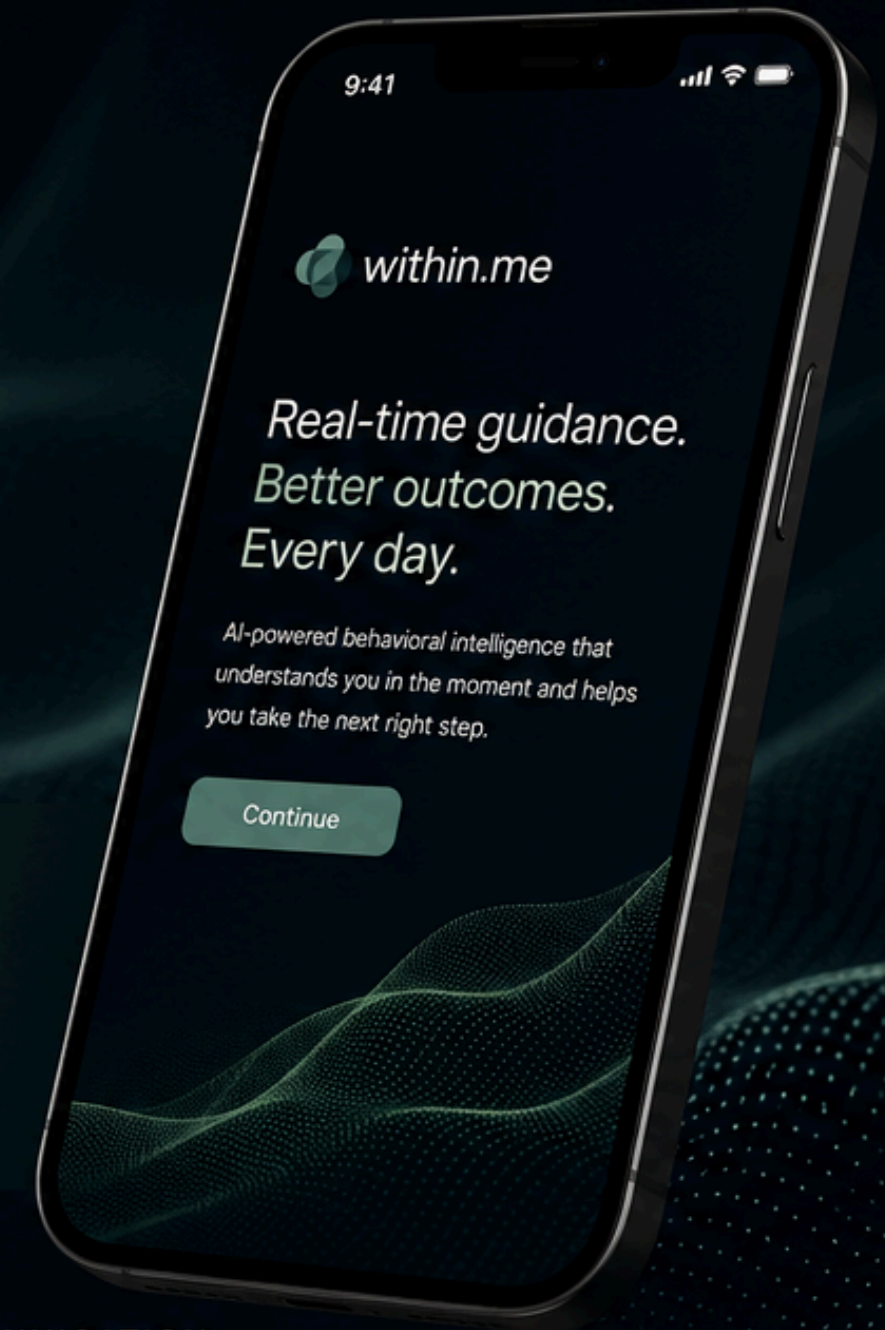


WITHIN.ME

Repositioning a Behavioral Intelligence Platform as Real-Time Communication Infrastructure

Transformed the narrative, positioning, and investor communication of Within.Me — elevating the company from a wellness-focused app to a scalable infrastructure platform for real-time behavioral intelligence and guidance.



STRATEGIC SHIFT

FROM:

A wellness coaching app.



TO:

Behavioral intelligence infrastructure for real-time guidance and outcomes.

STRATEGIC APPROACH

01



INFRASTRUCTURE POSITIONING

Repositioned the company **from** a consumer app to a real-time behavioral **intelligence infrastructure** layer that integrates across communication platforms, apps, and digital experiences.

02



INVESTOR & GROWTH NARRATIVE

Rebuilt investor materials to communicate market opportunity, platform scalability, data advantages, integration potential, and long-term enterprise value.

03



COMMUNICATION SIMPLIFICATION

Simplified complex technology and behavioral science into a clear, compelling narrative that resonates with investors, partners, and enterprise stakeholders.

“

We didn't just redesign slides.
We clarified the story, elevated the positioning, and unlocked the opportunity.



A CLEAR STORY CREATES CONFIDENCE.
CONFIDENCE CREATES MOMENTUM.

DELIVERABLES

| | | | |
|---|---|---|--|
| <p>INVESTOR PRESENTATION REDESIGN</p> <p>Rebuilt the investor story to communicate platform value and scalability.</p> | <p>STRATEGIC NARRATIVE DEVELOPMENT</p> <p>Defined the platform positioning, differentiation, and long-term market opportunity.</p> | <p>MARKET POSITIONING REFINEMENT</p> <p>Clarified the company's role in the behavioral intelligence infrastructure category.</p> | <p>EXECUTIVE COMMUNICATION SUPPORT</p> <p>Created leadership decks, talking points, and strategic messaging frameworks.</p> |
| <p>SALES & PARTNER MATERIALS</p> <p>Developed compelling sales narratives and partner-facing communication.</p> | <p>PRODUCT & PLATFORM STORYTELLING</p> <p>Translated complex technology and science into clear, human-centered storytelling.</p> | <p>DISTRIBUTION & CHANNEL COMMUNICATION</p> <p>Created channel strategies and go-to-market messaging for scale.</p> | <p>BRAND STORY & MESSAGING SYSTEM</p> <p>Built a cohesive messaging system used across all internal and external touchpoints.</p> |

OUTCOME

- ✓ Elevated the company from a wellness app to a behavioral intelligence infrastructure platform in the minds of investors and partners.
- ✓ Strengthened investor confidence through clear communication of scalability, data advantages, and long-term opportunity.
- ✓ Improved strategic clarity and internal alignment across leadership and teams.
- ✓ Simplified complex technology and science into a compelling, differentiated narrative.
- ✓ Positioned the company for long-term value creation and meaningful enterprise partnerships.

“

You helped us see our own company more clearly—then communicate it in a way that inspired investors, partners, and our team.

—

LEADERSHIP TEAM
WITHIN.ME

VISUAL PROOF: SANITIZED INVESTOR DECK & MATERIALS

Behavioral intelligence that understands you in the moment.

Real-time guidance. Better outcomes. Every day.

THE OPPORTUNITY

A Massive Shift in Behavioral Health

| | | |
|--|---|---|
| <p>94%</p> <p>of people want support in the moment.</p> <p>Source: McKinsey</p> | <p>\$500B+</p> <p>behavioral health market by 2030.</p> <p>Source: Grand View Research</p> | <p>Underserved.</p> <p>The majority of need goes unmet today.</p> <p>Source: WHO</p> |
|--|---|---|

The future is real-time, personalized, and scalable.

OUR PLATFORM

Real-Time Guidance Powered by Behavioral Science

| | | |
|---|--|---|
| <p>UNDERSTAND</p> <p>AI interprets signals in real time.</p> | | <p>ENGAGE</p> <p>Human-centered conversations.</p> |
| <p>GUIDE</p> <p>Personalized nudges and interventions.</p> | | <p>IMPROVE</p> <p>Better decisions. Better outcomes.</p> |

A continuous loop of insight, action, and improvement.

BUILT FOR SCALE

Infrastructure. Not Just an App.

- Platform agnostic APIs & SDKs
- Data advantage: Proprietary behavioral signals
- Privacy by design: Secure. Compliant. Ethical.
- Enterprise ready: Scalable. Reliable. Extensible.

The infrastructure layer for the next generation of behavioral intelligence.



CORE COMMUNICATION PRINCIPLE

A clear story creates confidence. Confidence creates momentum.

We transformed complex technology and behavioral science into a simple, compelling narrative that resonates across investors, partners, and the market—aligning everyone around a shared vision of the future.



CLEAR
Strategic clarity drives alignment.



HUMAN
Human-centered storytelling drives connection.



SCALABLE
Scalable infrastructure creates long-term enterprise value.



IMPACTFUL
Better communication drives better outcomes.