



clare&me

AI-powered automated mental health coach
serving a \$186BN market

550M people globally struggle with symptoms of anxiety or depression.

rapid breathing

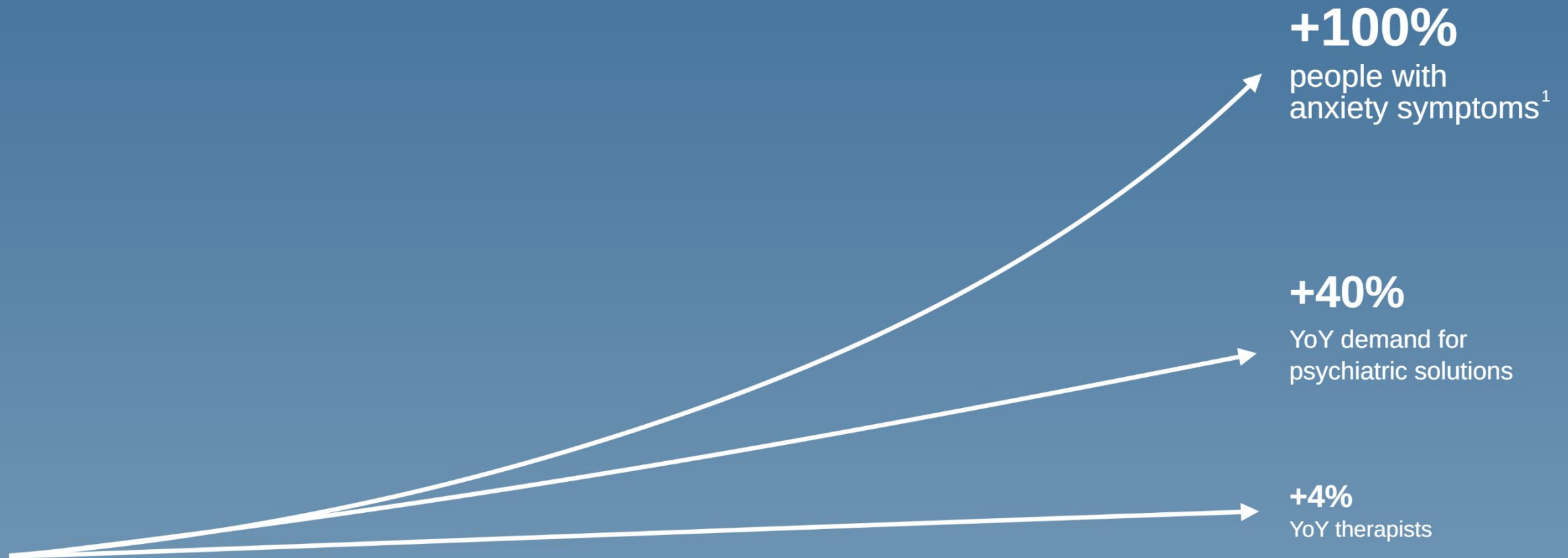
excessive worrying

circulating thoughts

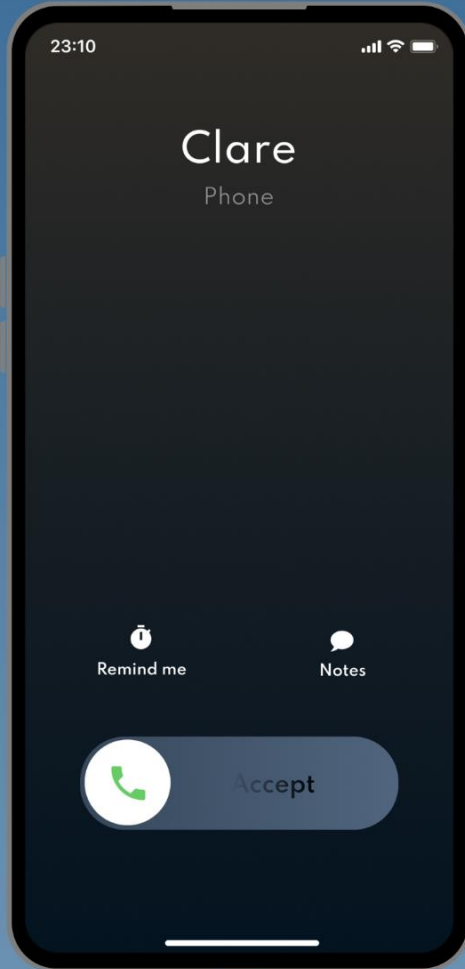
restless pacing

racing heart

Symptoms are growing exponentially, increasing the need for prevention.



**Human capital is a scarcity -
without tech to bridge the gap the
mental health crisis will grow.**



clare&me

Talk to Clare. An AI-powered coach-bot.

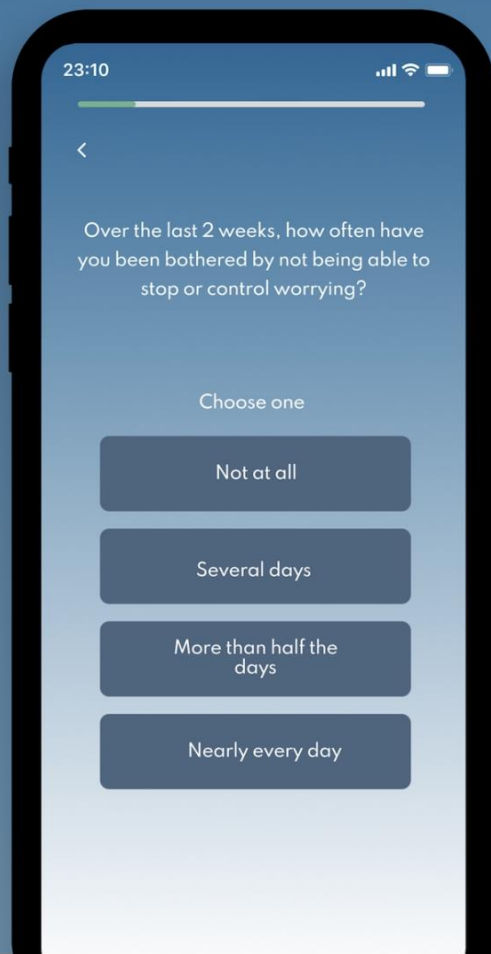
clare&me is a tech-only coach that calls you and guides you through cognitive behavioural therapy.

Now is the right time.

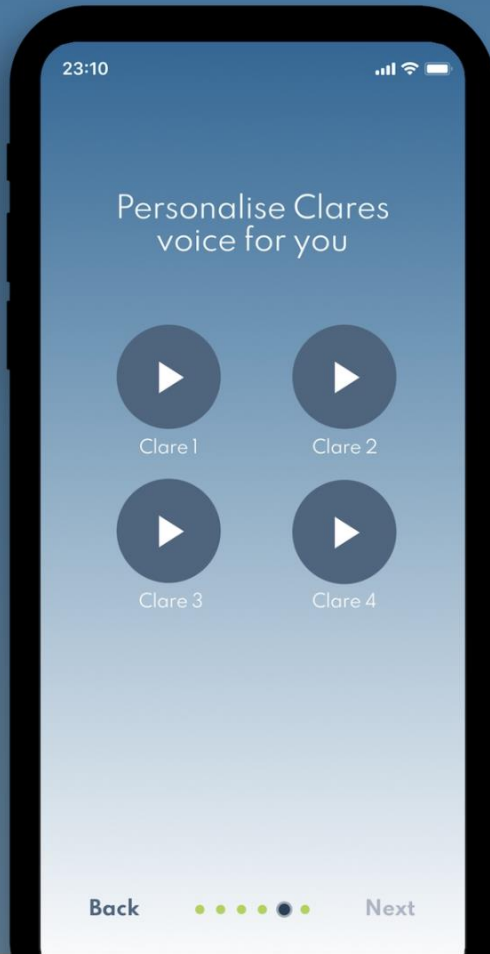


Meet Clare...

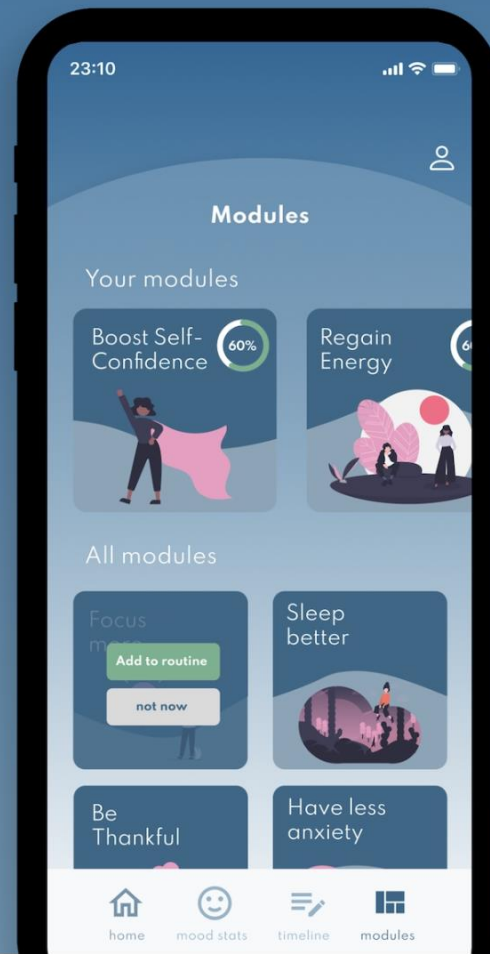
Onboarding & Symptom identification



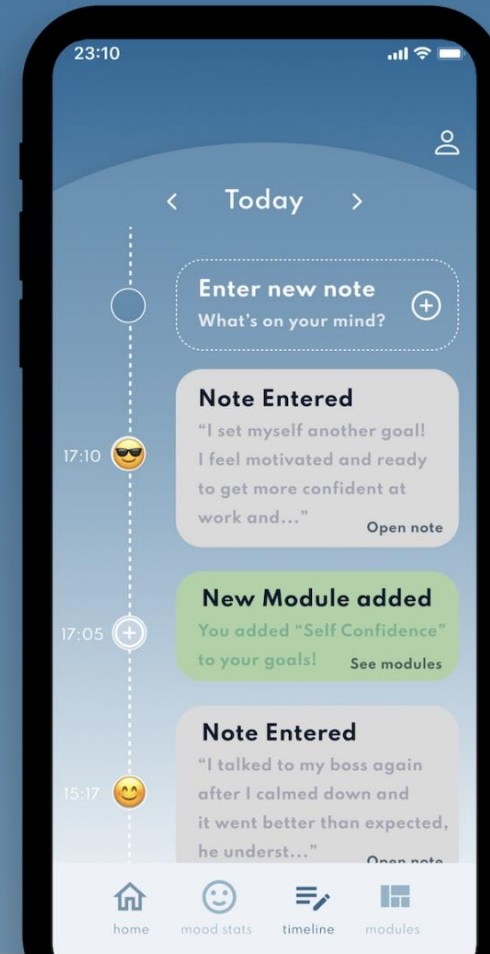
Personalised with human voice



Individual modules

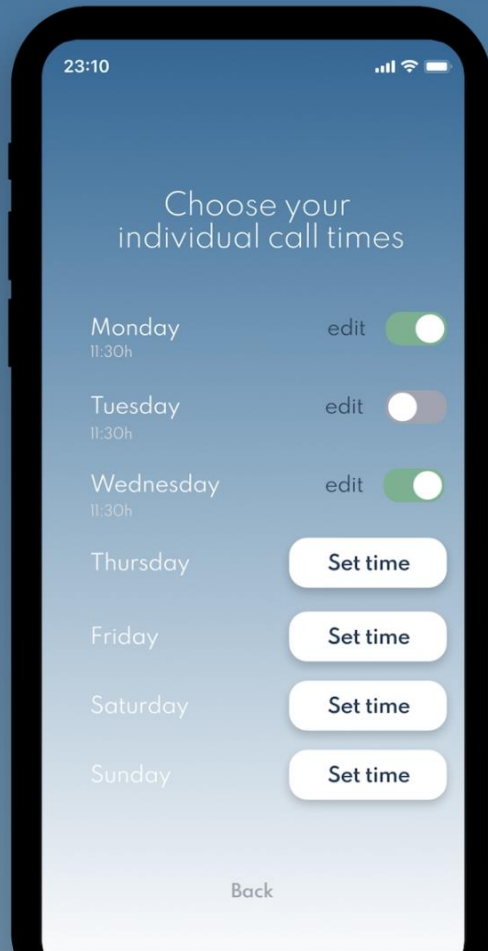


Mood Tracking & Emotions Diary

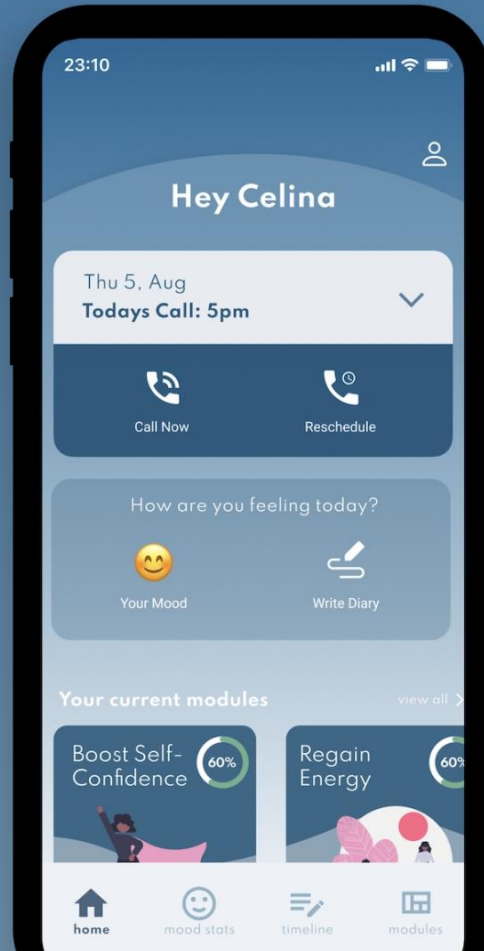


...and all of Clare's benefits.

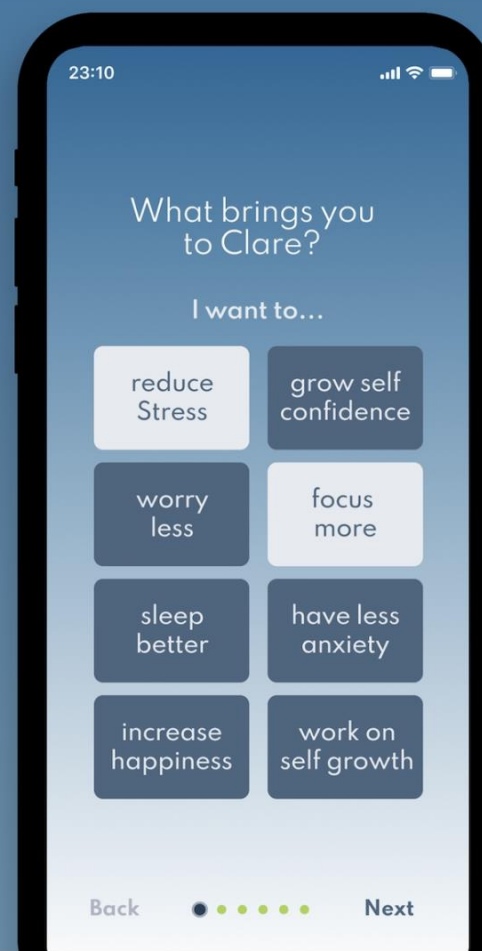
Available anytime,
anywhere



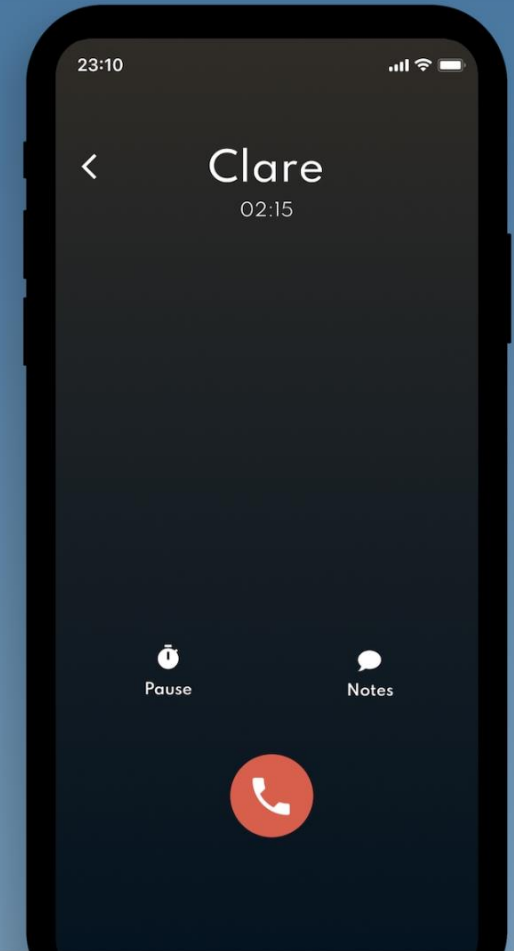
Reduced stigma,
no barriers, low costs



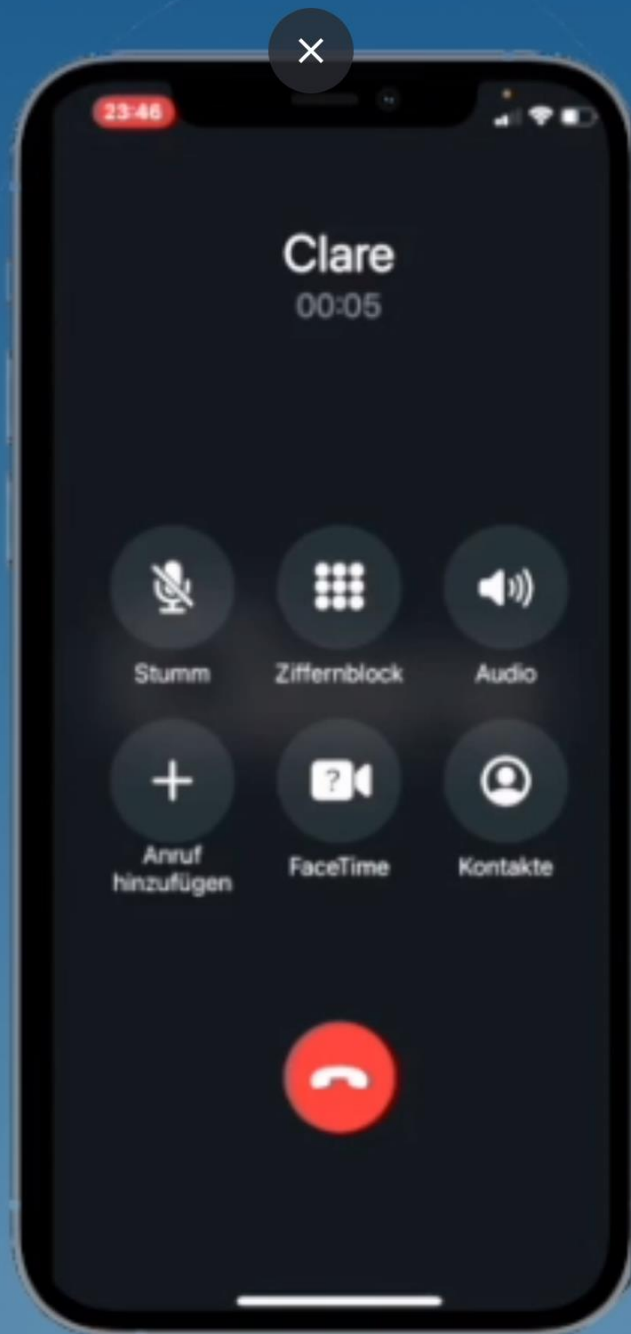
Personalised to
user's individual needs



Reactive
and proactive



Is now a good time for you?



Watch it on YouTube

Your phone rings. *It's Clare.*

responds |

hears |

stores |



| relationship
building

| individualised
coaching

| setting daily
routine

clare&me

Your phone rings. *It's Clare.*

converses |

responds |

understands |

hears |

remembers |

stores |



| relationship
building

| native
languages

| individualised
coaching

| different
symptoms

| setting daily
routine

| additional
therapy types

clare&me

MVP 2.0 test live in UK now

Closed MVP 1.0 with strong first traction.

160

primary test user

>80

daily users after 11 weeks

9.2

NPS from daily users

>50

additional waitlisted users

>3500

minutes with Clare

>1200

active decision tree routes



And first users are already noticing symptom reduction.

Symptom reduction with talking to Clare



Female, 20 yrs old



“

I would like to say that I feel better thanks to Clare/you”

Symptom reduction with talking to Clare



Male, 33 yrs old



“

With the daily calls I feel heard and thought of.

D2C first, B2B & insurances will be sales channels later.

“follow the user, else will follow”

payment tests start in
January 2022

free

€0

monthly

mood tracking / diary
5 free phone calls

monthly

€12.99

\$156 per year

daily exercises
phone calls / voice messages

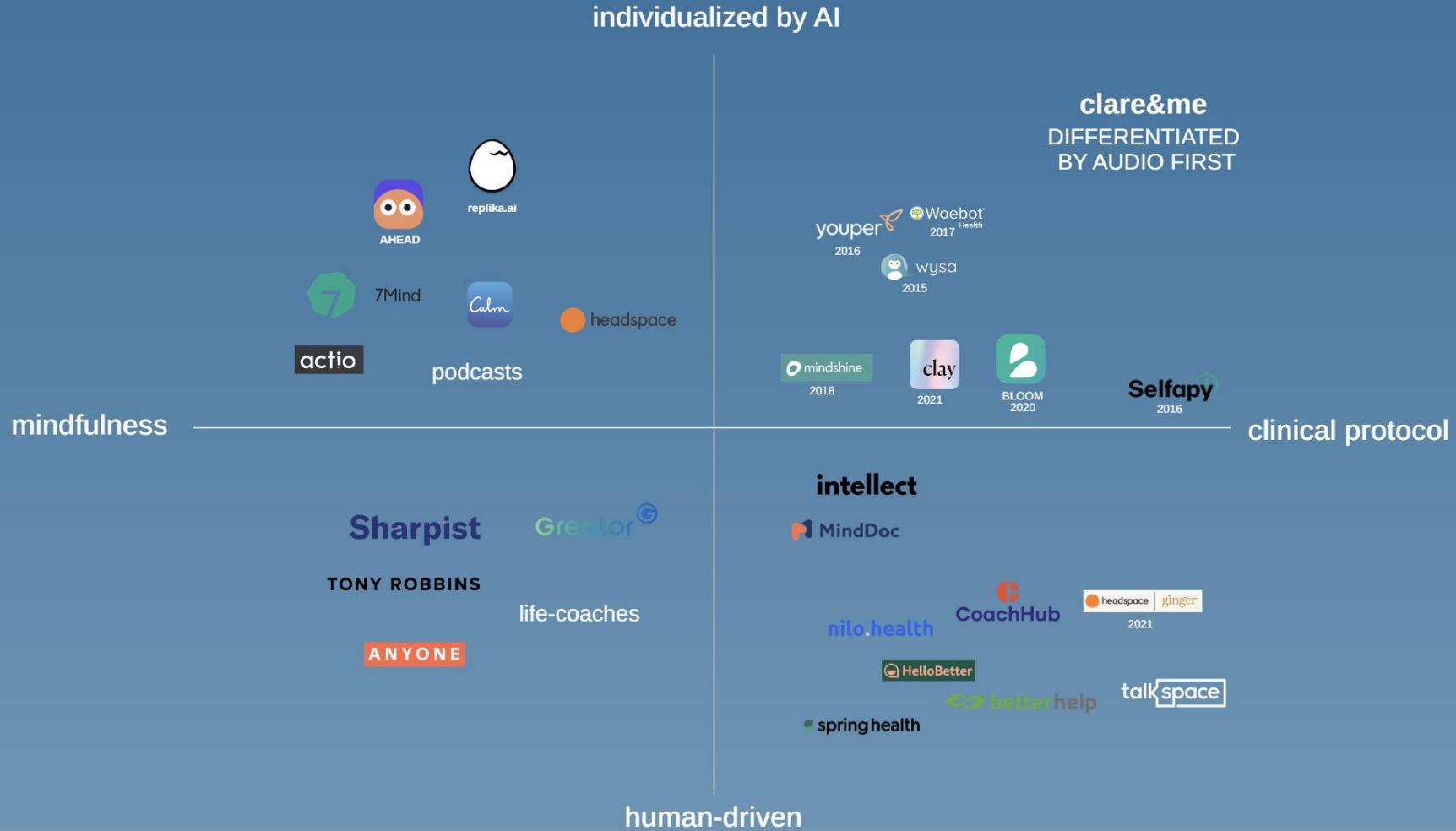
annual

€7.99

\$96 per year

daily exercises
phone calls / voice messages

AI-powered coaching bot.



Unique approach, dialogue logic and personalisation through data.

individualized
by AI

clare&me
DIFFERENTIATED
BY AUDIO FIRST

youper
2016

Woebot⁺
Health
2017

wysa
2015

mindshine
2018

clay
2021

BLOOM
2020

Selfapy
2016

clinical protocol

Two female founders, one virtual founder.



Celina

Co-Founder
Product & Business

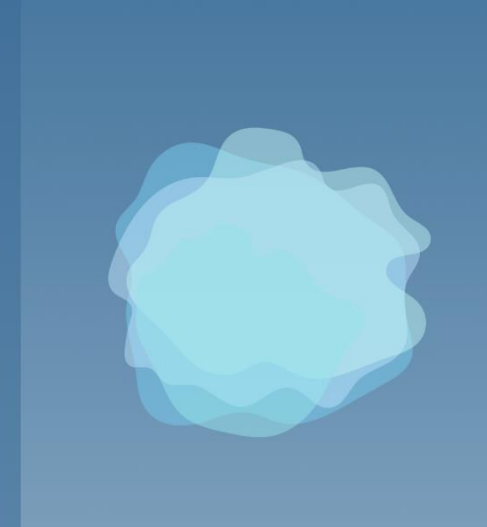
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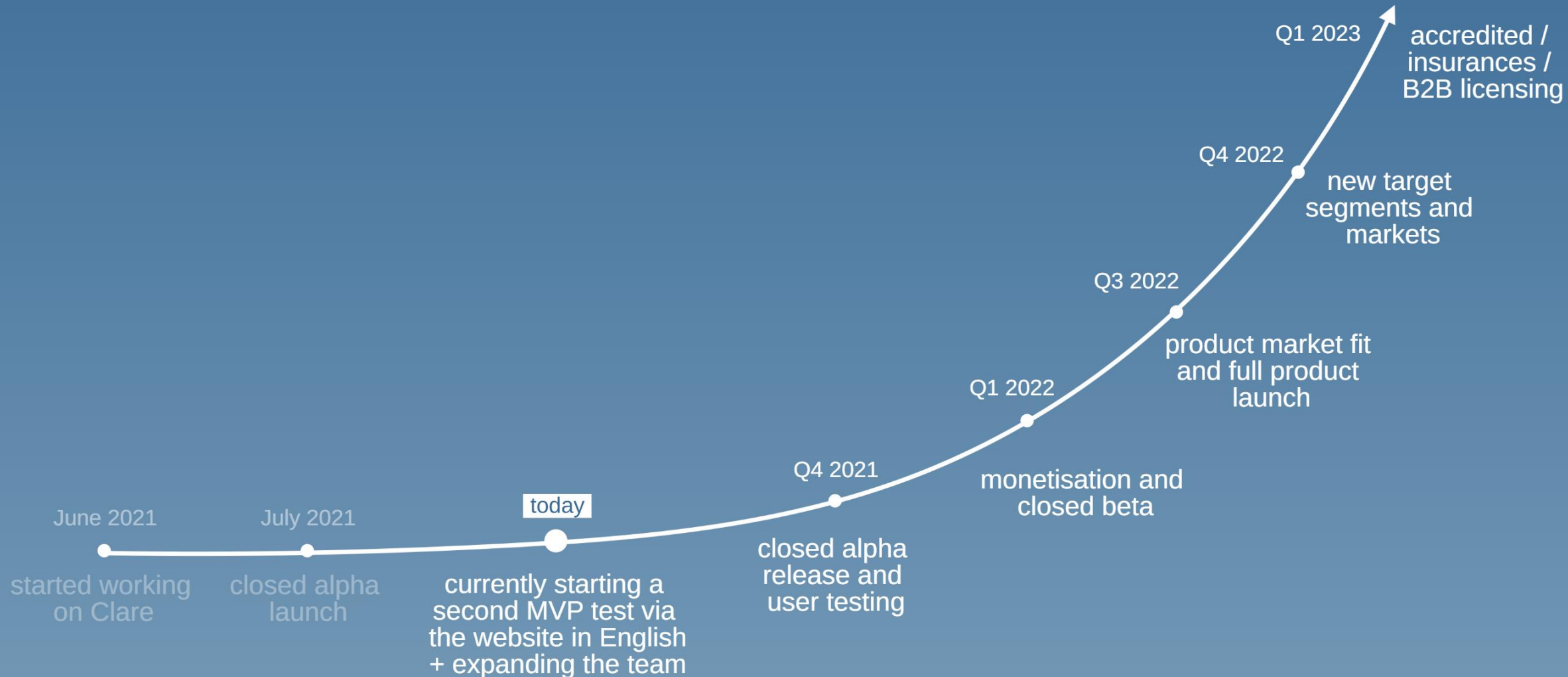


Clare

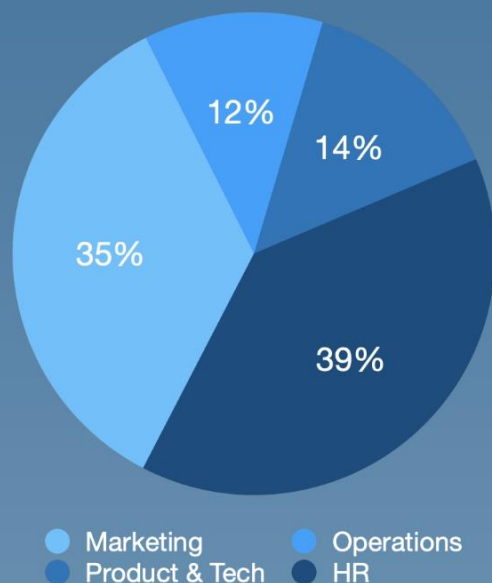
Co-Founder
CBT & Voice

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Focusing on retention to strengthen indicators of product market fit.



We use funds to strengthen retention and product market fit.



MILESTONES

Product

- launch closed alpha and beta (native app in app store, in-app calls)
- product market fit (superhuman approach)
- user growth >10x
- paying customer
- feature and integration development (eg. rasa and resemble)

Curriculum

- situational curriculum
- first effectiveness trials with research partner
- blog

User acquisition

- new audience testing (bad habits, addiction)
- payment testing
- marketing (content, website design, brand)

Key hires

- mobile app developer
- back-end developer
- product designer

**CALL CLARE.
GET THERAPY.**

TRY PROTOTYPE