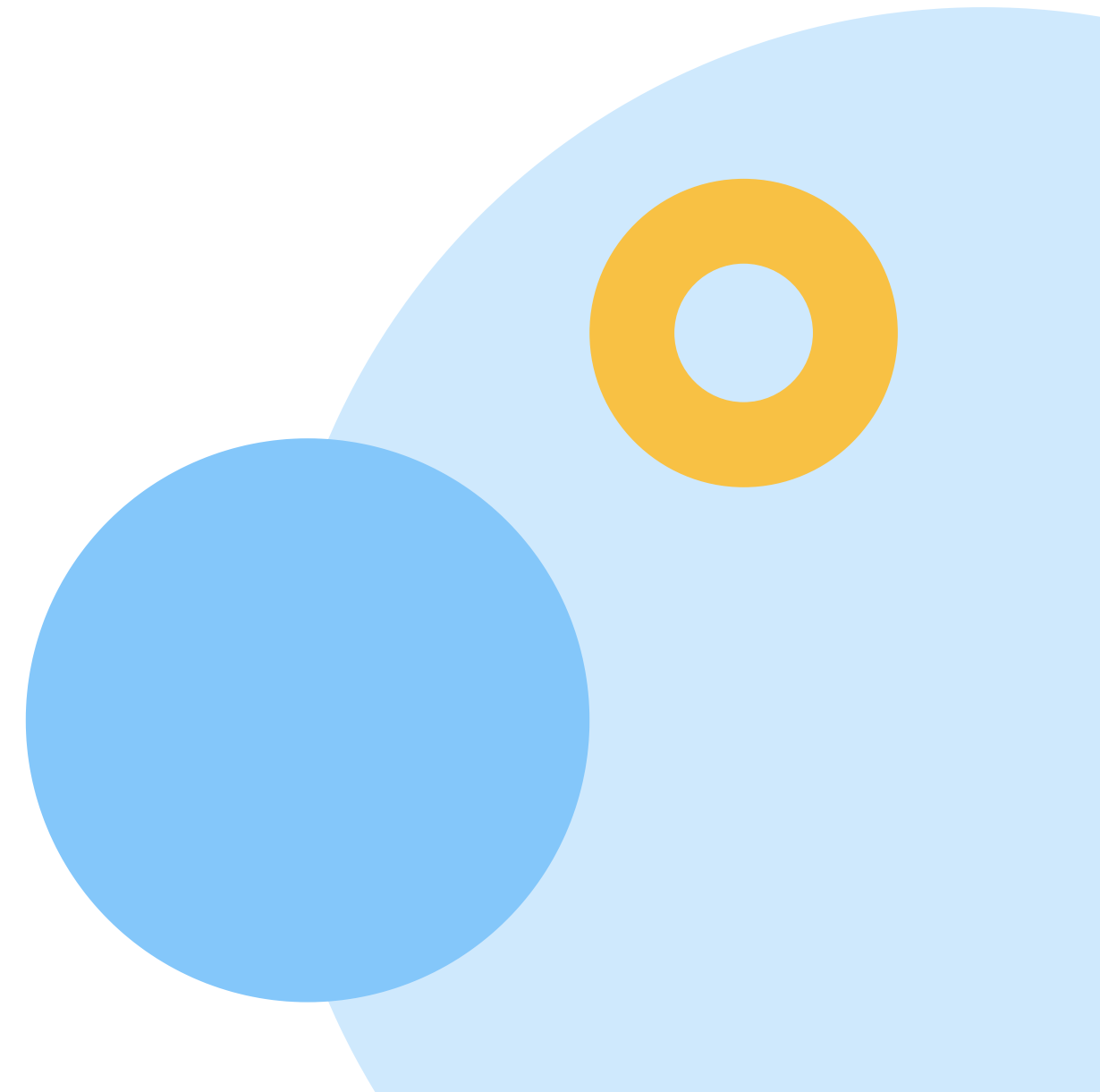




online mental health support groups, powered by AI



Mental health care falls short for young adults



Not accessible

79% of young adults receive no care:
expensive, therapist shortage (25 day wait)

Not continuous

40-60% of patients drop out of care after 1
visit; no care between sessions

Not culturally competent

80% of 100K therapists in US are white.
Young adults struggle to open up to them



Many to 1 delivery method

Small (15 individuals) personalized peer groups led by trained peer coach

24/7 support from peers

Chat & voice platform with moderated channels to engage with peers

Personalized with AI

AI matches groups and delivers tailored content, curriculum, and treatment options

Scientifically proven, designed for the user

Peer groups work

Scientifically proven to increase happiness & engagement, lower hospitalization rates & cost of services

User-centric

User centric design & experience, and personalized groups & content

Community of trust

Users get to know each other over time - self contained ecosystem

Target customer



Young adults (18-30)

18-30 y/o's who have high pressure and stress to succeed through a large life transition

Mild-moderate anxiety & depression

Those with anxiety (social anxiety, academic anxiety) as first target group, next is Depression

Why now?

Rapidly growing problem

Depression & anxiety increased 3x since COVID-19

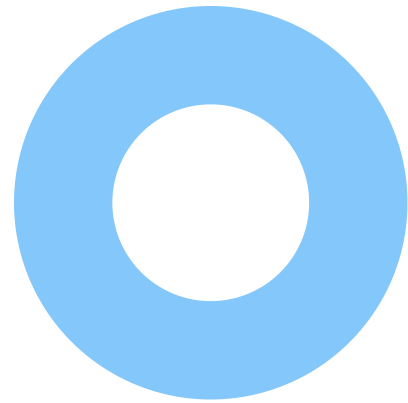
Change in how we use tech

Increased willingness to interact & receive healthcare services online

Change in legislation

Bill SB-803 was signed in Oct 2019, setting up peer support for reimbursement by Medi-Cal by 2022

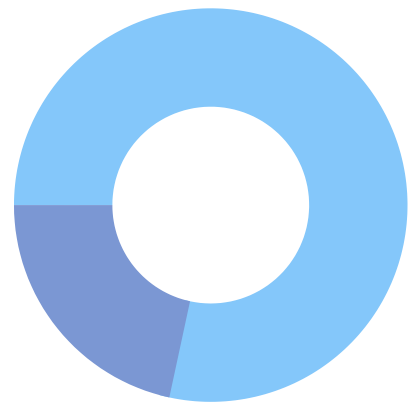




\$11.1B

Total Available Market (TAM)

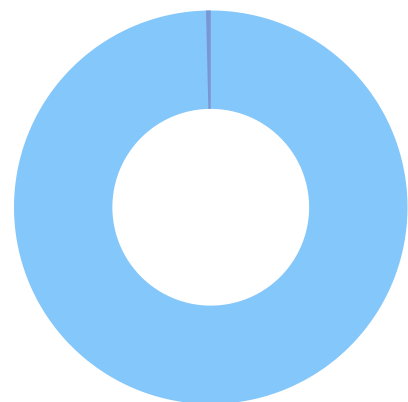
62M adults



\$2.4B

Serviceable Available Market (SAM)

13M 18-30 year olds



\$240M

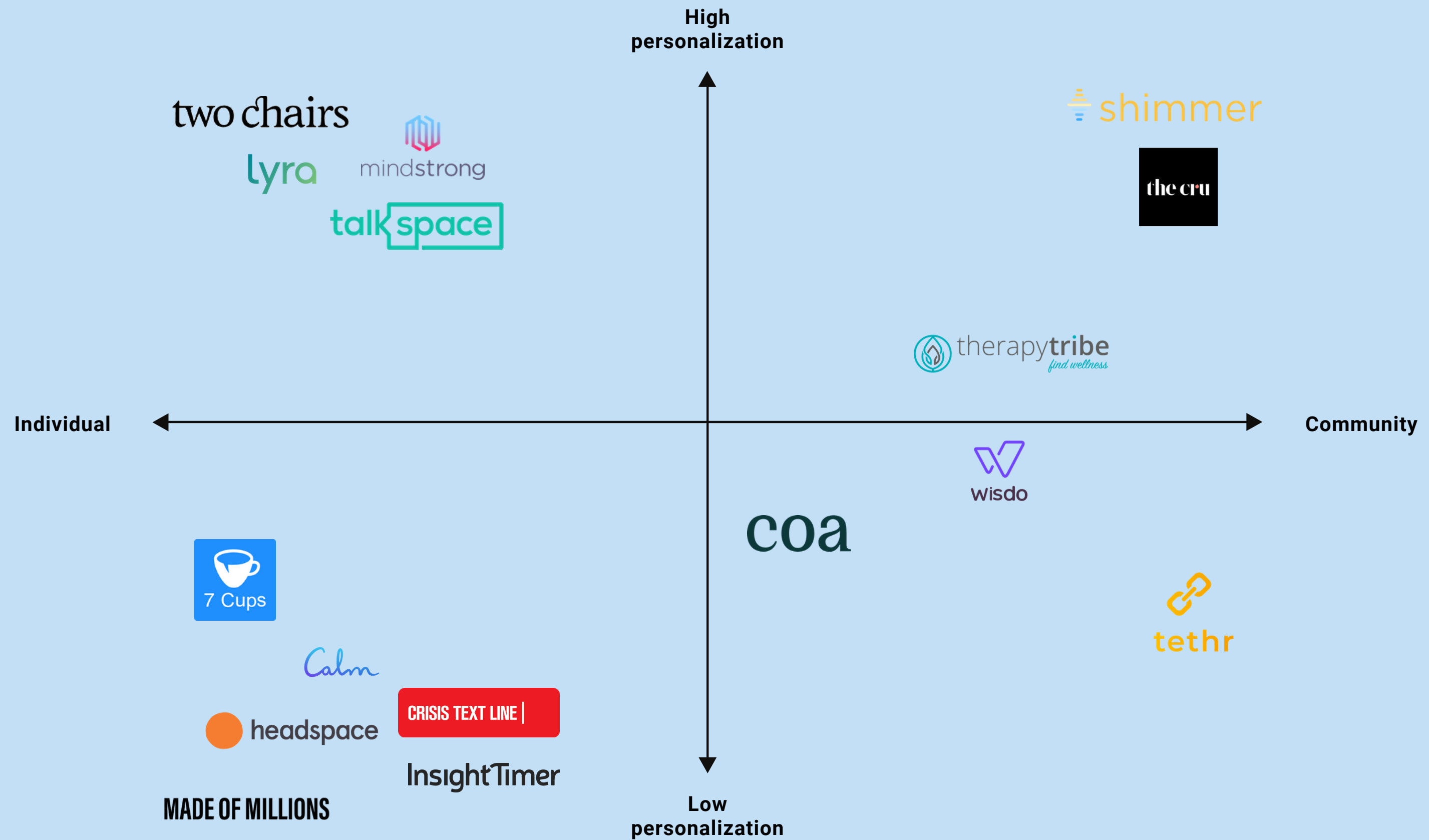
Serviceable Obtainable Market (SOM)

1.3M 18-30 year old members



Market size

Future plans to expand beyond support to content, matching, and in-house providers



Short term: \$20/month sliding scale

Variable cost of \$20/h peer facilitator
for 60% gross margin

Long term: Employers, schools, insurers

Pass costs to employers & schools in
medium term; reimbursable in long term

157

interviews of patients,
providers, peer
specialists (iCorps, LLP)

40

active members in 2
pilot groups, no churn
(151 waitlist)

100

personalized offerings
in curriculum, developed
with UCSF and Stanford

498

peer specialist
applicants, backlogged
100 high potential

Traction



Roadmap

AUG-SEP 2020

- Vision & problem space defined
- Advisors brought on
- Landing site launched
- 50 user interviews conducted
- Accepted into StEP accelerator

OCT-DEC 2020

- 65 user interviews, 47 provider interviews, and 25 peer facilitator interviews conducted
- Business model & customer acquisition strategy defined
- 1st curriculum developed
- First 3 pilots conducted
- Partnership with MHA formed
- MVP started

Q1 2021

- MVP Alpha completed and launched
- First paid pilot conducted
- Peer facilitator acquisition pipeline solidified
- \$75K pre-seed raised

Q2 2021

- MVP beta with communities launched
- Apply to accelerators
- Begin seed round fundraising

Q3+ 2021

- Scale DTC product
- Partnerships formed with schools
- Begin efficacy trials

Leadership



Chris Wang (she/her)

Co-Founder, Strategy & Growth
Ex-Bain. Led DTC app launch to 700k users. Drop out: MBA/MPH @ UCB



Jon Wang (he/him)

Co-Founder, Clinical & AI
AI @ Apple/BMGF. Drop out: MD @ UCSF.
BS/MS Stanford + Gates Scholar



Vik Sreedhar (he/him)

Co-Founder, CTO (on trial)
SWE & PM @ Salesforce. Co-founder, MAD
Together 501(c)3. BS Stanford CS & AI

Core Team

Ebenezer Chinedu-Eneh (he/him)

Christina Dunbar (she/her)

Zaffer Hussein (he/him)

Selena Jiang (she/her)

Clinical
Product
Engineering
Design & UX

Trusted Advisors

Andrew Trister

Beverly Lehr

Shashank Joshi

Amin Azzam

Ravi Shah

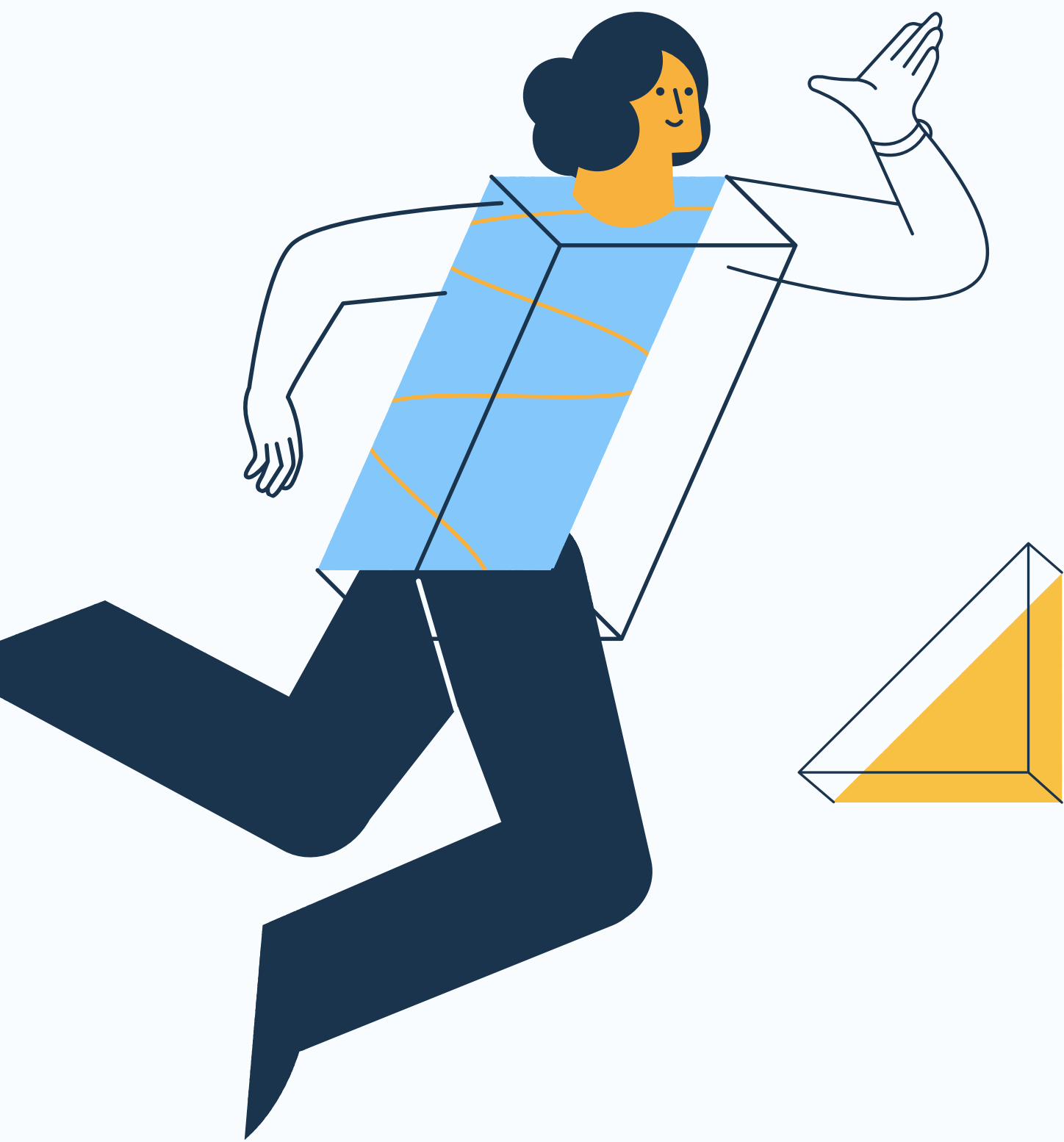
MD, PhD

PhD

MD, FAAP, DFAACAP

MD, MA

MD, MBA



Pre-seed raise

\$100K round, February 2021

Pre-seed use of funds include software hosting, marketing, content development, and hiring peer facilitators

Funds will allow us to hit milestones on roadmap until summer seed round, including:

- achieving product-market fit and further refining specific target member,
- building algorithms and software based on user research,
- 20% weekly user growth

On behalf of the Shimmer team,

Thank you!



Appendix



Direct Competitors

Peer support services

(AA, 7Cups, Crisis Text Line)

Peer support communities

(Tethr, The Cru, Wisdo,
TherapyTribe)



Indirect Competitors

Meditation Apps

(Headspace, Calm)

Teletherapy

(2Chairs, Mindstrong, Lyra Health)

Online Content Providers

(Made of Millions, Coa, Youtube)



User acquisition

Phase 1: Group-based, Q4'20-Q1'21

Targeted marketing to underrepresented groups through social media and student-ran clubs

- E.g. Created 150 person waitlist through Asian-American Anxiety social communities
- Next: Queer & African-American groups

Phase 2: Partnerships & Referrals, Q1'21

Strategic partnerships with existing peer solutions, other mental health services, and schools

- Partnership began with Mental Health America, in discussion with Stanford's Allcove, UC-wide peer services, and various university psychiatry dpts

Peer facilitator acquisition

Phase 1: Partnerships, Q4'20-Q1'21

Strategic partnership with Mental Health America and UC Davis Peer Program to use their trained peer facilitators

Phase 2: In-house hiring, Q2'21

Hire peer facilitators and train them through (1) MHA partnership and (2) in-house platform-specific training; test: in 48 hours 190 applicants through Indeed

Phase 3: In-house hiring & training, Q3'21+

Develop in-house training capabilities to manage full end to end peer facilitator pipeline

