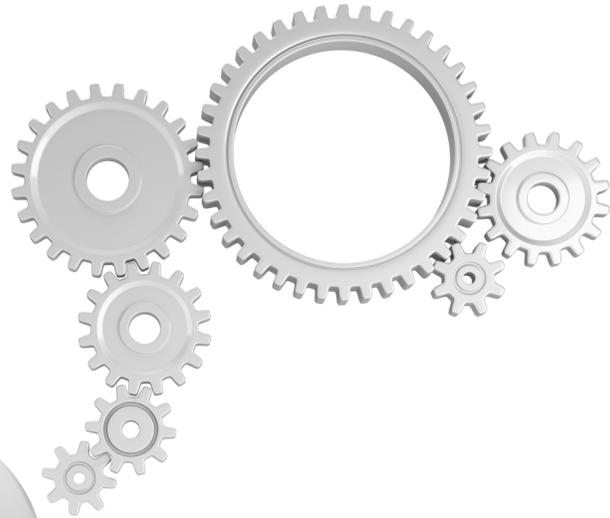


INTRODUCING

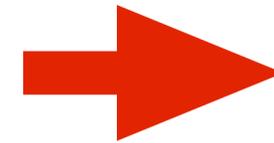
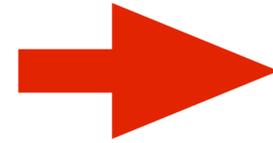


**A breakthrough technique
that gives people control
of their own minds**

The Problem



**7 billion
people need
immediate
mental and
emotional
relief and
treatment**

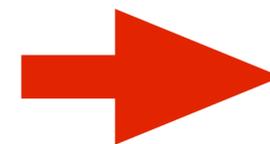
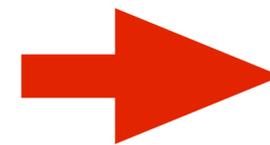
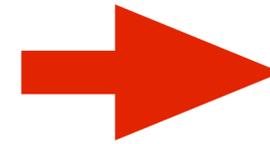
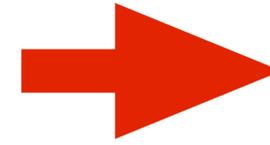


- They're not getting it.
- Existing mental health methods have proven to be mostly ineffective when employed for digital use.

The Solution



A new technique unlocks the process of brain plasticity so people can:

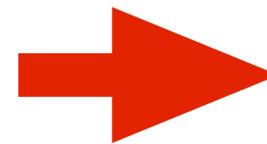
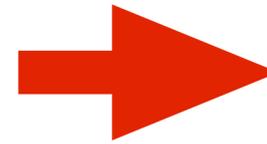


- Reorganize their own negative thought patterns.
- Create new neural pathways that support the life they're trying to create.
- Immediately release themselves from past disappointments and upsets.
- Effectively deal with the vast amount of stimuli coming at them.

The Opportunity



Here's what we think can happen with the introduction of this new technique

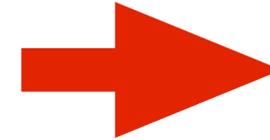


- The disruption and transformation of the mental health, education, and business marketplaces with a new methodology that can deliver innovative, science-based solutions to mental distress.
- Imagine a world where people can take charge of their own mental well-being and unleash their full creative potential. This is now a reality.

The Business Model



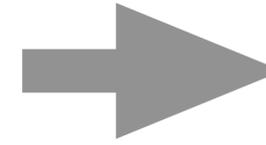
1. Modules that address everyday concerns and anxieties.
2. Free modules to attract new users.
3. A low fee of \$6-10 for additional modules.
4. Rapidly-delivered new modules that respond to societal triggers.



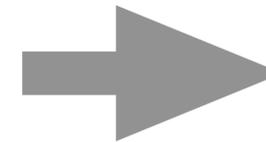
- Emotional distress
- Climate anxiety
- Economic uncertainty
- Depression
- Future dread
- Burnout
- Trauma
- PTSD

The Ask

**\$1.5M
gets us to
revenue**



\$500K programs the initial version of the app, allows trials to begin, and sets the stage for early acquisition.



\$1M completes iterative prototyping, adds visual design and marketing, gets us to revenue, and increases the possibility of acquisition.

The Team



Mary Anne Thomas
Founder

“My son died at age 21 because no one had solutions for his mental health problems. I set out as a counselor to find them.”

Ahead of the Pack:

I’ve been studying and using emotion in the field for 45 years. The mental health industry is just now catching up.

Mental Health Start-up:

I created a start-up to expand mental health services in a regional health organization. It was successful within two years.

Workplace Start-up:

I pioneered the use of neuroscience in a national workplace. The result was a significant increase in revenue.

Leadership Skills:

I can: 1) Recruit top talent, 2) Maintain the focus of an organization, 3) Motivate workers to be more innovative.

The Team



Shawn Yale
Software Engineer

“Working on a project that may actually make a difference in people’s lives brings out the magic in programmers. I’m that kind of programmer.”

Adaptive Technology:

I learn technologies quickly and have an extensive background in a multitude of languages, platforms and programming techniques. This allows me to identify the "right tool for the right job" and to integrate those tools to achieve rapid project functionality.

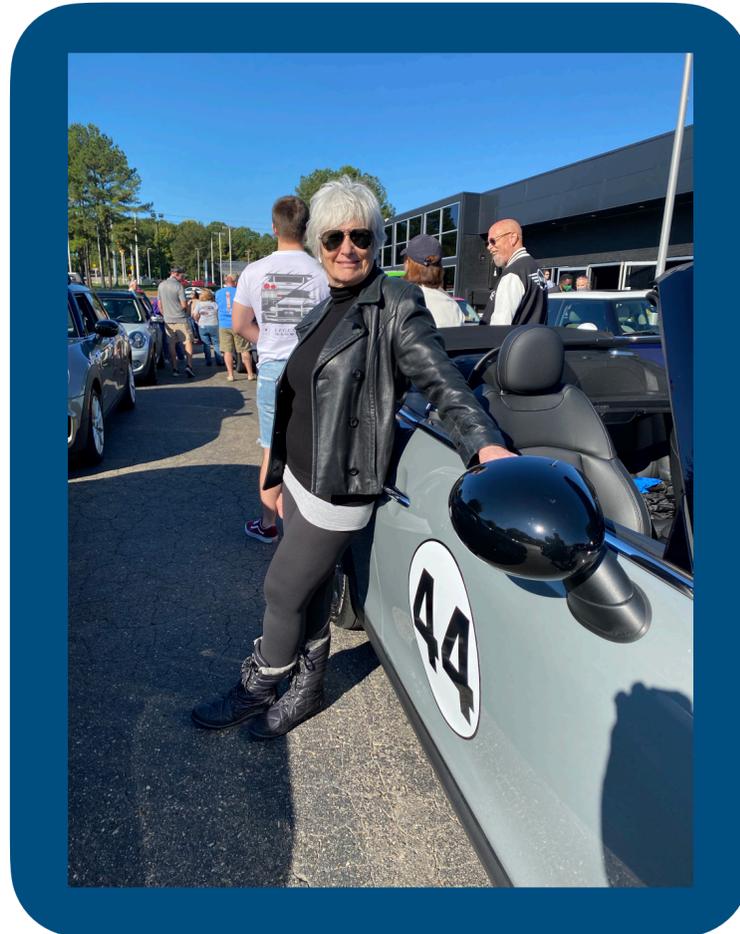
Vision as Primary Driver:

Experience and careful analysis allows me to iteratively develop software towards the product vision of stakeholders. I develop what is needed today, but anticipate what will be needed tomorrow.

Work with Disruptive Technologies:

I co-founded a disruptive technology start-up in the firearms industry. Using computer vision and gamification, we radically changed the training process offering enhancement to target identification and marksmanship skills.

Contact



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