



MYND
THERAPEUTICS INC.

DIFFERENT MINDSET
BETTER HEALTH

WHO IS MYND THERAPEUTICS INC.?

MYND Therapeutics is a Vancouver-based digital health company that helps people to enjoy **better health** by reducing the risk of diabetes, high blood pressure, heart and stroke, certain cancers, depression, anxiety through novel digital therapies that are **science-based, customer-centric, beautifully designed** and can be distributed anytime, anywhere to generate **better health outcomes**.

Our belief is that our solutions will improve people's health as effectively as drugs can but with reduced costs, fewer side-effects and better experiences. Our purpose is to help people everywhere to live healthier, happier lives. Our mission is to build one of the world's most customer-centric digital therapeutics companies: "**Different Mindset. Better Health.**"

WHO IS THE MYND TEAM?

We are an experienced multi-disciplinary team from Canada, the United States and Italy with deep research, clinical, marketing and **operational expertise**. The co-founders are serial entrepreneurs and have a passion for digital health. The principals and advisors of the team are some of the world's most connected and respected professionals.

The team has experience with more than **20 tech and medical startups** with backgrounds from Stanford, IDEO, Microsoft, Electronic Arts, Qualcomm and pharmaceutical industry.

WHAT IS THE PROBLEM?

Worldwide obesity has tripled since 1975! According to the World Health Organization "No country has successfully reduced obesity rates in 33 years". More than 2 billion people are obese and overweight today. Over 800 million women, 350 million youth and adolescents between ages of 5 and 19, and even 14 million children between age zero and five years old are obese and overweight. 5% of the deaths worldwide were attributable to obesity. The global economic impact of obesity is estimated to be more than **\$2 trillion or 2.8% of the global GDP**.

The problem with obesity is complex and complicated. Some of it is genetic but mostly it is caused by human behaviour, the environment, lack of sleep, emotional health, culture, and more. Obesity and overweight result in cardiovascular diseases [heart & stroke], diabetes, osteoarthritis, some cancers, depression, anxiety or death. The healthcare system is not set up **to deal with prevention** and the real causes of obesity, such as: genetics, lack of physician training, where people live and how they live, how they eat and what they eat, where they work, how they sleep, and their general environment. It is a **complex** and **urgent problem** that needs new solutions!

Research suggests that 80% of the global market is either **underserved** or **not served at all** because of **limited access** to physicians, therapists and therapies, **high cost** of drugs and **lack of scale**. There are simply not enough doctors, therapists or health coaches in the world to be able to deal with this chronic public health epidemic. The problems MYND is addressing are: **access, cost, quality** and **scale**.

WHAT IS THE SOLUTION?

MYND is planning to make its therapies **accessible, affordable** and **scalable**. Our solution is a **novel digital health program** – that is using years of research in behavioural change, proven science and evidence-based studies, a personalized Cognitive Behaviour Therapy enhanced by VR, deep data and health coaches and peer support – to motivate, track, and change our customer’s daily lifestyle, helping him or her to live healthier every day.

In contrast to crash diets and traditional solutions, MYND’s digital therapeutics are designed to target cognitive processes and **change a person’s mindset** which is actually what controls eating and human behaviour. Our novel therapy is based on 20+ years of science, and a scientifically valid, randomized clinical study that has shown it **four times the efficacy** [48% vs. 11%] of traditional weight-loss approaches. Through personalized cognitive behavioural therapy [CBT] + VR, we can help overweight or obese women to lose weight and keep the weight off.

Our **digital health platform** includes a vertical integration of hardware or connected smart devices like iPhones, VR headsets like Oculus Quest, and biosensors. Our software-as-therapy includes cognitive behaviour therapy modules and VR experiences, gamification, AI and machine learning, professional health coaches, and supporting online groups resulting into a meaningful social experience.

It now needs to be brought up to commercial standards, submitted to regulatory agencies and installed on a scalable, privacy and security based healthcare cloud platform.

WHO IS OUR TARGET POPULATION AND RATIONALE?

Our initial focus is on obese and overweight women [18-65 years old] for three main reasons:

- 1) Women are **personally motivated** to pursue weight loss;
- 2) Women are **under-researched**, over-diagnosed and are at risk of dying from improperly diagnosed or treated conditions;
- 3) Women obesity is an **epidemic** linked to diabetes, cardiovascular diseases, cancer, depression, anxiety. It affects families and relationships. Globally, treating this epidemic costs billions of dollars.

WHAT IS OUR BUSINESS MODEL?

In the health & wellness weight loss market MYND will use a **direct-to-consumer (D2C) subscription model**. The company will charge an access fee to a service to a four-month program to lose weight and an eight-month program to maintain the weight loss.

For the healthcare market MYND will use a **business-to-business (B2B) prescription therapy model**, using the data generated from the consumer program to submit under a biotech therapeutic path to the FDA for software-as-therapy approval within 18-24 months. FDA approval will lead to a prescribable therapy. MYND will then work towards reimbursement via three revenue streams: 1) insurance payers and self insured employer health plans; 2) private pay and 3) licensing to Pharma to be used in conjunction with drug based therapies.

WHAT IS THE MAGIC OF OUR TECHNOLOGY?

Three words: **purpose, content, distribution**. MYND's magic stems from our team's sense of purpose, intense focus on customer needs, and our culture of pursuing quality and excellence. We develop safe, beautiful, easy to use content based on validated research based content that has already been proven to work in university settings. MYND is creating direct and strategic partner distribution.

MYND focuses on behavioural change and therefore we influence people's thoughts, senses and emotions. Like a good book, a memorable movie or engaging video game the "magic" happens when mixing purpose with proven science and medicine, smart and immersive technologies, beautiful UI design and gamification, and storytelling. MYND's methods tracks data in real time, provides useful feedback, and generates sustainable social engagement. The result will be a customer-centric solution that is preventive, precise and personalized.

WHAT IS THE MARKET VALIDATION? WHO IS THE COMPETITION (POTENTIAL PARTNERS)?

Since 2011, more than \$32 billion has been invested in digital health in the US. **Digital therapeutics is one of the new hot areas**: the top ten companies in digital therapeutics have raised over \$500 million over the past three years alone. Over the last two years, the FDA has approved digital therapies for schizophrenia, opioid addiction, ADHD, obesity/pre-diabetes, and autism. Additionally the FDA now [2019] offers an accelerated Digital Health Pre-certification Program.

Programs like Weight Watchers, Jenny Craig, NutriSystems, Medi-fast, Lindora, Mayo Clinic and MyFitnessPal and all sorts of diets are selling to our target customer. The pharma industry is selling to our customer in the form of medications. Our direct competition comes from wellness and mental health apps like Noom and Talkspace; prescription digital therapeutics like Pear Therapeutics, Omada Health, Akili Interactive Labs, Click Therapeutics; or VR startups like Applied VR, Limbix VR, BehaVR, Psious and others. At this point no VR based therapies have been taken through the FDA.

WHAT IS OUR CURRENT STATUS, ASK AND USE OF FUNDS?

MYND Therapeutics Inc. has run on a shoe string budget, is **pre-revenue**, has a **basic research prototype** and a demonstrated **MVP** in a science and clinical environment with a 2-year randomized clinical trial and 1 year follow up by our research partners. MYND has reviewed hundreds of research papers; attended industry events; learned about the ecosystem and market needs; identified the right scientists and clinicians to work with; connected with potential research and commercial partners; attracted the initial team, and developed our vision and execution plan for the next 3 years.

MYND has identified its initial weight loss service MVP and is **raising \$1.0 million in seed funding** via a convertible promissory note. The funds will be used to recruit 50-100 obese and overweight women, to build a functional prototype, and to validate the product-market fit/business model.

The next steps are to test and prove the thesis of our business model, build the company, continue to understand the needs of our patients/customers, to innovate our technology, build our IP, seek regulatory approval, scale and sharpen our focus on the fundamentals: **clients, revenue and profits**.

CUSTOMER SCENARIO: HELPING LISA LIVE A LONGER, HEALTHIER AND HAPPIER LIFE

Lisa is a 48 year-old woman. She is married and has two children. She has gained 20 kg in the last five years, so that she now weighs 95kg. Her BMI is > 40. She doesn't like how she feels, how she looks, or how she's "judged" by people at work or even within her own family. She has a negative body image of herself. She is depressed and not very productive at work.

Lisa is one of more than 800 million women between 18 and 65 years old who are overweight or obese. She could live in Canada, the US, Mexico, Europe, the Middle East, China, New Zealand or Northern Africa. She uses her smart phone every day. One day she visits her family doctor to review her blood results. Her doctor notes that her cholesterol is high and her blood pressure is also above normal for a person her age. He suggest she sees a nutritionist, gets more active and starts taking statins.

After doing some research online Lisa finds out about a new program to help women lose weight and enjoy a sustainable healthier lifestyle without the use of strict diets and drugs like statins. She visits myndtherapeutics.com and after she reads the benefits of the new program, looks at some of the health coaches and browses through some of the positive reviews by other women just like her she decides to sign up for an annual subscription [\$89/month], which is much cheaper than visiting a therapist and a nutritionist once a month.

She downloads the app and waits a few days for the Oculus Quest [VR] and a biosensor to arrive at her home. The app is easy to use and after she answers a few quick questions she gets to choose between several health coaches that were pre-selected by an algorithm based on her personal profile and needs. Once the match occurs the health coach gets in touch with Lisa in real time to schedule a discussion about her primary goals [like losing 10% of her weight] and the strategy for the first 16 weeks, which is the weight loss part. The app gives her access to an online group that is going through the same process. The social interaction and motivation by her peers are critical in achieving the daily and weekly goals.

As explained previously, Lisa will use her smart phone, the biosensor and the VR headset to motivate, track and change her behaviour. The sophisticated gamification of the program and the addition of Virtual Reality sessions will make it for a compelling interactive and immersive experience. The rewards and daily progress will make Lisa do her best to achieve her goals. Her health coach will be able to see her progress in real time and be able to make adjustments to her program.

At the end of the 16 weeks there will be an evaluation by the health coach [assisted by Lisa's data]. Lisa and her health coach will discuss a personalized plan with specific goals for the next 32 weeks for weight maintenance.

At the end of the MYND program Lisa weighs less than 78 kg [that's 18% weight loss]. A year later she still weighs the same thanks to her self-control and change in behaviour. Her blood pressure is normal, her cholesterol is normal and she's not depressed anymore. Her risk for diabetes has been reduced dramatically. She has an active lifestyle. She's going out with her friends. Life is good for her and her family. She is more productive at work, too. She is happy.

CONTACT

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USEFUL INFORMATION

[Can Digital Therapeutics Be As Good As Drugs?](#) - MIT Technology Review

[Digital Therapeutics: Preparing for Takeoff](#) - McKinsey & Company

[Exploring The Potential of Digital Therapeutics](#) - McKinsey & Company

[How VR and AR Will Impact and Transform Healthcare](#) - Dr. Walter Greenleaf, Stanford University

[Neuroscience of VR: From Virtual Exposure to Embodied Medicine](#) - Dr. Giuseppe Riva, Università

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