



# Future of Mental Health

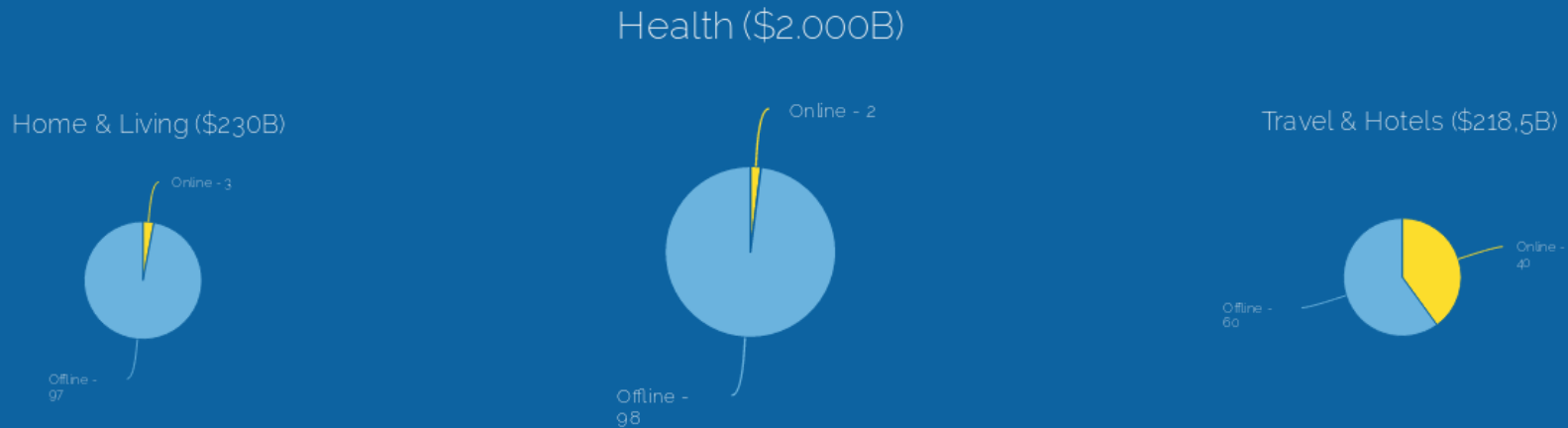
Big Data Ecosystem

by  therapify

# The Problem

**Mental Health** is one of the last **offline** industries in the present day while we observe an increasing number of people affected by mental disorders.

Data is **gathered** from patients in a very inefficient way (on paper). There is also a big difficulty in **distribution** and **analysis** of gathered data, especially on a big scale (Big Data).



Source: <https://twitter.com/dealroomco/status/993502339381235712>

## Meanwhile

The number of specialists is almost x200 times fewer than a number of people in need.



1B+ Patients



Several Million Specialists  
worldwide only

Source: WHO and national psychological institutes data.

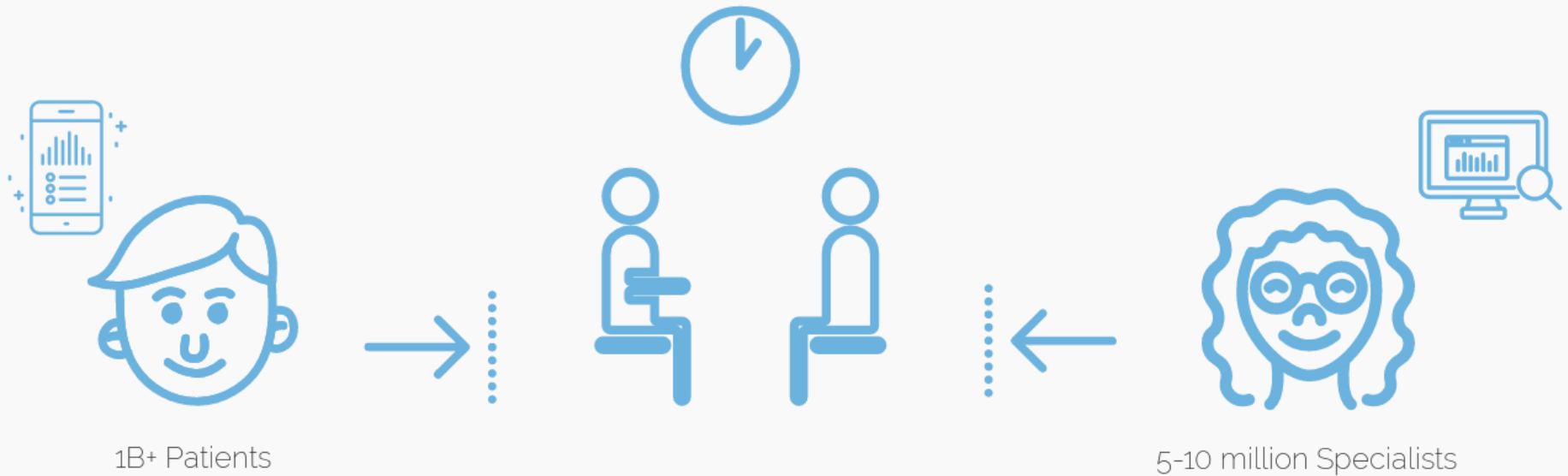


## Therapify Mission

To make Mental Health Treatment more effective and therefore more accessible for 1B+ people worldwide.

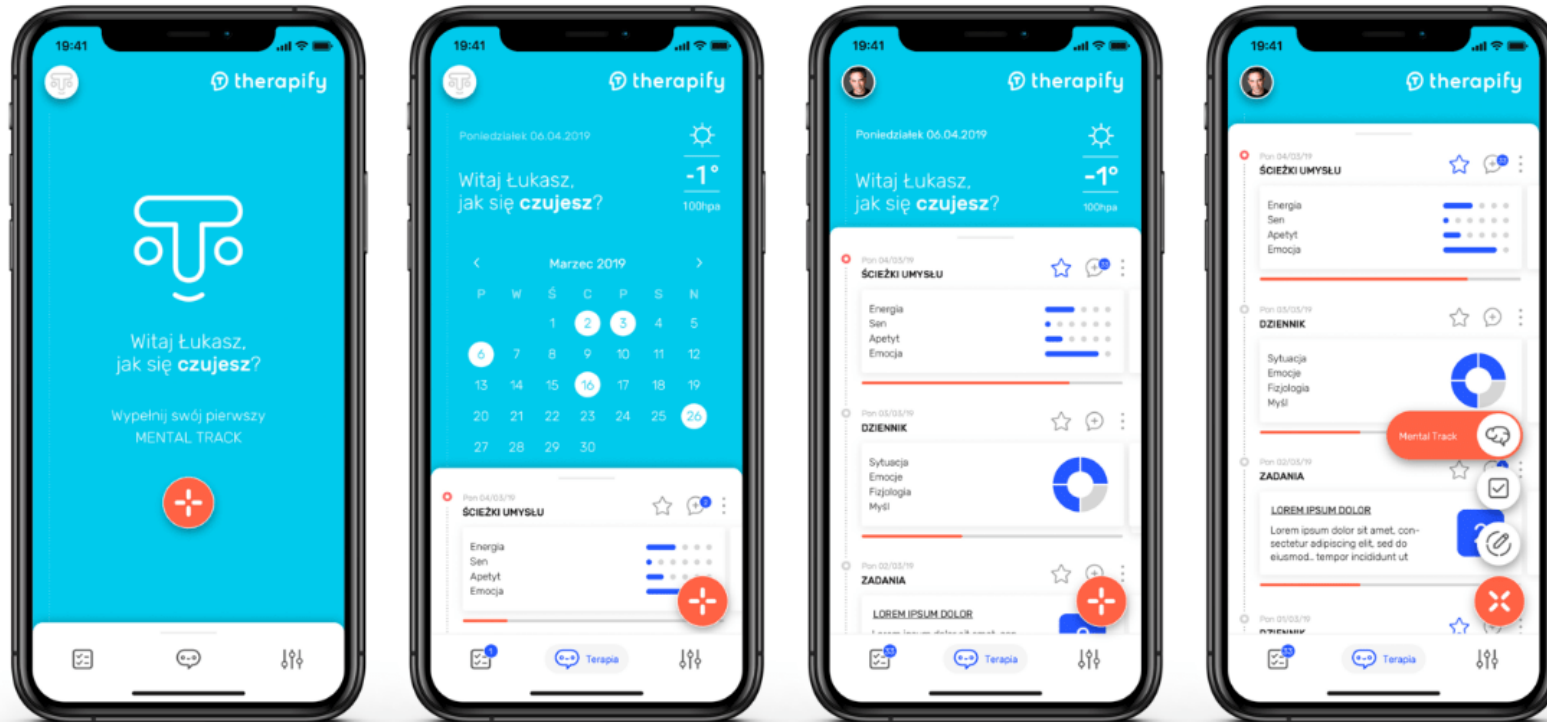
## How it works?

Patient gathers therapeutical data, works on tasks (assigned by the specialist) on their smartphone to examine them further during the f2f psychotherapy meeting in the office.



In person meetings every week.

# The Solution



Therapify is a Mental Health platform which covers whole treatment process and allows specialist to make their work more effective and precise.

# Product Roadmap



## 2019 (MVP)

Mobile app for patients  
and specialists

-  
Monitoring of states, emotions,  
thoughts, behaviours, physiological  
reactions and situations

-  
Communication with Specialist

-  
Tasks, charts and  
psychoeducational materials



## 2020

Web panel dedicated to  
analyses for specialists

-  
Tests & questionnaires

-  
'Find a specialist' feature



## 2021+

Knowledge Platform for Specialists

-  
Data from other applications (Health,  
Weather, Diet, Sport, Social Media  
time)

-  
'Therapist assistant' feature -  
implementing AI to analyse patients'  
data, provide conclusions and  
predictions

# Business Model



## Matching & 1st Visit Booking (commission fee)

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Service covers the matching with the right specialist and the assistance to organize the first meeting during the instant therapy on-boarding (com ~ 3%).



## Specialists' Subscription

(\$12.50 - \$69.95 /m)

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Fee depending on the number of specialists registered in organization with subscriptions:  
\*\* for 1 specialist (total: \$49.95/m),  
\*\* for 3 specialists (total: \$69.95/m),  
\*\* Enterprise (\$12.50/m per account).



## Paid Researches (per volum fee)

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Dedicated research on anonymized data covering (e.g.) the impact of particular medicine on the state of the group of patients suffering from a specific disorder.



# Market size - TAM & SOM



People struggling with  
mental disorders

TAM: 1B

SAM: 25M

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SOM: 2M

(December 2026)



Psychiatrists and  
psychotherapists

TAM: 1M

SAM: 400K

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SOM: 100K

(December 2026)



Institutions  
of higher education

TAM: 28.000

SAM: 8.600

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SOM: 70

(December 2026)



Large pharmaceutical  
companies worldwide

TAM: 600+

SAM: 500

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SOM: 4

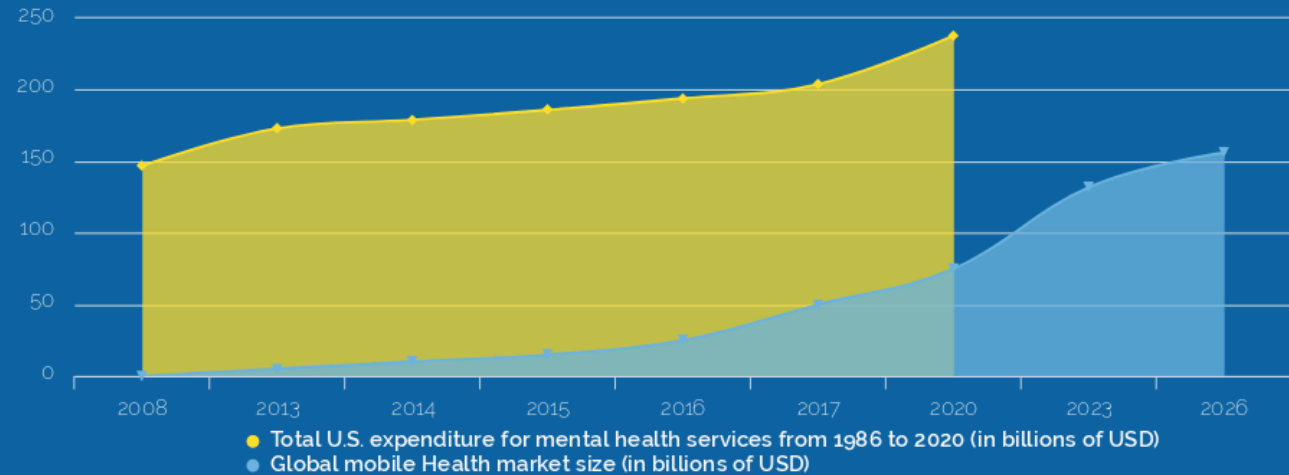
(December 2026)

## Why now?

\$225  
billion

Total U.S. expenditure for mental health services in 2019 (<https://bit.ly/2SIKRXn>)

"Wide-scale adoption of new digital and cognitive health technologies" ~ Deloitte.



Source: <https://prn.to/2WVD6MR>, <https://bit.ly/2WWUb98>,  
<https://bit.ly/2SIKRXn> and <https://bit.ly/2RYxDBc>

5 types of services on the Market

# therapify

**Patient - Therapist Cooperation**  
(day-to-day & data based)



mindstrong

Background  
Analysis



A.I. Assistants  
/ Selfappy



**betterhelp**

Specialists' Matching  
/ Teletherapy



**Thalamos**

Virtual  
Reception

## DIRECT COMPETITORS

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Treatment can be adjusted to patient's needs by specialist 🎯



also: Neuroflow / Mentegram



also: Blueprint / Pacifica

No provider ID?  
It may take months to start...

Start treatment Today  
in < 30min ❤️



also: Healios / SilverCloud



also: most of direct competitors

Predefined treatment plan for Every Patient.



**best choice on the market**

optimized to gather day-to-day data from the patient effectively on top of covering of the whole treatment process from therapeutical point of view



**pacifica**

**distracting for the patient**

their user interface has become very distracting for the patient during the last years with many non-therapeutical features

**blueprint**

**only standard therapeutical forms**

without patients' tasks and activity management module for the specialist it's covering only periodic health examinations and not day-to-day patient's care

**The most accurate 3 platforms on the market in 2019.**

# Founders & Management



**Janek Pluta - CTO**

Experienced in developing systems based on mobile applications. Guided multiple projects from the concept, through the development to the successful delivery to the end user.

Worked for software houses, international startups, currently involved in projects innovating in healthcare and mobility.



**Łukasz Pstrong - CEO**

In the software development industry since turned 18yo.

Also founded first Polish portal with free of charge goods exchange - [Darmol.pl](http://Darmol.pl). He was a Product Owner in [x-kom.pl](http://x-kom.pl) and in the meantime, co-founded Publo App ([whereispublo.com](http://whereispublo.com)).



**Damian Markowski - COO / Psychologist**

4 years of experience in IT industry where he was responsible for teams and projects management, mainly on US market. Also engaged in psychology industry (finishes masters in psychology) - campaigns and meetings organizing in psychoeducation field.

**Marcin Krajmas and Mateusz Pinkiewicz - Partners**

Entrepreneurs and Medics who for more than 4 years successfully provide marketing for the medical industry in Poland. Co-Founders of Brandmed and SASA Foundation. Members of Advisory Board of Therapify.



Thank you.