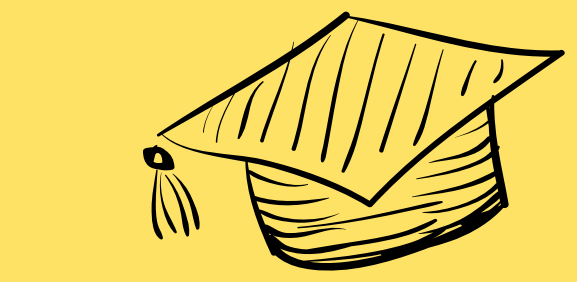




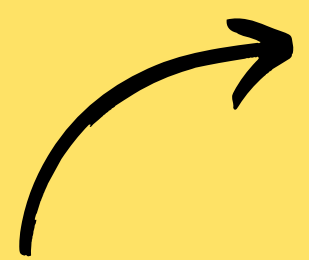
**MOM | MIND OVER MATTER**

LETS CONQUER MIND BEFORE MATTER

# The story of Tara



Job Offer



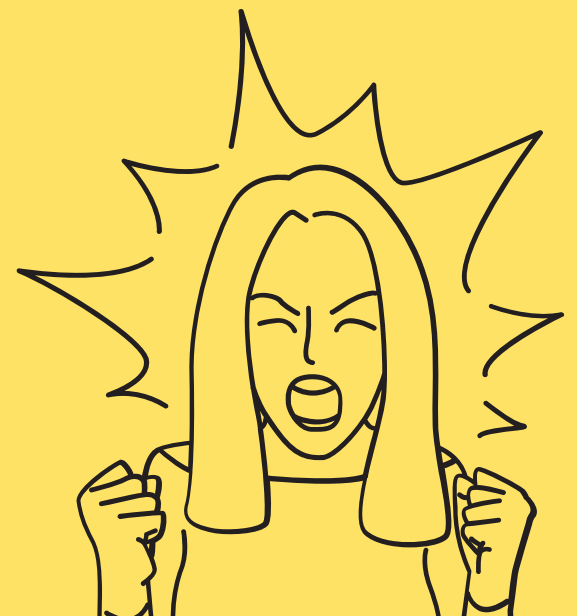
Heartbreak



Depression



Criticism



Anxiety  
Unhappiness



# THE PROBLEM



85%

85% of employees undergo mental health issues which impacts their productivity

\$1T

Every year due to depression and anxiety a cost of US\$1 trillion per year in lost productivity

3/4

3/4 of employees want to commit suicide when facing a problem

# ELEVATOR PITCH

We are building a **mental wellness platform** catering to the needs of **IT professionals in startups/IT businesses**

To help them conquer **Mind over Matter**

Our platform caters to improve the overall **happiness quotient** of employees which in turn **increases the productivity, reduce absenteeism & attrition**



# THE SOLUTION



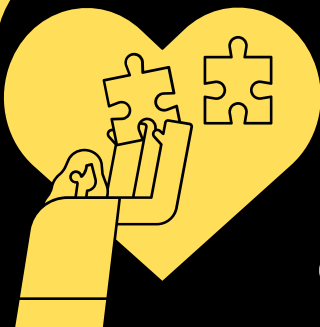
## CBT 42 days

CBT and mindfulness based programs with relatable scenarios & solutions to overcome mind obstacles



## Analytics dashboard

Anonymous dashboard for HRs to see overall improvement



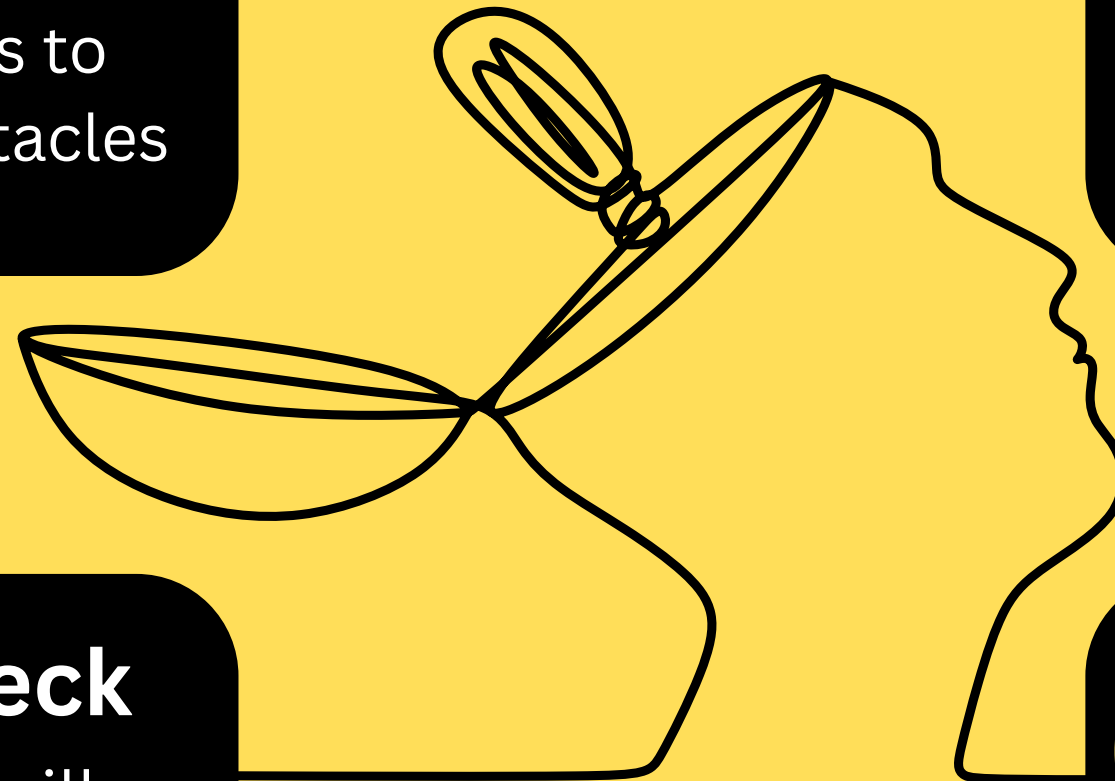
## Quarterly check

Every quarter we will conduct a mental wellness programme offline

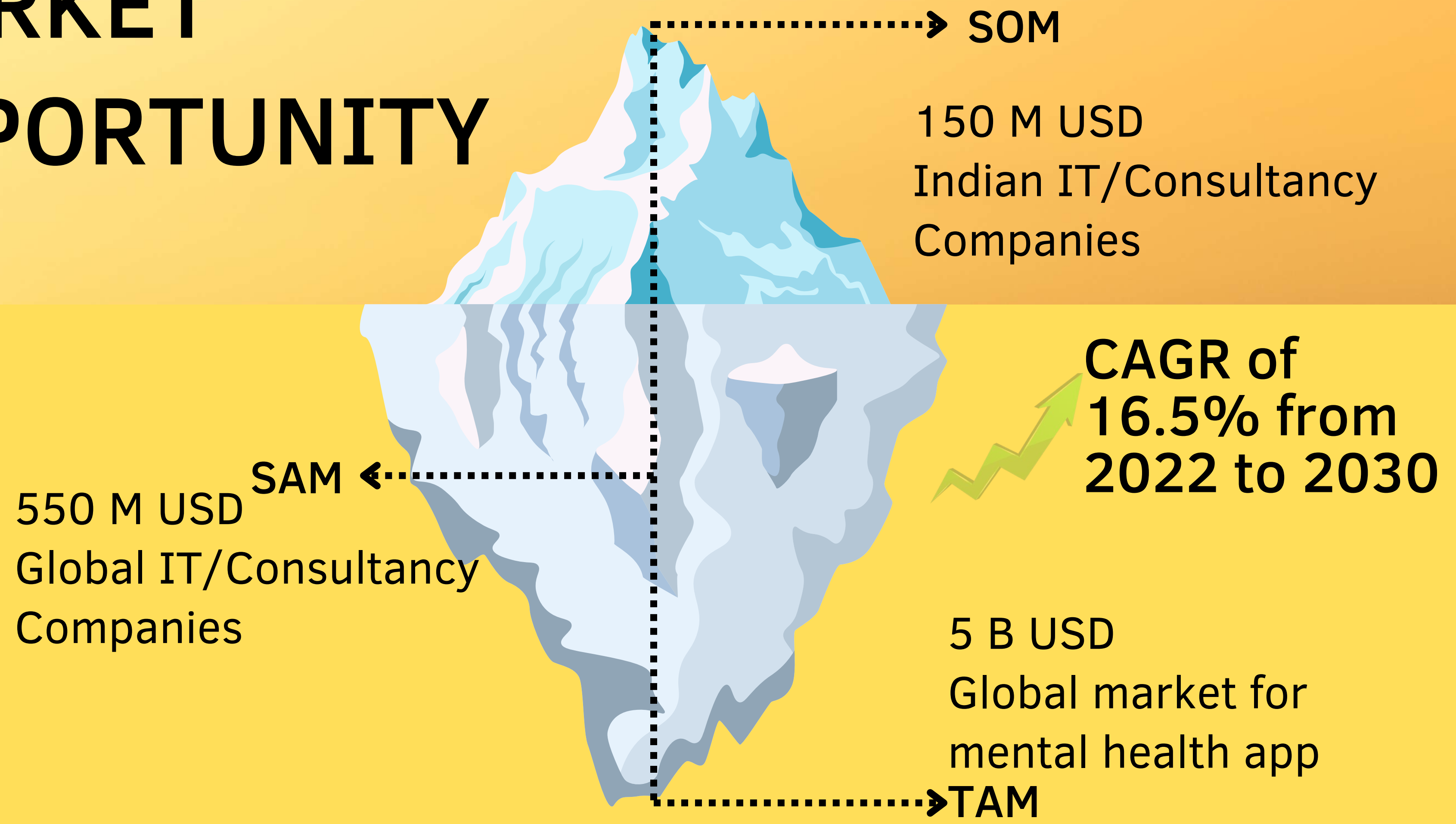


## Daily Routine

Daily routine and trackers for kaizen improvement



# MARKET OPPORTUNITY





# HOW ARE WE DIFFERENT?

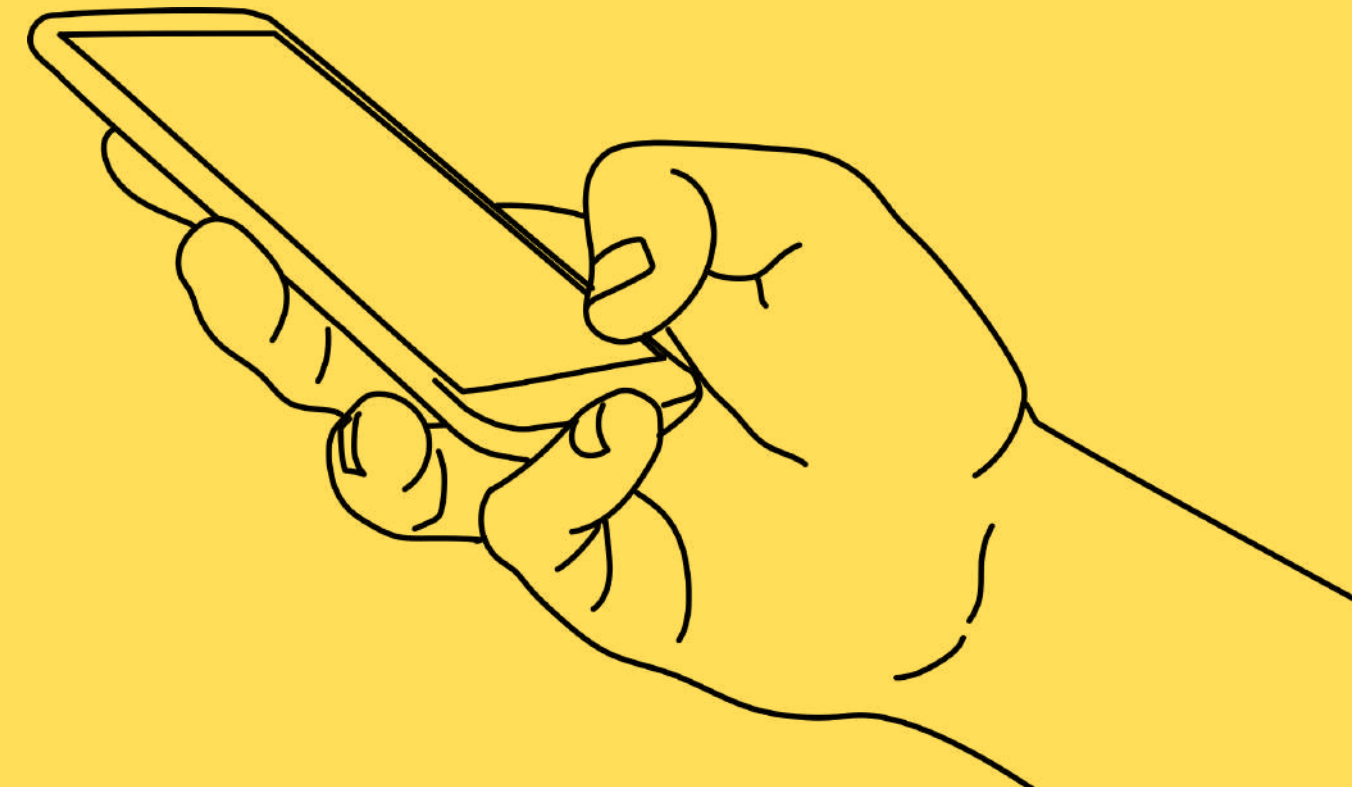
## CONTENT

- Our app - Relatable content
- Other apps - Generic content
- Our content pillars - Focus, perform better, personal growth, happiness, sleeping better, anxiety and stress management

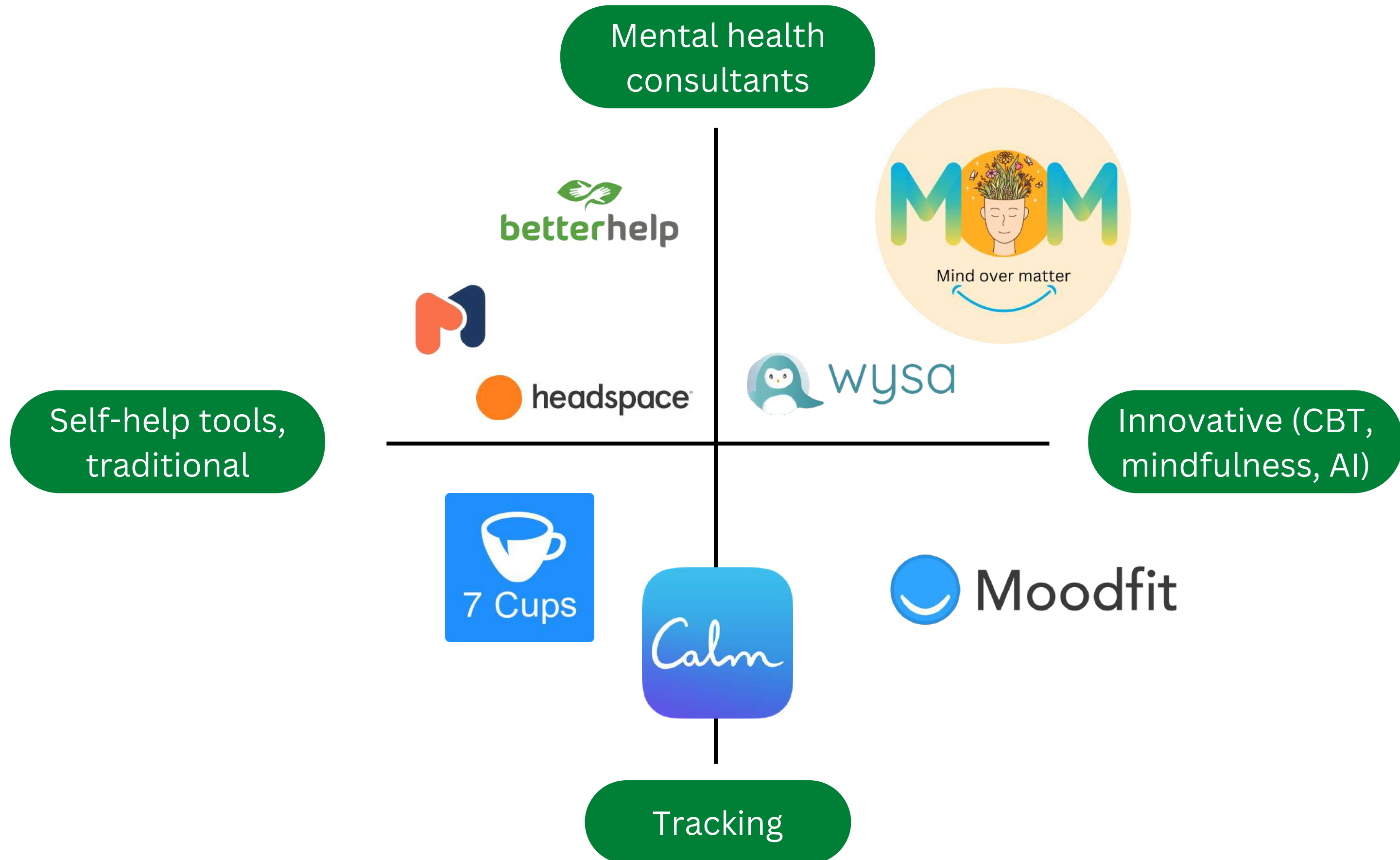
NCBI research paper

## METHOD

- Our app - CBT and mindfulness based 42 day program with activities
- Other apps - Provide readable, podcasts and blogs
- Our app - Quarterly interactions with employees
- Other app - None

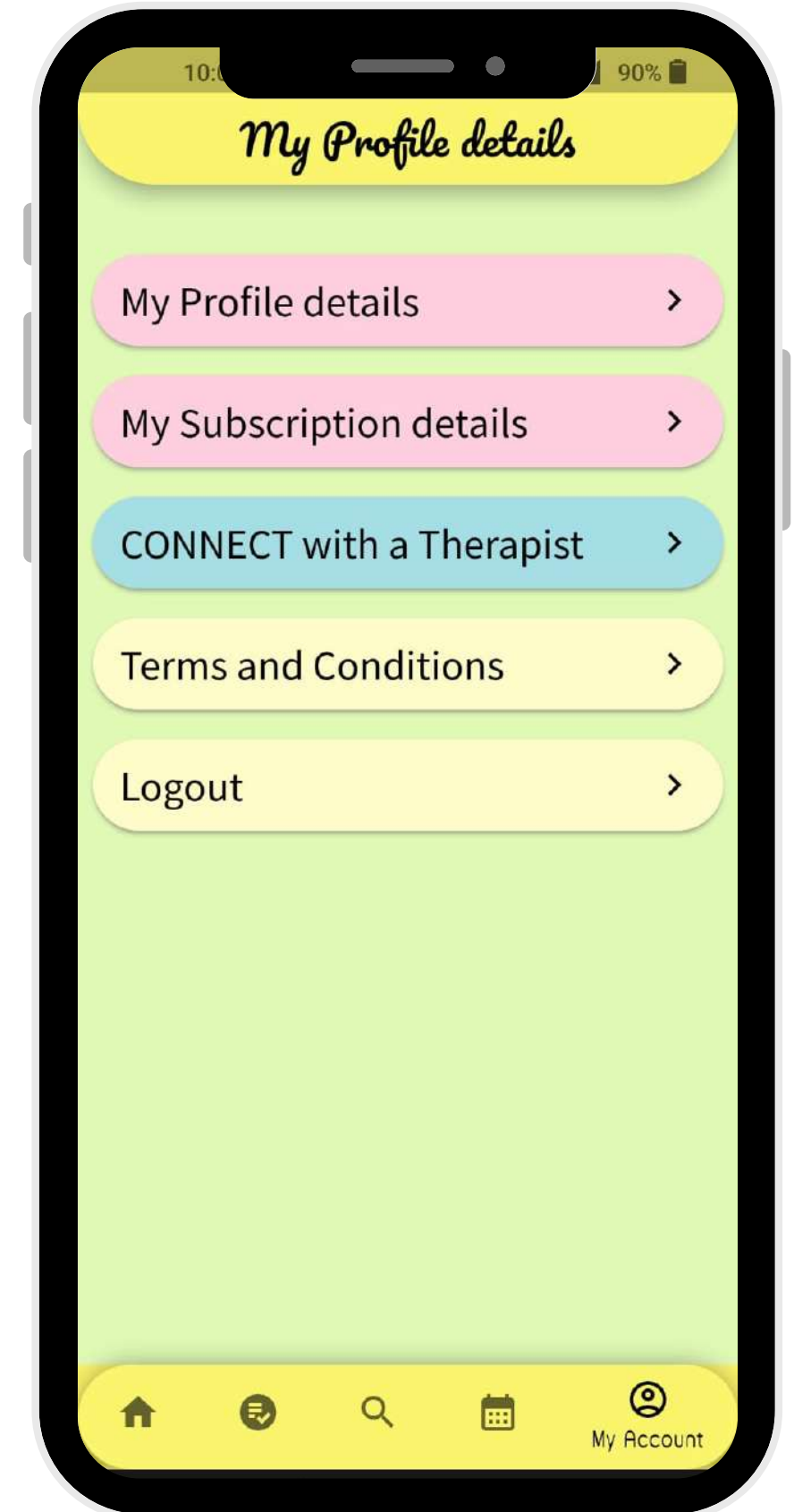
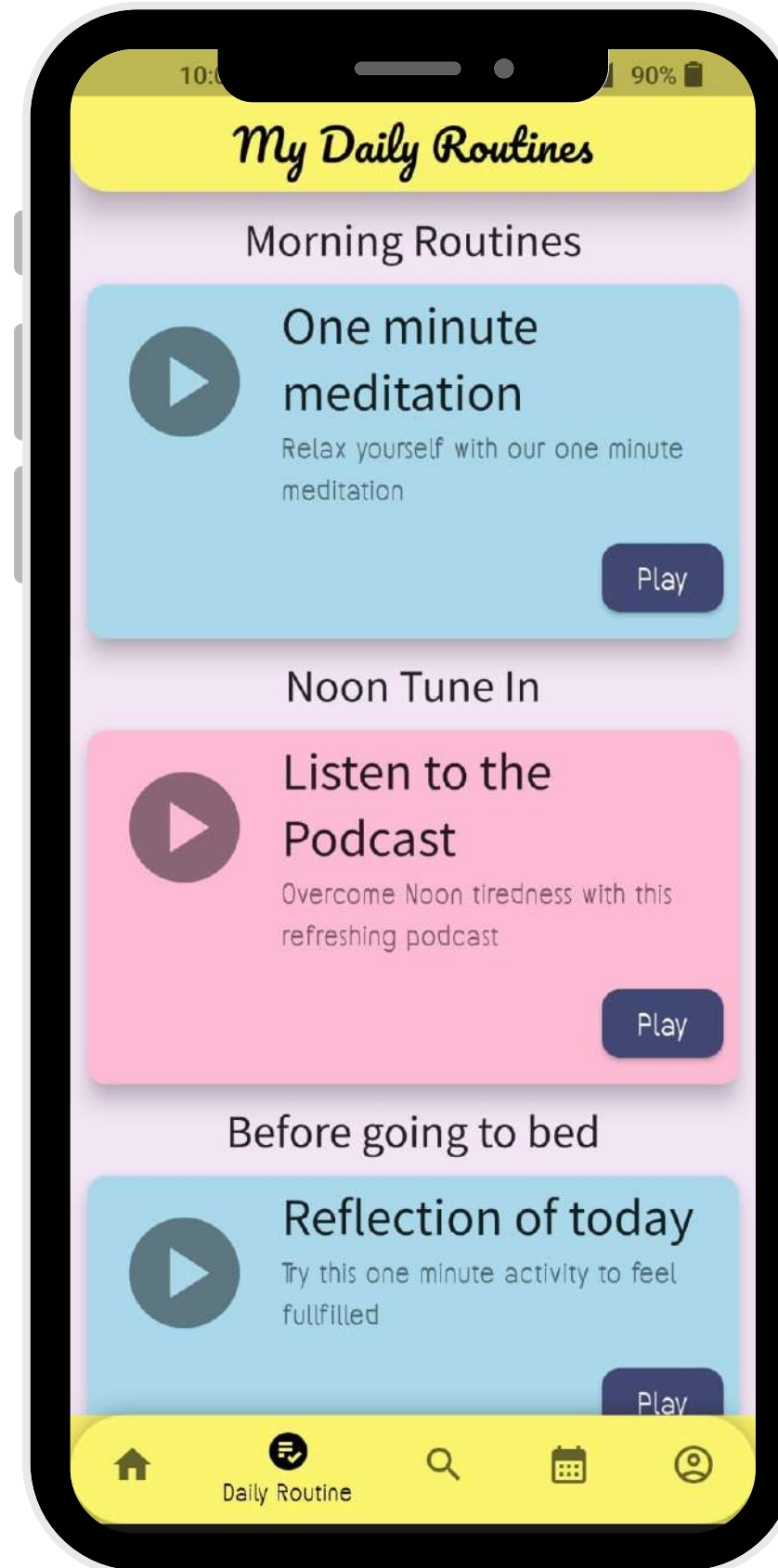
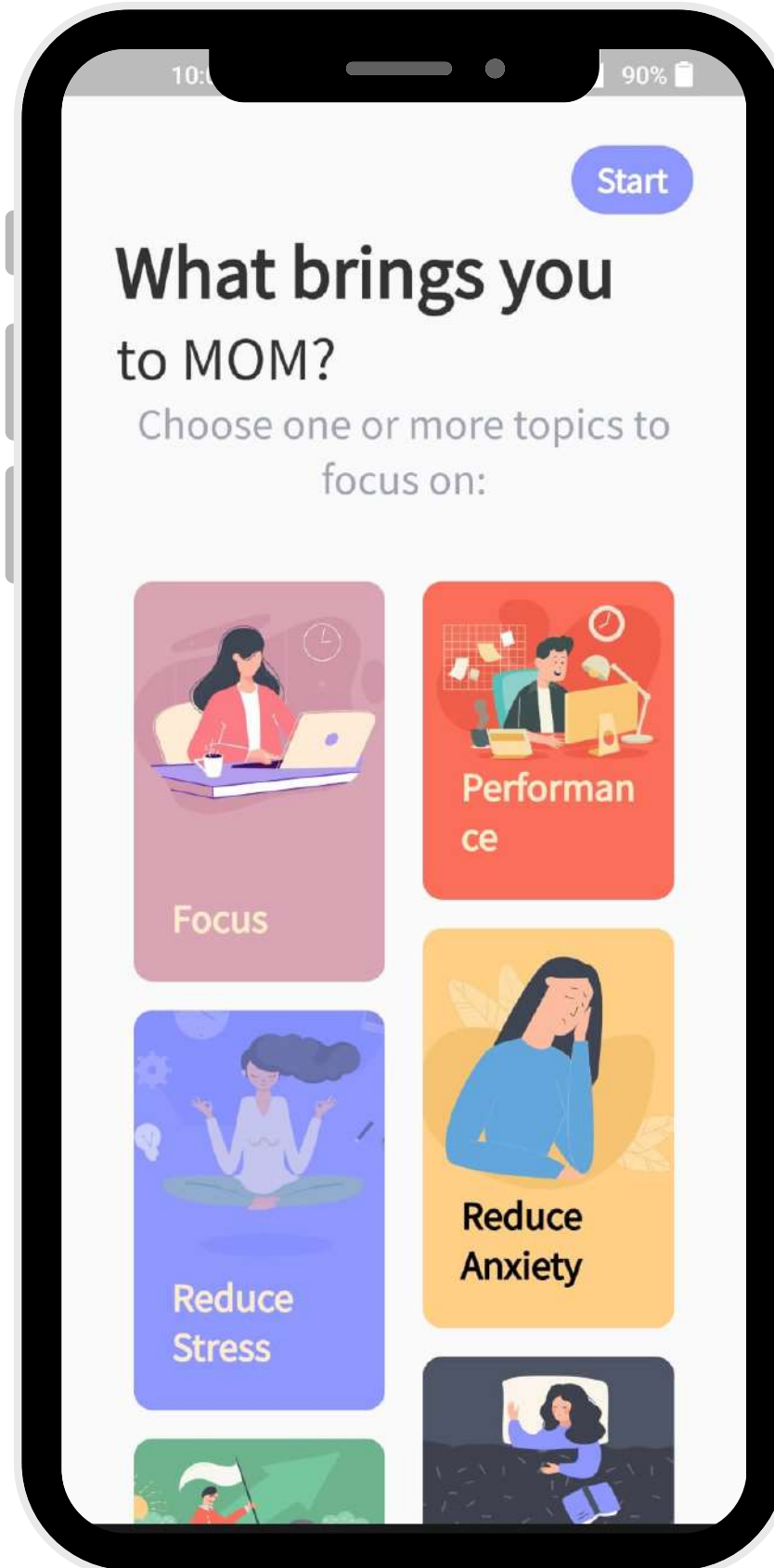
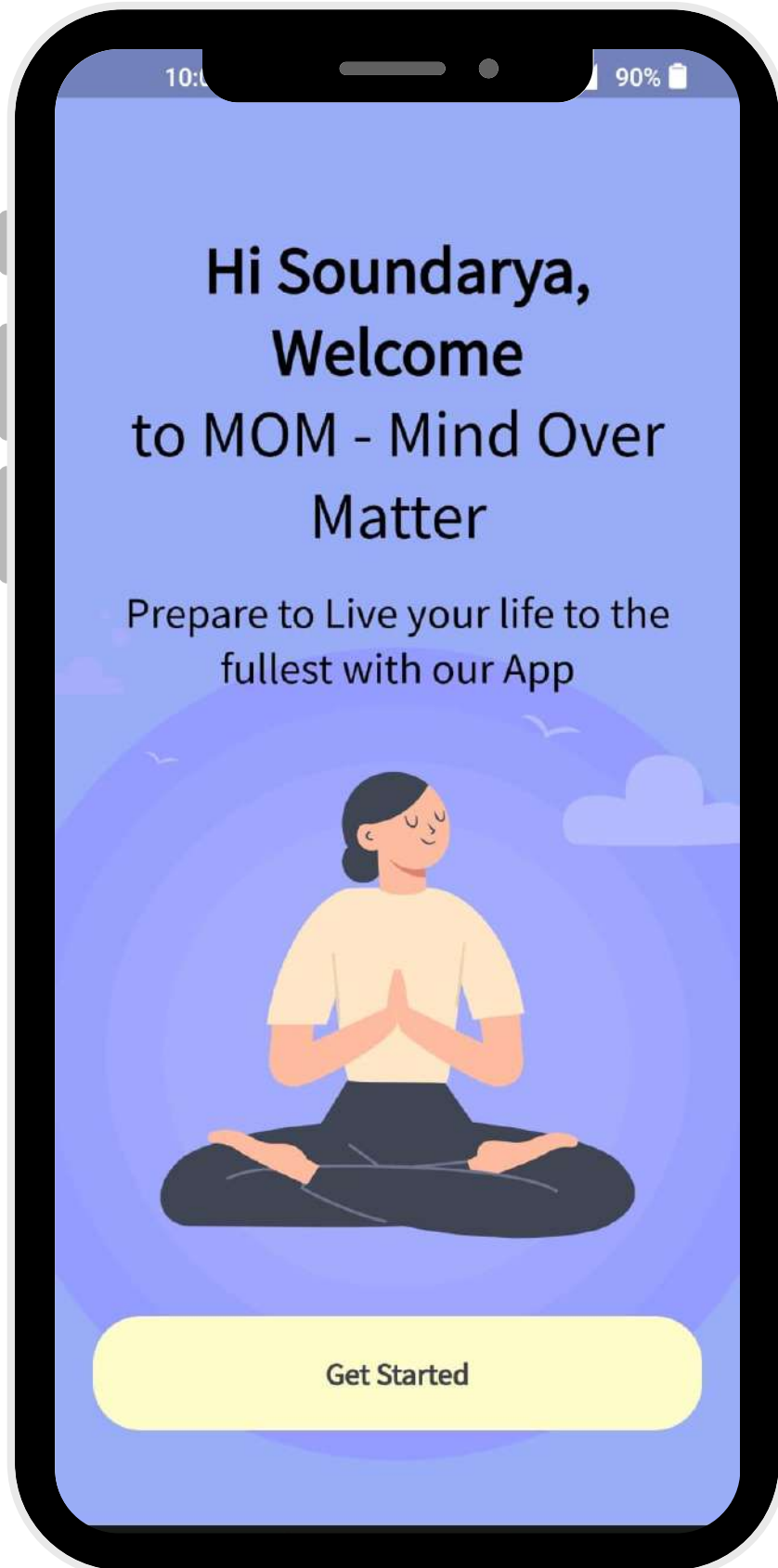


# Competitive landscape





# PRODUCT SCREEN DEMO



# BUSINESS MODEL



*Catering for B2B needs*

**1 month**

**₹ 499**

**3 months**

**₹ 1299**

**12 months**

**₹ 4599**

◆ Free trial for 1 month

◆ Per person cost is mentioned above

# GROWTH STRATEGY



## CAMPAIGNS

Reaching out to HRs through our in house social media, events etc... Targeted ads on LinkedIn Ads and Google Ads

## PRE RELEASE SIGN UPS

On board companies for pre release sign ups at a discounted price

## BETA TESTING

Beta testing with a select group of companies with 300 employees to prove clinical effectiveness

# TIMELINE

December 2022  
Product development  
App & website completion  
(With all content, activities)

April 2023  
Raising  
Pre-series A

Target IT business/startups  
in Chennai (FY 2023-24)  
(On board 50 companies)

March 2023  
Product Market fit  
Beta testing with 3 companies

Target IT business  
/startups  
(Globally)





# TEAM



**Jyothiraditya R**

3+ years of experience in CAT, M.Tech  
IIT M, IT companies collaboration



**T S Ajeet**

Graduate from NIT - Trichy,  
Full stack developer



**Dr. Madhur Rathi**

Psychiatrist & life coach, mental  
wellness content creator

**Dr. Uma Maheshwari**

Psychiatry and life coach resident  
CBT practitioner



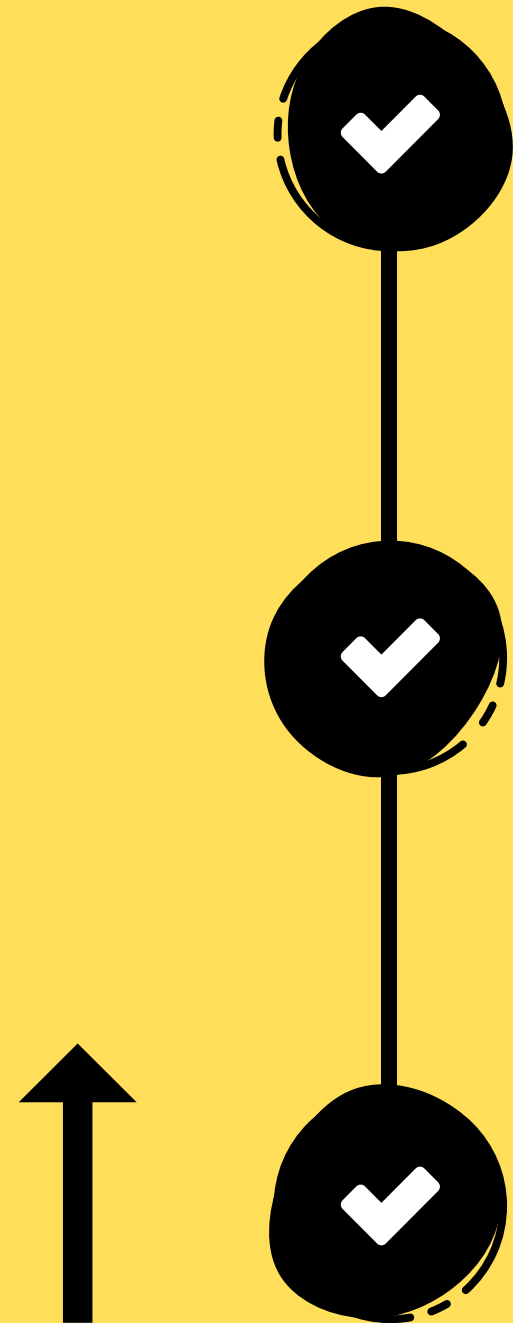
**Soundarya L, Founder**

3+ years of experience in IT, Global Student  
Entrepreneurs award winner - South Asia, Digital  
media growth strategist



# FUNDING NEEDS

\$250K



\$110K To reach customers

\$70K Product maintenance

\$70K Operations and infrastructure

INR Cr.

USAGE AREA	ASK
CBT consultants, operations, infrastructure	56.5L
Product development and maintenance	56.5L
Marketing spend	88.9L

2 Cr



# QUARTERLY REVENUE PROJECTION

Particulars	Q1 (FY23-24)	Q2 (FY23-24)	Q3 (FY23-24)	Q4 (FY23-24)	Total
<b>REVENUE (INR)</b>					
<b>Company Sign-ups</b>	3	6	12	25	46
<b>No. of candidates/Company</b>	30	30	40	40	140
<b>Subscription Cost/Person (INR)</b>	0	4599	4599	4599	4599
<b>Total Revenue (INR)</b>	0	827820	2207520	4599000	7634340





# CONTACT US



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