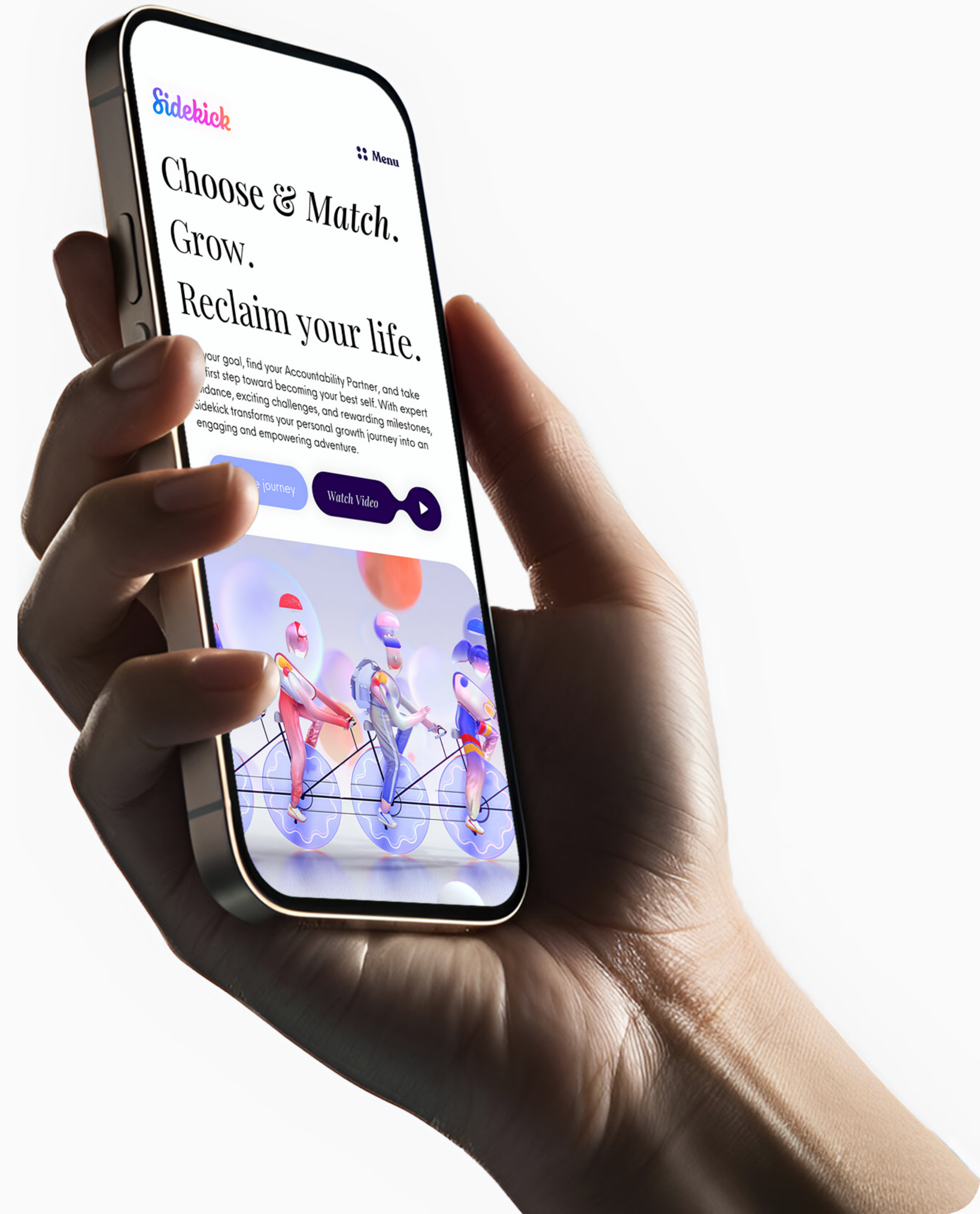


HELLO

Sidekick

AI-Driven Mental Health App for Behavioral Engagement



In this Digital Age,
We Are Lonelier,

*Technology has radically changed Human
behaviour and engagement patterns*



More Anxious And More
Depressed Than Ever.

*But the mental health industry hasn't been
able to keep up with these changes*

Current Solutions Fail To Engage Users



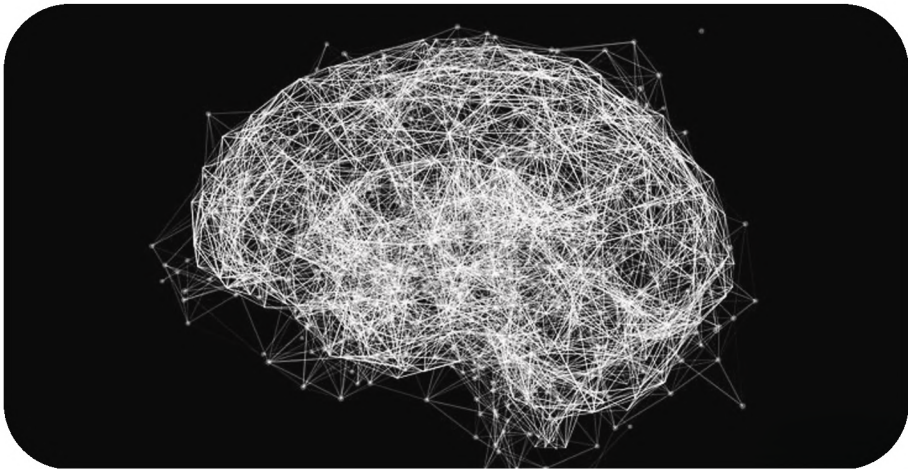
It's Time to
Meet users exactly where they are

Powered by
Foundation Model For Psychology

COGNITIVE NEUROSCIENCE

BEHAVIOURAL SCIENCE

SOCIAL PSYCHOLOGY



LLM Identifies and ML-Powered System Generates structured mental health Roadmaps and Matches Users

Sidekick

9:41

Define your own *goal*, What is that you want to achieve?

More descriptive the better

I Want to learn how to control my emotions, be present and master the art of positivity, For the past two year I have been strugg

I Struggling Staggering

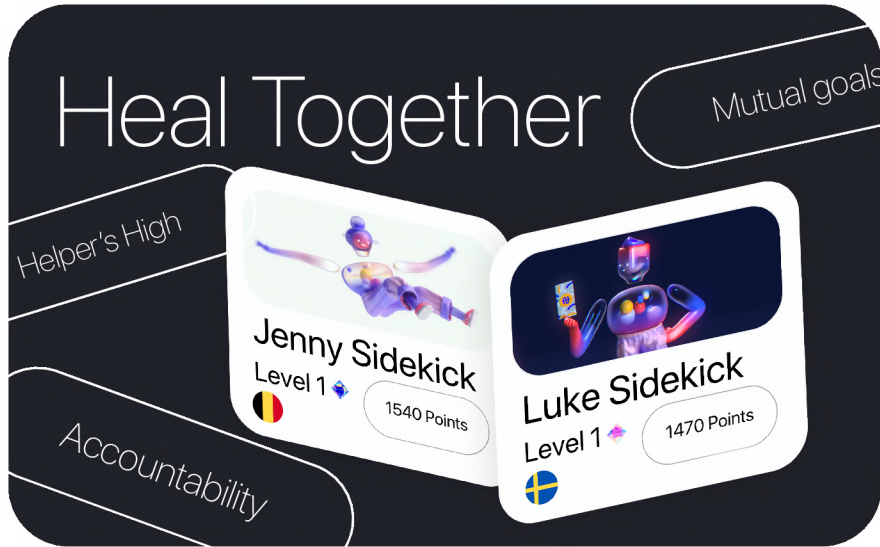
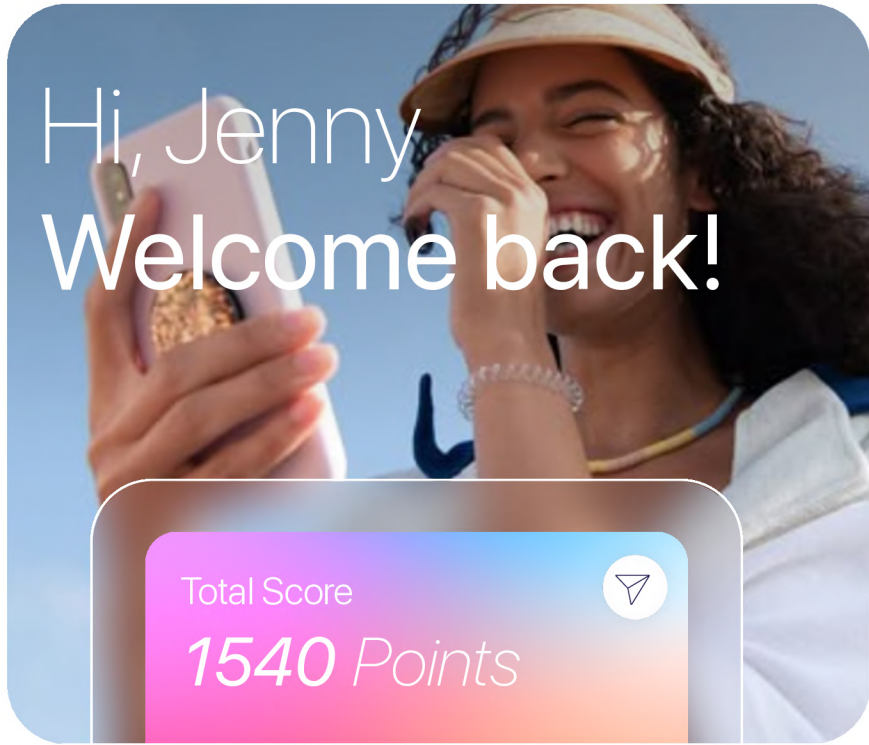
q w e r t y u i o p

Sidekick

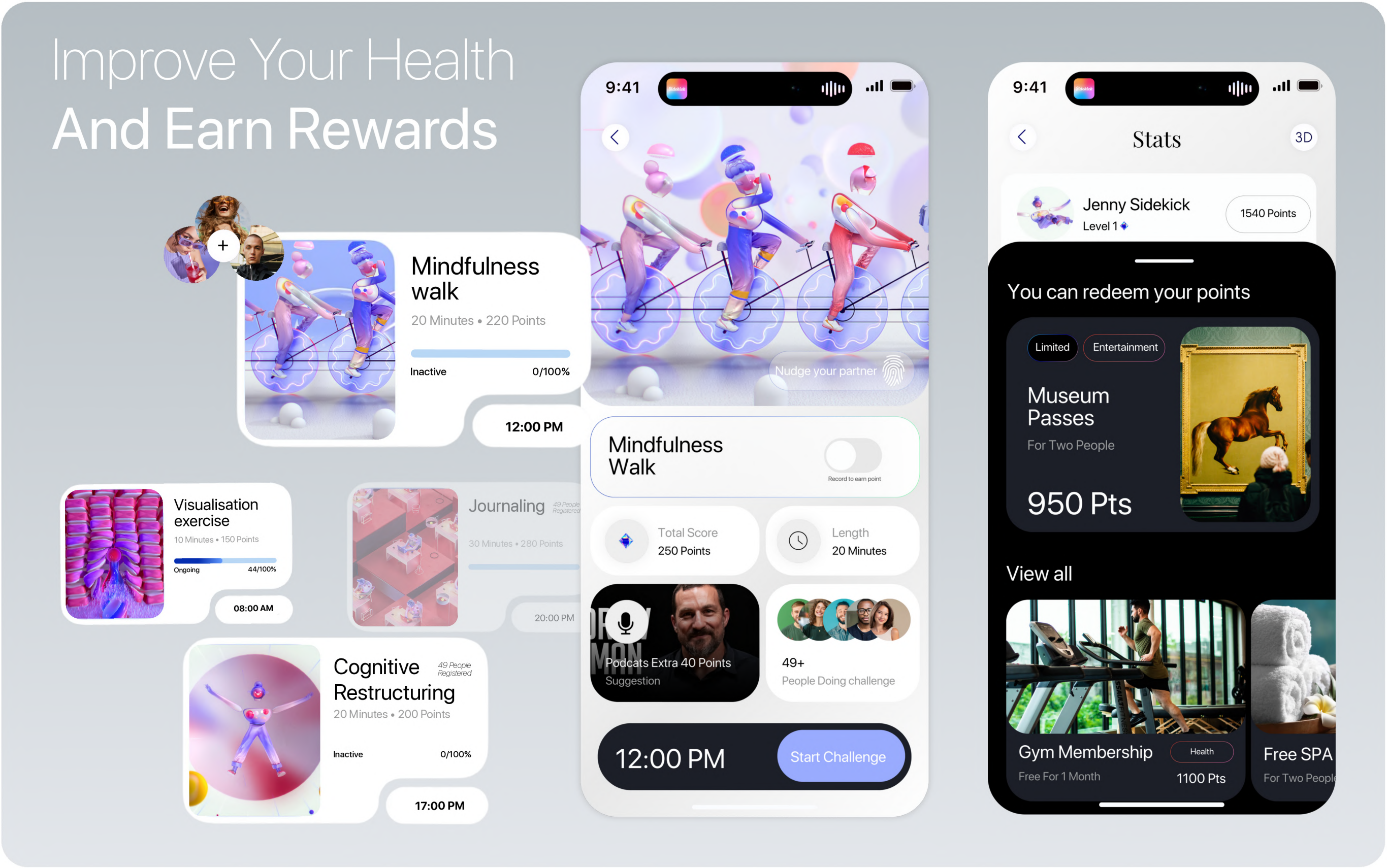
FAQ

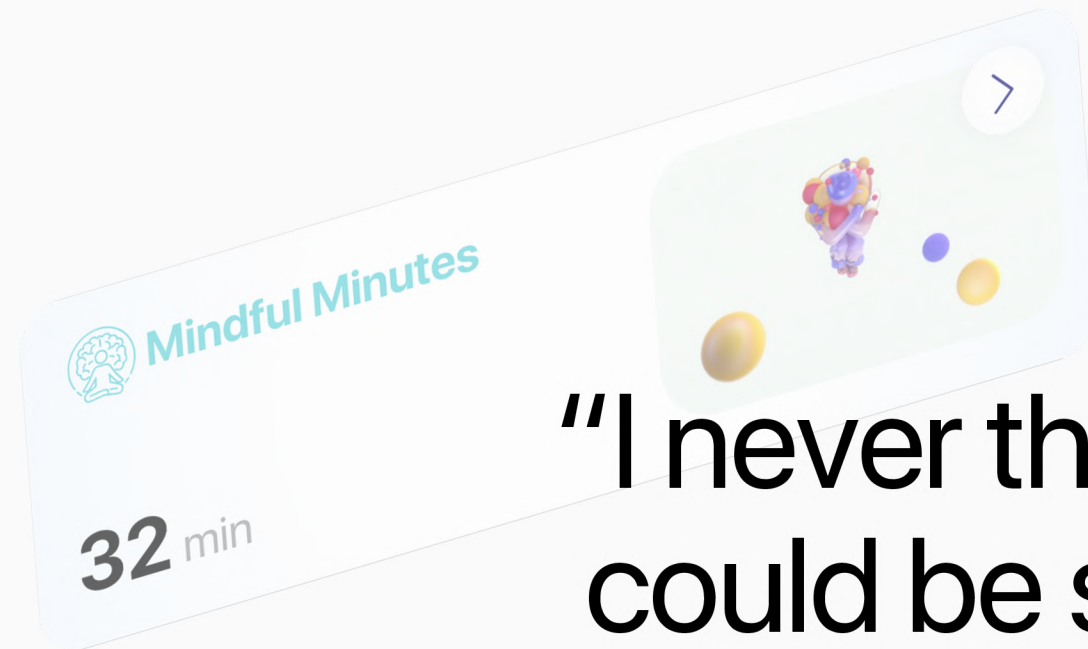
Creating your roadmap
Looking for a match

00:02



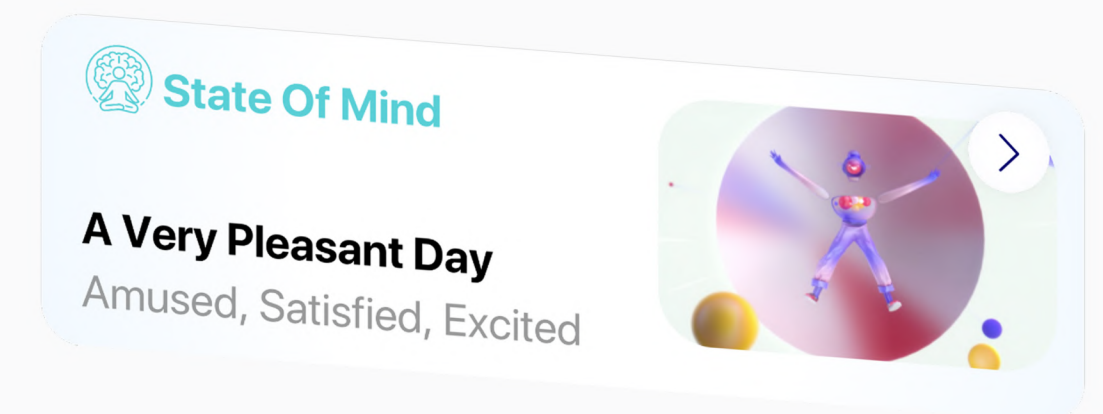
Gamified Experience





"I never thought making big changes in life could be so easy and effortless instead of hard and overwhelming."

- REVIEW OF MEMBER, DECEMBER 2024



10+

PARTNER ORGANISATIONS

the inner foundation

Next in Mind

500

BETA USERS

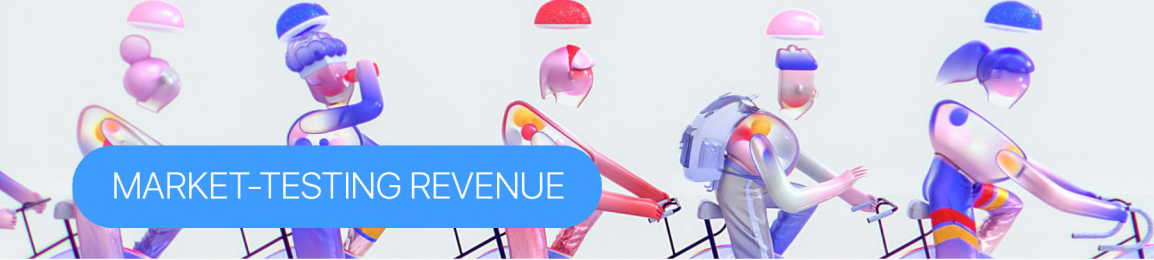
22.6k

Users In Waitlist



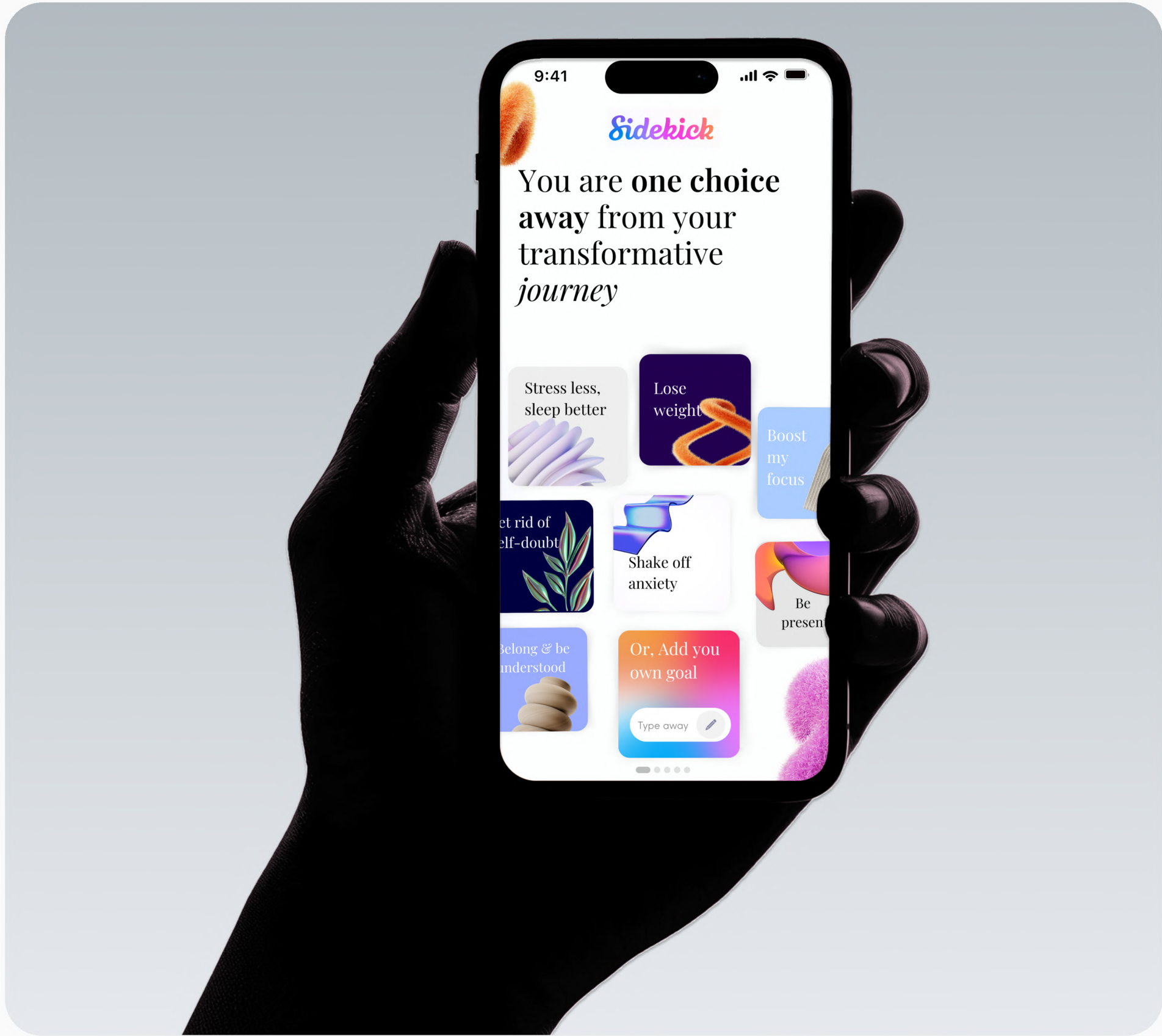
3 Countries

Research, In Parallel To
Steady Growth ↗



MARKET-TESTING REVENUE

€11,000



700m+

App Downloads, from fitness trackers to well-being apps, proving the demand

DOWNLOADS ↓

PHASE 1 EU MARKET

€7B

Young Adults (16-35) struggling with Anxiety, Low Self-esteem, or Loneliness. And Spending >€90 Monthly on Self-improvement (Incl. E-books, Programs, Apps)

Innovation led to Rapid growth of several **Digital mHealth** companies

HABIT BUILDING

Goals



Fabulous

30m downloads

Calories



\$345m Market Cap

Focus



25m downloads

WELLBEING

Mental



\$2bn Market Cap

Mental



30.5m Funding

Workspace



\$187m Funding

HABIT REGULATION

weight-loss



\$3.7bn Market cap

Sleep



\$648m Market Cap

Addiction

Quit Genius

\$320m Market Cap

However
Retention remains the biggest
challenge

HIGH DROP OUT

Science-backed Retention

User Autonomy

Increasing users' sense of autonomy through tailored plans, that keeps them focused on **achievable goals**.

Social Psychology

Positive emotional responses from setting mutual goals, helping others ("the helper's high") leads to **unmatched engagement** in the treatment plans.

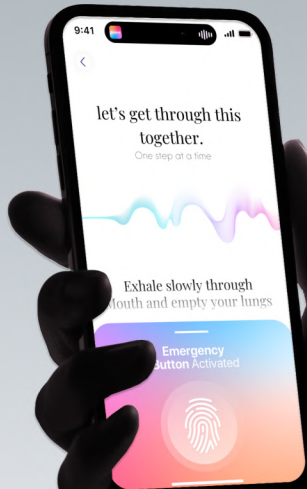
EFFORTLESS CONSISTENCY

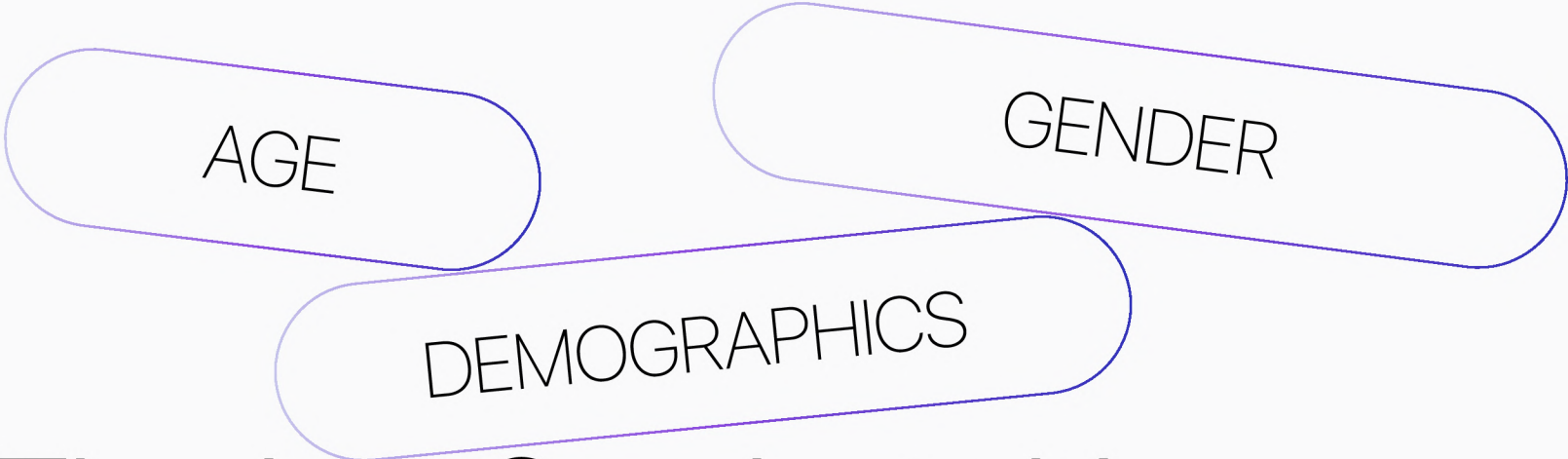
Positive Reinforcement Loops

In **neuroscience**, a concept where immediate rewards help create lasting behavior change. Enabling brain to rewire itself through effortless consistent practice.

Timely Interventions

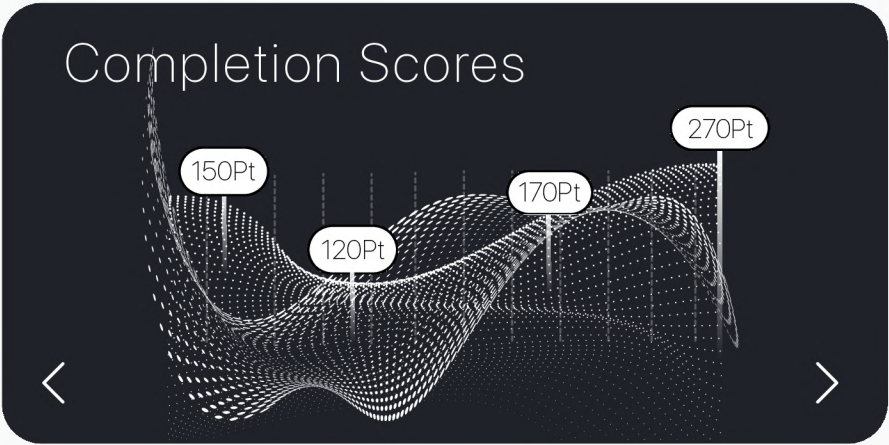
That can **ameliorate** numerous other psychological challenges by getting timely support and guidance.





The App Conducts It's Own Research

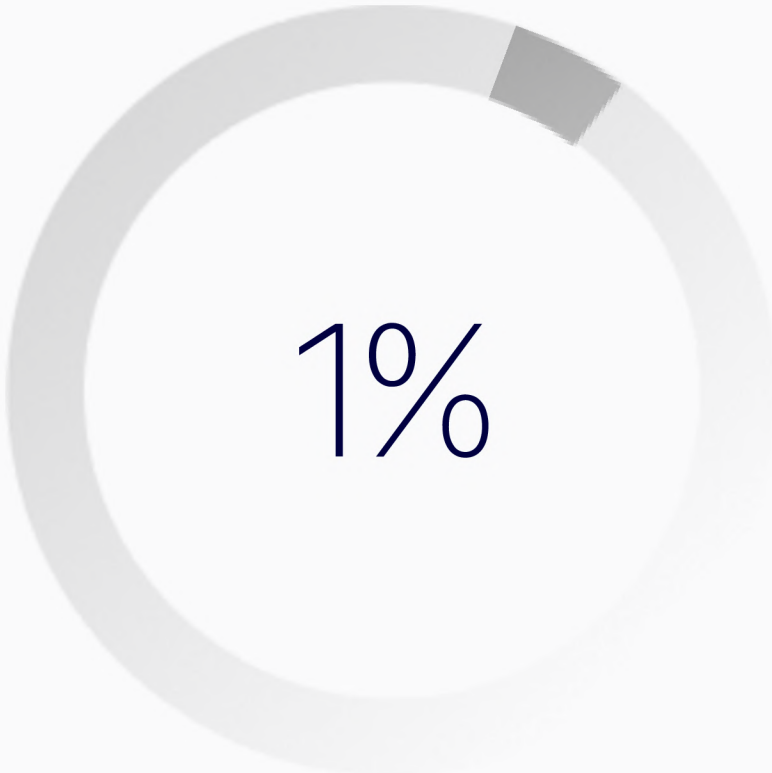
At an unprecedented scale, leveraging anonymized data across age, sex, and demographic factors to pinpoint what interventions work best, for whom, and where they are needed. This enables precise, data-driven interventions that enhance mental health outcomes on a global scale.



ESM

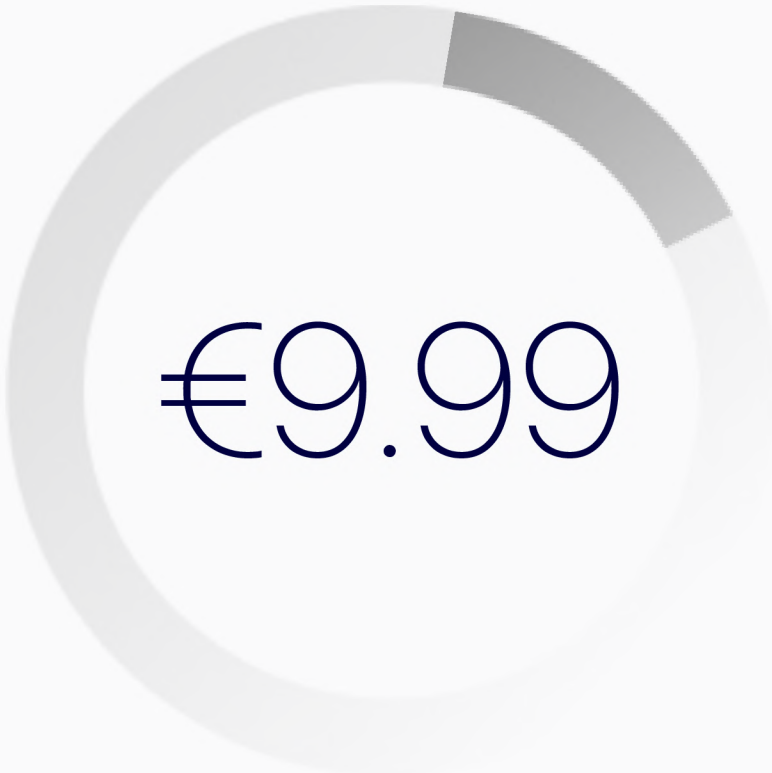
A composite image of four overlapping app interface screens. The top screen is titled 'State Of Mind' and shows 'A Very Pleasant Day' with a list of emotions: 'Amused, Satisfied, Excited'. The middle screen is titled 'Mindful Minutes' and displays '32 min'. The bottom-left screen is titled 'Anxiety Levels' and shows '-49%'. The bottom-right screen is titled 'Vitals' and indicates '1 Outlier'. Each screen has a brain icon in the top-left corner and a navigation arrow in the top-right corner.

Projection
Annual Revenue



MARKET SHARE

584,000 Young Adults



ARPU

Subscription of €9.99 per month



ANNUAL REVENUE

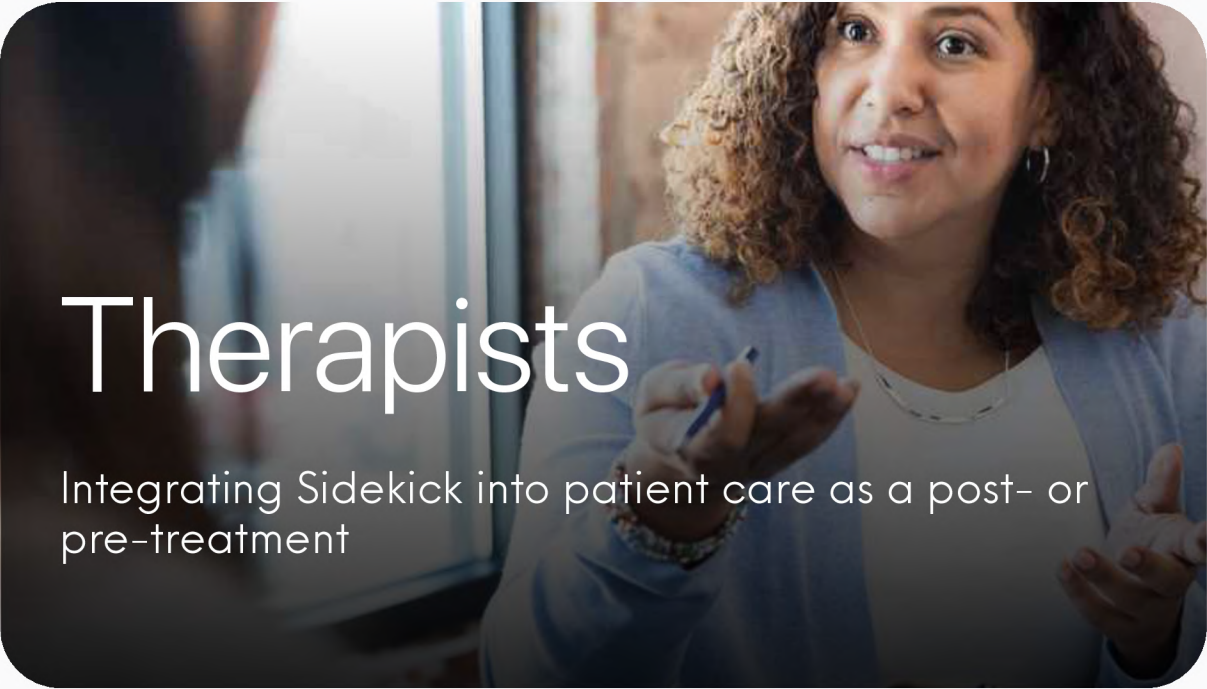
Assuming users stay Subscribed for 6 months

APP PREMIUM SUBSCRIPTION



Mental Health Organisations

Partnering with NGOs to leverage their trusted networks for community outreach and support



Therapists

Integrating Sidekick into patient care as a post- or pre-treatment

Schools and Universities

Student Wellness Programs to Schools and Universities for Holistic Mental Health Support



Wellness Influencers

Providing their audience with discounted memberships

Insurance Companies

Offering their communities immediate access to mental health care, reducing long waiting times

Building ↗
The Ecosystem

Where Vision Meets Execution

CEO

Ana

2X Founder, startup leadership, fundraising, and strategic growth,



CPO

Mariam

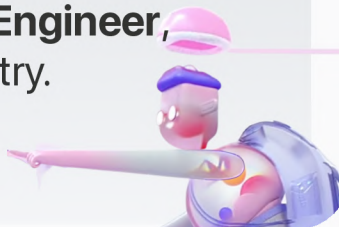
PhD Clinical Psychologist, Author of multiple publication "JIMR"



CTO

Bernard

Neuro & Data Scientist, ML Engineer, 10+ years in the industry.



UNIVERSITÀ
DEGLI STUDI
DI PADOVA



imec



Wallonia.be



Lufthansa
Systems



ADVISOR

Eric

C-level Consultancy. Wallonia Export & Investment Agency



ADVISOR

Fedor

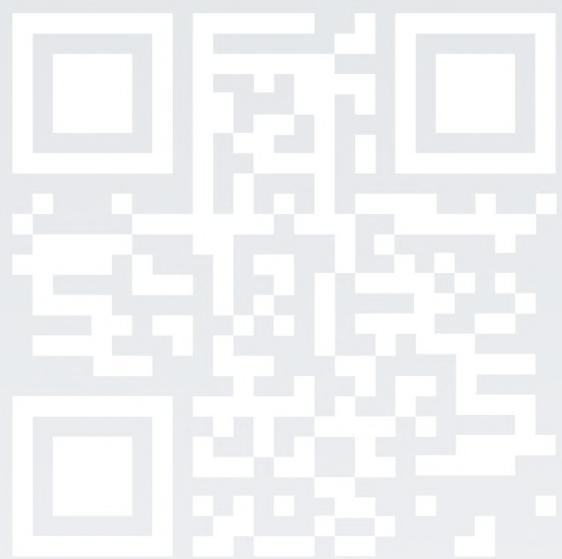
5x Founder, International innovation consulting, Co-Founder of IMEC



TEAM (+3)

Software Architect
Data Scientist
Researcher

Heal Loudly Heal Together



ANA GIGASHVILI
Ana@yoursidekick.app

