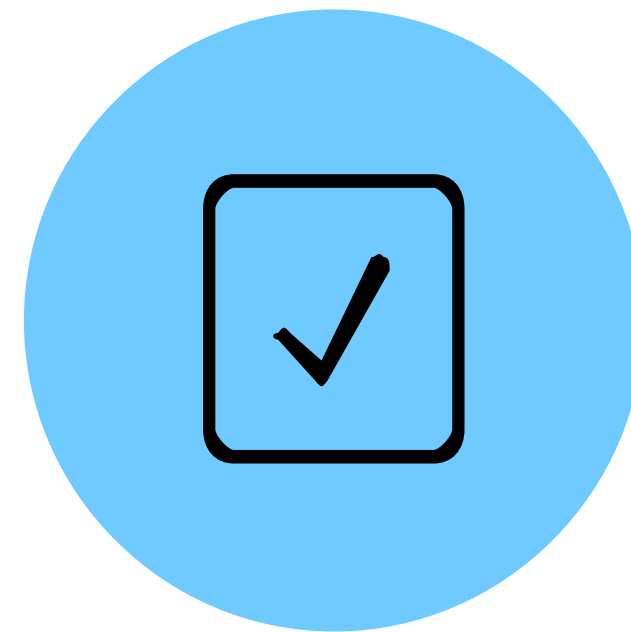
The Winning Formula

Reducing frictions facing the demand side (individuals and institutions) as well as the supply side (therapists)

Improve therapeutic:



Choice



Accessibility



Affordability



Personalisation

Welcome MindHug!



Our Vision

To illuminate the path to wellbeing and happiness for everyone



Our Mission

To help manage or prevent anxiety and depression, by creating a mental wellbeing platform that helps therapists deliver a tailored range of affordable activities and therapeutic solutions to the individuals who need them most



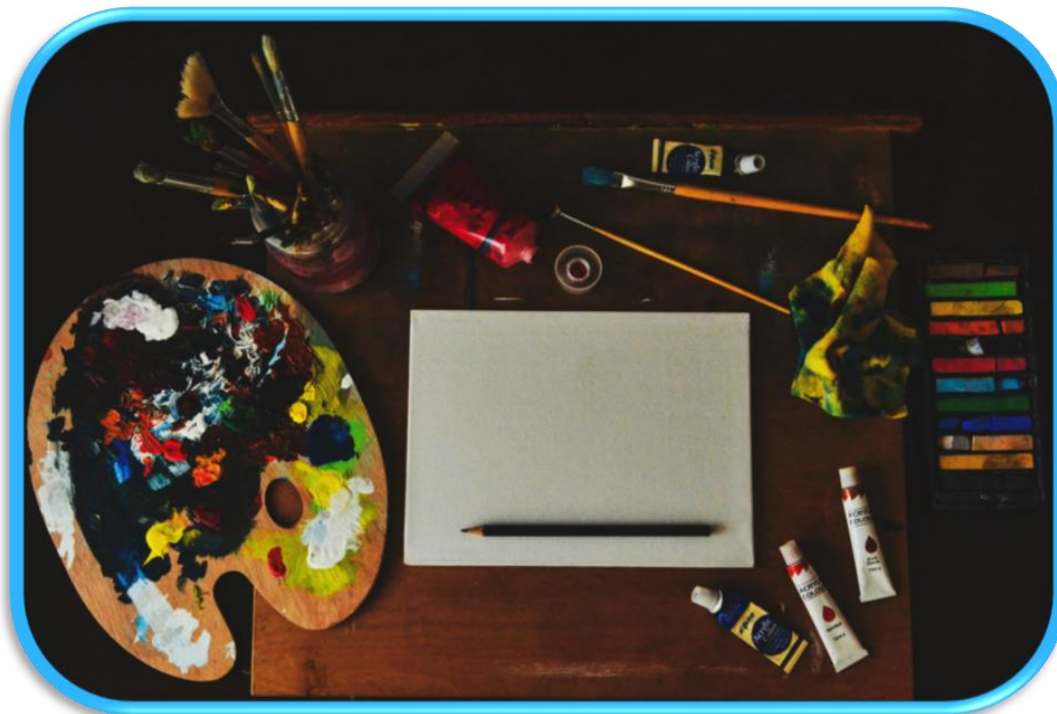
What are some of our therapeutic solutions?

We work with leading evidence based allied, expressive and alternative therapists
Most competitors only focus on one or two areas of therapy, we provide solutions across many more

Music Therapy



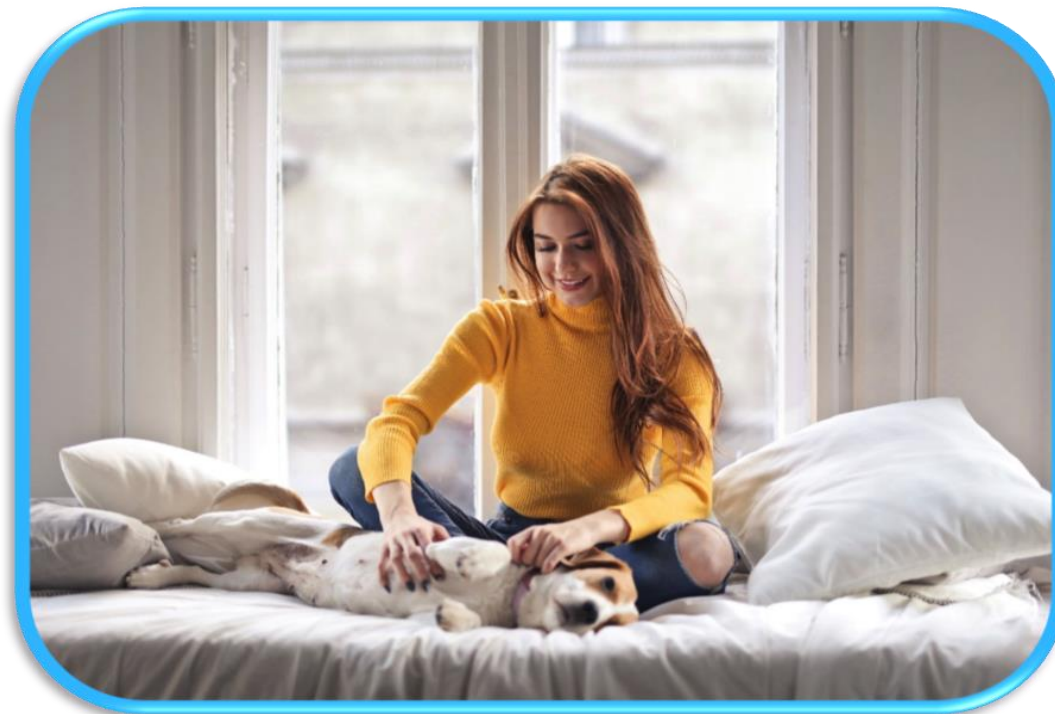
Therapeutic Art



Sound Therapy



Animal Assisted Therapy



Yoga & Tai Chi



Mindfulness Meditation



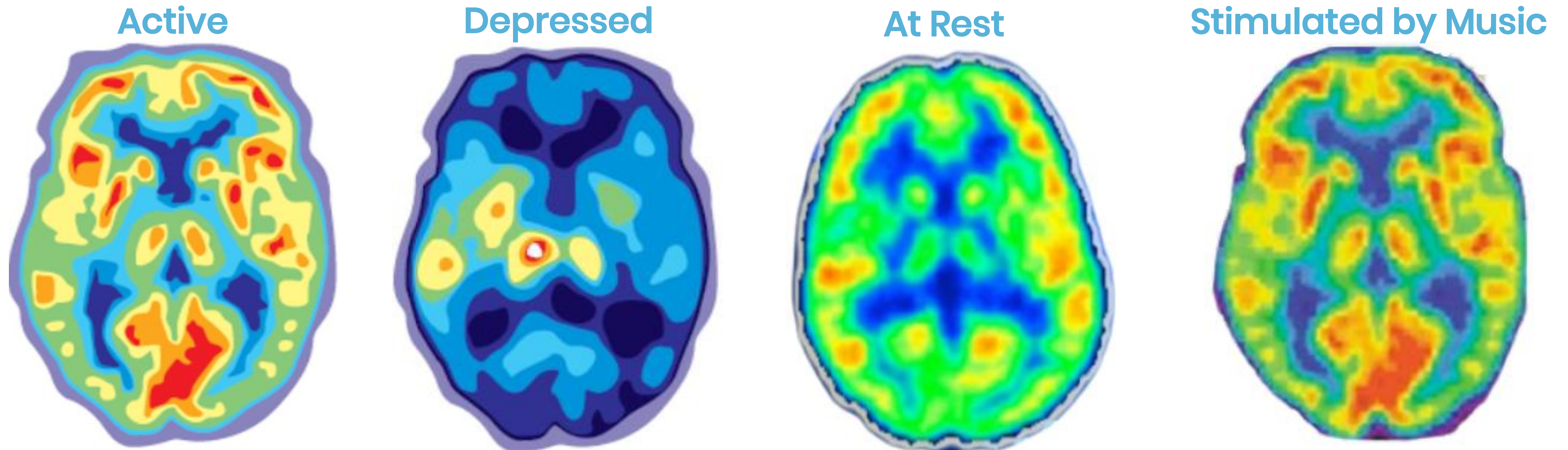
Laughter Therapy



More Therapies
Coming Soon!!!

Our therapeutic solutions at work

Remarkable how *music* stimulates activity in a brain at rest that is similar to an active brain



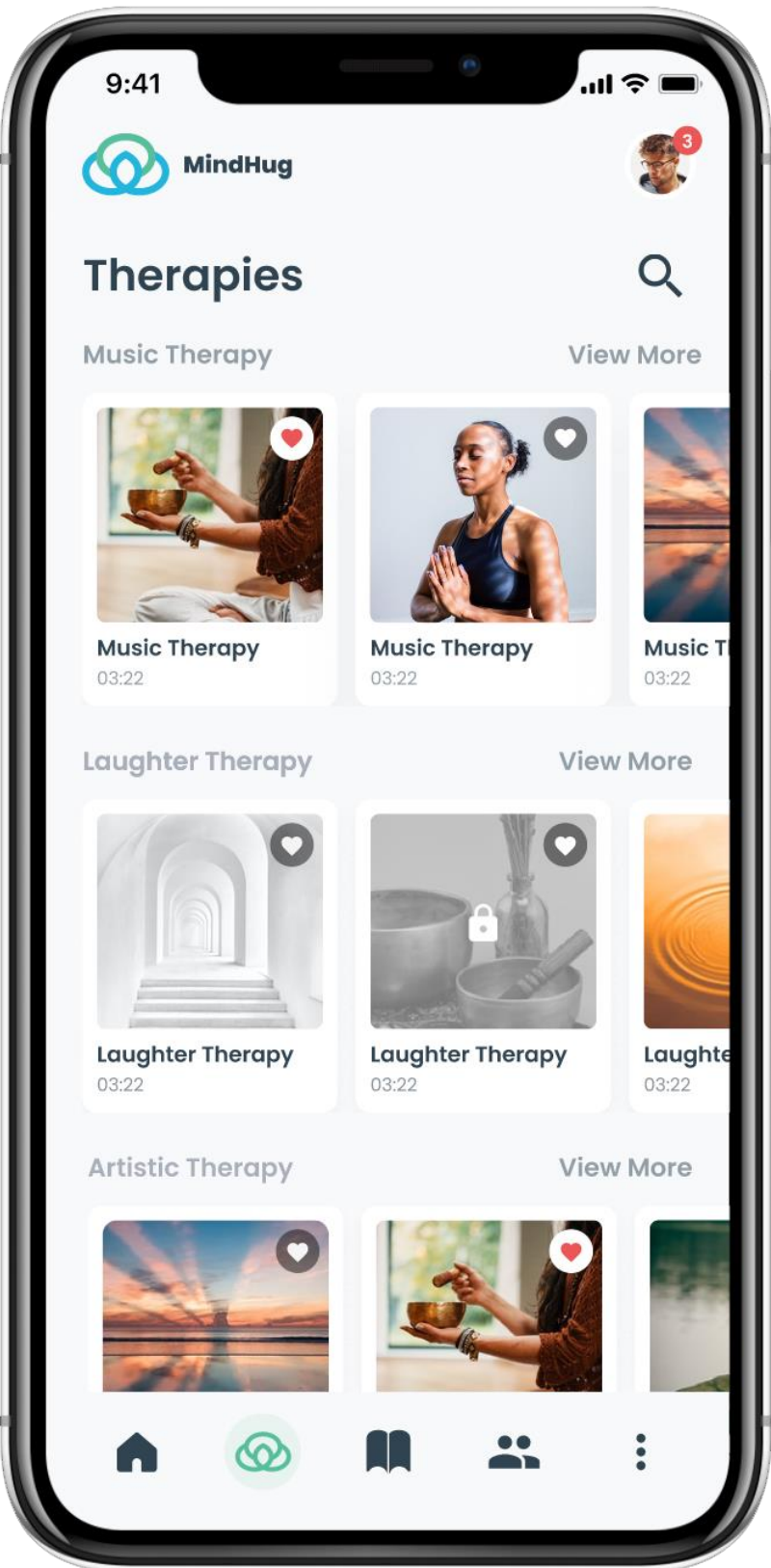
Immense benefits of **creative, expressive and experiential therapies** on mental wellbeing

How do we provide therapeutic solutions? Three channels

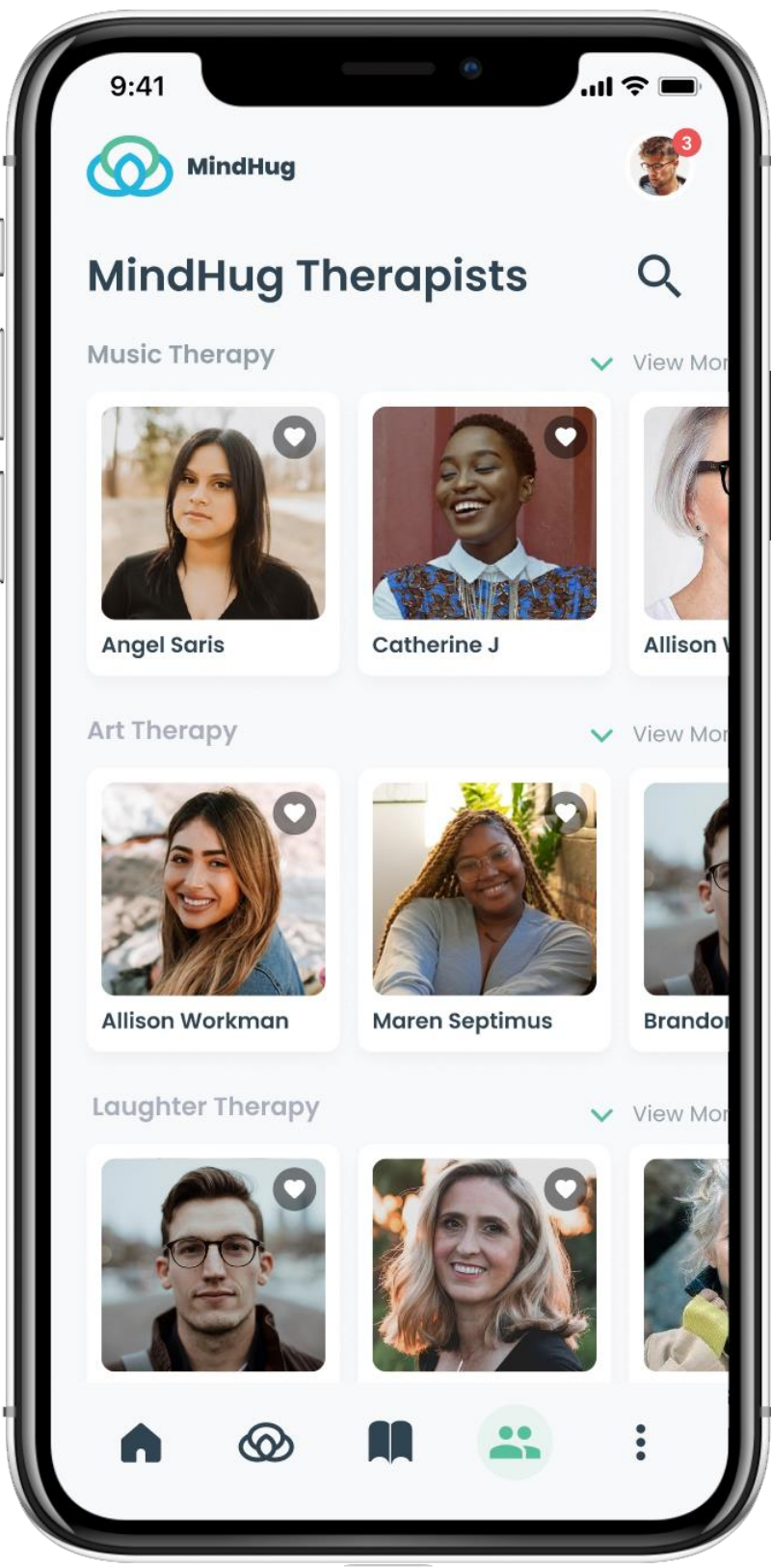
Channel 1 for Individuals: MindHug Digital™ App

Unique Hybrid Therapy: **Tailored** Digital resources with shorter and **affordable** therapist-led sessions.
Technology built on award-winning, GDPR and HIPAA based, privacy-preserving architecture

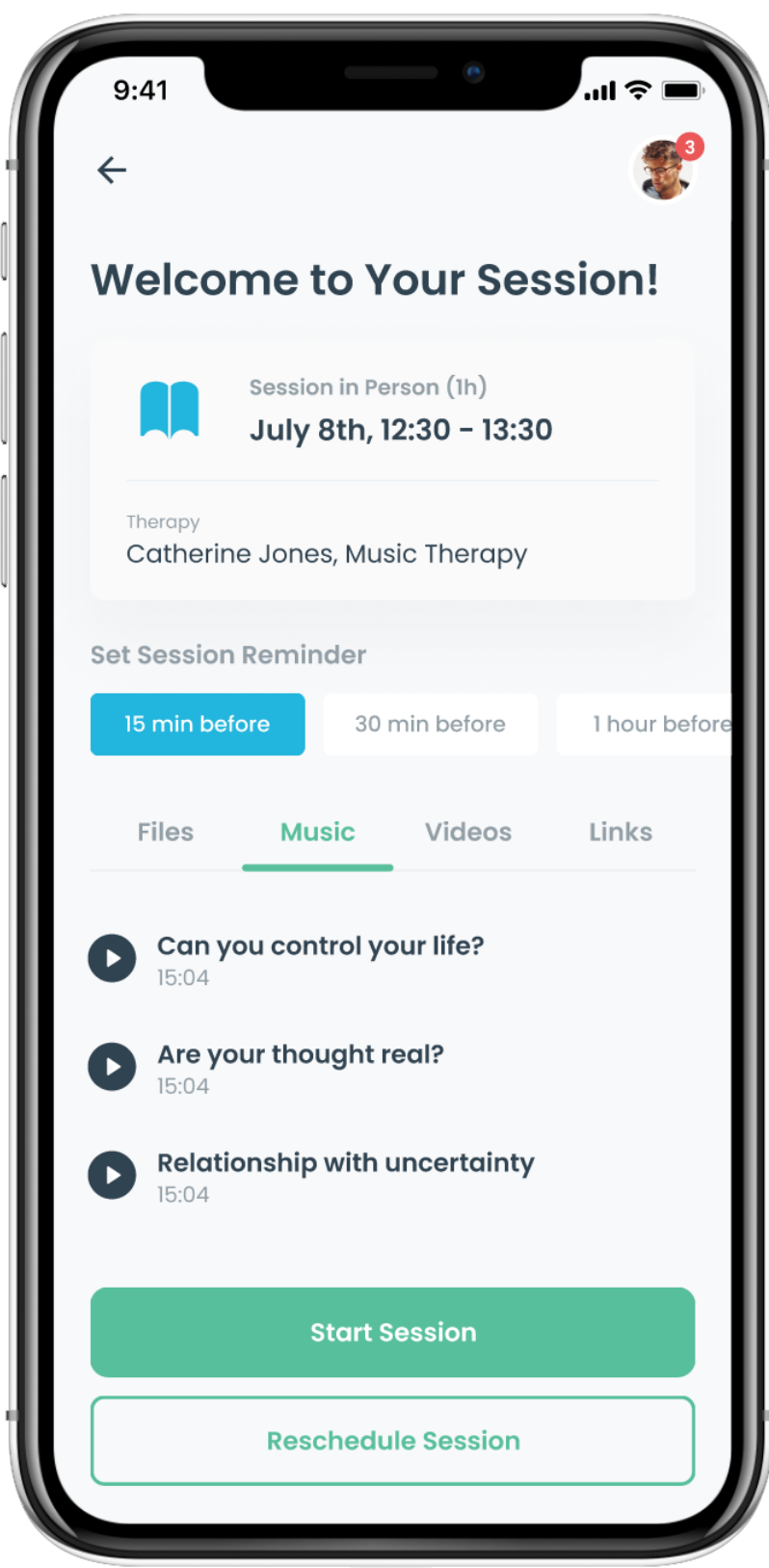
Digital Resources



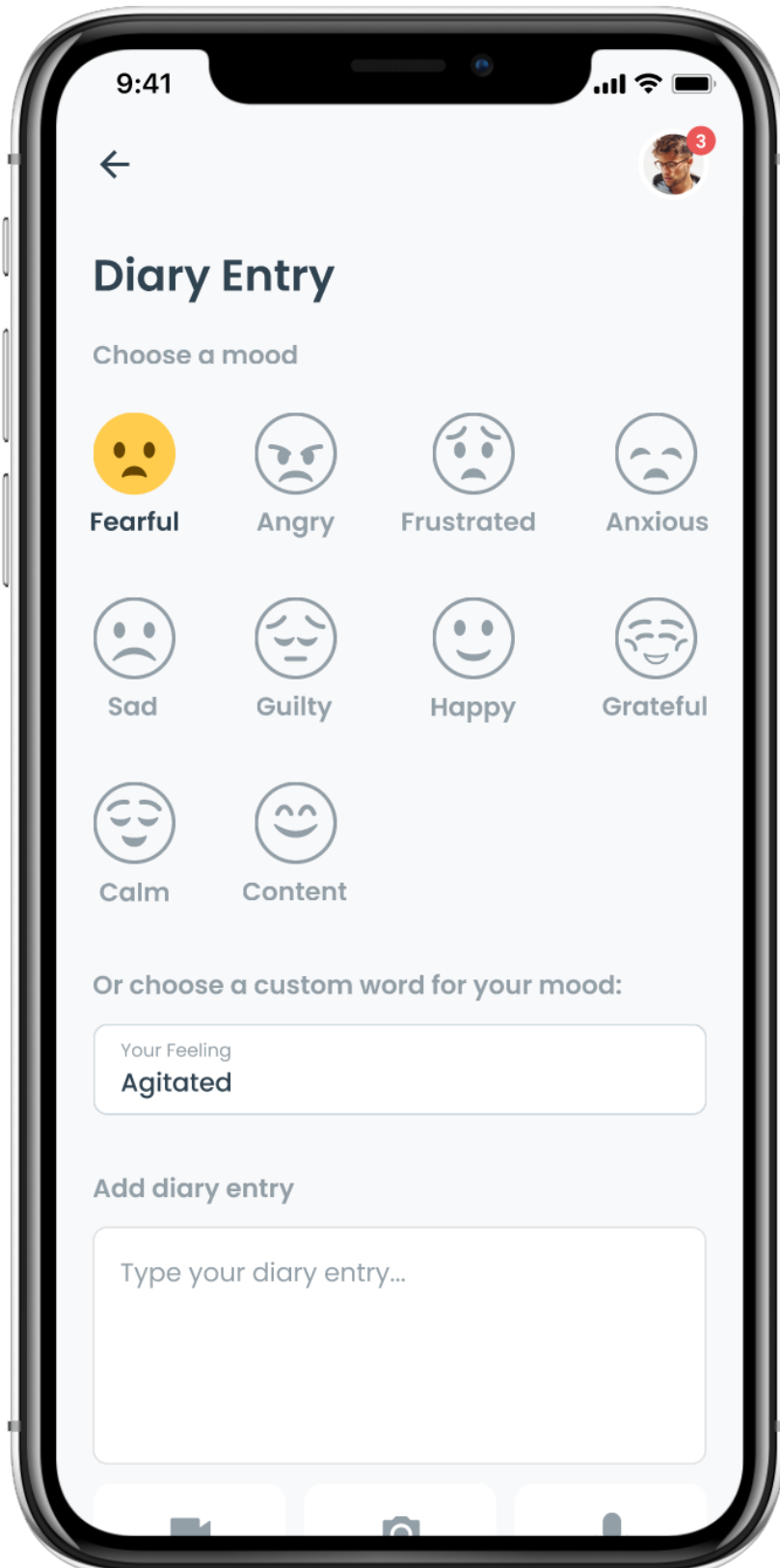
Book a Therapist



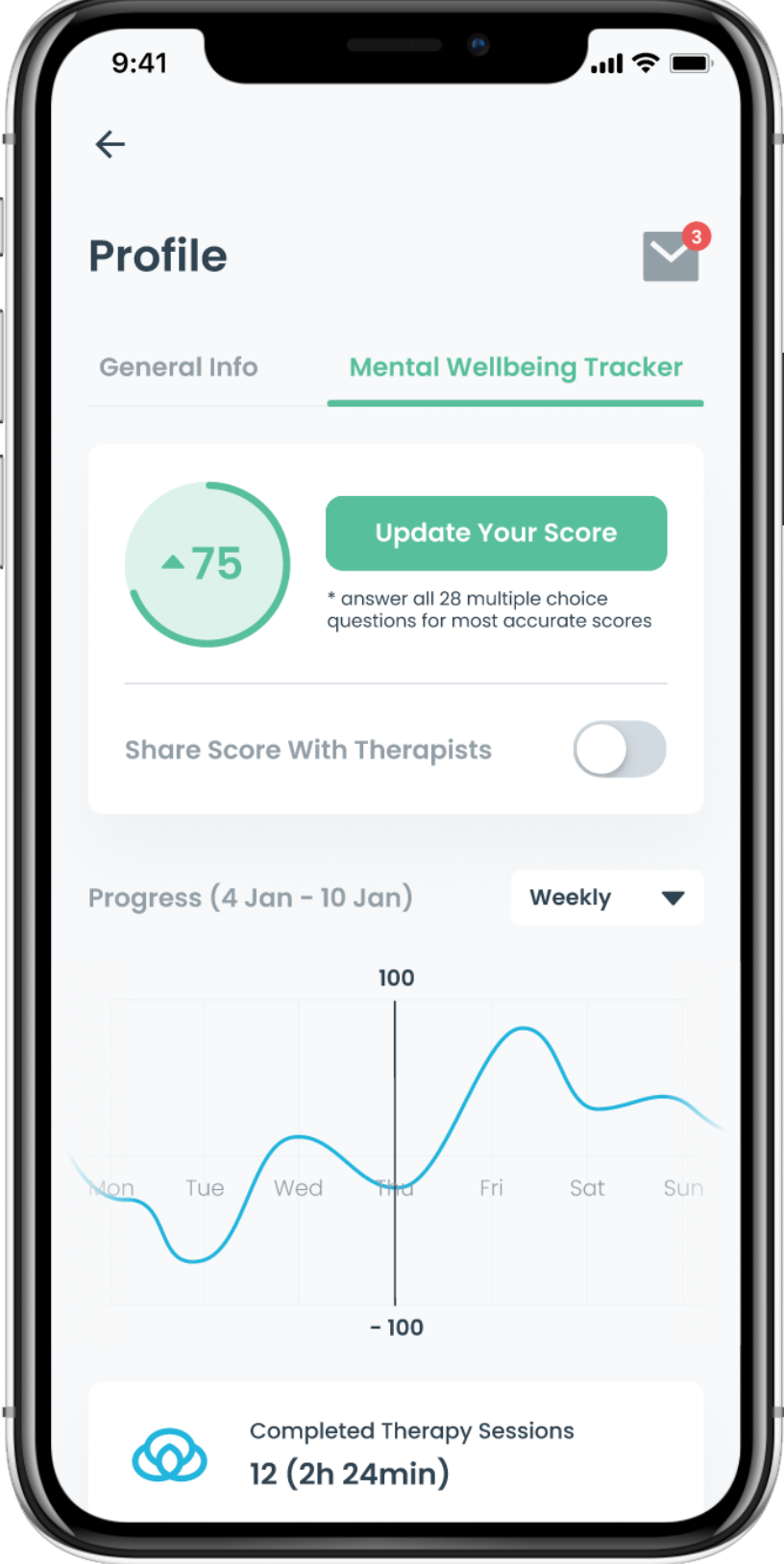
Hybrid Therapy



Mood Tracking



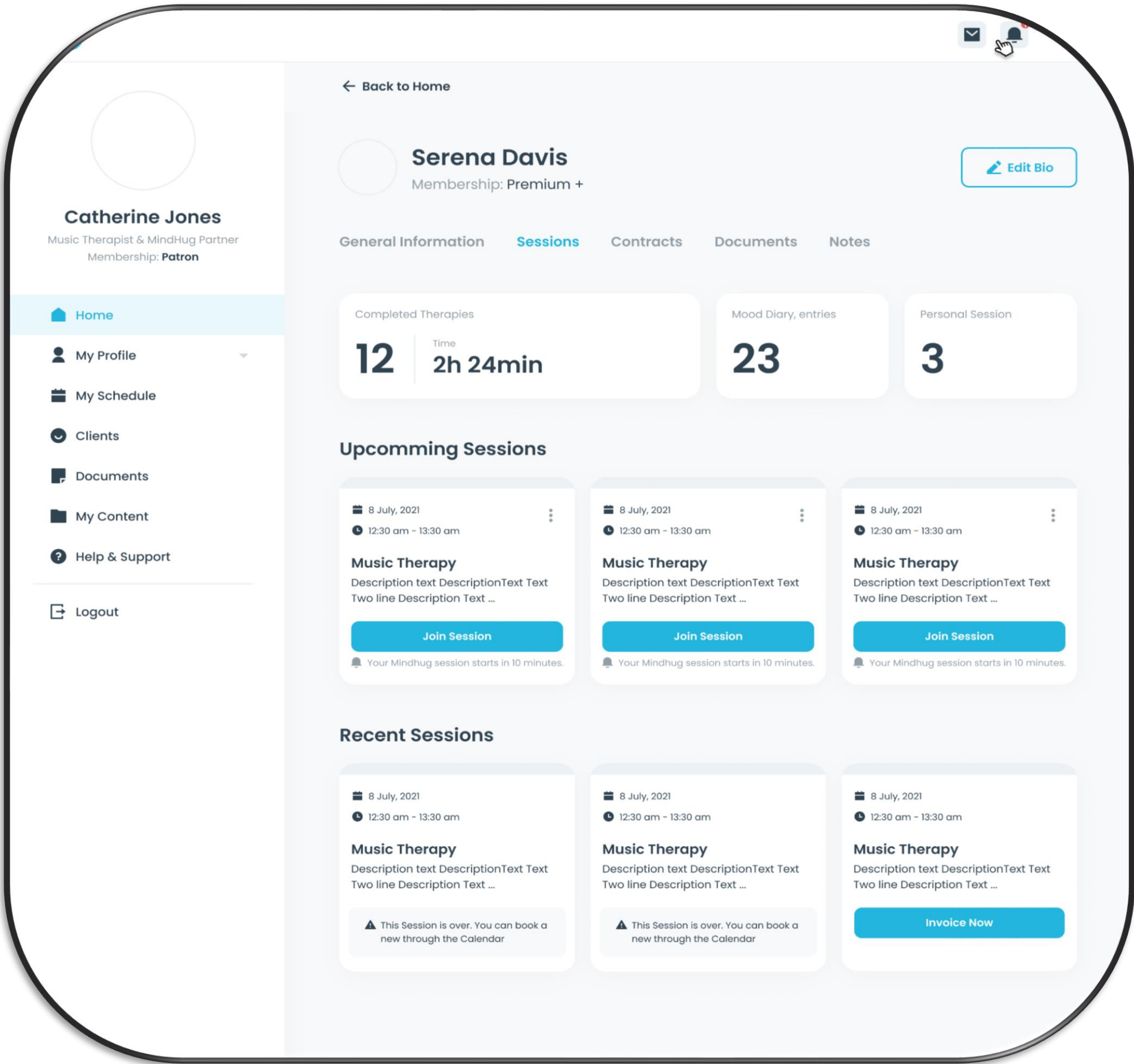
Ethical Emotional AI



How do we provide therapeutic solutions?

Channel 2 for Therapists: MindHug Therapist™

Client Management, Marketing and Telemedicine



Channel 3 for Institutions: MindHug Concierge™

Mental Healthcare for Employees and Students

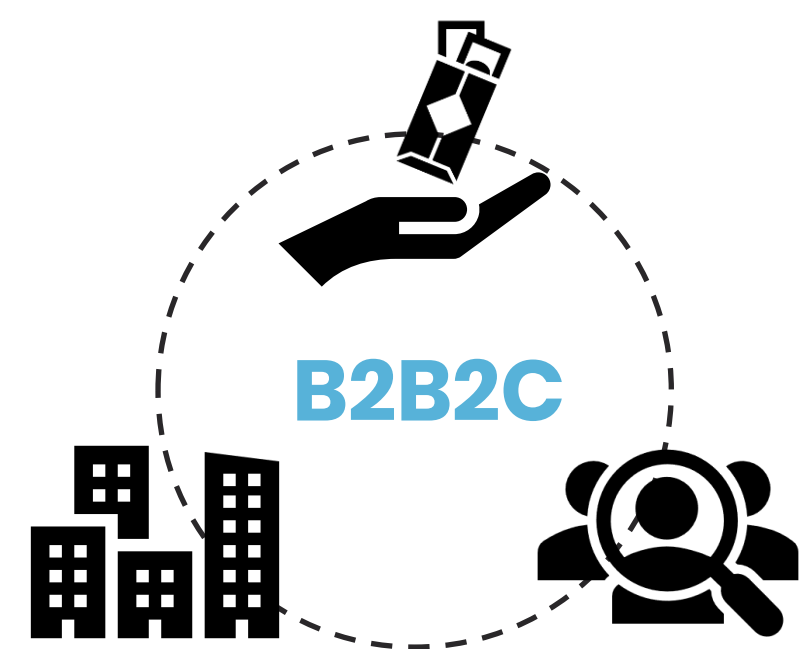


Curated Wellbeing Programmes Planning & Implementation

Core Services | Additional
Services

Let's dive into our business model

Our Business Structure



Our Target Market



Focus on universities and high stress occupations



Initial focus on London
Expansion planned across UK, and internationally

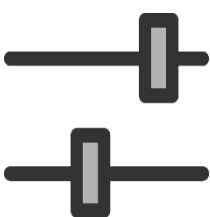
Our Acquisition Channels



Company diversity, HR and wellbeing teams
PR and speaking engagements
Partnerships with universities
Trade bodies, regulatory bodies, and NHS

Our Revenue Model

SUBSCRIBE



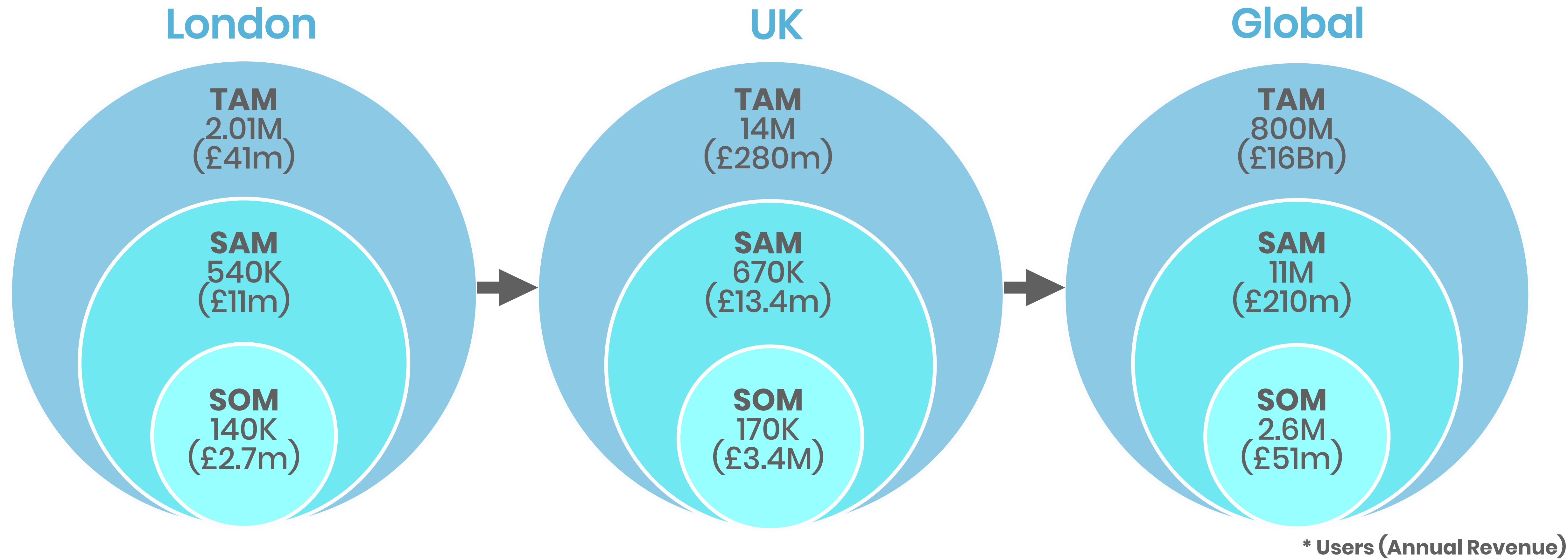
I. Freemium Option

£6.99/month per individual for MindHug Digital™
£199–£999+/month per institution for MindHug Concierge™
0–£99/monthly per therapist for MindHug Therapist™

II. Sliding Scale Commission Model

25%–60% Commission on first therapy session
Ethically, only 5%–20% thereafter

What is the market size?



* For Total Addressable Market (TAM) we have used World Bank and government data. We have assumed the casual employment sector will not be reachable. Therefore, we exclude Micro organisations and only explore salaried SME and large organisations, as well as universities. To calculate Serviceable Addressable Market (SAM), we assume only those looking to improve mental wellbeing (77%) and likely to use an app will be reachable. We also assume only those in high stress jobs (e.g. emergency workers, nurses and financial service employees), and in high urban concentrations will be reachable. Initial Share Of Market (SOM) is based on 25% of the Serviceable Addressable Market (SAM) and we estimate a c£20 revenue contribution per user. We would expect SOM to grow as we gain more traction.

Who our are competitors?

	MindHug	Calm	Headspace	Unmind	Betterhelp	MindBody	Lyra*	InsideOut
Allied & Expressive Therapies	✓							
CBT & Psychotherapy	✓			✓	✓		✓	✓
Mindfulness	✓	✓	✓	✓				✓
Yoga & Alternative Therapies	✓			✓	✓	✓		
Digital Content, Media & Resources	✓	✓	✓	✓		✓	✓	✓
Encrypted Virtual &/or Face-To-Face Therapy	✓				✓	✓	✓	✓
Hybrid Therapy Combining Digital & Therapist Led Solutions	✓							
Mood Tracking & Lifestyle Monitoring	✓	✓		✓	✓		✓	
Ethical Emotional AI Based Insights & Recommendations	✓							
Business & Client Management Tools For Therapists	✓					✓	✓	
Encrypted, Blockchain Based Privacy Preserving Architecture	✓							
Bespoke Corporate Concierge To Plan & Support Wellbeing Agenda For Institutions	✓						✓	✓

*Are more marketplaces and aggregators as opposed to mental wellbeing platforms offering solutions

How are we different?

We are not just a mental wellbeing platform

We are a mental health innovation company, going wherever the evidence leads us

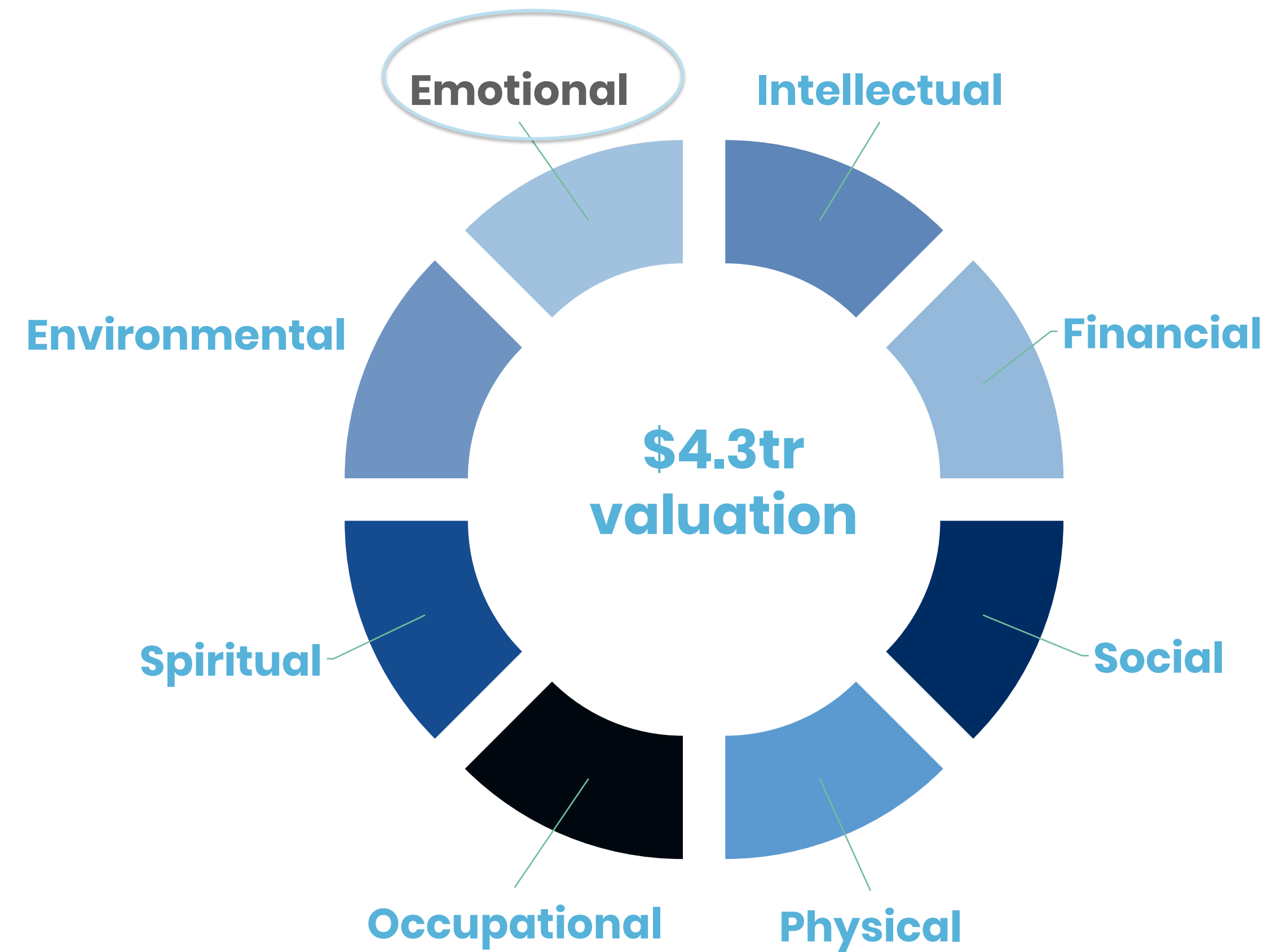
Our USP

We reduce frictions facing the demand side (individuals and institutions) as well as the supply side (therapists) through a fully integrated hybrid therapeutic approach



Our Future

**We are only just scratching the surface
of the 8 Dimensions of Wellbeing**



**As a mental health innovation company this is
how we see the future of mental & emotional
wellbeing, and the role we can play in it...**

- Using more emotional and affective AI in providing insights and recommending therapies
- VR/AR Assisted Therapy at home
- Biofeedback and wearable connectivity
- Biomarker and genetic based therapies
- Pharmaceutical and therapeutic research e.g. psychedelic based therapy
- Hardware based solutions e.g. sleep tracking
- Software based therapeutic solutions to improve therapy delivery
- International growth including Europe and USA
- Diversifying into other dimensions of wellbeing e.g. financial and environmental wellbeing

What has been our progress so far? Awards and partners





Winner



Top 15 Global Startups



Supported



Partner



Challenge Winner



Supported and Incubated



AI Research Partnership



Partner



Finalist



Accelerated



AI Accuracy 98%



50+ Therapists on roster



Headline Sponsor



Sponsors



Our Finances

3 Year Projections Oct 2021 – Sep 2024*

P&L ('000)	Yr 1 (Realistic)	Yr 1 (Ambitious)	Yr 2 (Realistic)	Yr 2 (Ambitious)	Yr 3 (Realistic)	Yr 3 (Ambitious)
Gross Revenue	£138,454	£316,680	£2,483,986	£10,037,604	£21,521,881	£117,532,912
Cost of Sales	-£15,407	-£36,072	-£430,472	-£1,716,140	-£4,706,487	-£29,387,321
Gross Profit	£123,047	£280,607	£2,053,514	£8,321,464	£16,815,394	£88,145,592
Total Overheads	-£1,359,901	-£1,365,748	-£1,843,589	-£2,395,237	-£4,505,582	-£16,116,629
Net Profit (after tax)	-£1,246,798	-£1,095,085	£200,178	£5,006,116	£10,167,776	£58,335,730

3 Year Targets



695K premium users (realistic) vs 5.8m (ambitious) **

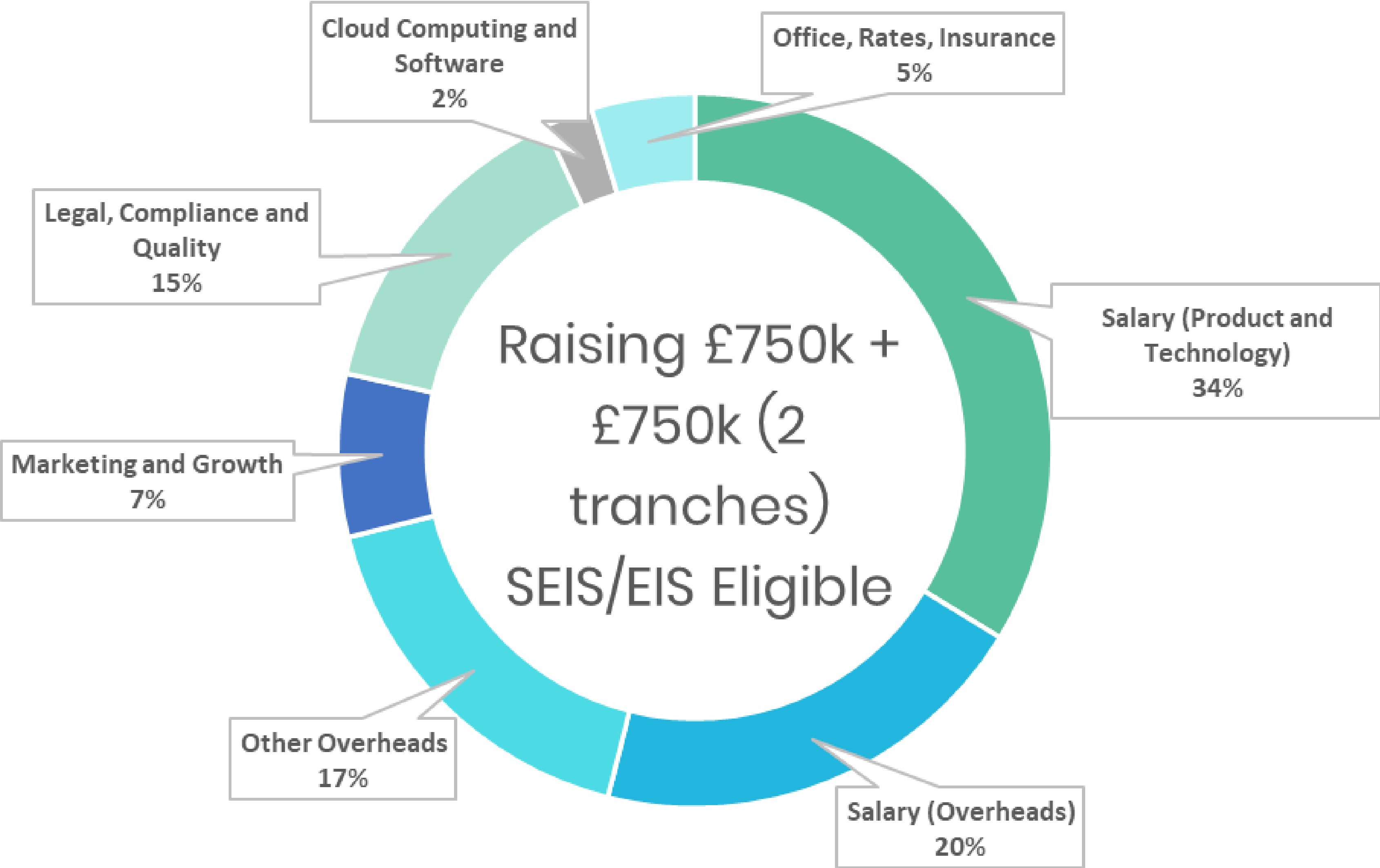
675 premium therapists (realistic) vs 3400 (ambitious)

Valuation of 10x Earnings, £100m (realistic) to £600m (ambitious)

* To validate the numbers, we have assumed a weekly growth rate of 4-8% (with a c1% churn) (a metric used by Y-combinator). The fact that meditation apps have seen average annual growth rates of 306% (Sensor Tower, 2018) offers validation of using these.

** Calm currently has 80-100m total users with 5-7m premium users. Betterhelp has 15,000 therapists. There are 30,000 Art and Music Therapists in the US and UK alone, up to 650,000 yoga teachers in the US and over 300,000 psychotherapists across Europe and the US.

Our Proposed Investment and Spend



* To validate the numbers, we have assumed a weekly growth rate of 4-8% (with a c1% churn) (a metric used by Y-combinator). The fact that meditation apps have seen average annual growth rates of 306% (Sensor Tower, 2018) offers validation of using these.

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Management Team



Chitraj (Raj) Singh
Chief Executive Officer

- 15 years' experience in innovation, Financial Services, Angel Investment, risk and regulation.
- Former Bank of England Regulator.
- BSc. Economics from LSE and MSc. Entrepreneurship from UCL.



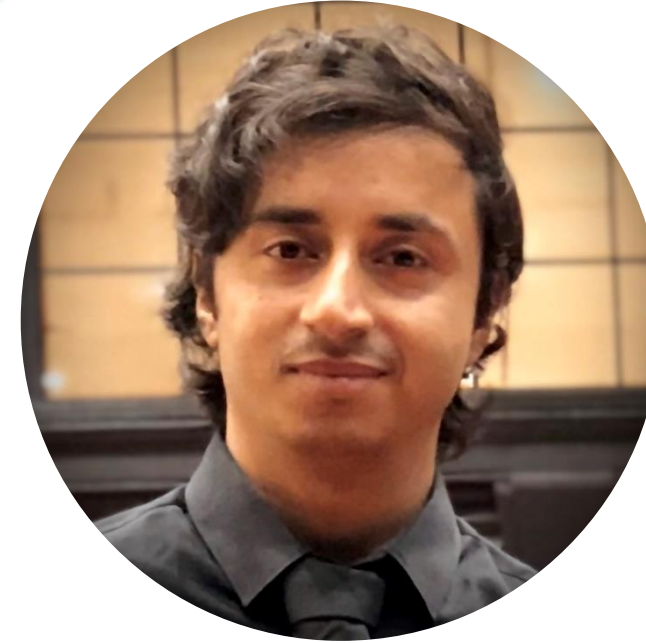
Dr. Thaddeus Cheung
(MBChB, MRCPsych)
Chief Medical Officer

- NHS Medical Doctor and Psychiatry Registrar with focus on the bio-psychosocial model.
- MSc in International Healthcare Management from Imperial Business School.



Chris Hart
Brand Experience Director

- Ex-Ogilvy and Saatchi & Saatchi with over 20 years of experience as creative director, art director, copywriter, UX designer.
- BA (Hons) in marketing.



Bala Subramanyan
Chief Technology Officer

- 14 years' of experience in AI, Full-stack Development, Blockchain and Cryptography, data privacy.
- Lockheed Martin, JP Morgan and Nationwide.



Anniek Verholt
Therapeutic Arts Advisor

Therapeutic arts advisor, contemporary artist and author with over 20 years experience.



Dr. Robert Smith
Science and Technology Advisor

- Technologist, entrepreneur, UCL academic, consultant, and AI expert with 30 years' experience.
- NASA, Boeing, the EU, Deloitte, Airbus, and British Telecom.

**Thank You For Your Support
Give Yourself a MindHug :)**

Contact Us



MindHug
UCL BaseKX
103c Camley Street,
London N1C 4PF
+442038702691

EMAIL: hello@mindhug.io
WEBSITE: www.mindhug.io