

INVEST IN SOBER SIDEKICK

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## The virtual community for healing from addiction

LEAD INVESTOR



**Stephanie Funk**

Sober Sidekick is the first platform to bring instant access to recovery support to anyone anywhere. As someone who has been in recovery for quite a while and struggled with a few relapses over the years I know that getting to meetings and therapy, especially as a single mom in my case, was not always an easy option. I've looked for something like Sober Sidekick on the App Store, but it just didn't exist. As an investor the model here is sound and scalable. Sober Sidekick has bootstrapped their way to 100,000 users who are very engaged. I believe this is the beginning stages of the most epic wave of real life come back stories the world has ever seen.

Invested **\$25,000** this round

[Learn about Lead Investors](#)

## Highlights

1

 **\$300K ARR** generated solely with sweat equity

1

👉 \$200k ARR generated solely with sweat equity

2

📈 10X User Growth + 16X Revenue Growth in last 12 months

3

👤 100,000+ users

4

⭐ 4.8 average rating on 3,300+ app store reviews

5

❤️ Built by people who would have died if they had not found recovery

6

💬 6.8 messages of support per every user post

7

🌐 Telehealth market expected to grow from \$37B to \$196B by 2025

## Our Team



**Chris Thompson** Co-founder & CEO

Taken multiple apps from idea to market in the Social Impact, Fintech and Real Estate space.

I built Sober Sidekick because I am someone who would have died had I not met the right people at the right time. I built the platform because there are 22 million Americans just like me who suffer, and they deserve a chance.



**Jake Foerster** Co-founder

Managed various positions ranging from overnight Behavioral Health Technician to Director of Marketing, and everything in between. Passion for this industry is derived from personal experience.



**Chris Thompson** Co-founder & CEO



**Chris Aburime** Co-founder

Seasoned digital marketing executive and entrepreneur with over 20 years of experience in digital growth. In 2019, Chris had a successful exit from Augurian, a leading Minnesota-based digital marketing agency where he was Founding Partner.

## A Social Meaningful Platform To Break Addiction

**SOBER SIDEKICK APP**

UNIQUE VALUE PROPOSITION: COMMUNITY DRIVEN BEHAVIORAL CHANGE

**Sober Sidekick is community driven behavioral change at scale.**

We've created the first of its kind **decentralized mental health support** built on our proprietary technology that rewards empathy and motivates people to help people.

On Sober Sidekick, members receive life-saving support, in real-time, from the community at their critical time of need 24-hours a day.

**The opposite of addiction is connection.**

The world has never needed this more



**70%**

...of those who seek help

# MARKET PROBLEM

NOT A NICHE MARKET,  
PEOPLE ARE JUST SCARED  
TO TALK ABOUT IT.

6 OUT OF 7 never  
receive help

70% will relapse



**22 MILLION AMERICANS**  
(Market Size)  
battle addiction  
every year.



**42 BILLION DOLLAR MARKET**  
Substance abuse  
industry built to  
recycle the 1 out 7  
who seek help.



**ADDICTION THRIVES  
IN ISOLATION**  
Psychology says that  
people are 350% less  
likely to talk about  
issues that bring stigma

Some crazy facts:

Of the 22 million Americans who chronically battle addiction, 19 million of them will never get help in their lifetime. That's 6 out of 7.

Meanwhile, there's a \$43 Billion Substance Abuse industry that is only serving 3 million Americans.

And, of the 3 million who do get help, their chances of staying sober for longer than 1 year are between 5-10%.

The substance abuse treatment industry operates as a band-aid, because it is a business model that thrives off of repeat customers instead of giving people their health, happiness, and lives back.

So we asked ourselves,

If everyone else is trying to stop the bleeding,

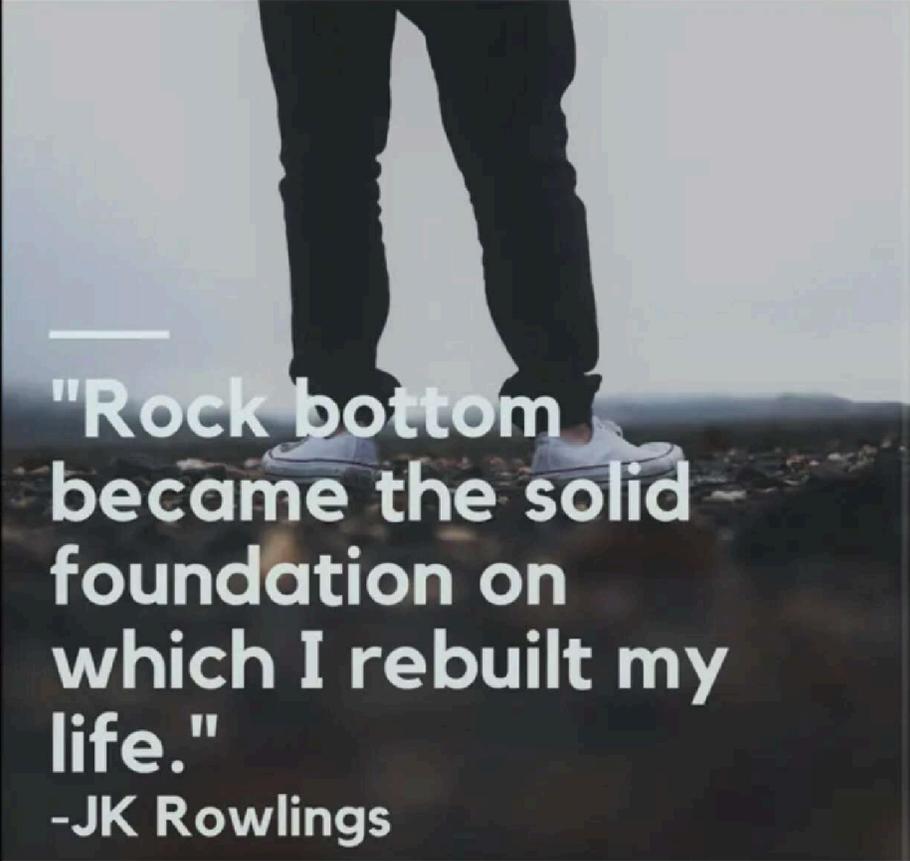
How do we confront the problem at the root?

**Take The  
First Step!**  
Get Sober

# & Stay Motivated

< Back

@never alone 



**"Rock bottom  
became the solid  
foundation on  
which I rebuilt my  
life."  
-JK Rowlings**

Look up not down :)

19 minutes ago



1



Sober for 9 days



@zorro

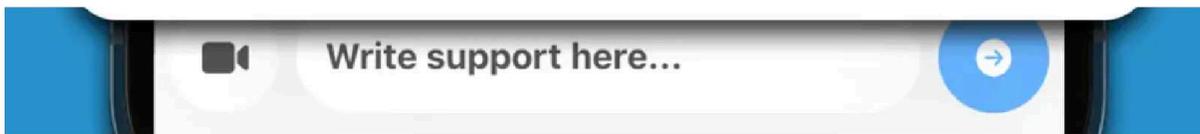


1



Sober for 12 hours

I'm right where you are, but we gotta leave the guilt and shame behind and focus on the long game. Bad habits don't go away overnight, try not to beat yourself up 🙏



For every post on Sober Sidekick, 6.8 members will respond with support, advice, motivation, and positive feedback.

## We call it the empathy algorithm

In January of 2019, we launched our MVP of Sober Sidekick built on what we call our empathy algorithm. It's an algorithm that motivates people to help people.

And it doesn't work *sometimes*,  
It works EVERY TIME.

Since we launched, not a single member has ever written a post and not received support from another member of our community.

And, we've gamified it to the point where for every post on Sober Sidekick, 6.8 members will respond with support, advice, motivation, and positive feedback.

It is so effective, members continue to say

**"I am alive because of Sober Sidekick."**

All of this, optimized for positive behavioral change and real-life comeback stories.

## EMPATHY ALGORITHM

### 1 NEGATIVE TRIGGER

Self worth issues, traumatic circumstance, & failed expectations.

### ACTION

Before I post, Sober Sidekick has me give support to another user who is going through a similar experience, then I create my own post.

2

99% of users will complete

3

### VARIABLE REWARD

The Secret Sauce. Within minutes of creating my post Sober Sidekick gets 3-10 of my peers to write me messages of positive reinforcement.

### INVESTMENT

I write messages of positive reinforcement to others & feel more connected to my own personal development.

4

### POSITIVE TRIGGER

Sober Sidekick notifies me, I reached my sobriety milestones & sends me empathy badges for the support I gave others

5

20% of users will complete this step within 10 minutes of downloading.

Badges for the support I gave others. I receive validation & continue the community centric coping cycle.

## Exponential Growth

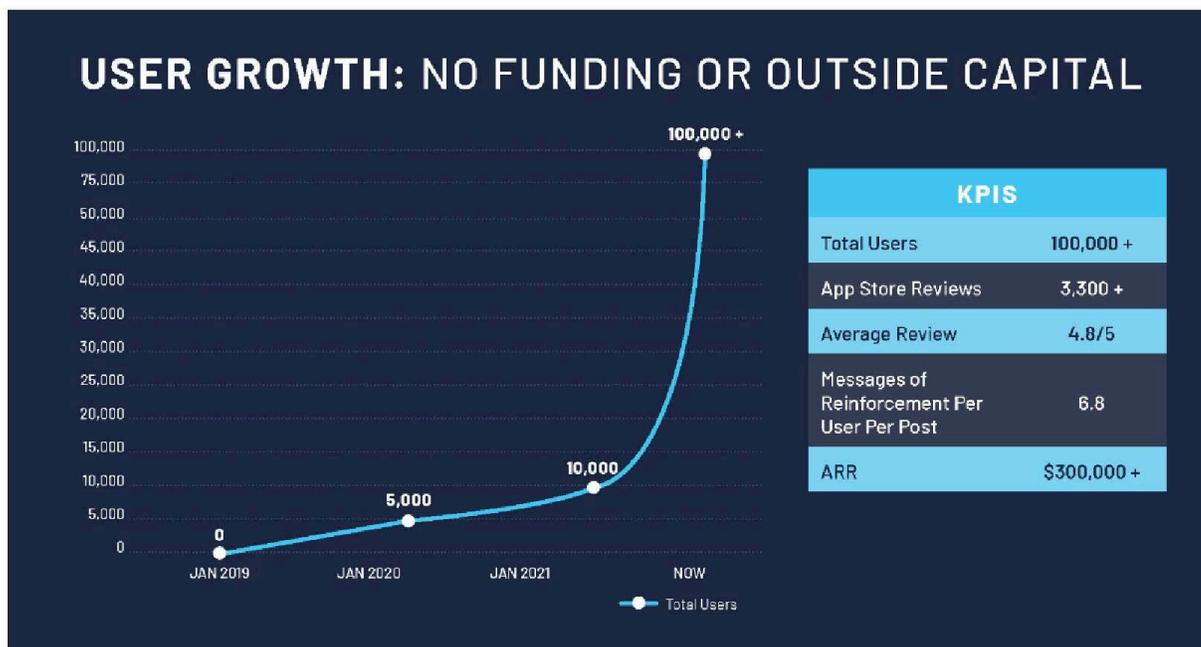
By helping people, help people

In the last 12 months we've grown our user base 1000% and our revenue 1600% to \$300K ARR.

We've done all this with our time and commitment to the mission and without a dollar in funding.

- over 100,000 Downloads
- \$300,000 ARR
- 3,300+ iOS and Android Reviews (4.8/5)
- No member has ever posted without receiving community support
- Every post on Sober Sidekick generates 6.8 comments of community support on average

For most of 2021, our founders went without a salary, so that we could reinvest all of our revenue into growth, which has resulted in the exponential growth you see below.



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## Where We're Going

In the U.S, proactive mental health care is built for the privileged. Therapy, coaching, and treatment are not easily accessible to the majority of those who suffer, and to those it does serve, their ability to provide reporting on the impact of their care down the road is incredibly limited.



Forward looking projections cannot be guaranteed.

## Value Based Care

Sidekick is on a path to be the first to unlock the massive gaps of data regarding behavioral mental health outcomes and economic impact by giving everyone a space to think out loud + receive mental health support without judgment, and measure outcomes that could never before be measured.

**Substance Abuse costs insurance, government, and our criminal justice system more than 100 billion per year. Not to mention our workforce, families, and individual lives.**

Sidekick will be data force behind human centered mental health care, and will save insurance, government, and key players billions per year by through proactive and preventative, community sourced care.

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Forward looking projections cannot be guaranteed.

## Why Now

Alcohol and isolation are the two leading causes of early death. As alcohol sales sky-rocketed during the isolation of Covid 19, we saw suicides, overdoses, and broken lives increase at an alarming rate.

**There is no more urgent time in history than now.**

LIFE AFTER COVID-19  
**WHY NOW?**

- People are 30X more likely to use telehealth
- Substance abuse has increased 60%
- Substance abuse is now the 2nd most billed usage of telehealth
- Telehealth market expected to grow from 37B to 196B by 2025



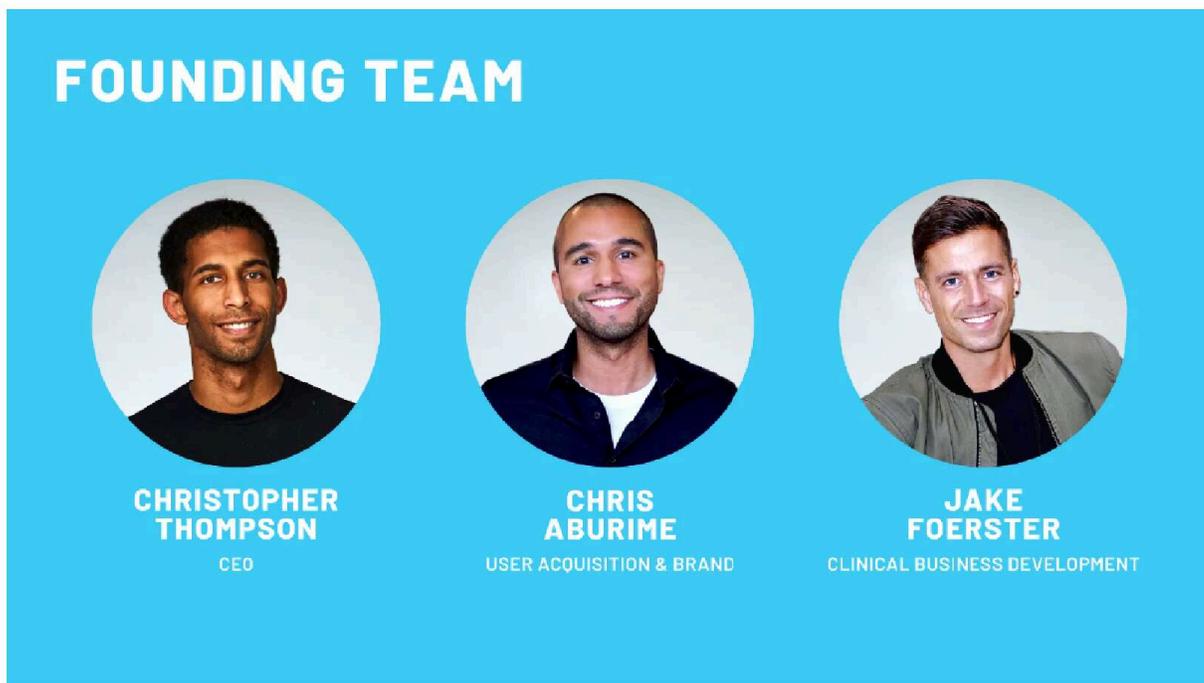
## Who We Are

We are individuals who once suffered alone. almost died. but took a leap of

...the entrepreneurs who have generated money, raised equity, and been blessed with faith and found empathy, amazing, deep human connections, and a fulfilling purpose driven life.

When difficulties come up, we lean into ourselves and their community. We've discovered the value our experiences provide to others, and when we gave freely to others, we've found life to be abundant.

**Our purpose is to spark and fuel the most epic wave of real life comeback stories the world has ever seen.**



Hear from our lead investors,  
**Stephanie Funk and Ramsay Ball:**



