



E-Mind Mirror

Digital thought diary – simple tool for cognitive behavioral therapy

Speak, don't type





1 in 8 people globally live with a mental health problems



A world map composed of white dots, with several colored dots (orange, purple, blue) scattered across the continents. The text is overlaid on this map.

**Cognitive behavioral psychotherapy
– is the most popular treatment approach
in the world**



Problem

Traditional CBT often involves **journaling your thoughts**, but the pen-and-paper method can be tedious and time-consuming, taking up to an hour daily.

This can discourage people from keeping up with the practice, which limits its effectiveness.

Solution

Digital CBT thought diary app!

Instead of writing or typing, simply speak your thoughts and our AI assistant will transcribe them instantly. This reduces **journaling time by 10x**, making it easier and more convenient to stick with your CBT routine

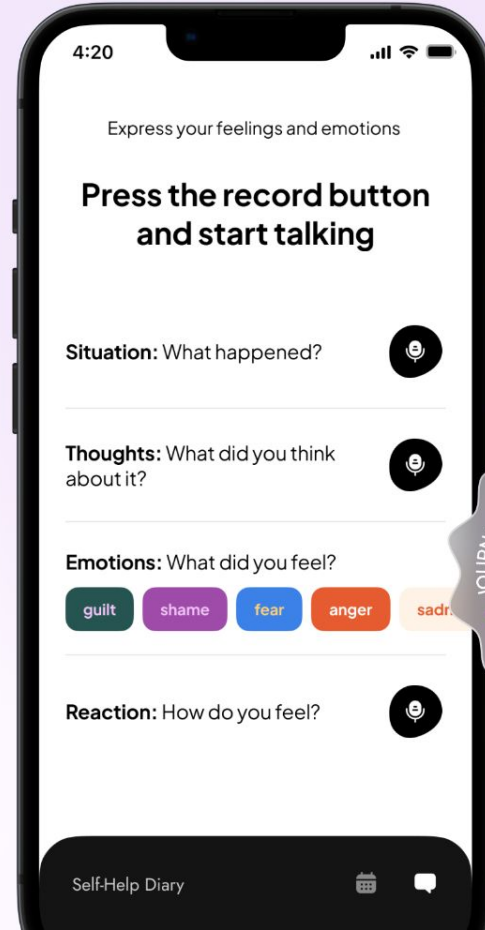


Speak, don't type!

E-Mind Mirror – is a diary app designed to simplify the practice of cognitive-behavioral therapy

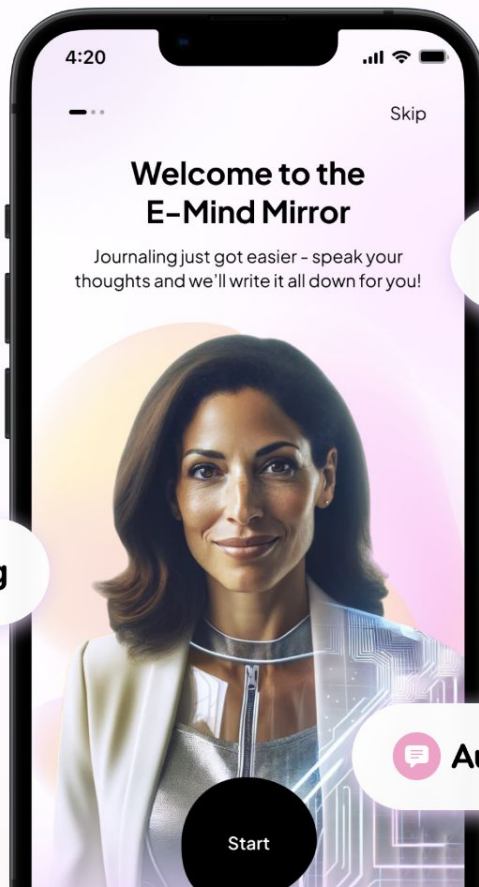


Speak your thoughts and the AI will write it all down for you!





E-Mind Mirror Key Features



 Audio recording

 Emotion tracking in a calendar

 PDF download of entries

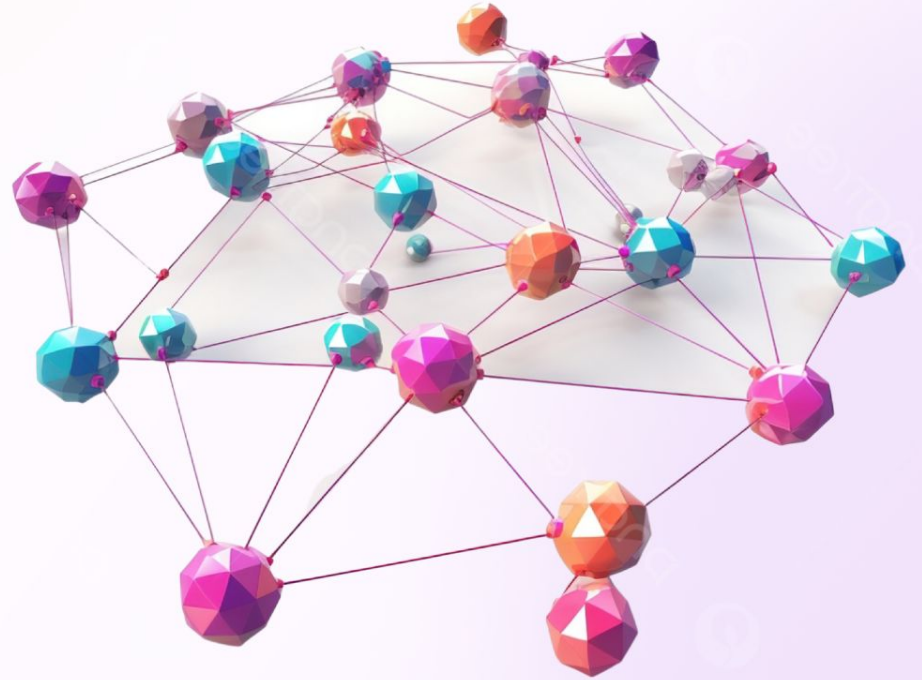
 Automatic AI voice to-text transcription

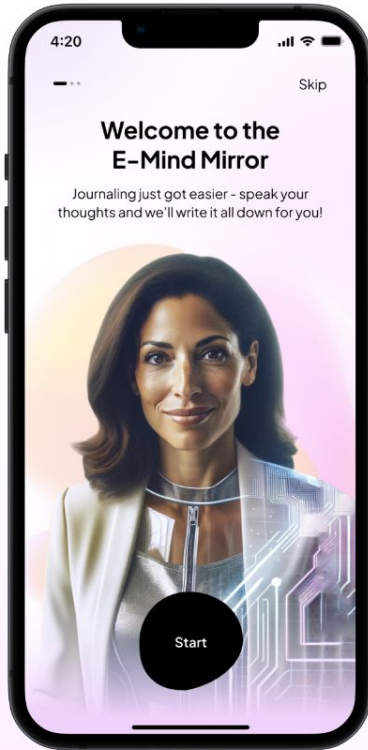
Start



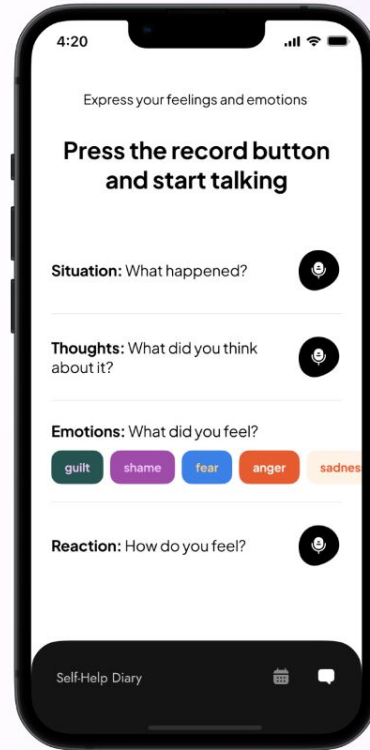
Helps users and their psychotherapist

- ✓ Save time
- ✓ Identify triggers that evoke emotions
- ✓ Understand the connection between situations, thoughts, and reactions
- ✓ Track patterns over time

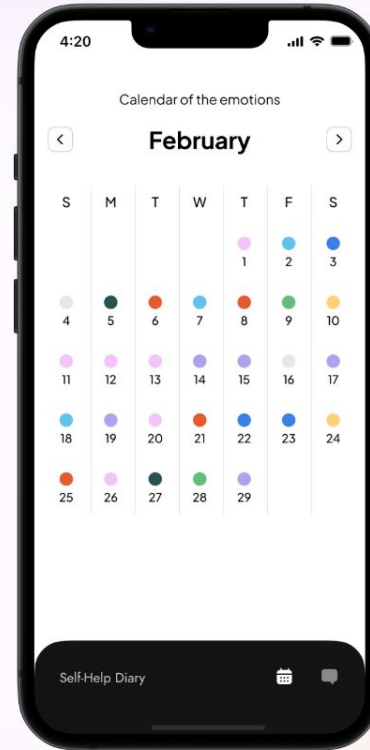




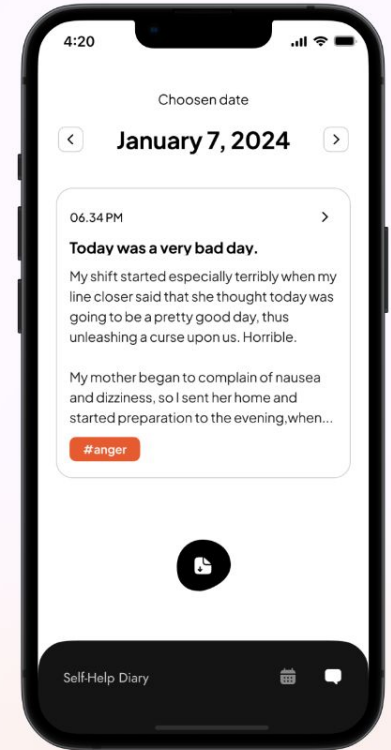
Onboarding Page



Dialogue Page



Calendar Page



Diary Page



Technology

FlutterFlow

Whisper (OpenAI)

Davinci-003 (OpenAI)

TruLens



Our product is unique
and has no analogues on the market



Key Market Opportunities

TAM

2022 Estimate: \$5.19 billion

2032 Forecast: \$26.36 billion

CAGR (2023–2032): 17.7%

SAM

Global TAM: \$26.36 billion

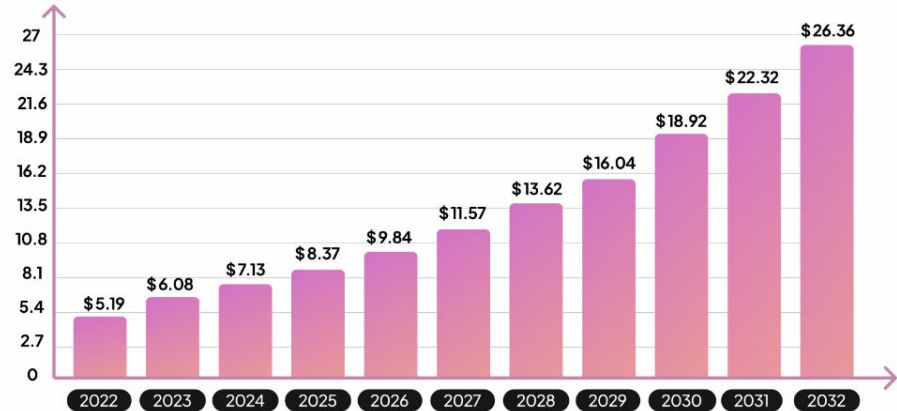
Target Audience: 20% of the population
(people experiencing mental health issues)

Region: US and Europe (30% of global TAM)

SAM = \$26.36 billion * 0.2 * 0.3 = \$1.58 billion

PRECEDENCE
RESEARCH

Mental Health App Market Size, 2022 to 2032 (USD Billion)



www.precedenseresearch.com



Business Model

Target Audience

B2C – Users who want to:

- Simplify the process of keeping an emotion diary
- Track their mental health

B2B – Therapists who want to:

- Provide their clients with a convenient tool for keeping a thought diary
- Track their clients' progress

Monetization Model

B2C Subscription model:

- 7-day free trial
- Monthly, annual, or lifetime subscription

B2B:

- Providing access to the application for clients of therapists
- Special subscription terms

Development Regions: US and Europe

- High demand for mental health solutions
- Affluent population
- Favorable regulatory environment



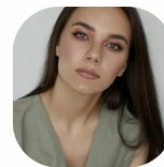
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Product Manager



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Product Designer





Our mission

**To make mental health care accessible
and easy for everyone**

FEBR 2024



GIRLS POWER TEAM

Feel better with E-Mind Mirror!

Thank you for watching

