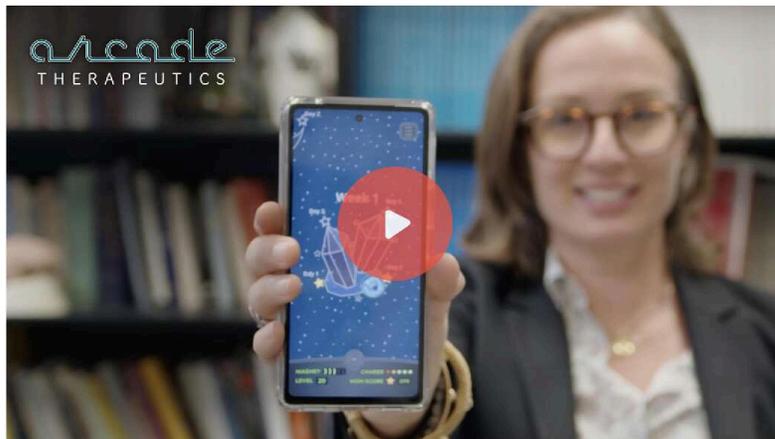


Evidence-backed therapeutic games to treat anxiety, depression and addiction



arcadetherapeutics.com New York, NY

Highlights

- 1 CEO has 3 prior exits; Chief Science Officer is a leading author and NIH-funded scientist
- 2 In recent FDA-reviewed trial for our anxiety game, 90% saw significant symptom reduction in 30 days!
- 3 Early contracts include a national US Health Insurer, state university, and tele-health provider
- 4 Awarded a \$3.8M NIMH grant to fund clinical trial for new depression game with UT Austin
- 5 Top health investors include Startup Health, Blu Ventures, SeedLink, BAT-VC, and 3LS Ventures
- 6 Industry accolades: 2024 DHNY 100, Healthtech Global 250, Health Hub Foundation Rising Star

Featured Investors

 **Aditya Mishra**
Syndicate Lead Invested \$275,000 ⓘ

BAT VC is an early-stage fund focused on co-building ventures in Fintech, Healthtech, and Web3.0.

"We face an acute mental health crisis with significant barriers like stigma, long wait times, inadequate reimbursement, and over-reliance on drugs, leading to rising depression, anxiety, suicides, and \$300B in healthcare costs. Arcade is helping lead the movement for change, with digital medicine that is clinically impactful and cost effective to lower barriers to treatment. Raj and Tracy are the perfect combination of experience to execute here. Recognized by media, supported by an NIH grant, and backed by institutional investors, I'm excited to support this round as they continue to deliver on our goals!"

 **Seedlink SL** Invested \$825,000 ⓘ

SeedLink SL enables innovative minds to advance the future of health and care.
seedlink.health

Tim Juergens, Managing Partner
"SeedLink invests in early stage Digital Health solutions with the potential to improve the health of millions. Raj and Tracy are the perfect team bringing

credible science and consumer experience together, and their scientifically proven yet playful approach has great potential to help reduce anxiety at scale. Their pipeline of future products gives us confidence this investment will continue to grow in value as they hit their early milestones.”



3LS Ventures



Follow

Invested \$250,000

3LS Ventures funds early-stage behavioral health companies that are finding innovative ways to support and accelerate outcomes in behavioral health, mental health, and overall wellbeing.

Eric Strickland, Managing Partner

“As a behavioral health provider ourselves, we see the need for low-stigma treatments that can reduce barriers to early treatment. We are impressed by the scientific rigor behind Arcade’s treatments for anxiety, depression and future plans for addiction treatments. Raj and Tracy make a perfect team to execute on this opportunity and have proven themselves to be amazing business partners as well!”



Other investors include [Anne Wojcicki](#), [Blu Venture Investors](#), [Michael Pauly](#)

Our Team



Raj Amin CEO & Co-Founder

3 prior exits; Founder at Teem Ventures (venture studio); Co-Founder and Chairman at Mana Health (acq. Comcast); Co-Founder and CEO at HealthiNation (acq GoodRx); Global Lead, Mobility Ventures @Avis Budget Group



Tracy Dennis-Tiwary, PhD Chief Science Officer & Co-Founder

Professor and Director of Emotion Regulation Lab at Hunter College; Has 80+ publications; Author of Future Tense, leading book on anxiety; Featured expert on Netflix “Take Your Pills: Xanax;” Inc Magazine contributor and respected speaker on anxiety.

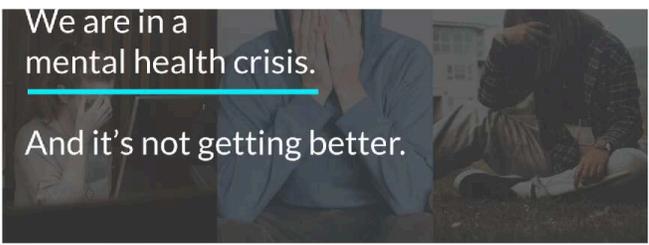
Pitch

Invest in The **Category Leader** for Therapeutic Gaming



We are excited to announce the Healthcare Influencer Round, offering healthcare professionals such as psychiatrists, primary care providers, therapists, and other key partners the opportunity to become owners in Arcade alongside our larger investors. We believe meaningful change in healthcare requires active participation from those on the front lines of care. While we greatly appreciate the support from our larger investors, we also recognize the vital role smaller investors play in the success of new digital interventions. Therefore, we are providing an opportunity for these influential professionals to invest at any level they can.





The hurdles are far too high to get people on the right path.

We are failing to reach too many in need. 70% of primary care visits are related to mental health conditions, yet doctors don't have enough options to start engaging patients in these settings. This leads to a large percentage of patients not seeking care, along with a large undiagnosed population left struggling with their mental health.

Limited first-line treatments drive over-use of drugs at primary care

Mental health provider shortage + coverage issues

Stigma prevents many from taking early steps

50% of those with a diagnosable mental illness don't seek treatment

These Hurdles Create Massive Human and Economic Cost

- 1 in 2 US adults report loneliness
- Rising rates of depression and anxiety
- Suicide is a leading cause of death
 - #2 in ages 10-14 and 25-35!

\$300B in Costs for Untreated Anxiety and Depression in the US, and

\$1 Trillion Globally

arcade THERAPEUTICS

Sources: [HHS](#), [CDC](#), [NIH](#), [Project Hope](#)

We MUST find ways to overcome these hurdles to earlier mental health engagement.

But how?

We must think differently, and use **new methods of engagement**. Gaming is a leading

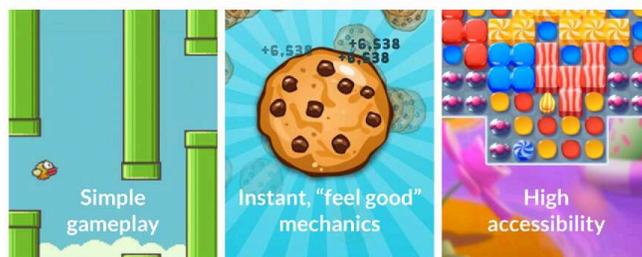
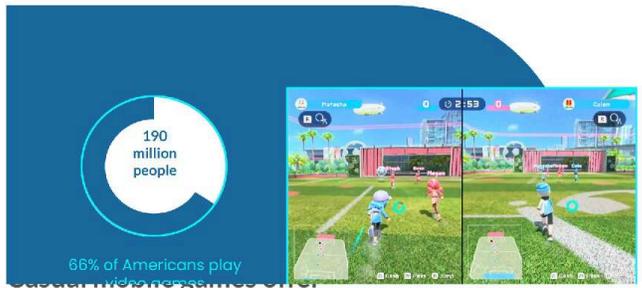
form of engagement, and has exploded in popularity.

190M Americans play video games today, according to the [Entertainment Software Association](#).



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“
What if we could use the power of gaming to treat mental health conditions earlier and more effectively?”





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 of gaming to treat mental
 health conditions earlier and
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Raj Amin
 Co-Founder & CEO



Dr. Tracy Dennis-Tiwarly PhD
 Co-Founder & Chief Science Officer



Core Science: Attention Bias Modification Training



Dr. Dennis -Tiwarly in her lab

Our unique approach to subconscious cognitive training is embedded into game play. Our method is refined and tested over years of NIH-Funded clinical trials, which are published in peer reviewed journals.

Attention Bias Modification:

- Targets subconscious processing
- Complements traditional CBT
- Has a low time-demand on already burdened patients

Introducing StarStarter for Anxiety

Our first game StarStarter has now launched through qualified enterprise and community partners. It's available to manage symptoms of anxiety as a first-line treatment or complementary to other treatments.

The Therapeutic Mobile Game for Managing Anxiety Symptoms

- Minimal time commitment with a dosage of 6-12 minutes a day, 4 times per week over 30 days
- Validated through 7 RCTs of clinical evidence
- Proprietary approach to game-based cognitive training through patent-pending IP

Download on the App Store | GET IT ON Google Play

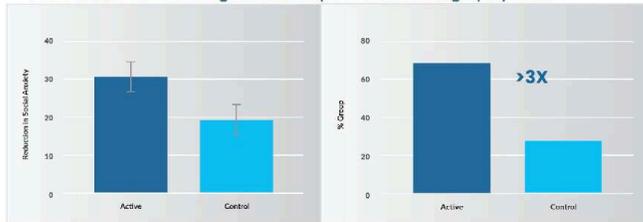
★★★★★ "It improves my mood."
 ★★★★★ "Helpful in situations where I feel a great deal of anxiety beforehand."
 ★★★★★ "It helped me feel calm and less anxious."
 ★★★★★ "It was fun and easy."

Our most recent clinical trial delivered excellent results within a 30 day treatment timeframe, showing similar effectiveness to pharmaceutical products but *without the side effects*. You can find more information about this trial and our other published studies at <https://arcadetherapeutics.com/research/>

Active arm results:

- More than 90% of participants showed reductions in LSAS anxiety symptoms, averaging 33%
- 68% of participants saw a clinically meaningful reduction in their anxiety severity level
- 38% showed reductions to sub-clinical cutoffs

Pilot Trial Delivered Significant Impact in Reducing Symptoms



Recent clinical trial results comparing StarStarter to a gold-standard placebo control, are shown above. The most validated clinical assessment for social anxiety, the Liebowitz Social Anxiety Scale or LSAS, was the primary endpoint of this study. All published studies are available at <https://arcadetherapeutics.com/research/>

Our go to market strategy is a B2B2C approach, working through qualified organizations to make our treatments available to specific populations. We have initially chosen to focus on primary care, behavioral health, universities, and community organizations that serve marginalized and underserved groups where mental health care is less accessible. In certain care settings we can support billing requirements for care providers to bill for related codes such as Remote Therapeutic Monitoring (RTM).

Priority Segments Validated for Initial Anxiety Product			
B2B2C Enterprise Contracts; 2024 Pricing of \$75 per 90 Day Treatment			
Segment	Behavioral Health / Advanced Primary Care	Colleges and University Wellness Centers	Foundations + Nonprofits
Key Value Proposition	First-line and complementary therapy; Supported by RTM Reimbursement Model (\$120 - \$300 reimbursable to Provider)	First-line therapy; self-care option; escalate and triage to counseling services	Low stigma first line therapy "on ramp"; Easy to access with mobile phone; Can involve community advocates
Example Partners & Targets			
Market Dynamics/ TAM	>40 Million Diagnosed with Anxiety; US TAM: \$2.9 B (1.2 licenses per patient); Large market, longer sales cycles; future prescription expansion	36% of students w/ escalated anxiety; 10.8 Million students (4 year); \$260 M US TAM; Shorter sales cycles, state/grant funding, and escalating need	150 Million people live in areas with limited access to BH care; Gov't and Foundation area of focus with grants available.

Sources: [NIMH](#), [Best Colleges](#), [NEA](#), [Commonwealth](#)

Additionally, our integrated platform allows for secure registration and data

management to support personalization and care escalation. In this way we can integrate with existing services to engage with patients earlier, and provide escalation paths that help them take appropriate next steps.

- HIPAA-compliant, secure system with patient consents and clinical workflow integration
- Support for reimbursement data for usage, triage, and monitoring (e.g. RTM Billing Codes)
- Data aggregation for future AI based applications and customization of user experience.



\$3.8M NIMH Grant Funds Depression Trial and Grows Our Pipeline

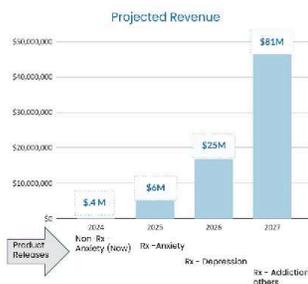
In other exciting news, we were co-awarded a \$3.8M grant from the NIMH with UT Austin to fund a clinical trial for our next treatment for Major Depressive Disorder. This new product has already been piloted, and has shown promising results.

- **This milestone R-01 Grant** marks the first time the NIMH has funded a pivotal trial in this category
- **Other pipeline areas reach a \$26B US TAM:** Addiction, Pain Related Anxiety, Diabetes Distress, Perinatal Anxiety, more



Our projected revenue is based on deployments across our priority segments, using scaling pricing starting at \$75 per treatment for non-prescription anxiety to approximately \$300 for depression treatment. We also intend to license these products into international markets. The additional opportunity of combination products to improve effectiveness of pharmaceutical products is not fully captured yet as this is a new and rapidly evolving opportunity.

Anxiety Launch Followed by Pipeline of Offerings + Opportunity for Pharma Combination Products



- Non-Rx launches in 2024 to targeted early segments, scaling in 2025
- Revenue expansion in 2026 on anxiety and depression
- Pipeline expansion + PDURS Pharma combinations expands growth opportunity in 2027+

Future projections are not guaranteed.

Incredible Momentum as our Unique Approach Has Been Recognized



Building the Category Leader in Therapeutic Game Treatments

Our Community Funding Round will be used to support early scale as we deliver our treatments through trusted organizations to people in need. Key areas of focus include the rollout of our anxiety treatment in 2024, support for FDA Submission of our depression treatment, and ongoing feature development for our core gaming products.

Funds will be used to execute on revenue and product deployment milestones to achieve early revenue scale of \$1MM-\$2MM ARR prior to Series A

- **Non-prescription Anxiety launches.** Primary Care, Universities, BH and Tele-Therapy segments
- **Core Operations and Client Support.** Support for client operations and sales to achieve penetration targets. Maintenance of technology and game development.
- **FDA Submission Process for Depression.** Clinical trial and FDA submission support for of ABM-02 (Depression) being managed by UT Austin with \$3.8M NIMH Grant.
- **Licensing and Co-Development for Expanded Opportunities.** Support for pharma combination opportunities, international licensing and co-development leveraging our IP and game development capabilities.

Investors:



Family Office of Anne Wojcicki



Thank you for your consideration and for lending your voice to our mission