Pitch Deck

Philip T Ninan, MD
Founder & CEO
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eMindScience™
Vital Signs of the Mind™

eMindLog®

is a mobile health app that measures anxiety, depression and stress. Algorithms enable **detection**, early **intervention** and **monitoring**, for better **outcomes.**
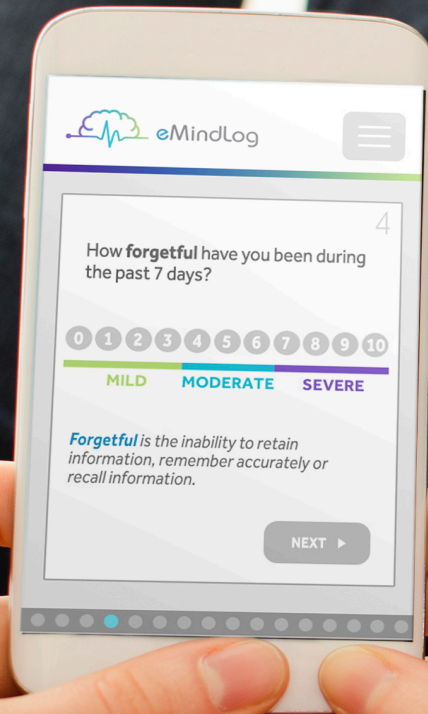
Measuring the vital signs of the mind

Measure: Users complete a daily scale quantifying emotions, thoughts, and behaviors

Act: Algorithms enable users and clinicians to make decisions and monitor for better outcomes

Monitor: Reports provide ongoing tracking on a secure HIPAA-compliant platform
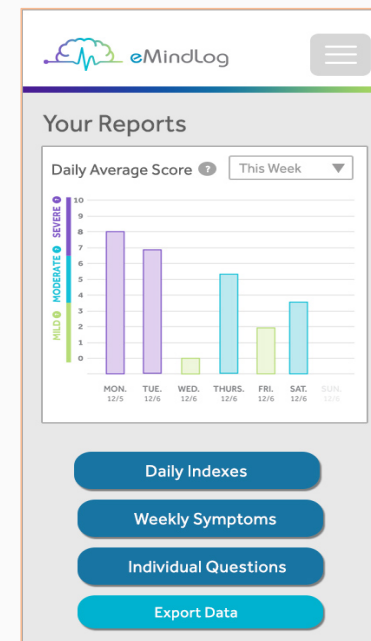
Anxiety and depression are widespread, worsening, and costly

75 million
Americans report high/extreme stress, anxiety/depressive disorder

- **1 in 4** Americans suffer a mental health condition

- Suicide rate increased **24%** this century

- 11% of Americans take an antidepressant – a **5-fold** increase in 20 years

- Anxiety and depression cost the US an estimated **$210 billion** annually

Distress is a universal experience – when is an intervention necessary?

Value Proposition

- **Users** are empowered to track the vital signs of their mind to enhance their own wellness

- **Clinicians** efficiently and accurately diagnose, treat and monitor anxiety and depression

- **Health systems** reduce healthcare costs through early identification and targeted intervention

- **Businesses** validly measure employee well-being and satisfaction to enhance productivity

Cost Savings

Health benefits to users result in cost savings for health systems, payers and businesses

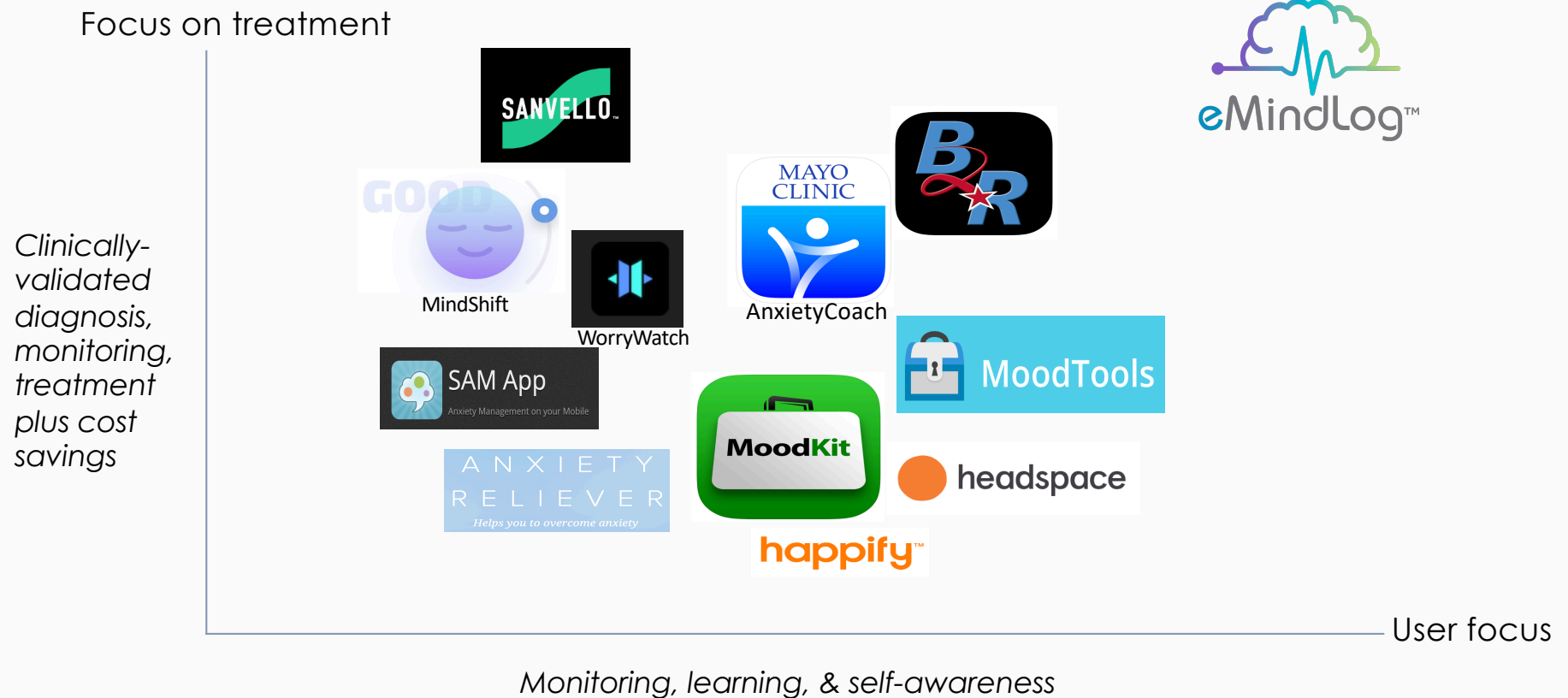**Users:** Trending with fitness wearables (forecast $12B by 2022 in US) and health apps

Hospitals: 3.3% of 'avoidable' Emergency Department visits are for anxiety and depressive disorders

Payers: $25 billion spent annually on mental health by private insurance

Businesses: $51 billion in indirect workplace costs (absenteeism and engagement)

ROI: Employee Assistance Programs investment in mental health yield a ROI of $2.70 for every $1 invested

eMindLog® is unique in supporting users, clinicians and systems

Focus on treatment

Clinically-validated diagnosis, monitoring, treatment plus cost savings

User focus

Monitoring, learning, & self-awareness

Testimonials

Early use cases suggest value add

*"Diagnosing and treating depression and anxiety has always been difficult, mainly because of time limitations and lack of data over time. This health app gives us **actionable data** over whatever time we choose, in a way that makes for more accurate and quicker diagnosis. It also allows for better ways to **see if our treatments are successful** with a glance of the graphic data"*

- Fredrick Teixeira, MD, Vidant Health

*"This app has helped me a lot with stress. **I didn't realize how much I needed help.** This app is simple to use and understand, and I totally recommend it."*

- eMindLog® User

*"Consciously, I recognized that my scores were rising ..... close to getting up to severe, **which I took seriously** ..... that was not good ..... I realized I got to go in and see (my doctor) and talk to him."*

- eMindLog® User - Patient

Friends and Family Round

Mobile app prototype launched

User data in over 1000 users from 5 continents

Pilot data analyzed and published

USE OF FUNDS

Grow team
Product enhancement
Develop and implement business model
Conduct additional pilots

Core Team

Philip Ninan, MD,
Founder, CEO
Past: Pfizer, Emory University

Marilyn Thompson
CFO
Past: Pioneer Surgical Technology

Marty Hackney
Entrepreneur
Past: Entrepreneurial Institute,
     East Carolina University

Advisory Council

Thomas Penders, MD
ECU, NC Psychiatric Association

Alan Schatzberg, MD
Stanford, American Psychiatric
Association

Steve Stahl, MD,
UCSD, Neuroscience Education
Institute

Fred Teixeira, MD
Internal Medicine, Vidant

Thank you