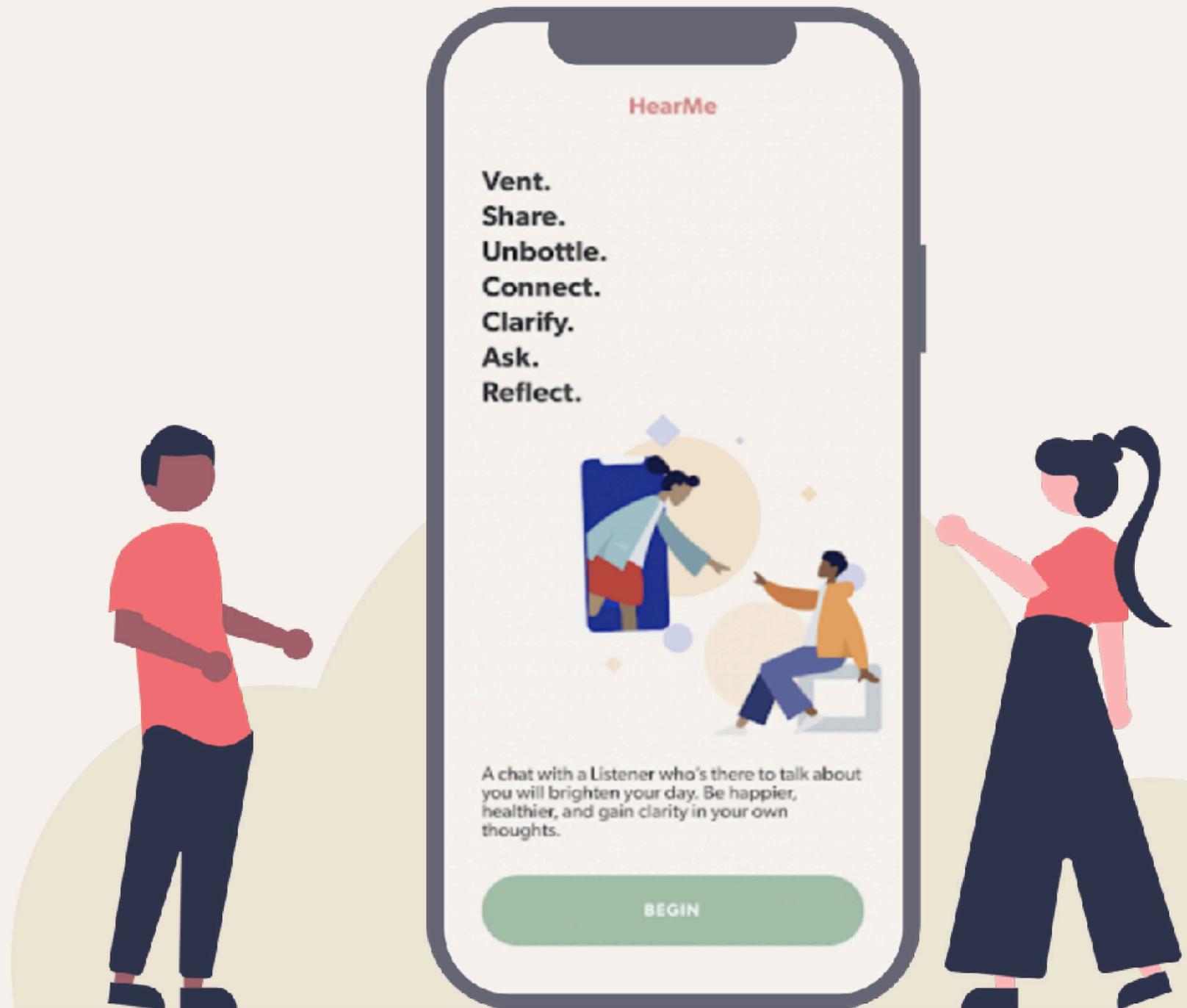


# HearMe

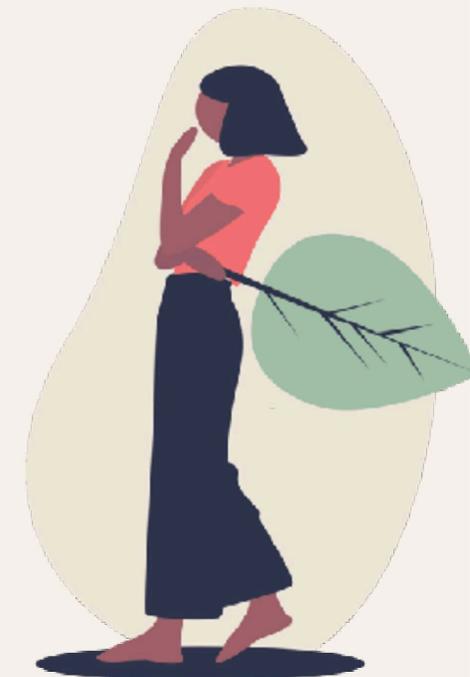




## THE PROBLEM

# We are in a Mental Health Crisis

Young adults are suffering from loneliness, anxiety, and depression in record numbers with dire implications.



81%

**OF PEOPLE UNDER 40**

Felt lonely, depressed or hopeless in the last week.

47%

**OF AMERICANS ARE LONELY**

Loneliness is often the first sign of need in mental wellness.

\$225B

**SPENT ON MENTAL HEALTH**

In the US Market alone annually.

12B

**WORKDAYS**

Lost every year due to issues related to mental wellness and illness.



## THE PROBLEM

# Current Solutions are not Working

Issues of mental health and wellness are dramatically becoming more costly for universities and enterprises, despite 37% of Millennials and 35% of Gen Z receiving treatment or therapy.

### CURRENT SOLUTIONS

- Intimidating**
- Therapy-based**
- Reactive**
- Unaffordable**
- Not in real time**
- Non-human(bots)**

### WHAT IS NEEDED

- Peer to Peer**
- Sub-Clinical**
- Proactive**
- Cost Effective**
- Immediate**
- Empathy**



## THE SOLUTION

# A Platform that Delivers what is Needed

An Uber-like supply model to meet demand and lead directly to better health outcomes.

### On-Demand

Uber-like supply model  
meets demand



### Peer Support

Human to human  
connection leads to better  
health outcomes.



### Data/NLP

Data and natural language  
processing drives highly  
targeted responses to  
individual needs.

**92% POSITIVE CSAT\***  
**AFTER JUST ONE CONVERSATION!**



## THE SOLUTION

# The HearMe Platform

We are solving the existing supply/demand problem in mental wellness by creating a truly scalable peer network that leads to positive health outcomes.

**Real-Time, Peer-to-Peer, Text Chat, 24x7 -  
supports proactive + immediate human interaction**

**Hundreds of thousands of interactions creates a rich  
dataset for better targeted responses.**

**75+ countries give us global scale (users + data)**



## THE DATA

# Traction

We have seen rapid acceptance of the platform during 14 month beta.

115k+

Downloads

375k+

Individual interactions

28k+

Dedicated chat lines

4.7/5

Average rating

20k+

Trained Listeners

24 min.

Avg. conversation length





## THE DATA

# Engagement

HearMe's retention **outperforms** other mental health apps — 8.1% vs. 3.3<sup>1</sup>% over 4-weeks

### 6 MONTH AVG.

MONTH OVER MONTH  
USER GROWTH

▲5.39%

TOTAL USER  
GROWTH

▲81%

SESSIONS PER USER

5.3

### THE PAST 90 DAYS

NEW  
USERS

21k

RETURNING  
USERS

25k



## HOW IT WORKS

# HearMe Mobile App

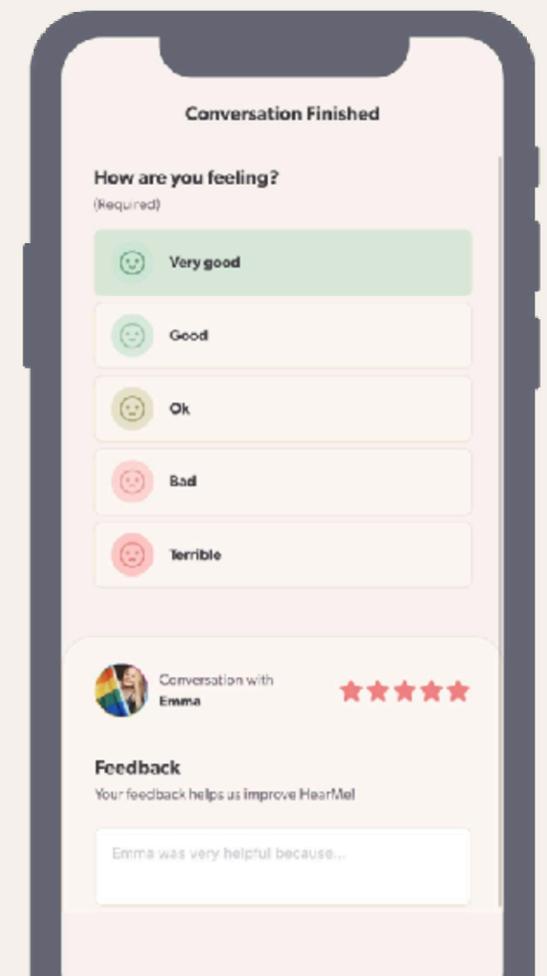
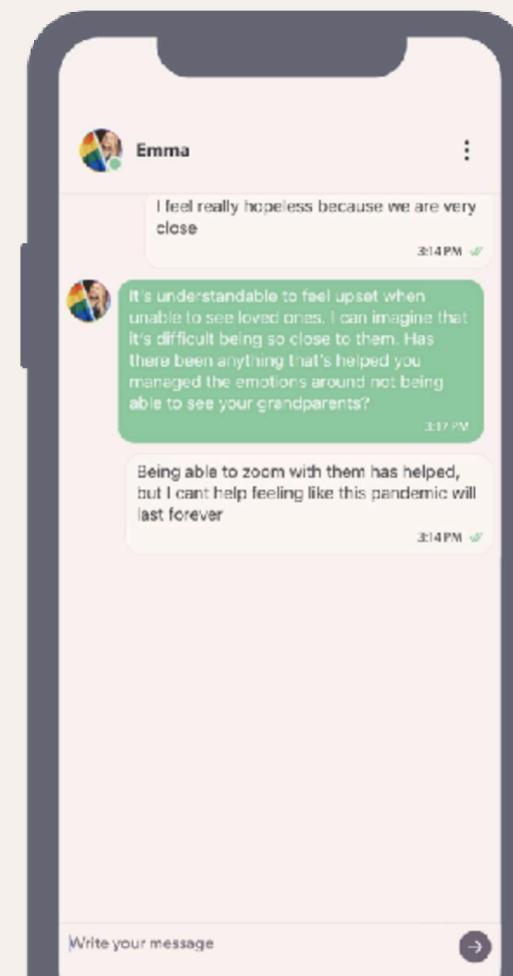
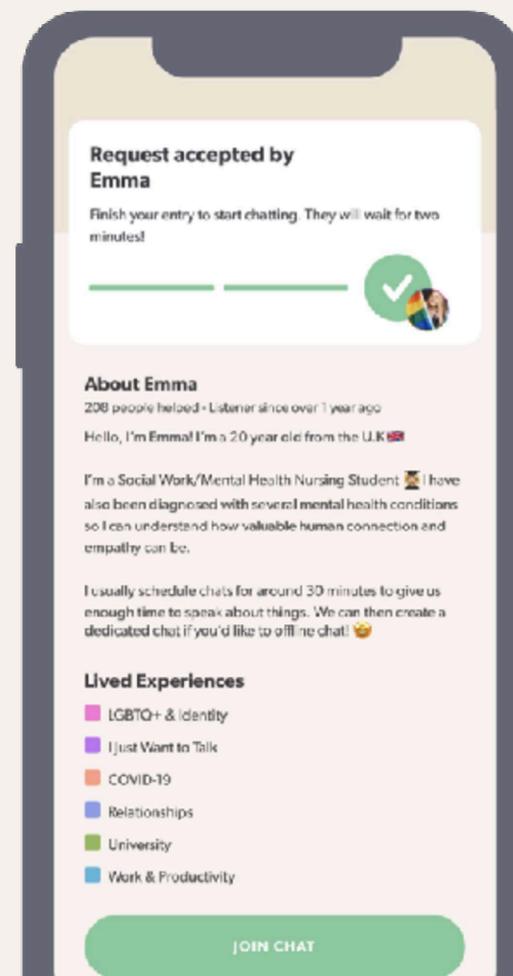
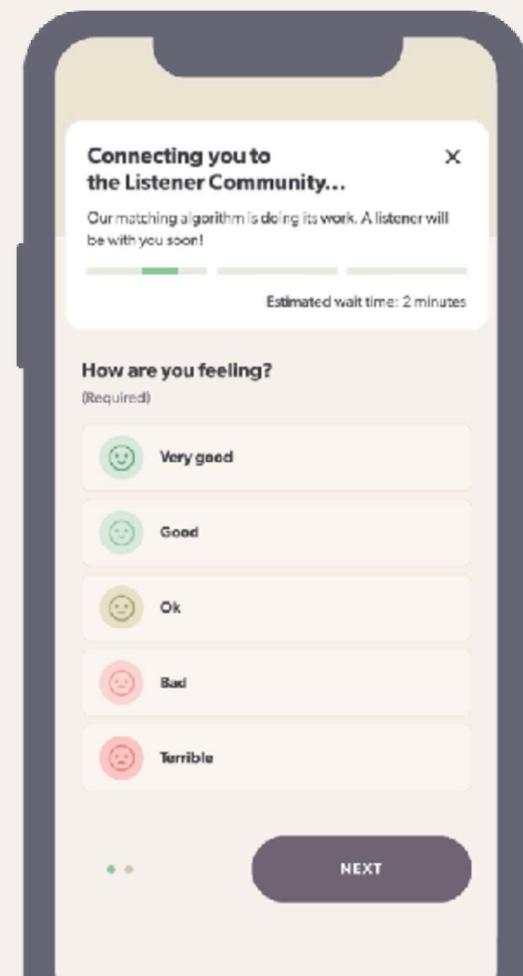
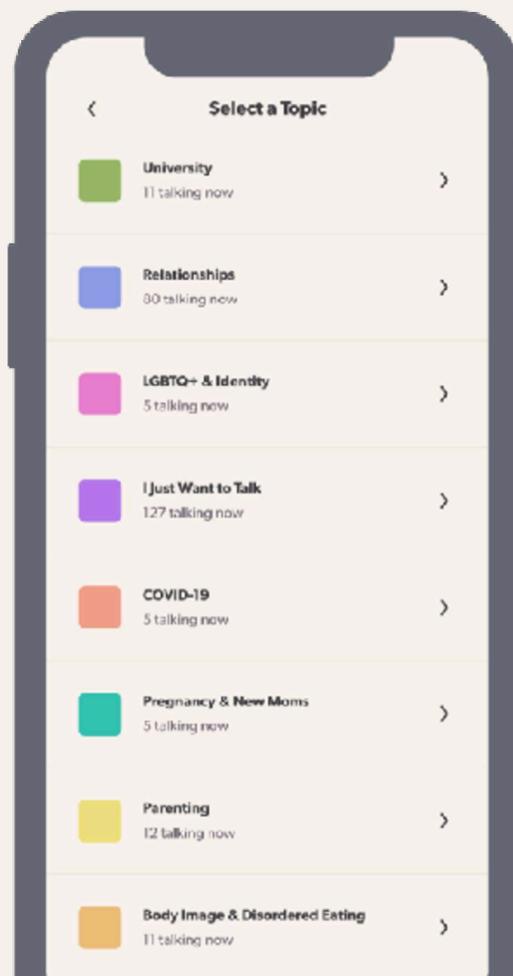
- 1 CHOOSE YOUR TOPIC**  
Select the topic you would like to discuss.

- 2 GET STARTED**  
Record how you feel before connecting.

- 3 GET MATCHED WITH A LISTENER IN MINUTES**  
Connect via our AI Matching Algorithm.

- 4 TEXT WITH A LISTENER**  
Available 24/7 in real-time.

- 5 GIVE FEEDBACK**  
Record your feelings after a conversation and rate your listener!





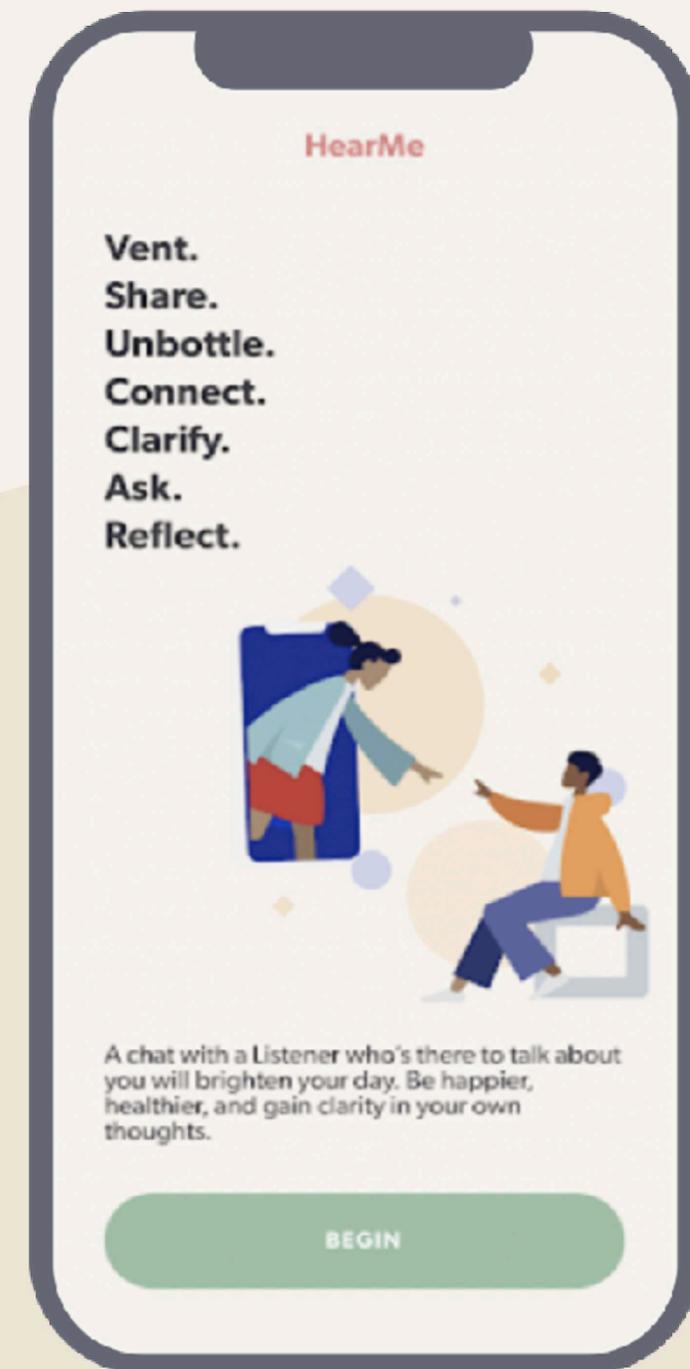
## HOW IT WORKS

# Business Model

HearMe's model is based on subscriptions to peer support services.

- ✓ **University** Peer support delivered at a per student, per semester rate.
- ✓ **HearMe Premium** Monetization of current user base by expanding product features at a low monthly rate.
- ✓ **Enterprise (2022)** Peer support delivered at a per employee per month rate.

★ Enterprise grows to our main market share by 2024





## TARGET MARKET

# University Customers

**Universities are in crisis.** Only 30% of University presidents have the tools needed to address student mental health.

“HearMe offers a space for people to feel heard and connect through shared experiences. Students are able to relate more in situations to their fellow students.”

DR. GRAHAM BODIE,  
UNIVERSITY OF MISSISSIPPI

Critical access to insights through a customized dashboard

Dedicated channels for DEI and affinity groups



Peer support acts as a triage for higher level mental health support

Student referrals to campus Counseling Centers



TARGET MARKET

# University Research Study

Spring 2021 study with two universities examined the student benefit of the HearMe Platform

## Key findings

**Students felt better & more optimistic after a conversation**

**Students reported feeling more supported after a conversation**

**Listeners were rated as competent and effective**



THE UNIVERSITY *of*  
**MISSISSIPPI**



UNIVERSITY OF MINNESOTA



## TARGET MARKET

# Future Customers

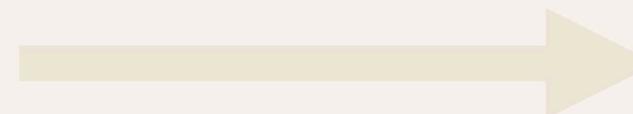
Enterprises need an engaging employee support platform

**Best in class support can attract younger workforces and reduce turnover**

**Peer support drives lower health costs for plans and self-insured employers**

**Chronically low utilization rates of Employee Assistance Programs (EAPs) show a glaring need**

**Lower cost option to underutilized EAP offerings**



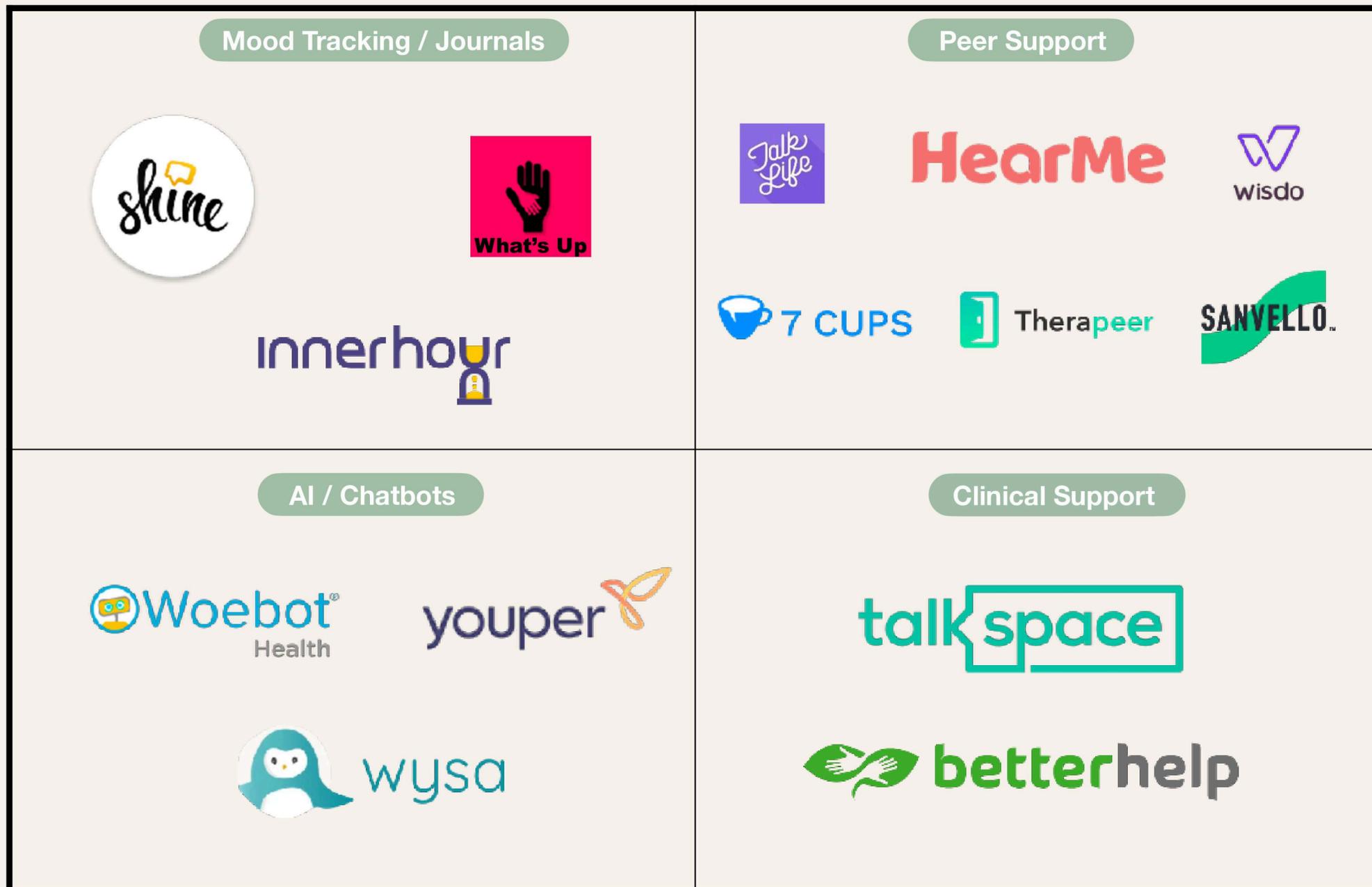
**Top 2 Reasons for lack of EAP utilization:**

- Stigma around clinical interactions
- Confidentiality



## THE LANDSCAPE

# Competitive Overview



## OUR COMPETITIVE ADVANTAGE

- Real-time, 24/7 human support
- Data through human interactions
- No clinical stigma
- Cost-effective
- Solves the supply and demand issue



THE LANDSCAPE

# Competitive Overview

Peer Support

## HearMe



Therapeer



7 CUPS



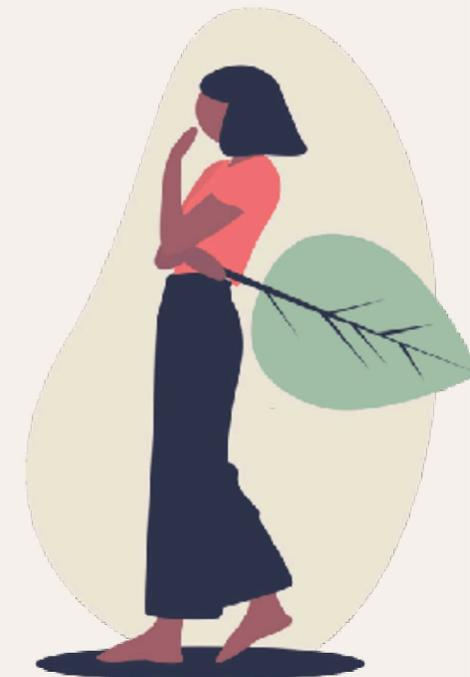
OUR COMPETITIVE ADVANTAGE

- Evidence-based Interactions
- Ability to pivot quickly to address market demand (enterprise usage)
- AI Matching encourages Homophily through shared experiences
- Best-in-class training ensures quality and safety



THE OPPORTUNITY

# Market Size



**50M+**

**IN U.S.**

Gen Z and Millennials who are willing to get help

**24M+**

**STUDENTS**

In the US, CAN, & UK University Markets

**\$3.5B**

**EAP SPEND**

97% of 5000+ person US employers have EAPs.

**\$122M**

**SOM**

1500 Enterprise Clients (\$92M)  
+  
650 University Clients (\$30M)



## THE TEAM

# Executive

Proven CEO/Founder, a serial entrepreneur with a successful exit.



Adam  
Lippin  
CEO/FOUNDER



Luke  
Sagaser, MBA  
COO



Erik  
Davtyan  
CTO



Sarra  
Rashid  
HEAD OF  
COMMUNITY



Emma  
Sarjeant  
COMMUNITY  
MANAGER



Narek  
Ghevandiani  
DEVELOPER



Callie  
Klotz  
HEAD OF  
COMMUNICATIONS



Madelon  
Guinazzo  
DIRECTOR OF  
TRAINING



David Gold

FOUNDING PARTNER ENTITY,  
GLOBAL HEALTH STRATEGIES



## THE TEAM

# Advisory

Industry leading experts supporting key growth areas.



Kathy Mandato

**WARNER MEDIA** CHIEF HR OFFICER  
**SNAP** VP HR  
**NBC UNIVERSAL** EVP  
**COMCAST** SVP

Transformational people, culture, and operations executive with 20+ years experience in Human Resources, sales and new business development, marketing, and communications as well as scaling technology-driven companies.



David Spitzer

**UPPER DIAMOND** CEO  
**THE LEARNING ACADEMY** FOUNDER  
**KORN FERRY** CREATIVE DIRECTOR

Award-winning creative and marketing executive with 25+ years experience in film, network television, mobile and interactive media, instructional design, and web, with expertise in leading e-learning business solutions for Fortune 100 companies, startups, and venture firms.



Suzanne Kolb

**GROUP NINE** CHIEF BRAND OFFICER  
**NBC UNIVERSAL** PRESIDENT  
**WARNER BROS** EVP

Media industry leader with 25+ years experience in building global brands and developing GenZ/Millennial content with expertise in driving operational excellence and profitable growth across television and digital media companies.



Matt Gjertsen

**BETTER EVERYDAY STUDIOS** CLO  
**SPACEX** TRAINING MANAGER  
**USAF** TRAINING INSTRUCTOR

Proven strategic leader in human performance development with diverse expertise ranging from personal instruction in the fast paced environment of military aviation to creating organizational structures to foster and support excellence in a corporate setting.





## THE TEAM

# Clinical Advisory

Supporting key areas of research and clinical oversight.



Dr. John Kane, M.D.

**NORTHWELL HEALTH**

SVP, BEHAVIORAL SCIENCES



Dr. Stuart Kahn, M.D.

**MT SINAI**

PAIN MANAGEMENT



Dr. Karen Dobkins, PhD

**UCSD**

PSYCHOLOGY DEPARTMENT



Dr. Michael Birnbaum, M.D.

**NORTHWELL HEALTH**

EARLY TREATMENT PROGRAM, BEHAVIORAL HEALTH



Dr. Raleigh Fatoki, M.D. MBA

**KAISER OAKLAND**

INTERNAL MEDICINE



# Financial Projections

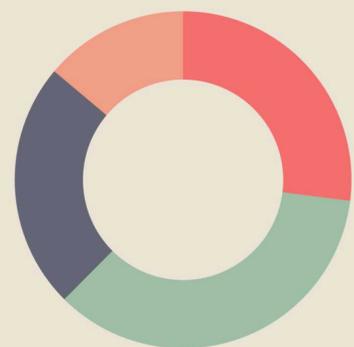
	2021	2022	2023	2024	2025
Total Universities	8	40	90	125	220
Total Students	56,000	260,000	598,000	885,000	1,560,000
<b>UNIVERSITY REVENUE BASE</b>	<b>\$84,000</b>	<b>\$832,000</b>	<b>\$2,386,020</b>	<b>\$3,717,000</b>	<b>\$6,864,000</b>
Premium Subscriptions	500	3,000	10,000	18,000	20,000
<b>PREMIUM REVENUE</b>	<b>\$41,940</b>	<b>\$251,640</b>	<b>\$838,800</b>	<b>\$1,509,840</b>	<b>\$1,677,600</b>
Total Enterprise		15	45	55	70
Total Employees		7,500	45,000	110,000	210,000
<b>ENTERPRISE REVENUE TOTAL</b>		<b>\$180,000</b>	<b>\$1,080,000</b>	<b>\$3,960,000</b>	<b>\$7,560,000</b>
<b>TOTAL REVENUE</b>	<b>\$94,485</b>	<b>\$1,263,640</b>	<b>\$4,304,820</b>	<b>\$9,186,840</b>	<b>\$16,101,600</b>
TOTAL COGS	\$6,000	\$45,000	\$125,000	\$198,000	\$255,000
<b>GROSS PROFIT</b>	<b>\$88,485</b>	<b>\$1,218,640</b>	<b>\$4,179,820</b>	<b>\$8,988,840</b>	<b>\$15,846,600</b>
Sales and Marketing	\$40,000	\$300,000	\$795,000	\$1,465,000	\$1,895,000
Software Development	\$104,000	\$320,000	\$405,000	\$560,000	\$695,000
Operations	\$131,000	\$380,000	\$490,000	\$550,000	\$676,000
General & Admin	\$60,000	\$105,000	\$275,000	\$325,000	\$450,000
<b>TOTAL SG&amp;A</b>	<b>\$335,000</b>	<b>\$1,105,000</b>	<b>\$1,965,000</b>	<b>\$2,900,000</b>	<b>\$3,716,000</b>
<b>OPERATING PROFIT</b>	<b>-\$246,515</b>	<b>\$113,640</b>	<b>\$2,214,820</b>	<b>\$6,088,840</b>	<b>\$12,130,600</b>

*These are forward looking projections, and cannot be guaranteed*



# Milestones

## USE OF FUNDS



Sales & Marketing	35%
Operations	27%
Product	24%
G&A Expenses	14%

### Q3 2021

Build University Pipeline

Product Development for HearMe Premium

### Q4 2021

Go Live with 8 beta Universities

Launch HearMe Premium

### 2022

Expand to 40 Universities

Build Enterprise Pipeline & beta with 15 clients

### 2023

Expand to 90 Universities

Go live with 45 Enterprise Clients



Because we all need to be heard

# Contact



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adam@hearme.app

