

## INVEST IN OBERIT

# THE incentive-based healthy habit building app that's proven for long-term mental health & recovery!

---

### LEAD INVESTOR



#### Phillip Rodger

As someone who's been on their own recovery journey, I can't stress enough how important Oberit's personalized, incentive-based AI solution for addiction is for individuals seeking lasting recovery. I've experienced firsthand the devastation addiction can cause, and that's why I wholeheartedly support Oberit's mission. By integrating vital biomarkers and behavioral science, Oberit is creating a unique way to motivate positive attitudes and daily habits, making the recovery process more rewarding and sustainable. What really stands out to me is Oberit's commitment to building upon traditional recovery techniques while challenging outdated misconceptions about addiction. I've witnessed Will's (founder, CEO) inspirational journey over the past few years, and with his exceptional team, innovative technology, and promising financials, I firmly believe that investing in Oberit is not just a smart choice but a meaningful way to contribute to a brighter and healthier tomorrow for individuals and communities alike. Count me in, as I see great potential for both promising returns and positive impact.

**Invested \$50,000 this round & \$325,000 previously**



---

## Highlights

- 1 35k new users in first 12 months | 100's of 4.8 Star Ratings
- 2 Raised \$450k funding from Angel Investor & Limitless Ventures
- 3 Revenue Generating (\$175k in 2023 to date)
- 4 Team of leaders with tech, health and recovery expertise.
- 5 Purpose driven: Improve Mental Health & Addiction crisis that's devastating 1 in 3 American lives.
- 6 Week 1 Retention = 13.7% (category avg. = 11.4%)
- 7 The market is expected to reach \$7T in 2025

---

## Our Founder



**Will House** Founder



20 yrs software sales leadership in US & UK Markets 4 Big Tech Firms, 4 Start-ups w/2 exits 7+ Years Recovery Experience

## Pitch

**Mental health & addiction crisis is GETTING WORSE**

oberit



### **Mental Health & Addiction Crisis**

**1.5B+** people globally  
(**1 in 5**) suffering & overdose  
**deaths risen 31%**



### **Massive Economic Costs + Devastation of lives**

Healthcare, lost productivity,  
unemployment, disability &  
crime costs US ~\$1T/Yr



### **Huge Treatment Gaps & Relapse Rates**

Recovery success <10% Yr1;  
programs **outdated, shame-based & expensive**

These burdens are increasing following COVID-19, inflation, recession and layoffs

© 2023 Oberit, Inc

4

Finally sick of the outdated programs, I jumped into a new approach with the idea: **What if there was something that could help you visualize your success?**

This brought me to daily habit tracking and positive reinforcement. It started with 8 months of tracking, journaling and improving on my day-to-day intentions and outcomes on paper and morphed into something I passionately wanted everyone to get their hands on.

oberit

# INCENTIVIZING healthy behavior is PROVEN EFFECTIVE

“Contingency Management refers to a type of behavioral therapy in which individuals are ‘reinforced’, or rewarded, for evidence of positive behavioral change.”



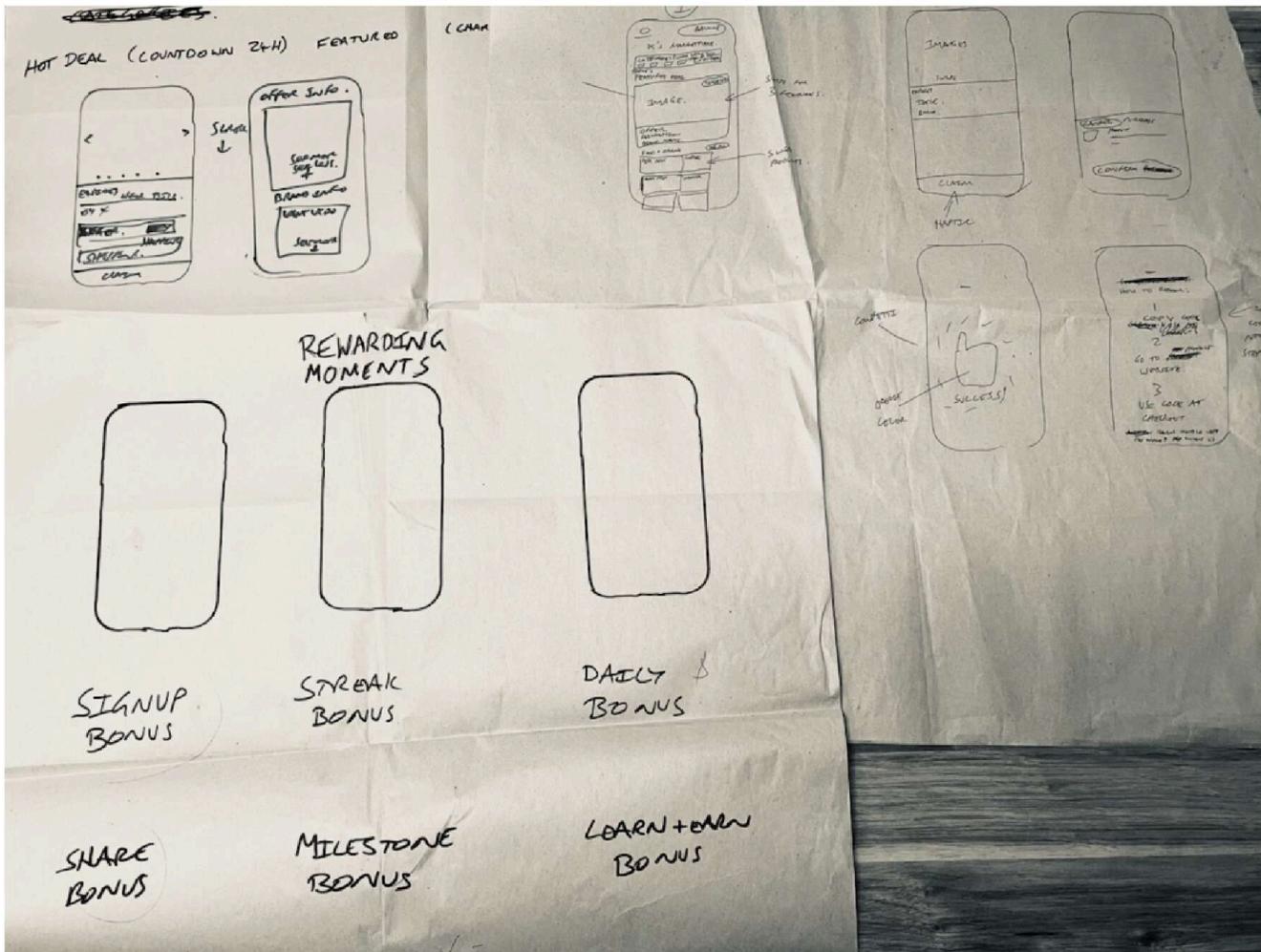
**Drug Abstinence**  
Drug abstinence increase by 2.7X over the control group



**Quit Smoking**  
Smoking quitting rates increase by 3X over the control group

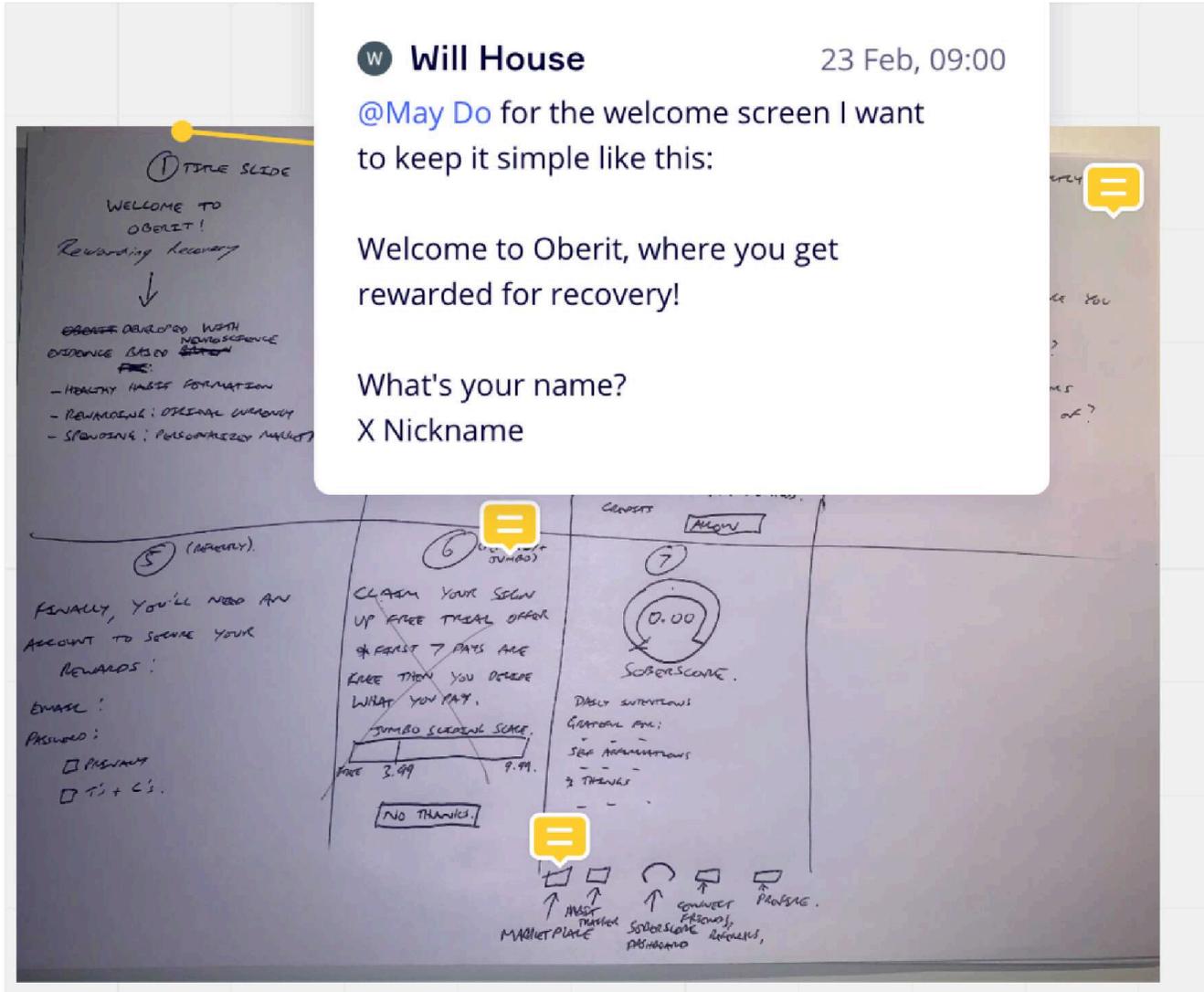


**Drinks Per Month**  
Drinks per month reduced by 62% compared to the control group



When I started drafting the mockups in 2021 (in true startup fashion, on scan

paper!) I wanted to lean into the functionality for our community.



From the start we knew we wanted to be getting to know our consumer we've brought to fruition an app that addresses the habits users truly want to address in their life while we consistently improve the mechanisms for them to achieve those goals.

So - what do our users need the most help with? 60,000 in-app survey responses in 2022 show smoking, stress, and alcohol as the main issues that our user base is seeking help to overcome.

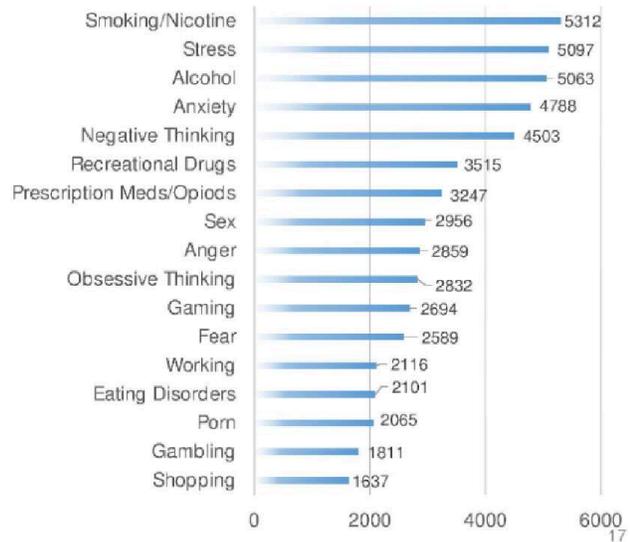
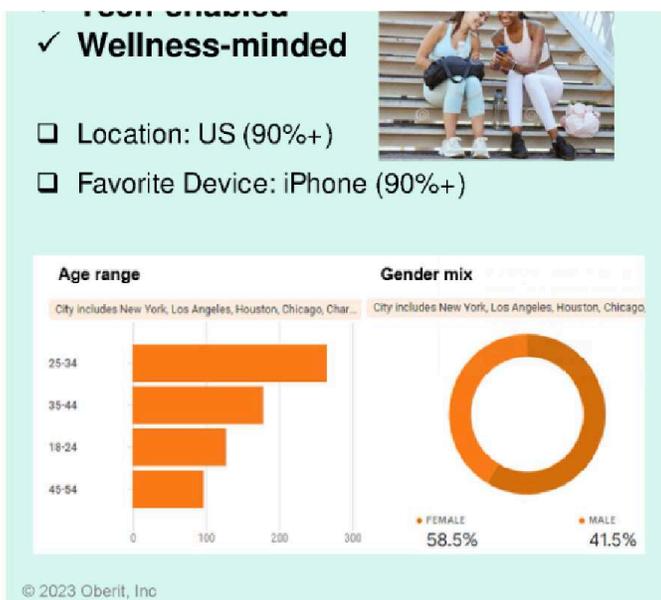
## Who's our Most Valuable Customer?

✓ Tech-enabled



Oberit

In-App users select these as their main Mental Health & Addiction Issues



Wanting to really create an impact and make what we're doing useful for these goals- we continued digging into what could help people on their journey using the app.

Key feedback that brought us to our current evolution was this: people loved the app, but after a while the self commitment of opening Oberit to habit track felt mundane (hey, consistency can be boring- we get it).

**BUT** - Through live consumer conversation we've changed based on the following feedback to make sure we continue to improve (just like our users!):

1. **More valuable and easier to navigate offers in the marketplace** (we took this advice and created a full redesign of the offer-presentation bringing it from a list of rewards to a full-on token exchange market)
2. **Daily notifications and reminders** (We've seen the app retention increase 3X since activating this)
3. **Challenging opportunities to earn** (we've incorporated contests and watch-to-earn videos for users to engage with and access rewards quicker)
4. **Building a committed community hub of recovery focused individuals** (we acquired the Become Program in July, 2022. This incorporates and provides weekly group meetings, a group channel, masterclasses, meetups and an overall extra level of recovery support).

5. **Tying in data from already lifestyle incorporate wearables to automatically sync and earn rewards for their daily positive actions** (in Q2-2023 we rolled out wearable integration with companies such as Google [Fitbit], Apple Health, and Oura Ring ...& more coming soon!)

In line with what we stand for - consistent improvement - we've come a long way by incrementally evolving towards our goal of making an impact on the devastating mental health and addiction crisis in the USA...

**And we're ready to bring in the key people and resources to make that a reality at scale.**

Today Oberit is not just another app in development; it has been funded, developed, and rigorously tested by individuals who have experienced their own journeys of recovery. Our primary objective is to empower people to become their best selves and prevent mental health relapses. We are driven by a mission to prove that modern rewards and incentives yield better behavioral outcomes than the outdated practices of shame and punishment.

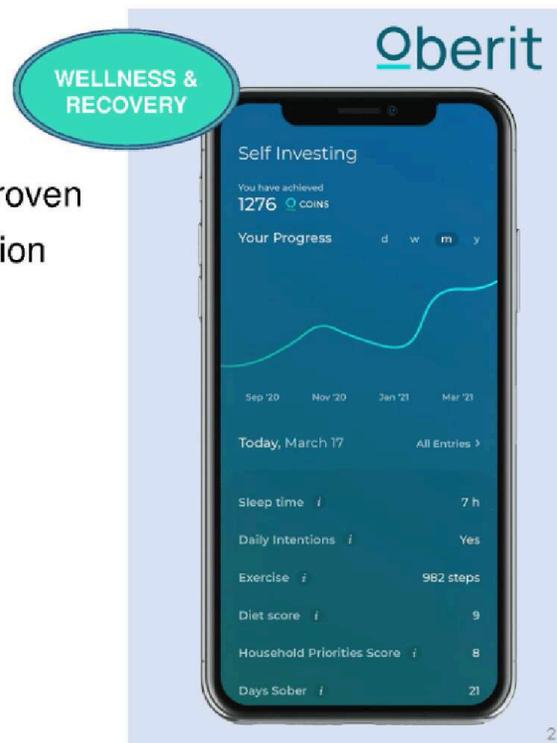
## What we do...

We **gamify and incentivize healthy habits** proven effective for **long-term** mental health & addiction recovery.

### • Why Us?

- **Solves** a growing and unmet **need**
- **Monetizable** with **sustainable economics**
- Decades of tech, health & recovery **experience**

© 2023 Oberit, Inc



The Oberit app incentivizes people to:

Oberit



<b>Be</b>	<b>healthier individuals</b>
<b>Earn</b>	<b>financial rewards, products &amp; services</b>
<b>Form</b>	<b>sustainable, long-lasting healthy habits</b>

Wellness across six dimensions (Consumer View)

GET IT ON Google Play | Download on the App Store

[Click for demo](#)

 Better health  
  Better fitness  
  Better nutrition  
  Better appearance  
  Better sleep  
  Better mindfulness

© 2023 Oberit, Inc

With 35,000 new users and hundreds of 4.8-star ratings, our traction showcases the profound impact we're making in the lives of our users. We are proud to have raised \$450,000 in funding through two rounds, with investments from an angel investor and Limitless Ventures.

## 2022 Traction & Key Metrics

-  **35k new users** | 100's of 4.8 Star Ratings
-  **Raised \$450k** funding
-  **Revenue** Generating (**\$152k** Q1 2023)
-  **CAC = \$2.78** average
-  Avg. **Engagement** time = **9m 47s**
-  Week 1 **Retention** = **13.7%** (category avg. = 11.4%)
-  **Burn Rate: \$17k/month**

© 2023 Oberit, Inc



**4.8**

★★★★★

462+ Ratings

5	89+%
4	4+%
3	1+%
2	1+%
1	3+%

Possibly the best recovery tool app I've seen

★★★★★

Feb 16, 2022

By RecoveringPharm22

 - Jake Nichols, well-known Pharmacist and influencer

*"I've used all of the platforms out there for addiction. This is one of my favorites and the only one I use regularly even 11+ years into recovery."*

10

What sets Oberit apart is its unique approach to habit tracking. We go beyond simple tracking by rewarding healthy habits through incentives

in our in-app marketplace. We have collaborated with aligned partners to offer exclusive discounts and free items that users can work towards earning by achieving the goals they set. This innovative feature provides an added motivation for individuals to prioritize their mental well-being and recovery journey.

## Our Marketplace Partners

Revenue from 100+ Marketplace Brand Partners & Sponsors

100's of Brand Ambassadors

And growing weekly...


© 2022 Oberit, Inc

12

Not only is Oberit reshaping the way individuals approach their mental health, but it is also a revenue-generating platform. In the first quarter of 2023 alone, we generated \$152,000 in revenue, demonstrating the high demand for our app and its effectiveness in supporting individuals' mental health goals. Furthermore, our impressive customer acquisition cost (CAC) of \$2.78 on average showcases our cost-efficient strategies in reaching and attracting users to our platform.

## Business Model & Monetization Methods

**\$10M+ ARR via 3m Subscribers by 2025**



- Paid Subscriptions
- Rewards Marketplace
- Paid Ads

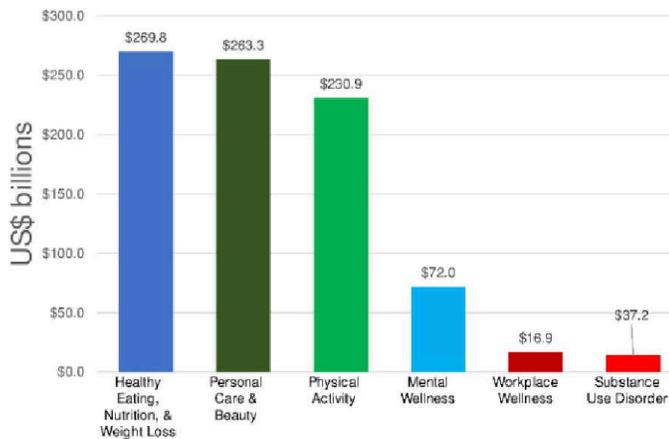
© 2023 Oberit, Inc

- » **Premium Subscriptions:**
  - Oberit App
  - Become Program
- » **Marketplace Fees:**
  - Ad Listings
  - Sponsors
  - API Partners
- » **Referral Partner Fees**
- » **Data Exchange Partnerships:**
  - Health insurance, lifestyle brands.
- » **NFT “Rewards Badges” Trading Fees**

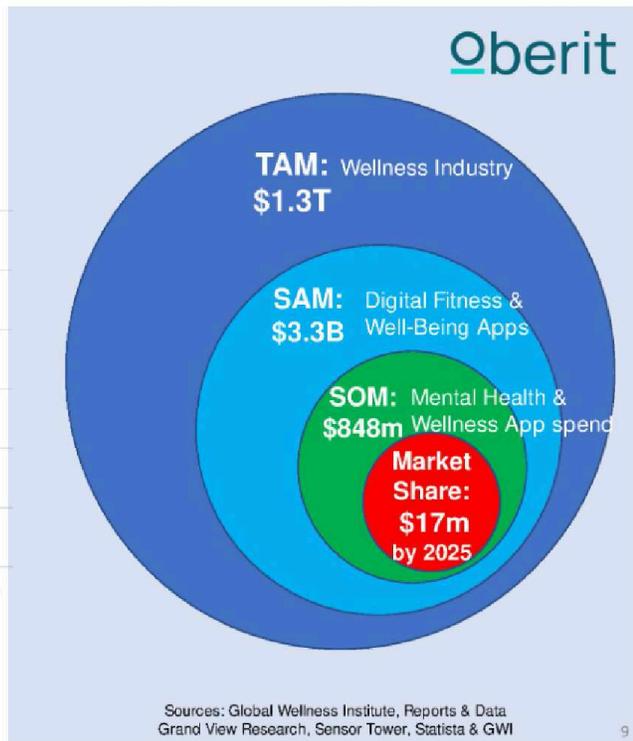
11

Engagement is a crucial aspect of any app, and Oberit excels in this area. Users spend an average of 9 minutes and 47 seconds engaging with our app, a testament to its intuitive interface and captivating features that keep users coming back for more. Additionally, our week one retention rate of 13.7% surpasses the category average of 11.4%, further highlighting the value and stickiness of Oberit in helping individuals achieve and maintain their mental well-being.

**Massive Wellness & Recovery Market**



© 2023 Oberit, Inc



9

The urgency of our mission cannot be overstated, as the devastating mental

health and addiction crisis continues to impact 1 in 3 American lives. Oberit is poised to make a significant impact in this landscape, especially considering that the market is projected to reach \$7 trillion by 2025. With our innovative app, we provide accessible and effective tools for individuals to track their habits, monitor progress, and earn rewards through our in-app marketplace.

By joining us on this journey through our WeFunder campaign, you have the opportunity to support a pioneering venture that not only addresses the pressing mental health crisis but also creates a positive ripple effect in countless lives.

We invite you to create a lasting difference in the well-being of individuals across the nation, while reshaping the future of mental health and addiction recovery in the United States through Oberit.

Thank you.

Will House