

## Guiding people on their mental health journey to become Healthier. Together.



[speakasone.com](http://speakasone.com) Austin TX   

LEAD INVESTOR

 **Casey McPherson**

Speak As One is creatively solving a monumental problem of quality mental health in the workplace, universities, and other organizations. I have watched Julie, the founder, take her idea from concept to reality. I have watched her build teams, be dedicated to her work, and pivot when something wasn't working into something that did. I believe in her team, her vision, and the sustainable dream that we may all Speak as One. Please join me as an investor in bringing this to fruition!

Invested \$1,000 this round

### Highlights

- 1 Expanding access to mental health service for Corporations, Universities, and Non-Profits.
- 2 Mental health market valued at \$383B in 2020 (source: Allied Market Research)
- 3 Subscription box market valued at \$18.8B in 2020, growing at a CAGR of 20% (source: MarketWatch)
- 4 Highly experienced team of advisors with decades of experience.
- 5 B2B partnerships already in place with TX State University, Cops4Charity, and Be a Champion.
- 6 Interviews with influencers Dr. Drew and Trent Shelton conducted on Speak As One YouTube channel.

### Our Team



**Julie Karioth** CEO/Founder

With years of experience as a dedicated board member for SIMS, Julie knows firsthand the importance of mental health support. She graduated from Texas State University and St. Edward's University, receiving her Master of Arts in Counseling.

The founder of Speak As One, Julie Karioth, chose to start this company because of her personal experiences with mental health challenges and the desire to help others going through similar situations. As a little girl with undiagnosed visual processing disorders, Julie struggled with anxiety, confusion, and feeling alone in class. Later in life, she faced marital separation and unhealed trauma, which nudged her to seek the help she needed to heal emotionally. Julie wanted to create a platform that provides real tools to nurture emotional wellness and a source of inspiration through personal discussions of hope around mental health. She believes that open, honest communication helps people heal and wants to change the way people think and talk about mental health. Through Speak As One, Julie hopes to empower people to take control of their emotional well-being and live happier, healthier lives.



**Brittany Johanson** Director of Business

With over a decade of success leading mission-driven teams; Brittany has led monetization, marketing, social strategy, programming, and inclusivity for start-ups and grown a local nonprofit into a national platform for women's emotional health.

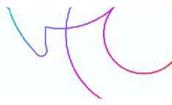


**Izzie Morrow** Operations Coordinator

Izzie is a recent Rollins College grad with a degree in International Business and a minor in Spanish. With a unique perspective from her IFEMA Madrid internship, she understands the complexities of global business.

### Pitch





### The Problem.

Hundreds of millions of people are struggling with mental health. This issue has implications for businesses worldwide. Speak As One is providing the solution businesses need to support their employees mental health.

### The facts.

**2020**

The WHO reports that over 264,000,000 people suffer from anxiety and depression worldwide

World Health Organization

**2022**

The WHO reports that the COVID-19 pandemic has triggered a 25% increase in prevalence of anxiety and depression worldwide

“ The information we have now about the impact of COVID-19 on the world’s mental health is just the tip of the iceberg ”

Dr. Tedros Adhanom Ghebreyesus  
WHO Director General



### Our vision.

To support businesses worldwide as we remove the stigmas around **openly talking about mental health** by providing new and innovative ways for management to empower their workforce to take control of their mental health.

And our efforts have already begun.

### Real stories.

**INDEPENDENT**

“I have suffered emotionally for 10+ years about my mental health struggles since I joined Instagram”

**GOLF**

Rick Doughty Talks In Tribone About His New Journey To Support The Importance of Staying Mentally Healthy

**P.O.P.SUGAR**

Brandi Haveli Open's Up About Body Image, Burnout, And How She's Taking Control Of Her Mental Health

**SCREEN**

Beck's Emma is a Girl Of The New Open Up To About Mental Health on Instagram

**People**

Samuel Oline State An Athlete Opened Up About His Struggles With Anxiety, Depression, And Mental Health

**Partnership**

Robert Lindtner Opens Up About His Own Health Struggles

**Spores Mountain**

Kate Reynolds Opens Up About Her Mental Health In Instagram Post

**NEWS**

Dr. David Johnson Talks In Press On How He's Using His Own Experience To Help Others With Mental Health

**REPUBLICWORLD.COM**

Lisa Rogers Opens Up About Her Own Mental Health And How It's Affecting Her Business

### Box market.

**\$18.8B**

In 2020, the global subscription box market totalled \$18.8 billion.

**20.1%**

Analysts expect the global subscription box market to grow at a CAGR of 20.1% during 2021-2026.

**55%**

Curation subscribers make up for a total of 55% of all subscriptions.

At this growth rate the subscription box market will be worth more than \$50B by 2027

**Our vision + real stories + your business =**



We're also partnering with influencers with millions of followers to provide special edition mental health boxes.

**Your business + our influencers = happy employees**



**Box popularity.**

- COSMOPOLITAN**: 7 Best Perfume Subscription Boxes of 2022
- Men's Health**: The 10 Best Dog Subscription Boxes to Give Your Furry Friend This Year
- USA TODAY**: 12 subscription boxes for anyone who wants to start a new hobby
- DR. DREW**: 11 Best Tea Subscription Boxes for Anyone Who's Tea-Obsessed
- Parent**: Jessica Waterspoon Loves This Kid-Approved Subscription Box
- HomeBeautiful**: 7 Subscription Boxes That Deliver Plants Straight to Your Front Door
- USA TODAY**: What subscription boxes are you excited about? Vote now
- THE ROOT**: 5 Subscription Book Boxes That Bring Black Literature to Your Door
- RUNNERS WORLD**: 6 Best Food Subscription Boxes in 2022

**Business Purchase Drivers.**

**Convenience**

On the whole, convenience is the touch of the button continues to rise in popularity. Having products delivered and ready-to-go streamlines the time-consuming browsing and selection process.

**Value**

Price hunting techniques offering 50% savings versus retail prices of product inventory is a massive drawcard for our members. The value of savings and value when making purchasing decisions.

**Personalization**

Subscription boxes make purchase decisions easier with carefully curated products that often complement a specific need. For example, meal kits are often based on dietary or dietary requirements.

**Novelty**

Although not the defining one, the selection and receiving of packages and the uncertainty of its contents contribute to why a significant psychological role in monthly subscription box popularity.



**Simple Financials.**

**Enterprise Mental Health Box**

Price for < 100 boxes <b>\$49.99</b>	2023 Distribution Goal <b>50,000+</b>	2023 Revenue <b>\$2,499,500+</b>
Price for 101-5000 boxes <b>\$39.99</b>	2024 Distribution Goal <b>175,000+</b>	2024 Revenue <b>\$6,998,250+</b>
Price for > 5001 boxes <b>\$29.99</b>	2025 Distribution Goal <b>325,000+</b>	2025 Revenue <b>\$9,746,750+</b>

*This slide contains forward-looking projections that cannot be guaranteed.*

**The team.**



**Julie**  
Experienced Life Coach with a demonstrated history of



**Brittany**  
Brittany is our Director of Business Development with more than 10 years of



**Izzie**  
Izzie is a recent college graduate with a degree in Business Administration and

working in the individual and family services industry, gained in Equity Planning, Customer Service, Coaching, Strategic Planning, and Leadership Development.

of various leading mission driven teams. She's led monetization, marketing and social strategy, programming, and incubator for start ups and given a local non profit into a national platform for women's emotional health.

she has gained valuable experience volunteering for various charitable organizations. She brings a unique perspective to the table, having completed an internship with ETHA Miami, experiencing firsthand the complexities of conducting business in a global market.



## The advisors



**Babita Spinelli LP JD**

Babita is an attorney, lawyer, and social selling professional, and has provided mental health support and relationship support as a former lawyer and VA. She has provided her services to various organizations and has been a part of the legal and business world for over 15 years. She has a passion for helping others and is currently working on a new project to help public employees and improve their lives.



**Christopher Manning**

Christopher is the CEO and Founder of Right Path Inc. He has over 15 years of experience in the technology industry, having worked for several major corporations. He is currently focused on building a platform for women's emotional health and is looking for investors to help him scale his business.



## The advisors



**Whurley**

Whurley is a former CEO of a large technology company and has extensive experience in the industry. He is currently focused on helping entrepreneurs and startups succeed and is looking for investors to help him scale his business.



**Wyeth Wiedeman**

Wyeth Wiedeman is a former CEO of a large technology company and has extensive experience in the industry. He is currently focused on helping entrepreneurs and startups succeed and is looking for investors to help him scale his business.



**Meghan Stabler**

Meghan Stabler is a former CEO of a large technology company and has extensive experience in the industry. She is currently focused on helping entrepreneurs and startups succeed and is looking for investors to help her scale her business.



## The advisors



**Steve Gibson**

Steve Gibson has held a range of C-Suite positions in technology companies ranging from Finance to Technology Services to Data Science Consulting and is currently the Chief Strategy Officer for the advanced technology platform as a Service (PaaS) company StrategoWorks, Inc. Prior to building companies from the ground up, Steve worked for a number of large multinational corporations in the European aerospace sector delivering platforms for Military, Civil and Space applications. Steve holds a Bachelor's degree in Aerospace Systems Engineering from the University of Coventry in the UK, a Prince II practitioner and a Certified SCRUM Master.



**Jason Fox**

After six years playing professional football for the Miami Dolphins and Detroit Lions, Fox (with partner Jason Fox) founded Earbuds, a music sharing platform. Fox plans to distinguish Earbuds from other music players in the App Store by allowing users to easily share music and build playlists together in private or public groups - regardless of which music streaming platform they use.



**Kirsten McMurray**

Kirsten began supporting filmmaker Richard Linklater at Digital Film production in 2004. It turned into a fruitful opportunity, she started managing the company in 2007 and recently stepped her for year tenure as Chief Operations Officer.



## The opportunity

**Seeking \$1.25 million in seed funding.**

Money will be used to create our online platform and subscription service as well as producing videos and marketing spend. Investment will be structured as a SAFE note with a 15% discount into our Series A round.



## Potential Exits



Achieving a successful exit is not guaranteed.



Thank You.

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