

THE MARKET

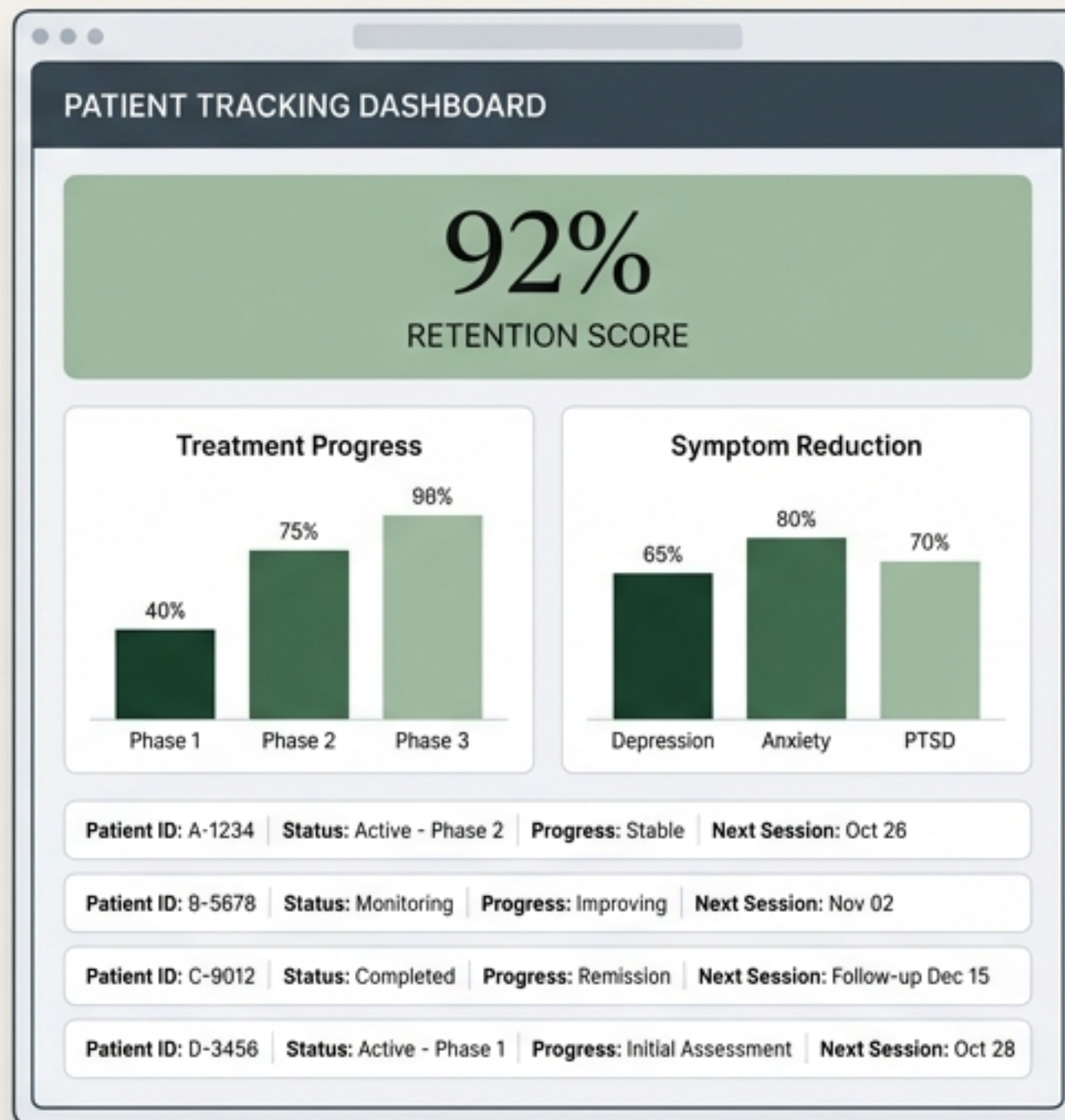
\$3.42B

Ketamine Therapy Market
growing at 16.4% CAGR.

THE TRACTION

30 & 10,000

30 clinic partnerships in
pipeline. 10,000+ patient
waitlist pre-launch.



THE SOLUTION

DUAL-SIDED OS

B2B sitter service for clinics +
B2C support app for patients.
We monetize both.

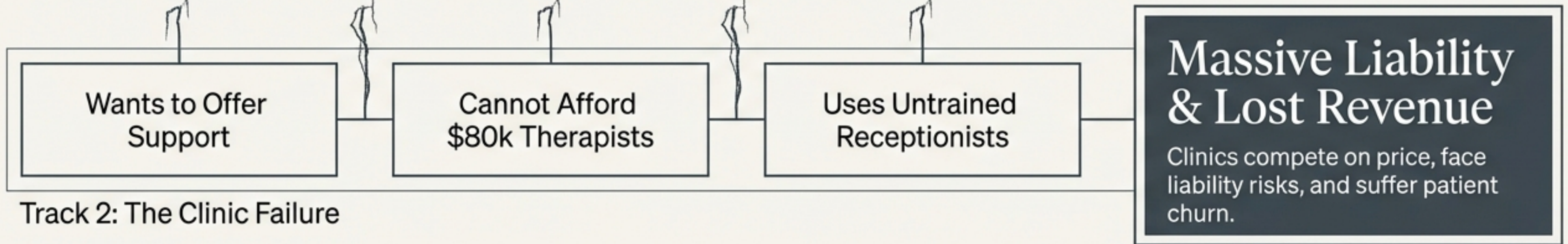
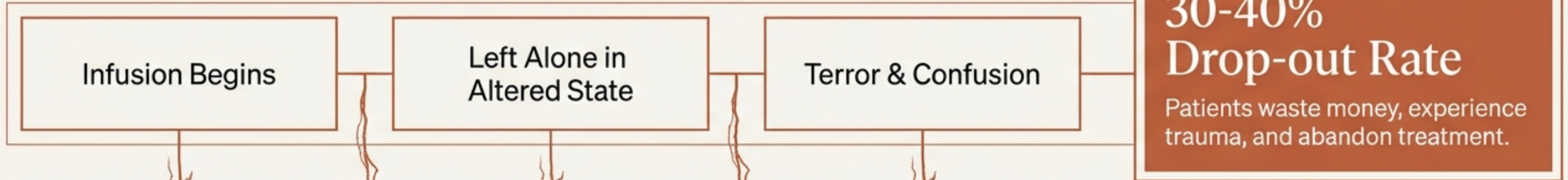
THE CATALYST

\$500K ASK

Seed funding to reach
\$27.5M ARR and \$17.35M
profit by Year 2.

The Status Quo is Hemorrhaging Value Through a Broken Support Infrastructure

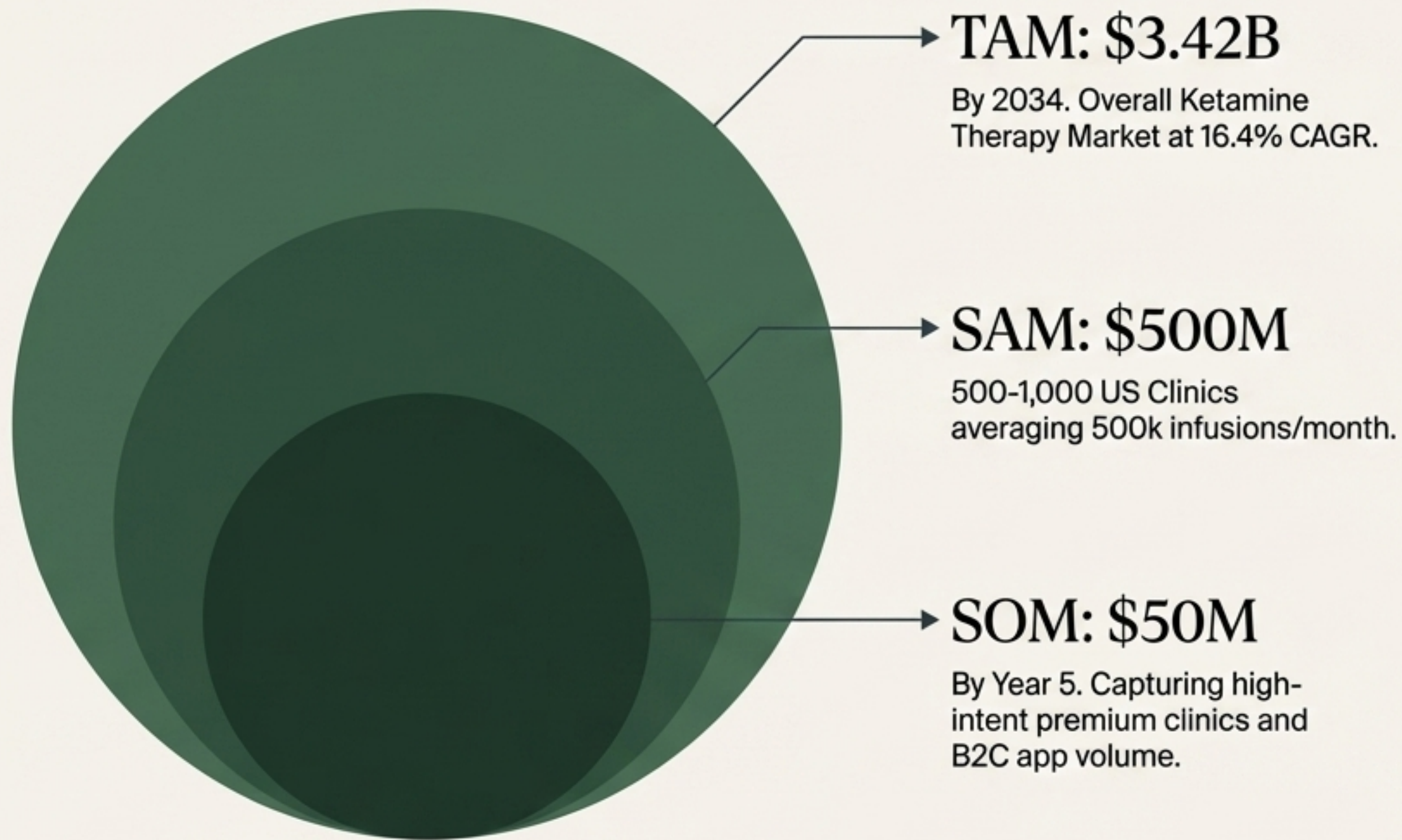
Track 1: The Patient Failure



Track 2: The Clinic Failure

Millions of treatments happen annually, but billions in value are lost because the industry lacks an integrated emotional support layer.

A Rapidly Mainstreaming Market with Zero Outcome-Support Incumbents



Mainstream Adoption

FDA approvals and expanding insurance coverage have permanently normalized ketamine therapy.

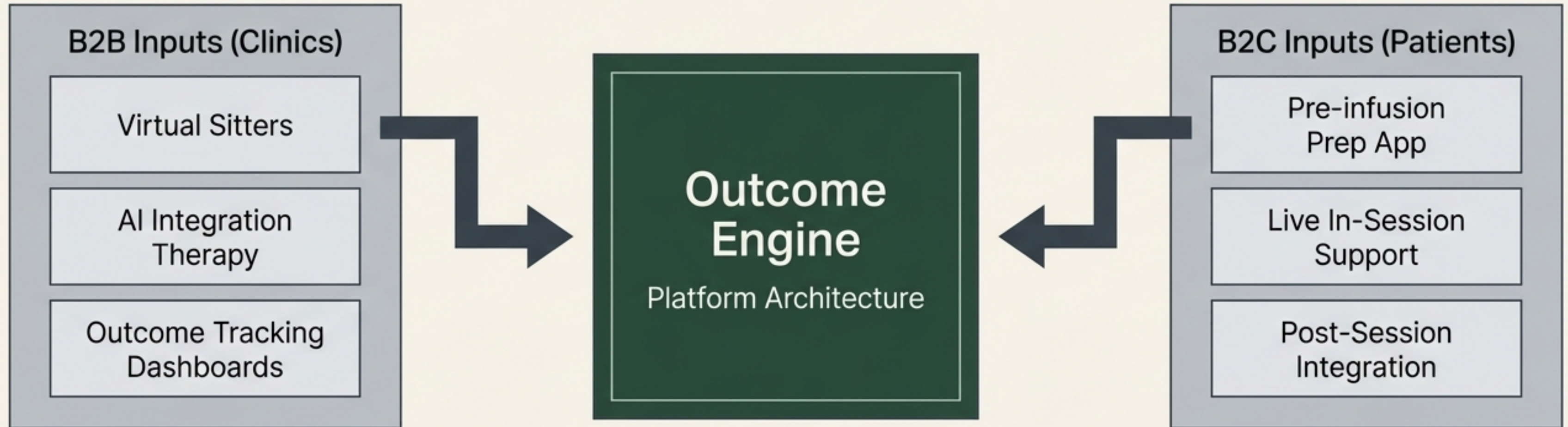
Clinic Explosion

500-1,000 independent US clinics are growing at 20%+ YoY with virtually zero market consolidation.

The White Space

Telehealth giants (Teladoc, Ro) focus purely on prescription volume, leaving patient outcomes and in-session support entirely unowned.

The Solution is a Dual-Sided Operating System Connecting Clinics and Patients



1. Clinics refer patients to the app



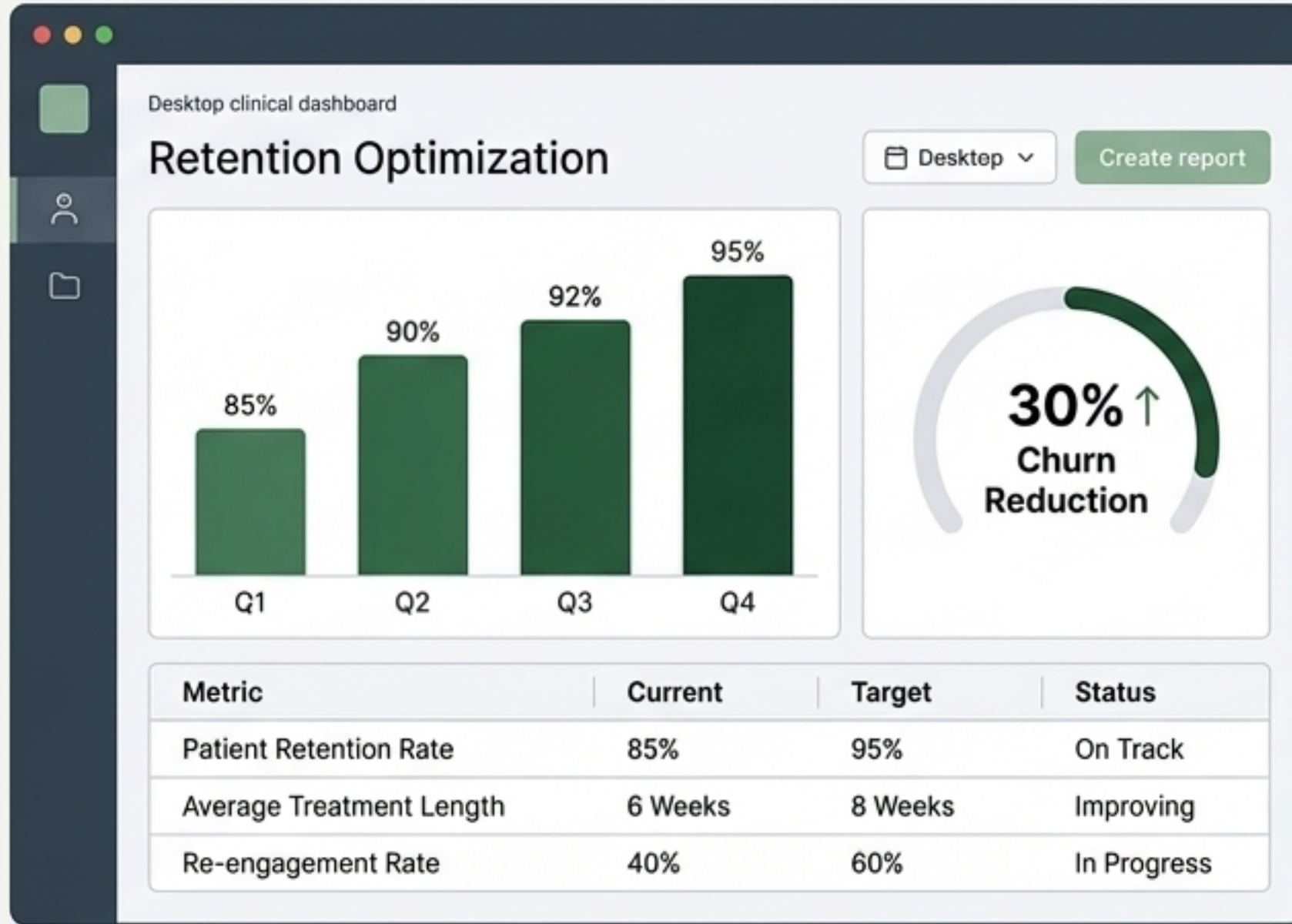
2. Patients receive emotional scaffolding for better outcomes



3. Clinics see a **30% jump** in retention and revenue.


We monetize both sides of the transaction.

B2B: Selling Premium Outcomes, Not Commodity Staffing



The Premium Stack

Virtual Sitters	\$150-\$250 / session	Licensed LMFT, LCSW, LPC
AI Therapy	\$50 / session	Personalized integration
Consulting	\$10,000 / month	Pricing & acquisition

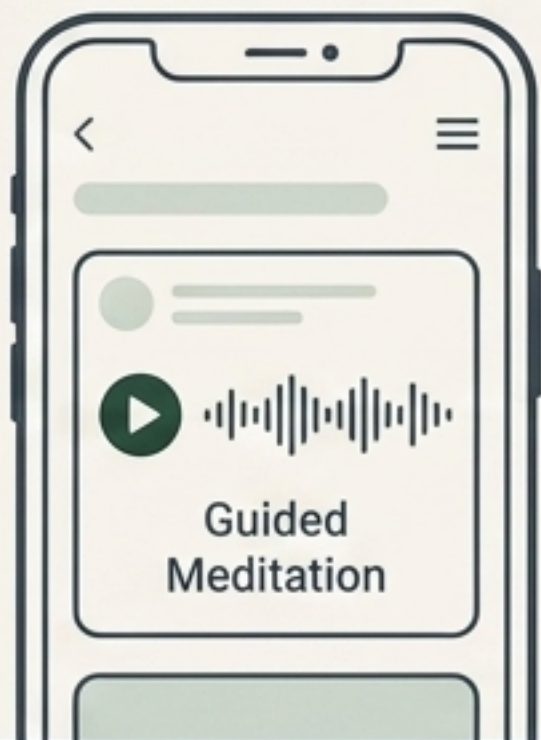


Improve patient retention by 30% or your money back.

A 30% retention improvement yields \$150,000+ in extra revenue per clinic. We capture the value we create.

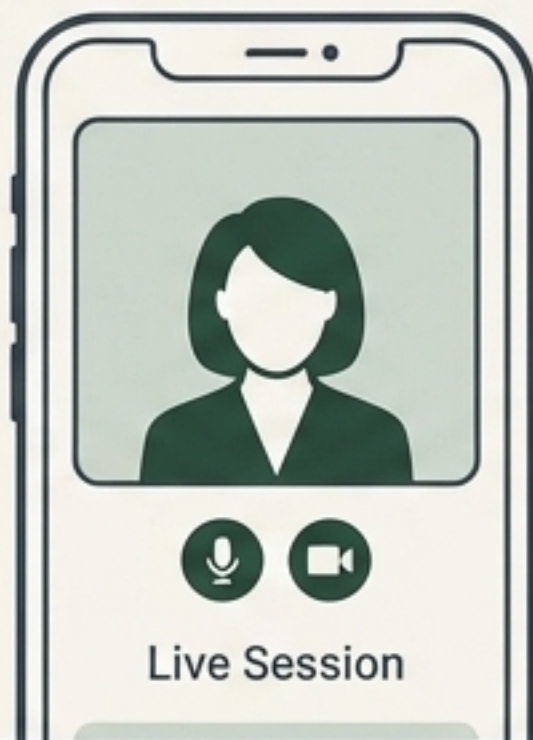
B2C: A \$22M+ Recurring Revenue Engine Fueled by Clinic Referrals

Phase 1: Prepare



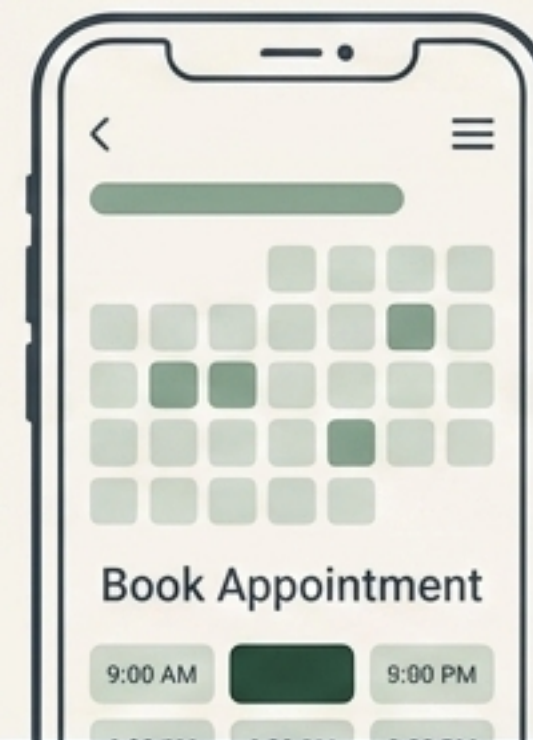
\$99/year App
Subscription

Phase 2: Support



\$50-\$100 Live
Session Support

Phase 3: Integrate



25% Marketplace
Commission

The Distribution Advantage

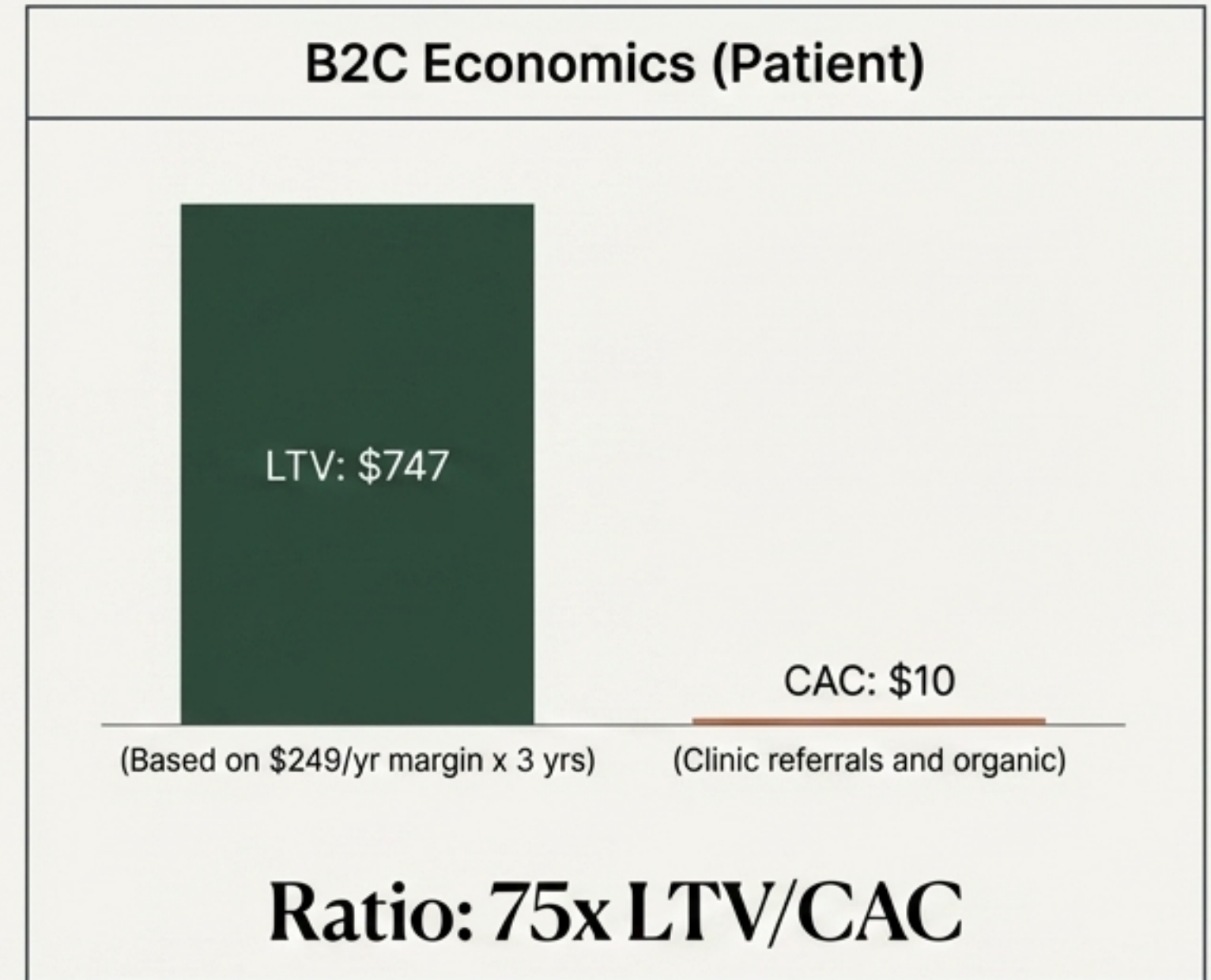
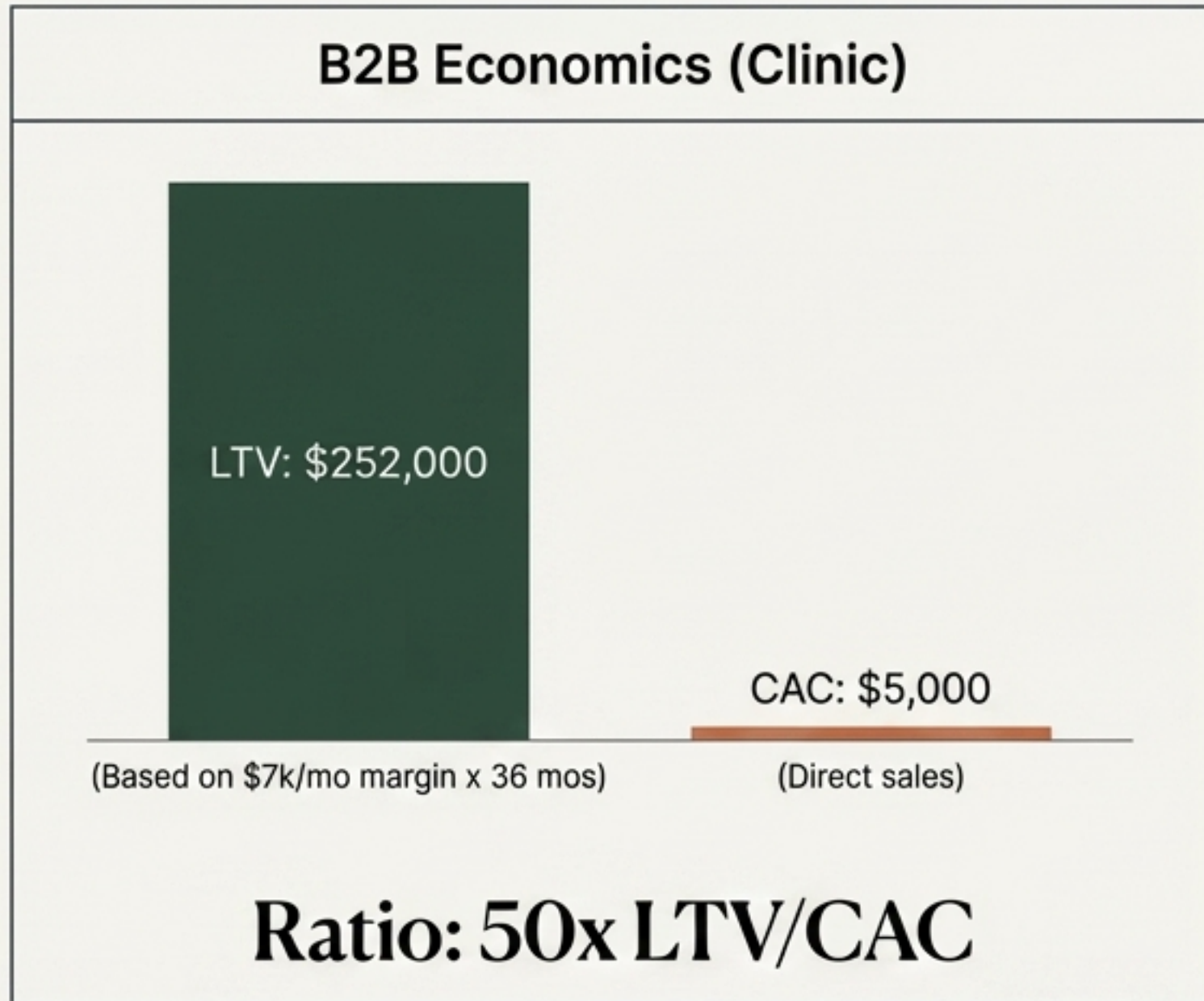
Zero-CAC Growth: Clinics prescribe the app to their patients, creating an organic pipeline of highly motivated B2C subscribers.

The Strategic Pivot: Capturing 8.6x More Margin Through Value Pricing

Dimension	The Old Model	Our Premium Model
Target Customer	Budget Clinics	Premium Clinics (\$500-\$1000/session)
The Core Offer	Commodity "Sitter Service"	Patient Outcome Optimization Platform
Pricing Strategy	Race to the bottom at \$50/session	Value-based at \$250/session + App
Gross Margin	35% margin	60-75% margin
Defensibility	Zero Moat	Proprietary Outcome Data & Networks

Capturing 8.6x more margin by delivering proven ROI to premium clinics.

Unbeatable Dual-Sided Unit Economics



Blended Gross Margin of 40-50% with near-zero blended organic acquisition costs.

The Network Moat: Why Healthcare Giants Cannot Replicate This

5. Attraction of Premium Therapists

Top talent flocks to the highest-paying platform.

4. Superior AI Predictive Models

Perfecting personalized integration therapy.



1. More Premium Clinics

Secure initial high-value footprint.

2. Captive Patient Base

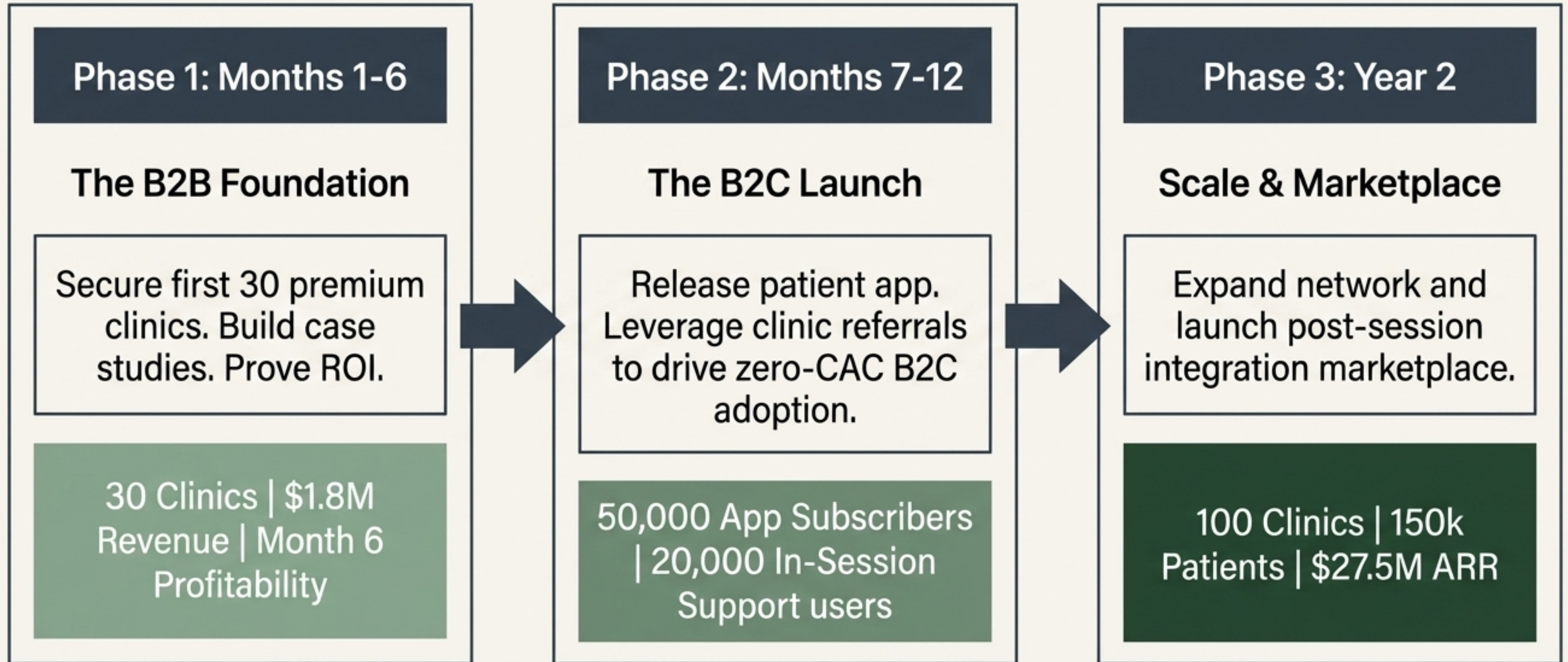
Clinics mandate app usage, driving B2C scale.

3. Proprietary Outcome Data

500,000+ session data points aggregated.

By Year 2, the switching costs for clinics, patients, and therapists become insurmountable. Incumbents are focused on prescription volume; we own the outcome data.

Go-To-Market: A Sequenced Path to Network Dominance



Pre-Launch Validation: Demand is Already Outpacing Supply

The B2B Pipeline

30

Premium Clinics ready to sign
(60-70% expected close rate).

“This solves our biggest problem. We’d pay \$200-\$300 a session for proven outcomes. We need this yesterday.”

— Clinic Owner

The B2C Waitlist

10,000+

Patients on the beta waitlist via
organic community outreach.

“I was terrified being left alone during the infusion. I don’t know how to integrate my experience. I’d pay for this in a heartbeat.”

— Ketamine Patient

Financial Projections: The Path to \$76.5M ARR



Revenue Mix Callout: 70% of revenue originates from highly diversified B2C patient subscriptions and marketplace commissions, heavily insulating against B2B clinic churn.

The Execution Engine: Domain Expertise Meets Platform Scaling

Leadership



Founder / CEO

10+ years in healthcare and mental health. Deep clinic operational experience. Pre-existing proprietary network of 50+ licensed therapists ready to deploy.

Year 1 Critical Hires



Operations Manager:
Clinic relations & compliance.



Clinical Coordinator:
Sitter quality & training.



Sales Manager:
B2B pipeline conversion.

(Funded by this round)

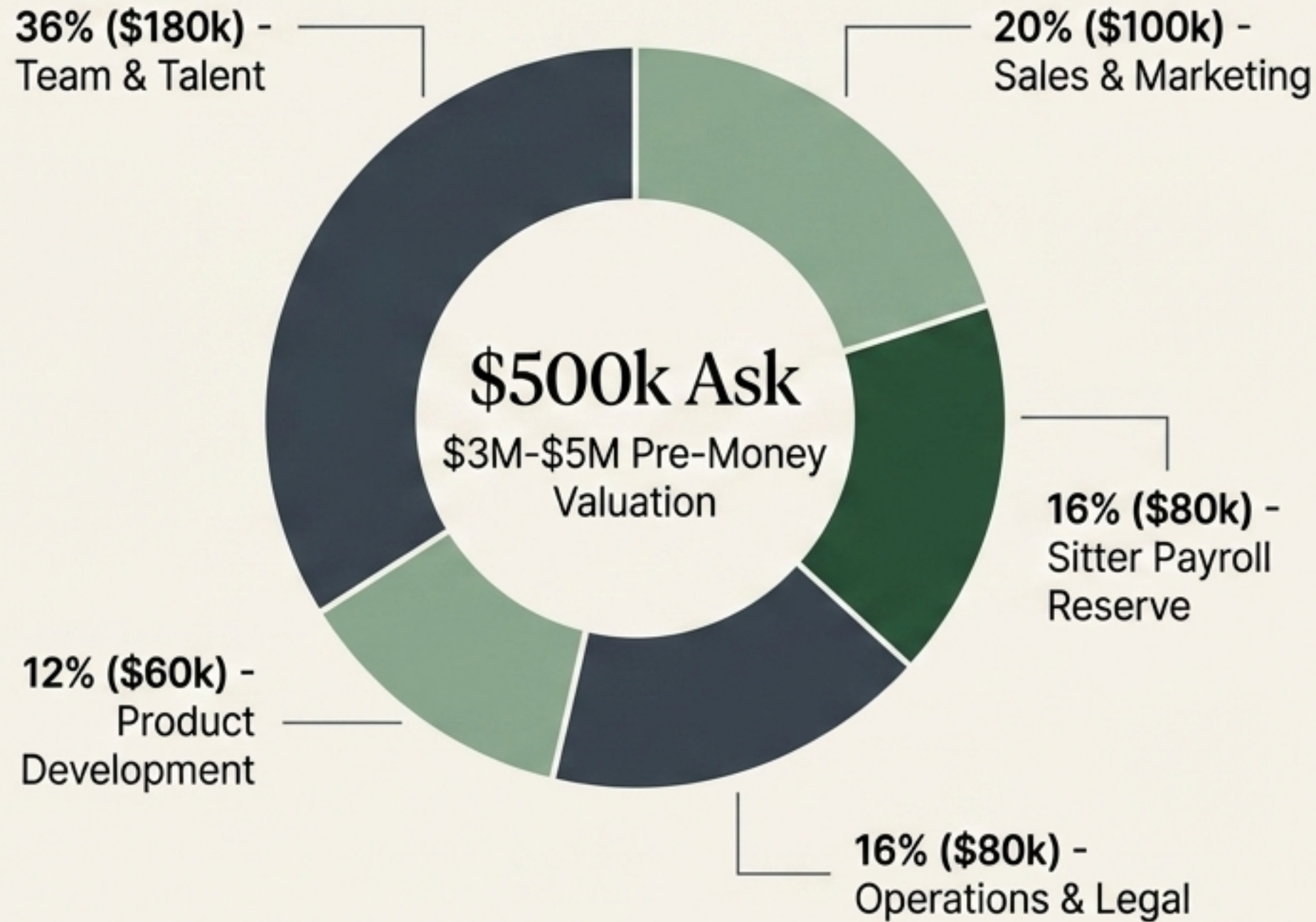
Strategic Advisory Board

Former Teladoc Executive
Expertise: Platform Scaling

Multi-Clinic Ketamine Owner
Expertise: Operations Validation

PhD in Psychology
Expertise: Clinical Protocols

Capital Allocation: Raising \$500k to Achieve Profitability



This specific capital stack bridges the company directly to Series A and achieves operational profitability by Month 6.

The Exit Vision: A 97x Return Profile by Year 3

