

Opening the path to wellbeing for all

Atlas

Setting you up on the path to wellbeing



What is it ?

Suggest wellness Goals for People. and help them pursue them through **personalized goal setting**, track their progress. their well being

✦ AI coaching

✦ Educational resources Link to courses, articles, books and videos

✦ Wellness Community Connect with a network of wellness coaches

The Problem.

WHY?

71% of people in **need of mental health** and wellness services never receive adequate care.

What needs to change?

STATISTIC ON WELLNESS

- ✦ 45% of Americans were suffering or languishing pre-pandemic.

- ✦ Only 32% of employees in the U.S. are engaged at work

- ✦ 8 of 10 people within the workplace experience burnout

What is Happening in the background ?

How it works ?

✦ The user answers qualitative and quantitative questions on PERMA4

✦ AI generates some simple goals and resources for users to get started. Based on their answers.

(BASED ON THE PERMA 4 PILLARS)

✦ AI generates a description of users' overall wellbeing, how each pillar is contributing to it, and their top 3 areas for improvement.

✦ Users pick a goal, AI supports progress and accountability with check-ins & digital nudging protocols.

Technical demonstration

THE DEMO

Who is this for ?

Target Audience

★ 1. University Students

WE'LL FIRST UTILIZE OUR CONNECTIONS IN ACADEMIA TO GET STUDENT PARTICIPANTS TO USE THE TOOL

★ 2. Coaches and practitioners

WE'LL THEN AIM TO LEVERAGE OUR NETWORK OF WELLNESS COACHES TO USE THE TOOL WITH THEIR CLIENTS

★ 3. Athletes

USING OUR CONNECTIONS TO COLLEGES AND SPORT TEAMS, HELPING ATHLETES IMPROVE THEIR WELLBEING AND PERFORMANCE

★ 4. Organizations

CONTACT OUR NETWORK OF EXECUTIVES AND HR DEPARTMENTS TO USE THE TOOLS WITHIN THEIR ORGANIZATION

How do we make money ?

Revenue Streams

No.1

Beta stage financed with grants

No.2

**Base Subscription
\$15/month**

No.3

**ATLAS partnership programs with
Coaches**

Where the market is right now

Key Market Trends

	2023 Markets Size	Projected 10-year Growthrates	2030 Projected Market Size
AI Services	\$500 billion	7-12%	\$1 trillion
Wellness	\$1.5 trillion	5-10%	\$2.5 trillion
AI-Facilitated Wellness Services	\$14 billion	6-7%	\$26 billion

What people are using now ?

Competition

	Atlas Intelligence	BetterHelp	Talk Space	Wysa	Arduro	GrowthSpace
Price	<ul style="list-style-type: none"> \$15/Month for primary users Custom pricing for wellness practitioner partners program membership 	<ul style="list-style-type: none"> \$360/Month 	<ul style="list-style-type: none"> \$400/Month 	<ul style="list-style-type: none"> \$70/year +\$60/hour of live coaching 	<ul style="list-style-type: none"> Custom Pricing 	<ul style="list-style-type: none"> Custom Pricing
Target Market	<ul style="list-style-type: none"> Individuals: Teens & Adults Organizations: Wellness Coaches 	<ul style="list-style-type: none"> Individuals: Adults 	<ul style="list-style-type: none"> Individuals: Teens and Adults 	<ul style="list-style-type: none"> Individuals 	<ul style="list-style-type: none"> Organizations: Customizable 	<ul style="list-style-type: none"> Organizations: Customizable
Services	<ul style="list-style-type: none"> PERMA based wellness assessment, tracking, and coaching via text and speech, all facilitated via AI chatbot. B2C Wellness marketplace platform 	<ul style="list-style-type: none"> Online therapy with licensed professionals via text, phone, and video 	<ul style="list-style-type: none"> Online therapy with licensed professionals via text, phone, and video 	<ul style="list-style-type: none"> CBT-based wellness coaching via text with licensed wellness coaches Access to a library of CBT exercises facilitated via text-based AI-chatbot. 	<ul style="list-style-type: none"> Wellness tracking via personalized metrics set by the client organization. Access to a library of wellness exercises facilitated via text-based AI-chatbot. Personalized wellness coaching with licensed coaches via text and video 	<ul style="list-style-type: none"> Wellness tracking via personalized metrics set by the client organization. Access to a library of wellness exercises facilitated via text-based AI-chatbot. Personalized wellness coaching with licensed coaches via text and video
Personalization	High	High	High	High	High	High
Scalability	High	Low	Low	Low	Low	Low
Mental Health Licensing	No	Yes	Yes	No	No	No
Human Interaction	Yes	Yes	Yes	Yes	Yes	Yes

Meet the Team.



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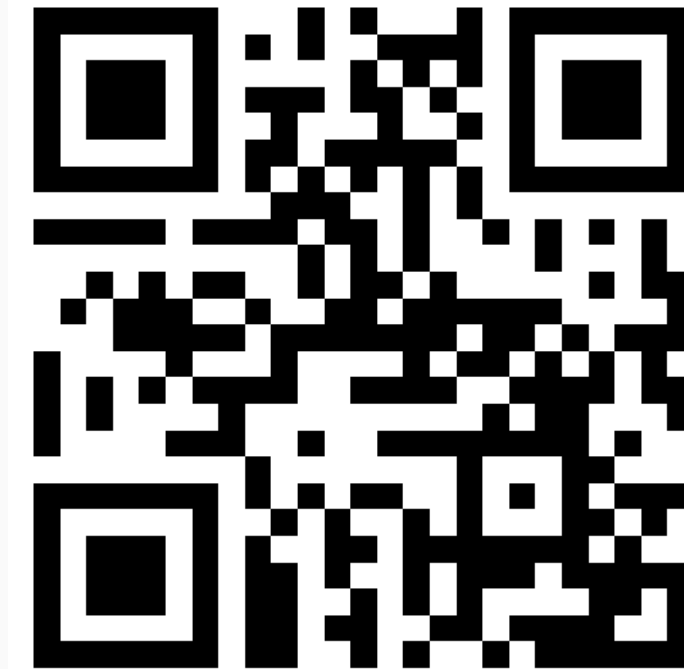
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Contact us



Join our  **DISCORD**
building a wellbeing community

Feel free to ask us any question

THANK YOU