

Pitch Deck

BioTrax

Depression Coach



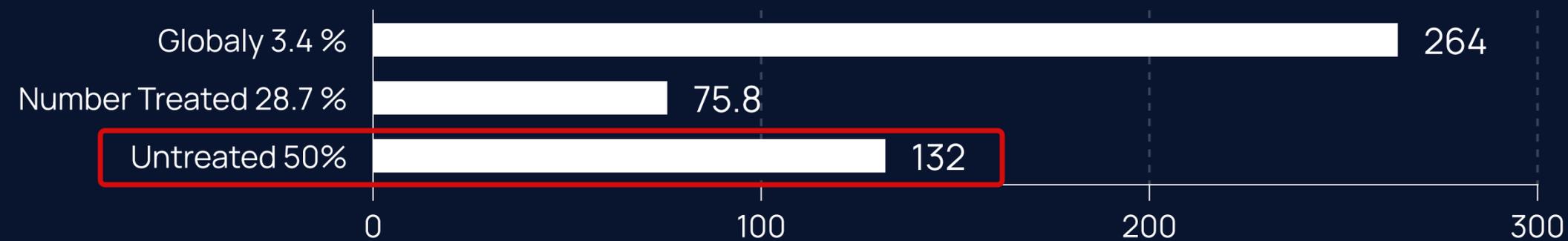
What's your score? **00**



The Problem

Depression is one of the leading causes of disability worldwide, affecting over 264 million people globally (World Health Organization, 2020)

Estimated Global Depression in Millions



*Top 3 Reasons for Undiagnosed Depression



1. Stigma
2. Lack of awareness about depression and its treatment options
3. Limited access to mental health services

*Source: Psychology Today

The Solution



Digital Depression Coach

Our digital depression coach detects **early warning signs of depression** through tracking of key biomarkers and habits such as sleep deprivation, social isolation, decreased activity, and others. We **provide real-time feedback** and support to improve mental health by keeping individuals **connected to their support team** or virtual coach



Evidence-based tracking mechanisms

- Early detection and intervention for **at-risk behavior**
- Continuous monitoring of sleep patterns, activity levels
- Location tracking
- Personalized insights and **support, based on user behavior patterns**

Value Proposition

A smartwatch application that will allow you to track, score, and alert using evidence-based biomarkers in depression and depression tracking

Score

Activity

Sleep Cycles

Check-in's

Coaching Tips



Heart Rate



The Underlying Magic

Currently, there are very few *evidence-based wearables* that assist someone struggling with a mental health issue

Biotrax can detect at-risk behavior or physical conditions and alert either a support group, sponsor watch, or just give a gentle nudge to remind the user of the risks involved with a certain type of behavior

Track, score and alert on:

- Sleep
- Geolocation (location changes)
- Activity Goals
- Social Isolation
- Lack of support group engagements
- Screen Time Habits



Why Now

1. Growing awareness regarding mental health and lack thereof
2. The Smartwatch explosion
3. Machine learning and large datasets

During the past decade, along with the development of sensor technology, we have seen the progressive use of machine learning, which allows for the development of complex models to assess risk. This combination of sensor technology and machine learning enables detailed measurements in real time to track behaviors that will predict variations in depression symptoms

Then



Interview-Based Assessment

Now



Evidence-Based

The Business Model

- 7-day trial: IOS and Apple Watch app with Biometric data sharing feature
- Basic: Standalone IOS and Apple Watch app with limited feature sets
- Premium: IOS and Apple Watch app with Biometric data sharing feature



Basic (Standalone) \$25MMR

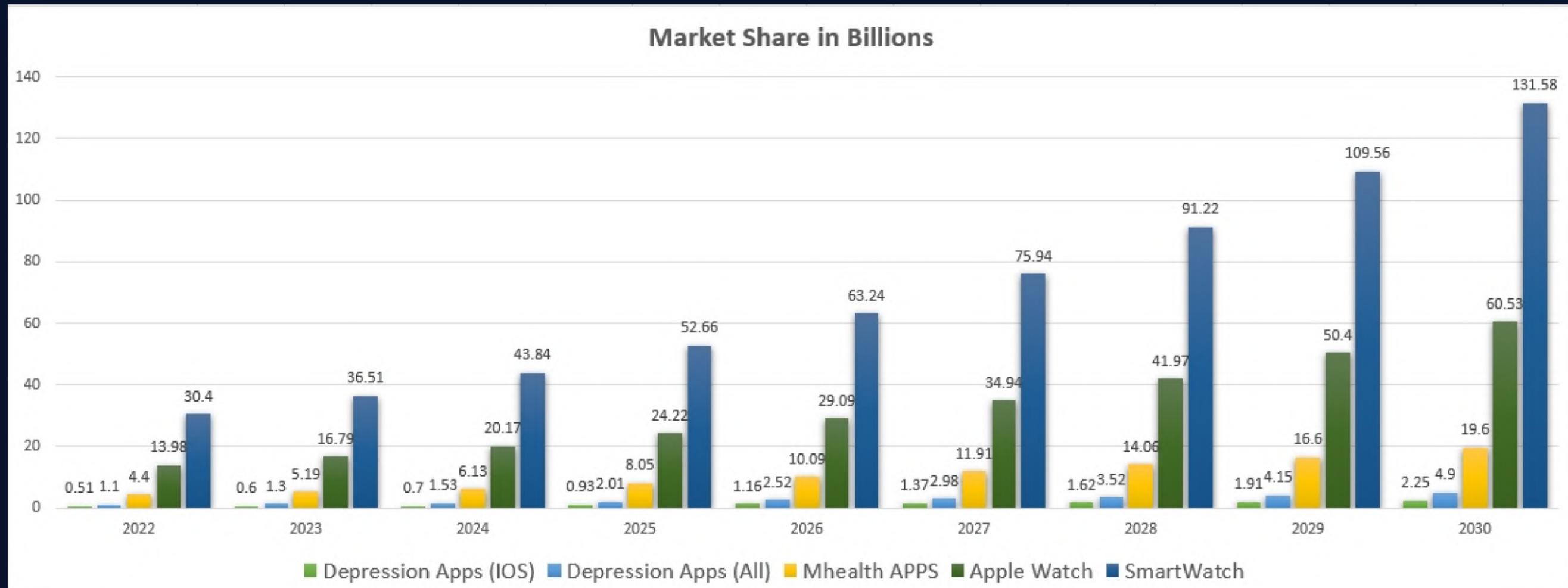


Premium (One to Many) \$35MMR

The Market

The global mental health apps market size was estimated at USD **4.4 billion** in 2021 and is expected to hit around USD **19.6 billion by 2030** and increase at a CAGR of 18.06% during the forecast period 2022 to 2030

Global Market Based on Application



Competitor Analysis



Biotrax will be able to achieve success by offering the following competitive advantages:

- **More data points** than any other app on the market ranging from screentime to GPS coordinates
- In-app virality feature for increased user traction (support group invite)
- Based on **biometric data** points and not user input

	BioTrax	Behavidence	Happify	Sanvello	Medibio
Biometric	✓				✓
Depression Score	✓	✓		✓	
Geo-Location	✓				
Isolation-Monitor	✓				
Data-Sharing	✓		✓		

Go-to-Market Plan



- POC
2023 Sweden
- MVP
2023 Sweden
- Gahter User Feedback
2023 Sweden
- App Store Approval
2023 Sweden
- User Growth
2024 **EU**
- User Growth
2025 **US**

Early Adopter Profile



- Individuals suffering from depression
- IOS and Apple Watch User
- Female Age 16-35
- Lives in Sweden

Acquisition

Our user growth will come from implementing SEO/ASO and targeted social media ads, as well as creating compelling blog topics, and forming partnerships with local organizations and users that will use our product. We expect to grow our user base by an average of 20% each month by executing our marketing strategy

Scale

The Pilot Program will launch in Sweden and scale out to the EU and US markets once the Swedish proof of concpets have been fine tuned

Management Team



1. Our team has a wealth of experience in tech startups and a long-standing involvement in the biofeedback arena
2. The moment has arrived for the hardware to evolve and we are ready, bringing our expertise in wearable technologies for long-term health and wellness
3. Michael and the team are poised to capitalize on the advancements in technology and drive growth in the Mhealth market



Michael Reid

Founder and CTO



Anne Jacobowsky

Head of Design

Conclusion: With our deep understanding of the industry and years of experience, we are uniquely positioned to succeed in the ever-evolving Mhealth market. Let's use this opportunity to drive positive change and growth for our company.

Current Status, Accomplishments & Use of Funds

Current status

Seeking funding for MVP

- 2023 Q1
MVP
- 2023 Q3
Beta deployment; first paying customer
- 2024
Public Launch

Accomplishments

Selected two separate software companies for POC and MVP

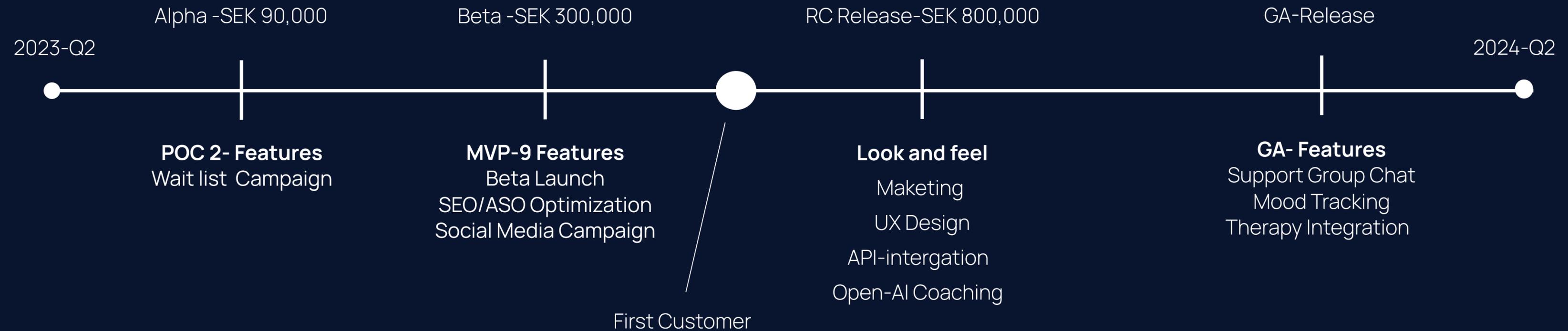
- 1
Defined Company Vision for design and development phase
- 2
Engage software development companies
- 3
Founded Management Team

Use of funds

Develop MVP and secure the first 2500 customers

- 1
POC (2 Features)
- 2
MVP (10 features)
- 3
First Customer

Funding Milestones





Thank you!

Michael Reid, Founder
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