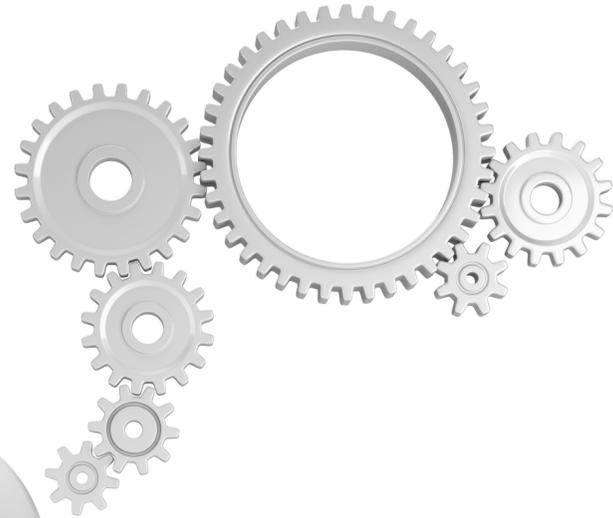


INTRODUCING

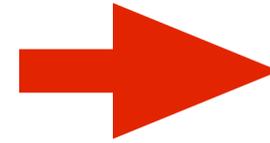
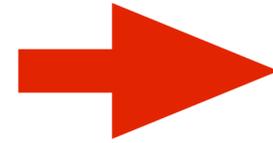


**A breakthrough technique  
that gives people control  
of their own minds**

# The Problem



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

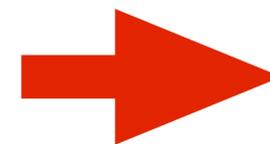
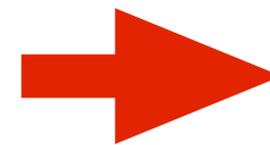
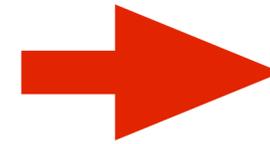
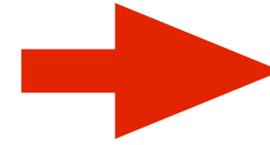


- They're not getting it.
- Existing mental health methods have proven to be mostly ineffective when employed for digital use.

# The Solution



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

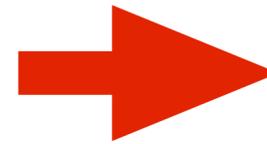
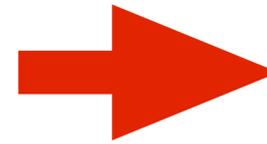


- Reorganize their own negative thought patterns.
- Create new neural pathways that support the life they're trying to create.
- Immediately release themselves from past disappointments and upsets.
- Effectively deal with the vast amount of stimuli coming at them.

# The Opportunity



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

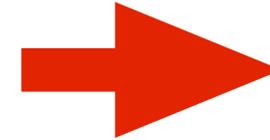


- The disruption and transformation of the mental health, education, and business marketplaces with a new methodology that can deliver innovative, science-based solutions to mental distress.
- Imagine a world where people can take charge of their own mental well-being and unleash their full creative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

# The Business Model



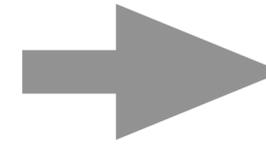
1. Modules that address everyday concerns and anxieties.
2. Free modules to attract new users.
3. A low fee of \$6-10 for additional modules.
4. Rapidly-delivered new modules that respond to societal triggers.



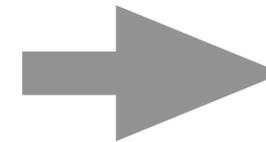
- Emotional distress
- Climate anxiety
- Economic uncertainty
- Depression
- Future dread
- Burnout
- Trauma
- PTSD

# 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.

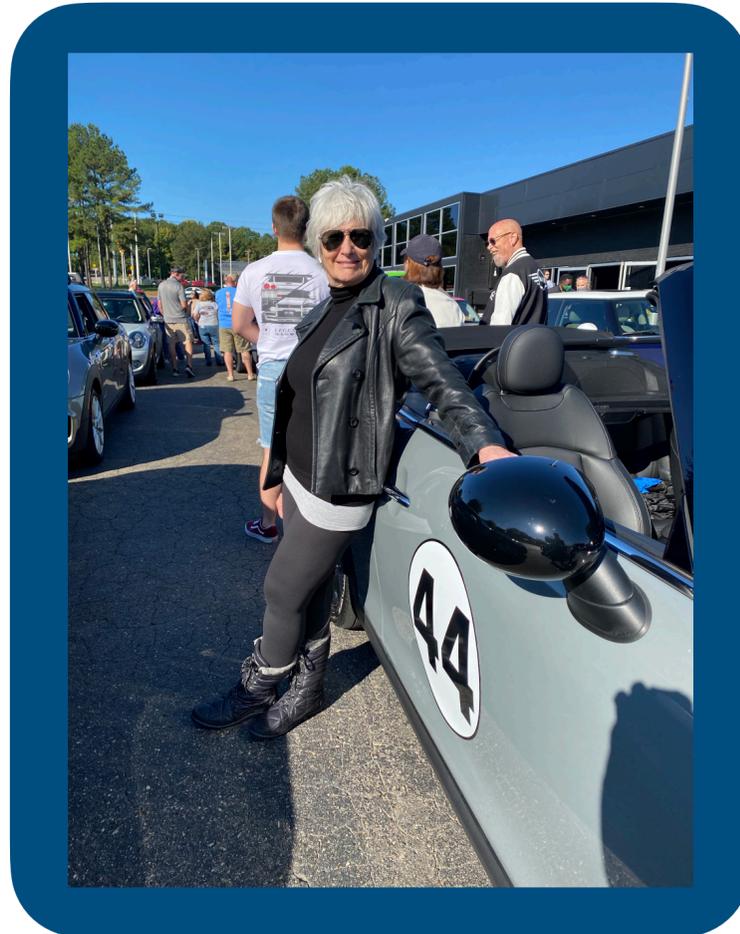
## Vision as Primary Driver:

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



Mary Anne Thomas  
Email: [maryanne \[at\] altermi \[dot\] org](mailto:maryanne@altermi.org)