



This is Jennifer

Manager, 32, lives in NYC

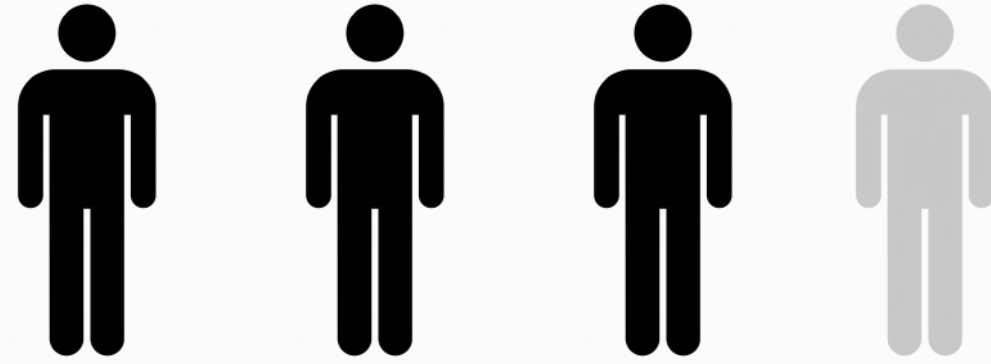
Last month, Jennifer...





**She feels completely alone,
and this is impacting her
daily livelihood.**

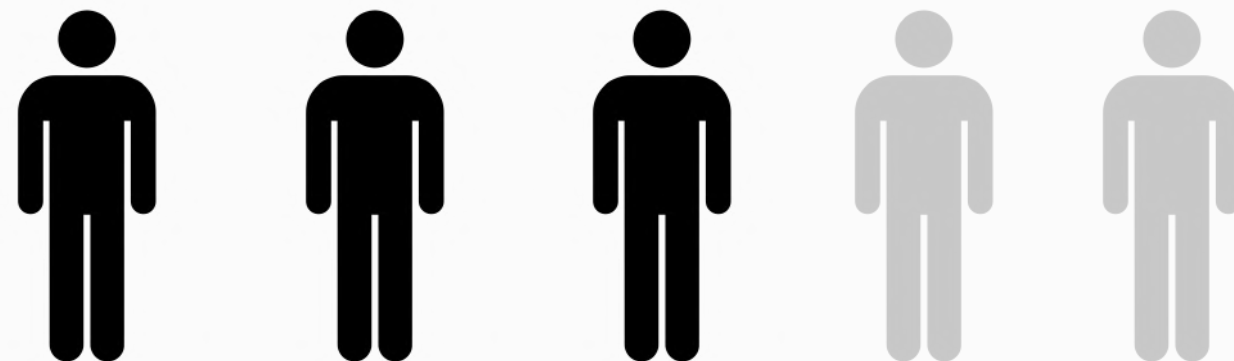
Jennifer is just one amongst many



Stress levels have **increased** over the past year (US)



Feeling **very / fairly lonely** (worldwide)



No mention of their **stress overall** (US)

We are in a mental wellness epidemic

Costs

~\$406B

US economy a year

Impacts

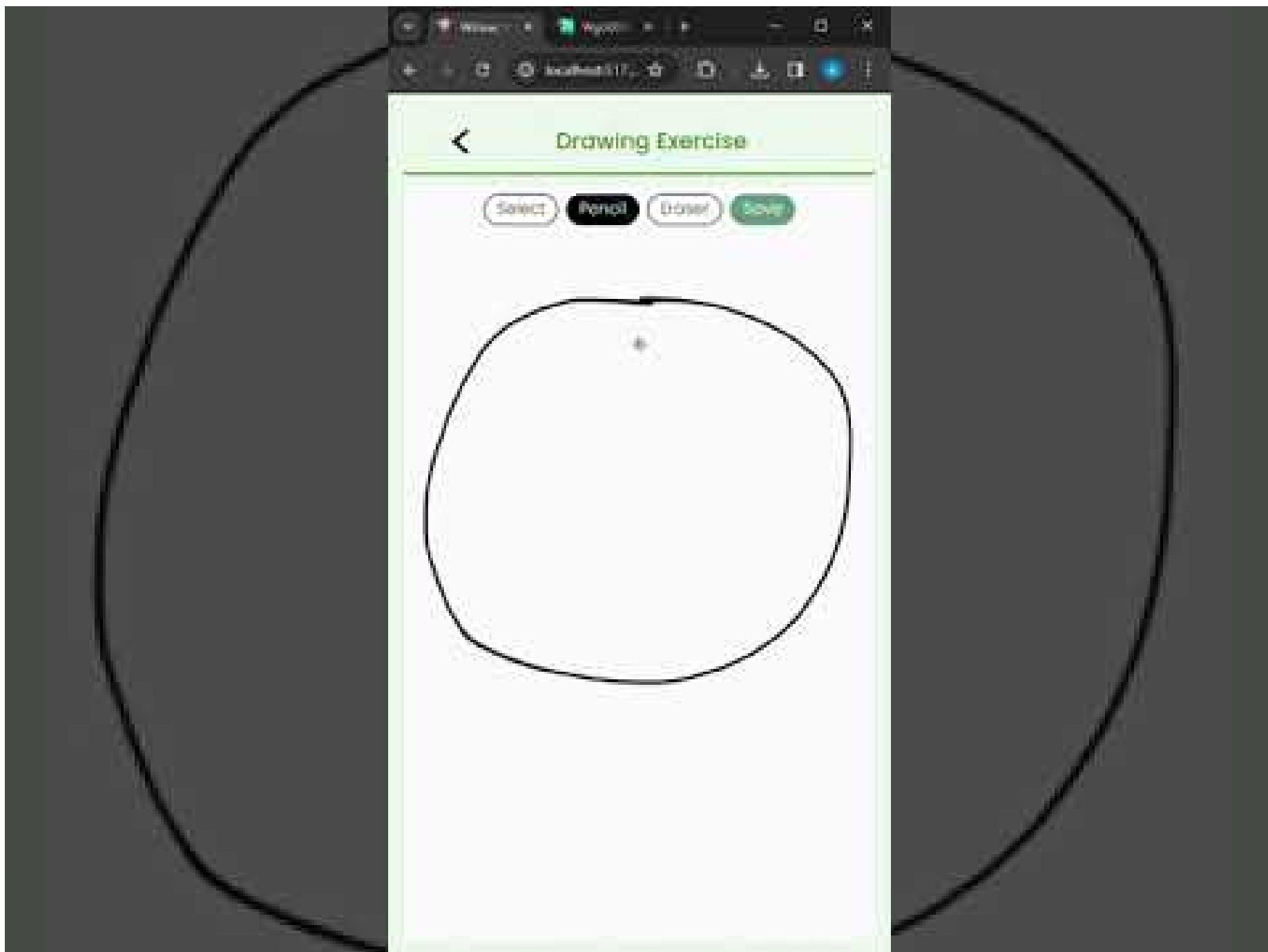
+50%

all US workers' productivity

Introducing

Willow

Your digital emotional companion

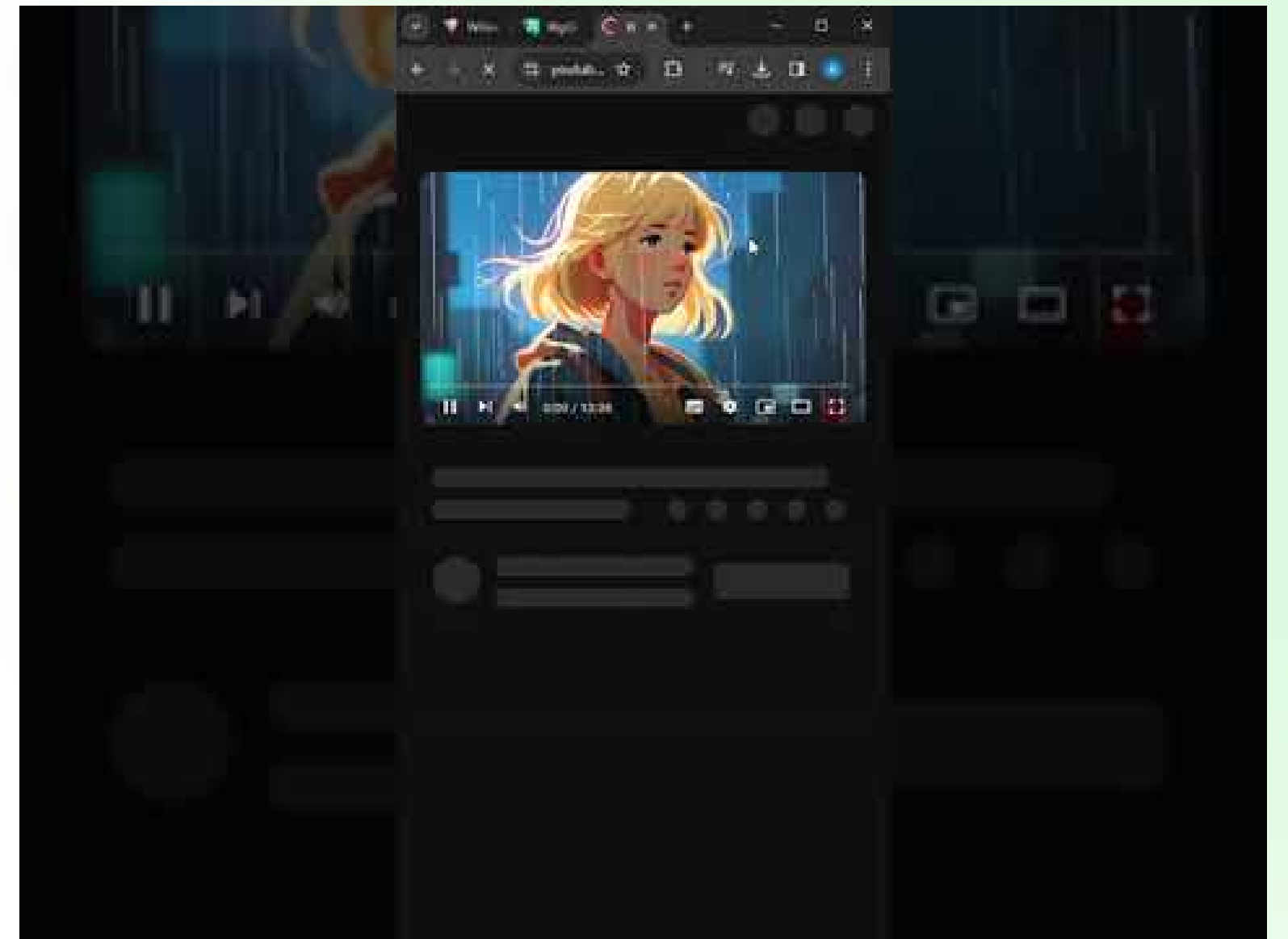


Not sure what you're feeling?

Willow will help you decode your
feelings

Exercises to help you feel better.

Tailored for you



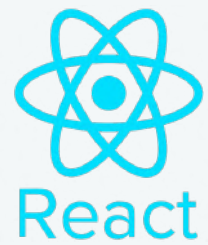
Technology



Gemini



LlamaIndex



↑ **Innovative approach**

↑ **Societal consciousness**

Why Now?

↑ **80% felt ChatGPT was an effective therapy alternative**

↑ **Health risks with mental wellness is costly - \$406B a year**

TAM

All individuals experiencing stress, loneliness or other emotional health issues worldwide

SOM

1% of SAM

1B+

233M+

~2M+

SAM

Employees with workplace health insurance & students enrolled in US schools

How Willow Generates Revenue

HR Platform Partnerships

\$5-\$15

Per employee

School Partnerships

\$1,000-50k

Per school

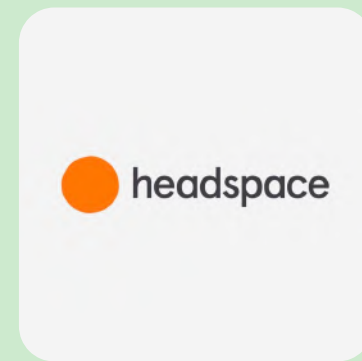
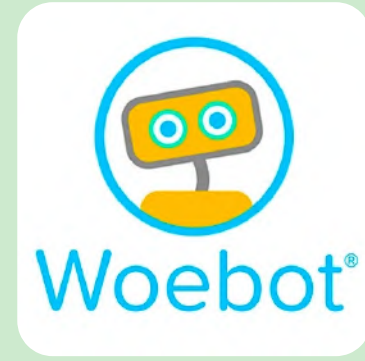
Freemium D2C

\$7-14

Per month

2M users

~ \$14M ARR



School
counsellor/
social worker



	Avatar	Woebot	betterhelp	headspace	Replika	School counsellor/ social worker	ChatGPT
Accessibility	Freemium	Freemium	Paid	Freemium	Freemium	Long wait (free)	Freemium
Personalized Exercises	✓	✗	✓	✗	✗	✓	✗
Emotional Support	✓	✓	✓	✗	✗	✓	✗
Anonymity	✓	✓	✓	✓	✓	✗	✓
Companionship	✓	✗	✗	✗	✓	✗	✗
24/7 Availability	✓	✓	✗	✓	✓	✗	✓
Multimodal AI Tools	✓	✗	✗	✗	✗	✗	✓

Series of experiments we will run to get 1000 users who love Willow



Create viral content utilizing pop culture

E.g. Double it or give it to the next person



Partner with schools and SMBs to provide free wellness workshops



Pop-up Phone Booths — people can talk to Willow in the middle of the day in busy locations



Strategic partnerships with content creators

Example - Squarespace



Invite a new Willow user for a free month



Create wellness community/events/immersive events/educational workshops e.g. VR personalized meditation



Buy One, Give One campaign — each premium user gifts a subscription to a refugee



Create educational and wellness content on social media

What's next?



Expanding to other aspects of wellness

- Cut back on alcohol, smoking, sugar...
- Career coaching
- Relationship coaching



Emotional support worldwide, for refugees and those from less developed countries

Providing support through grants and international funds

Let's make the global silent crisis, heard.

