

EM.MA.

A Mental health hub you can trust



Problems

Reliable, verifiable mental health information is hard to aggregate and collect despite modern technology



No info about patient's state between sessions

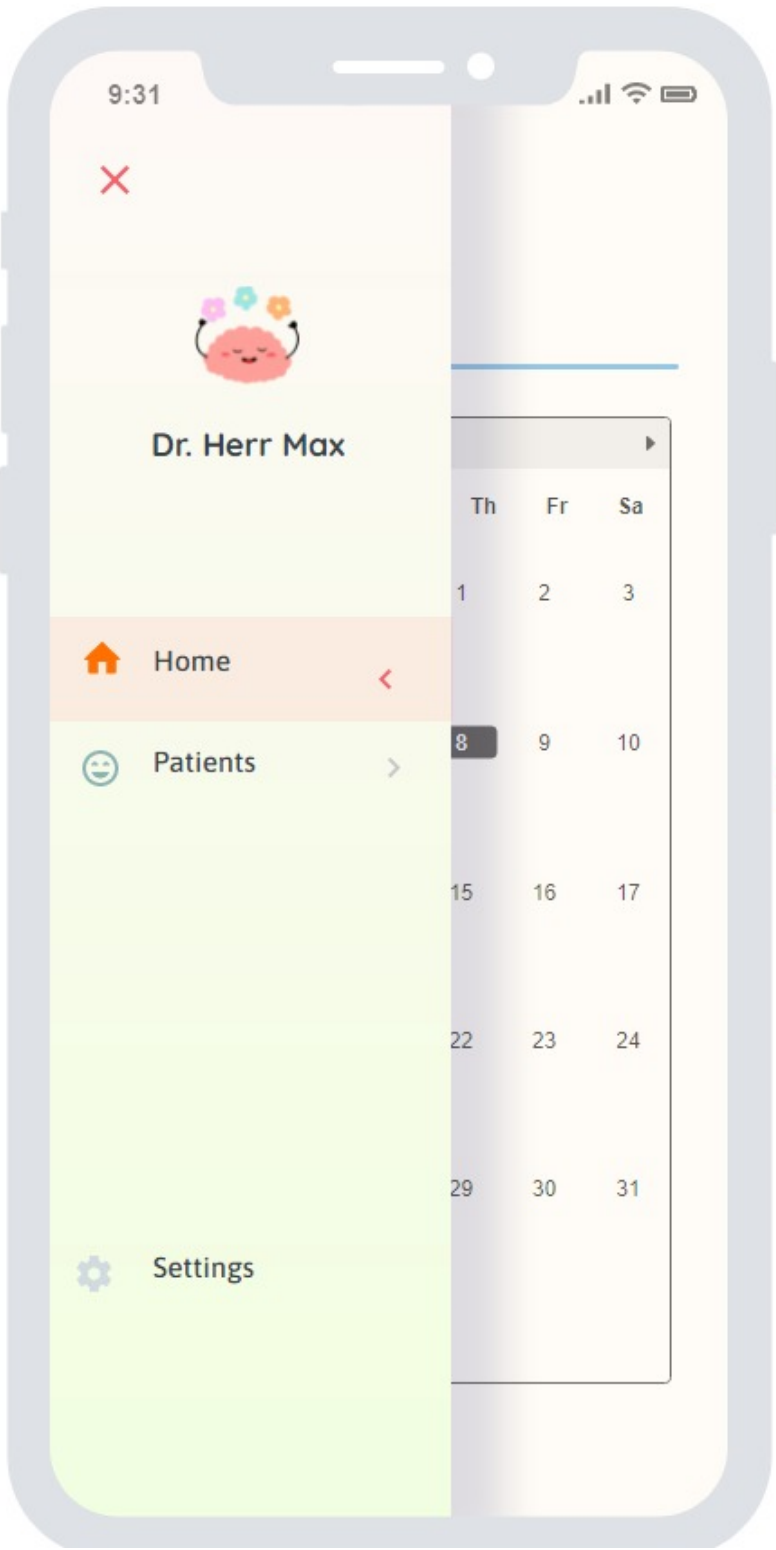


Mental disorders are becoming more prevalent

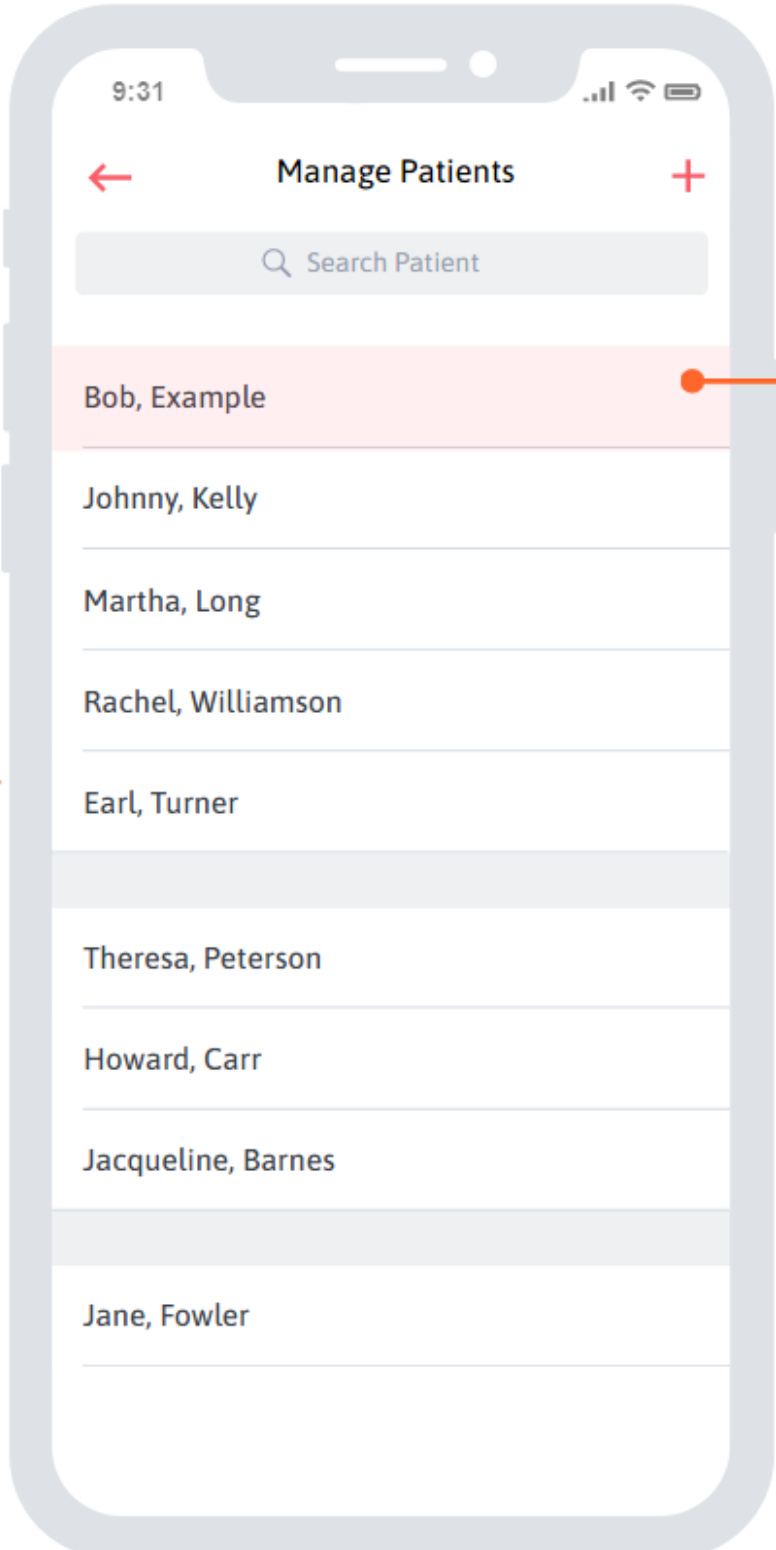


Analyzing a patient can take a long time

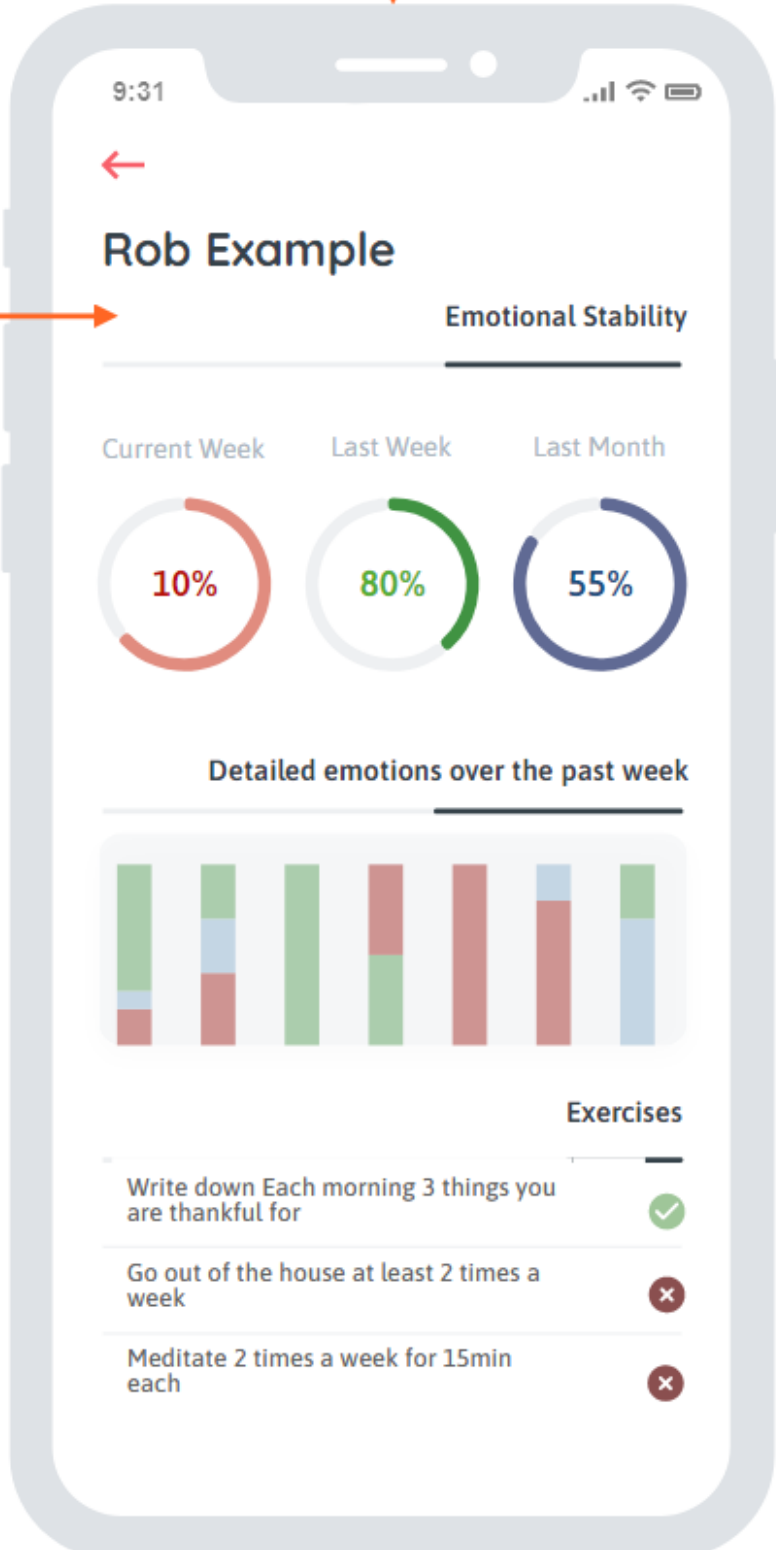
Easy Checkup



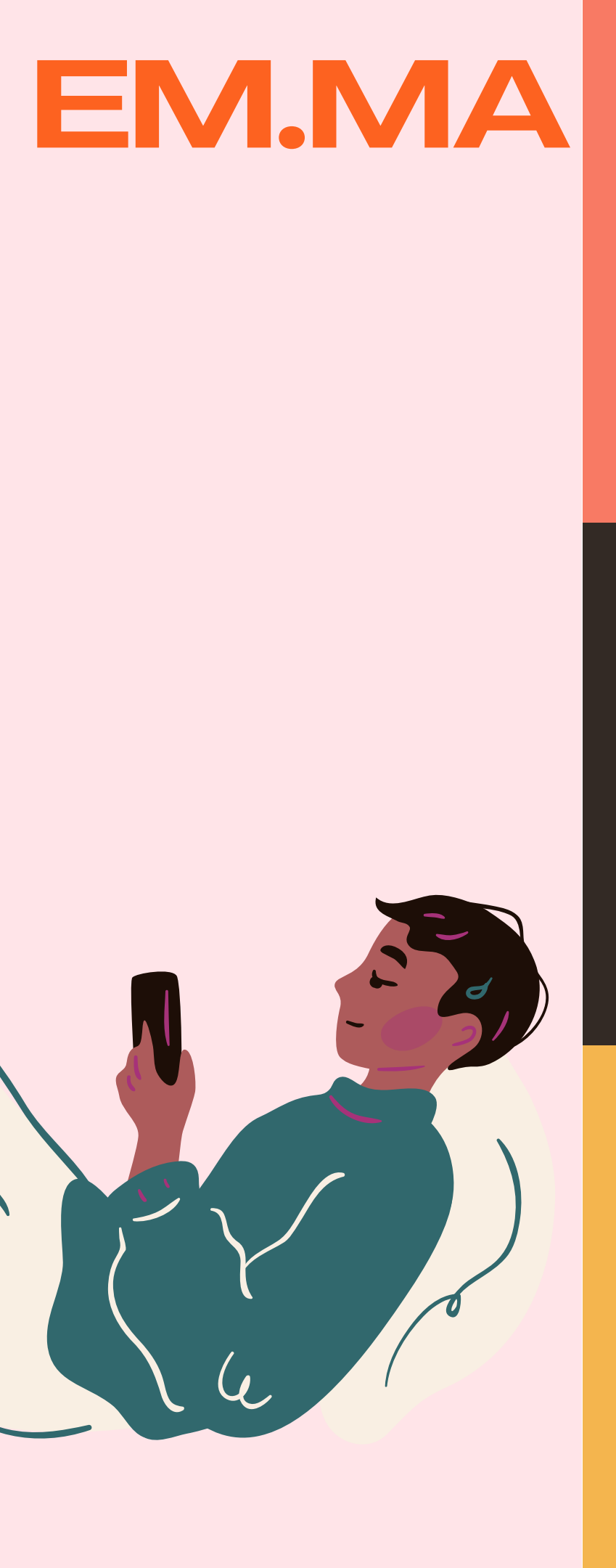
Local



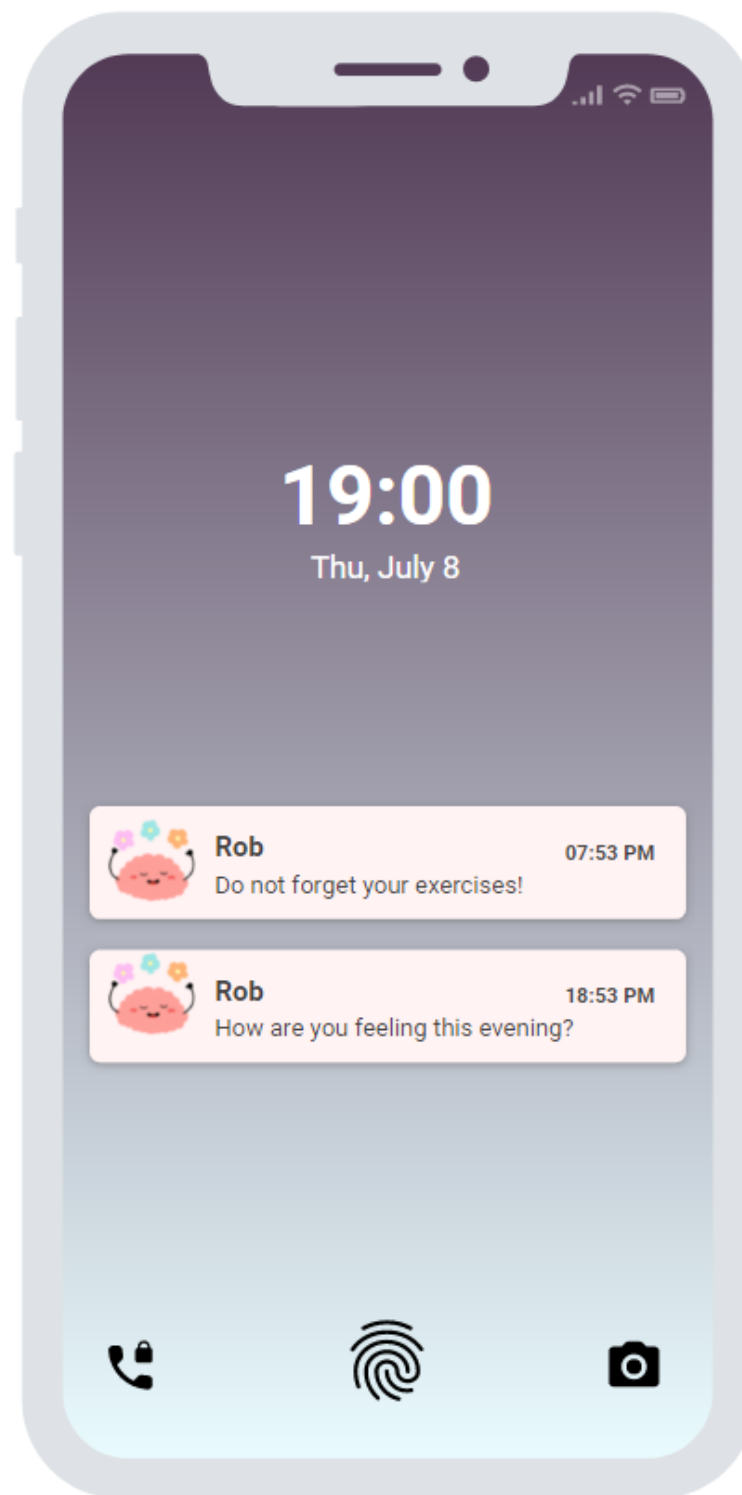
Organized



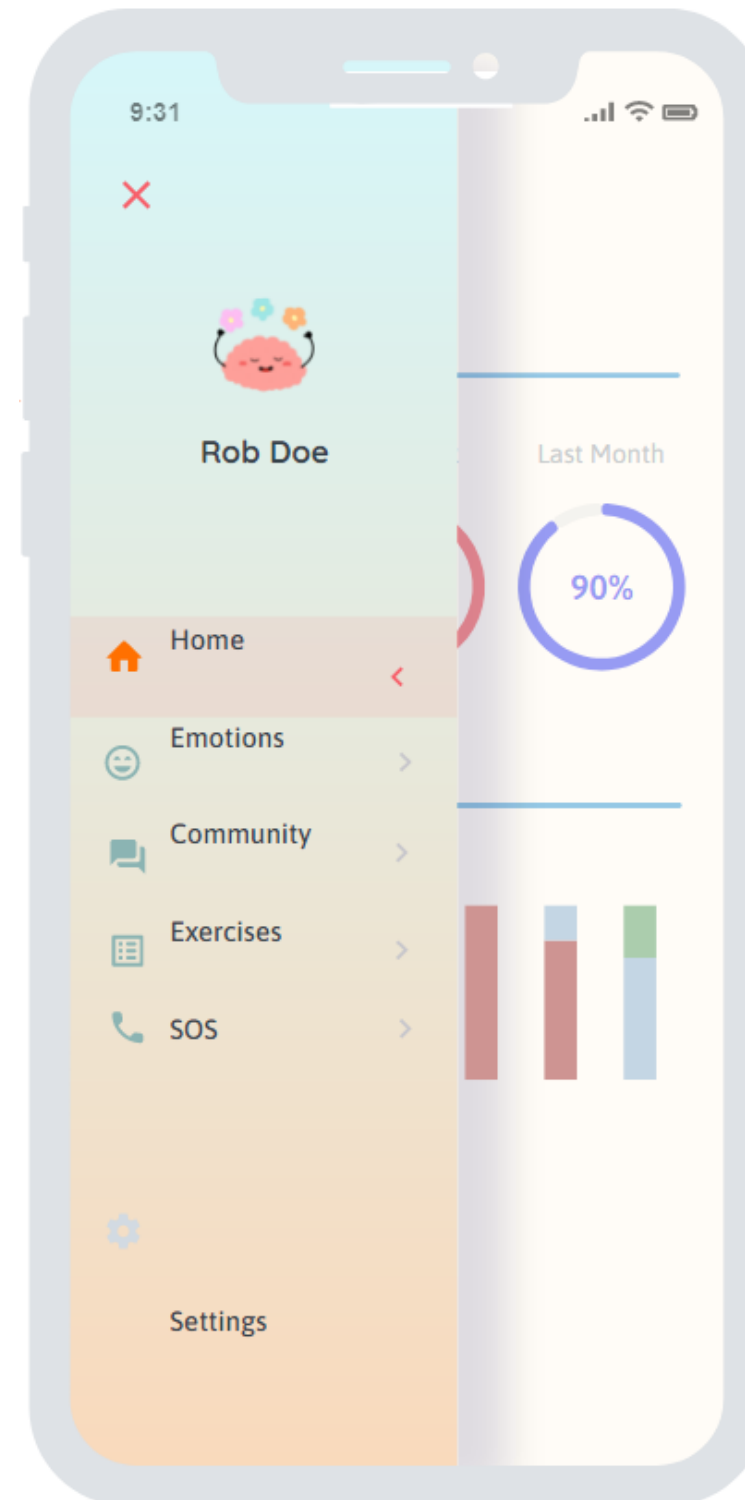
Extra Insight



Easy Tracking

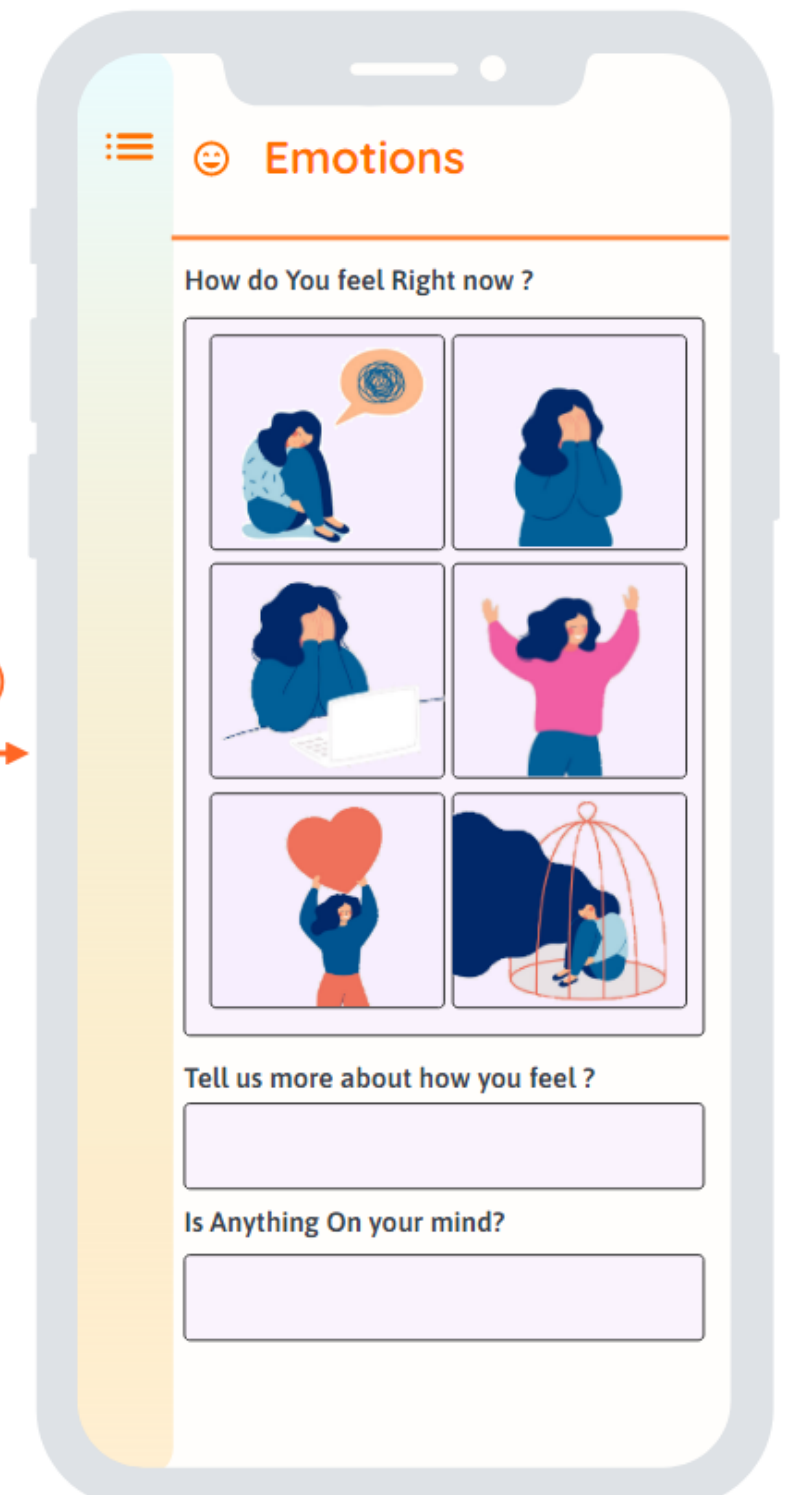


Reminder



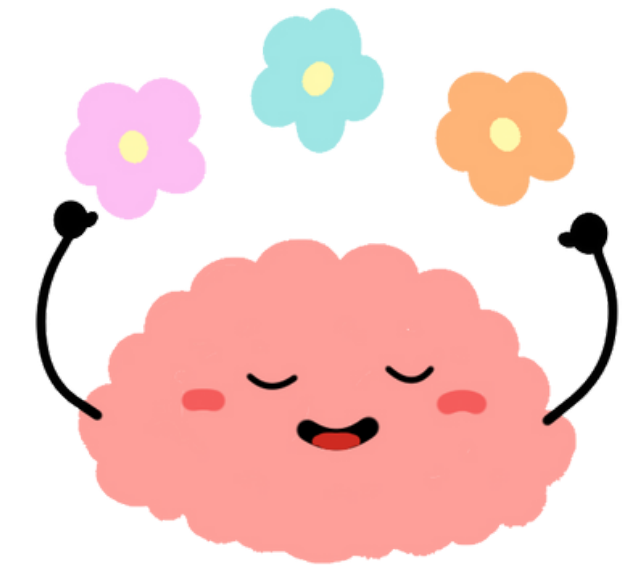
Safe Place

Input Emotions



Friendly

EM.MA is for your wellbeing



Patients

Helping Patients receive the treatment they need in and outside the clinic

Health care professionals

Helping psychologists to achieve faster results with their patients and have all findings at one place

Revenue Model

How we plan to keep afloat

Health Insurances

Already funding other medical applications via DiGA (e.g. Somnio, Vivira, Zano) ranging between 240 and 500 per 90 days

Subscriptions

Our service will be a 180 day subscription costing 250 euros

Advertising

Make patients aware of our services through ads on social media, thereby having them recommend it to their psychologist. Content marketing for psychologist will also be a big part of the strategy.

Market Size



Psychologists
Worldwide [1]



In Germany
alone [2]



Suffering from mental health
issues in Germany and this
number is increasing! [3]

[1] Stevens and Gielen (2007). Toward a global psychology: Theory, research, intervention, and pedagogy.

[2] <https://www.statista.com/statistics/953279/clinical-psychology-employees-germany/> (2020)

[3] Kessler et al. (2007). Lifetime prevalence and age-of-onset distributions of mental disorders in the WHO World Mental Health (WMH) Surveys

Financials

Income Statement

For the Years [2022, 2023, 2024 2025, 2026]

Revenue (in 1000)	2022	2023	2024	2025	2026
Sales revenue	0	0	1500	2500	3500
Total Revenues	0	0	1500	2500	3500
Expenses (in 1000)					
Advertising	0	-20	-30	-20	-20
Interest expense	0	0	0	0	0
Rent for office	-20	-50	-50	-80	-80
Certifications	-5	-20	-10	0	-5
Clinical research	-50	-80	-70	-30	-30
Salaries and wages	-250	-350	-500	-600	-700
Storage, database services and api	-2	-3	-5	-7	-9
Web hosting and domains	-1	-1	-2	-2	-2
Total Expenses	-328	-524	-667	-739	-846
Net Income Before Taxes	-328	-524	833	1761	2654
Income tax expense	0	0	583	1233	1858
Net Income	-328	-524	250	528	796

Competitors

Targeted therapy

deprexis[®]

velibra[®]

Selfapy

Invirto

neurcycle

HEADSPACE

EM.MA



Aids Psychologists Analysis

S.W.O.T Analysis



Strenghts

- Diversity of team
- Access to doctors
- Early mover advantage in increasingly crowded market of mental health apps

Weaknesses

- Regressive marketing plan is needed and we haven't worked on that as of now
- Mental health coping programs and exercises
- Guided Meditation bonus exercises

Opportunities

- Growing market of mental Health solutions
- Mental health issues are recognised and addressed at broader level in society
- Rise of neuroplasticity
- New regulation that allows to prescribe mobile applications
- Possibility to expand to other EU countries

Threats

- Time intensive regulatory process
- Low barrier to entry in the marketplace
- Trust over data storage and processing
- Affinity of therapist towards technological solutions

Meet the Team



Imen Hellali
Chief Mental Officer



Lukas Huber
Chief Technology
Officer



Max Jahr
Chief Marketing
Officer



Rob van Kemenade
Chief Product
Officer



Ayush Shukla
Chief Data
Officer

Series A Funding

2021

Launch of App

2023

First 3,400 Psychologists

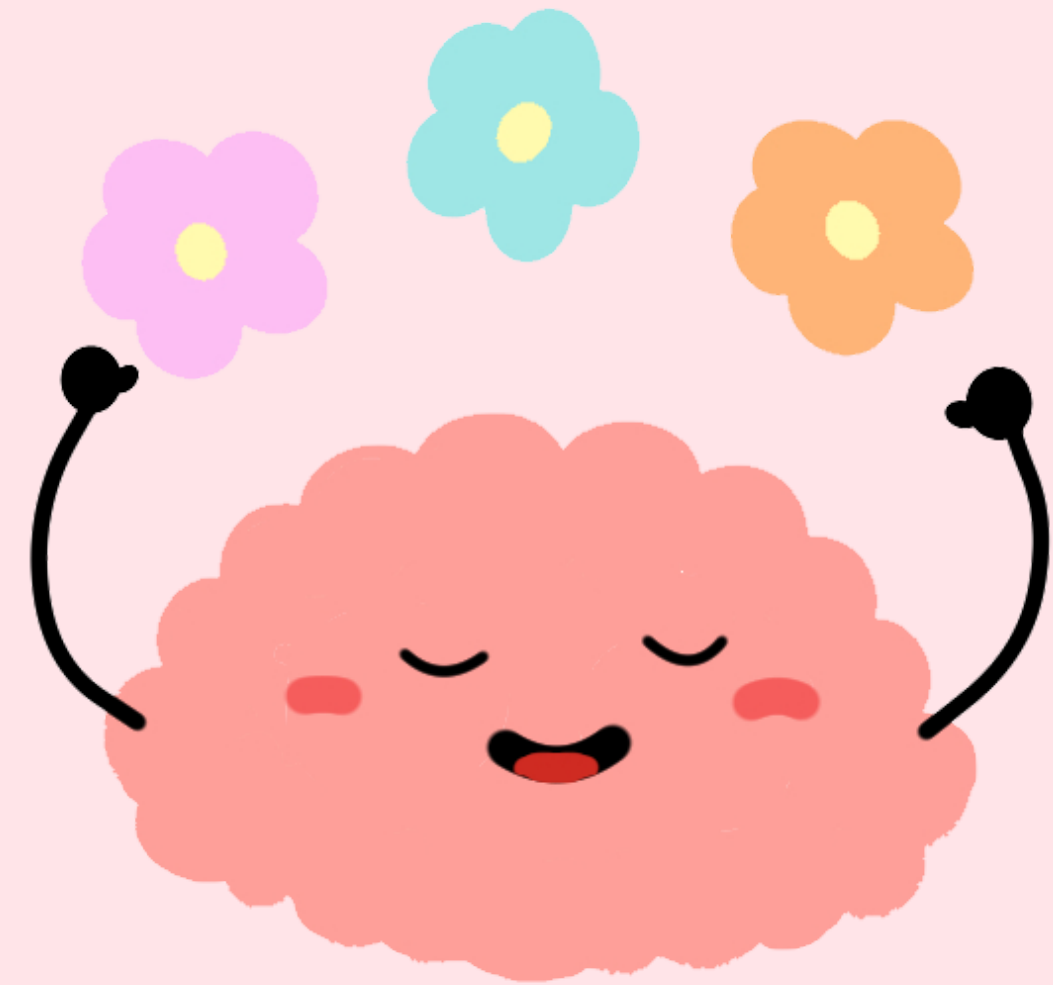
2027

Series B Funding

2029

5,000 Psychologists

2032



Future Roadmap

p Where EM.MA is headed

Contact Us

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www.emma-health.com