



الصحة الشاملة الرقمية

مسارك

CLINICALLY VALIDATED SOLUTION

BUSINESS PITCH

WELLBEING

2024

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EVOLUTIONARY TALE



DR BADER BINHADYAN
Founder & CEO

A PhD specialist in digital mental health with more than 20 years of experience in the field of business information system



DR. RICHARD TRANTER
District Medical Director,
Mid North Coast Health



DR ANDREW KISSANE
American Clinic Tokyo



2005-2010

- FoLATED (HTA RCT) - importance of applying clinical trial methodology to routine clinical settings

2010-2012

- DUET (NIHSCR Research Fellowship) - development of rapid optimization pathway in UK clinical setting

2013-2016

- Development of Psynary – translation of clinical pathway to online system for scalability in Japan and NZ clinical settings

2016-2022

- DUET (NIHSCR Research Fellowship) - development of rapid optimization pathway in UK clinical setting
- OptiMA3 (MNCLHD, UNSW) – naturalistic outcomes and successful analysis of database using machine learning of Psynary – translation of clinical pathway to online system for scalability in Japan and NZ clinical settings



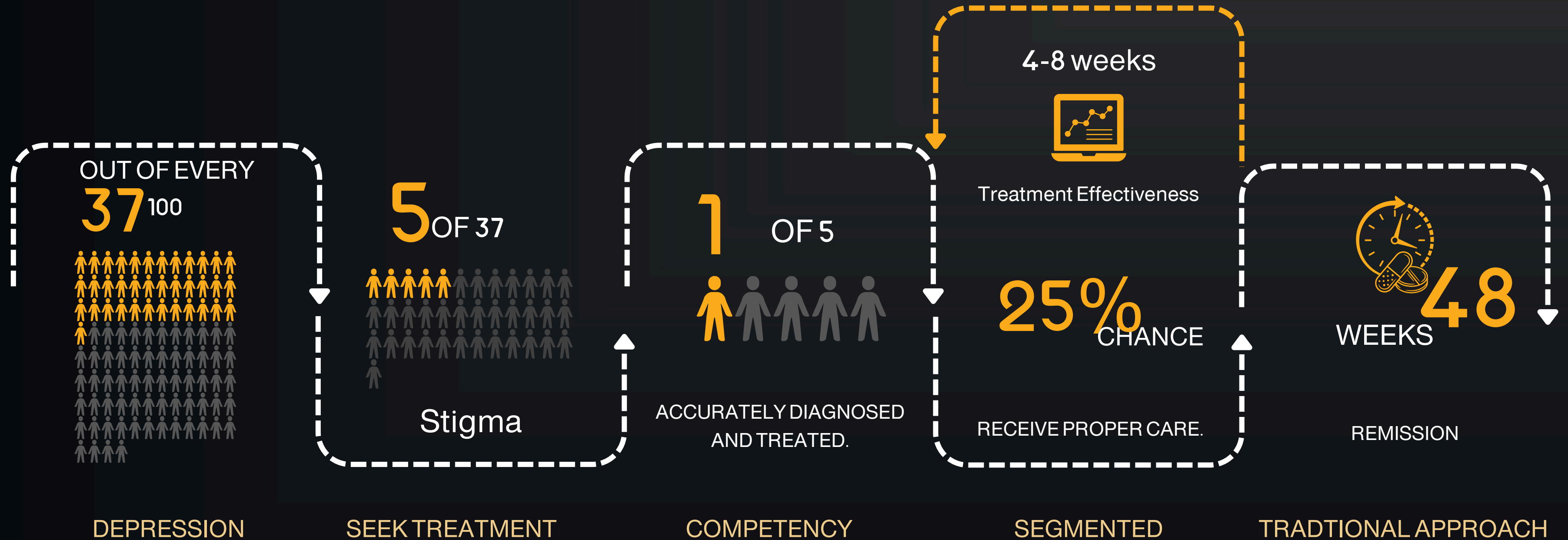
Prevalence

Access

Treat

Care

Recovery



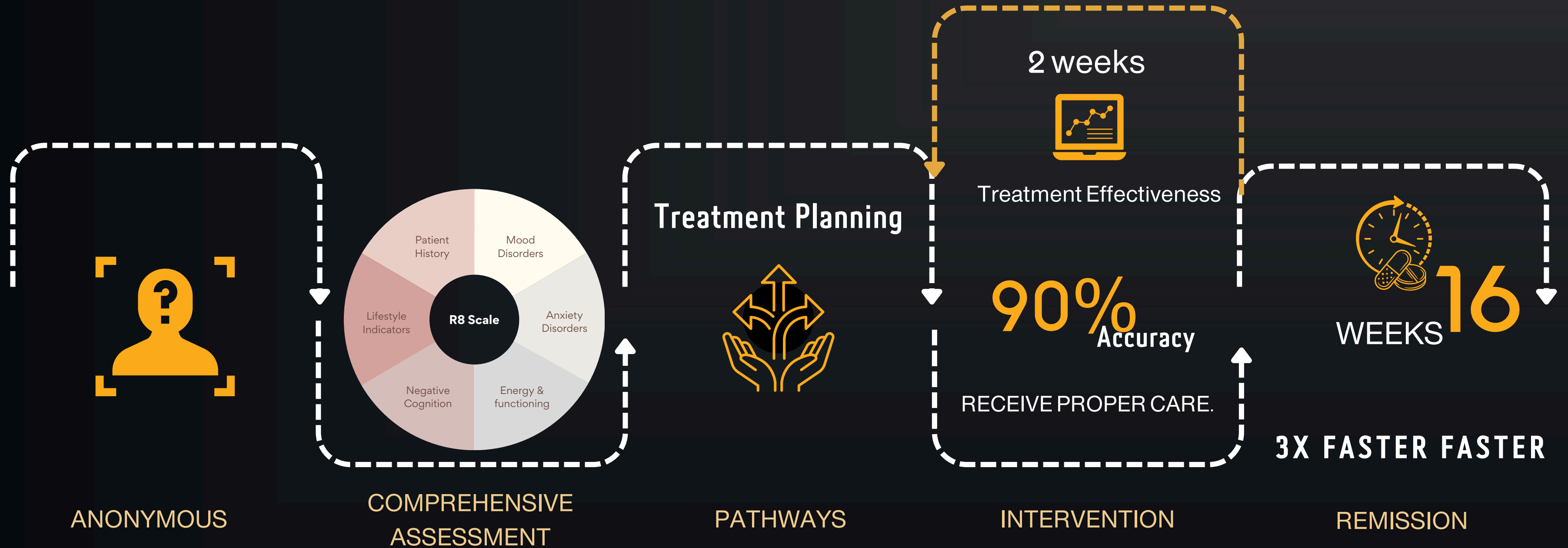
Access

Treat

Care

Follow-up

Recovery



COMPETITION



- Special needs care management
- Treatment, data, reports, team coordination



- Cloud clinic management
- Files, appointments, billing, insurance

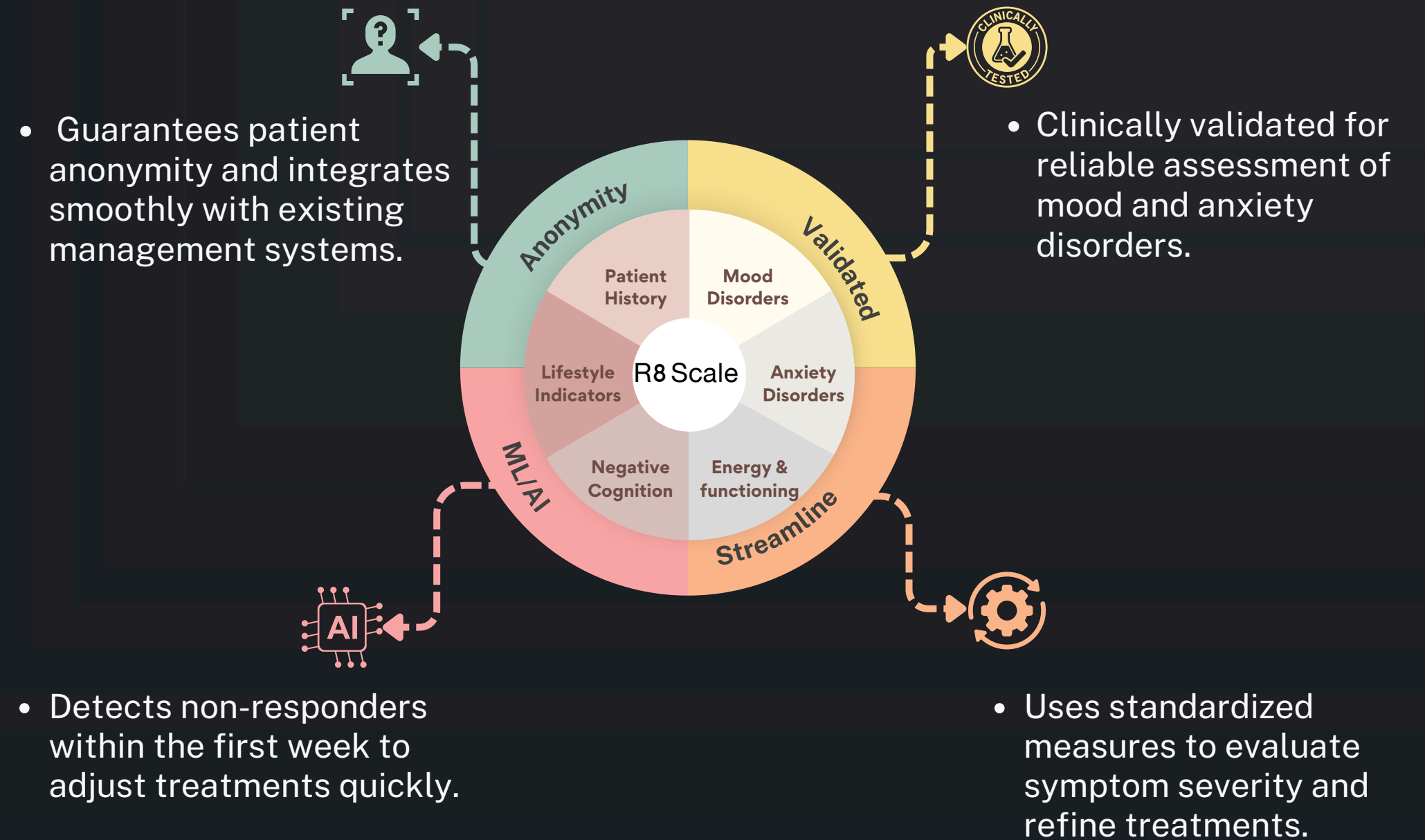


- Mental health consultations
- Therapy, webinars, support groups



- SaaS mental health platform
- Assessments, therapy, monitoring

COMPETITIVE ADVANTAGE



BASIC TIER

SAR **140**

Our Basic plan, **free** for Consumers and Families, offers essential features tailored for wide accessibility, providing a cost-effective solution for large-scale adoption.

PREMIUM TIER

SAR **282**

New project which are designed for the new generation.

The Premium plan includes advanced features designed to enhance user experience and provide greater value for dedicated customers.

ENTERPRICE TIER

SAR **434**

Our Enterprise plan delivers comprehensive, customizable solutions to meet the specific needs of large organizations and institutions.

BUSINESS MODEL

Empowering Minds,
Enhancing Lives:
Scalable Solutions for
Every Need Thought
B2B2C

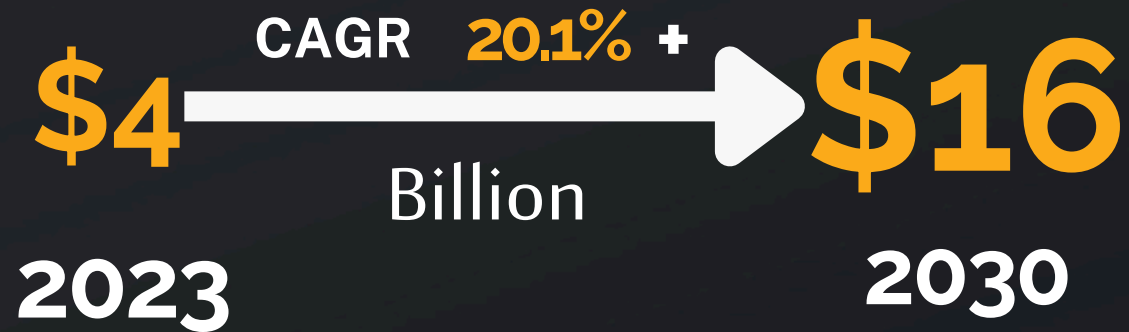
Additional Revenue Streams: Additional revenue streams include partnerships and potential governmental contracts, enhancing our overall growth and sustainability.

These prices are averages across all segments, each with tailored pricing based on market demand and affordability.

THE STAKE

Saudi Mental Health Market

مسار



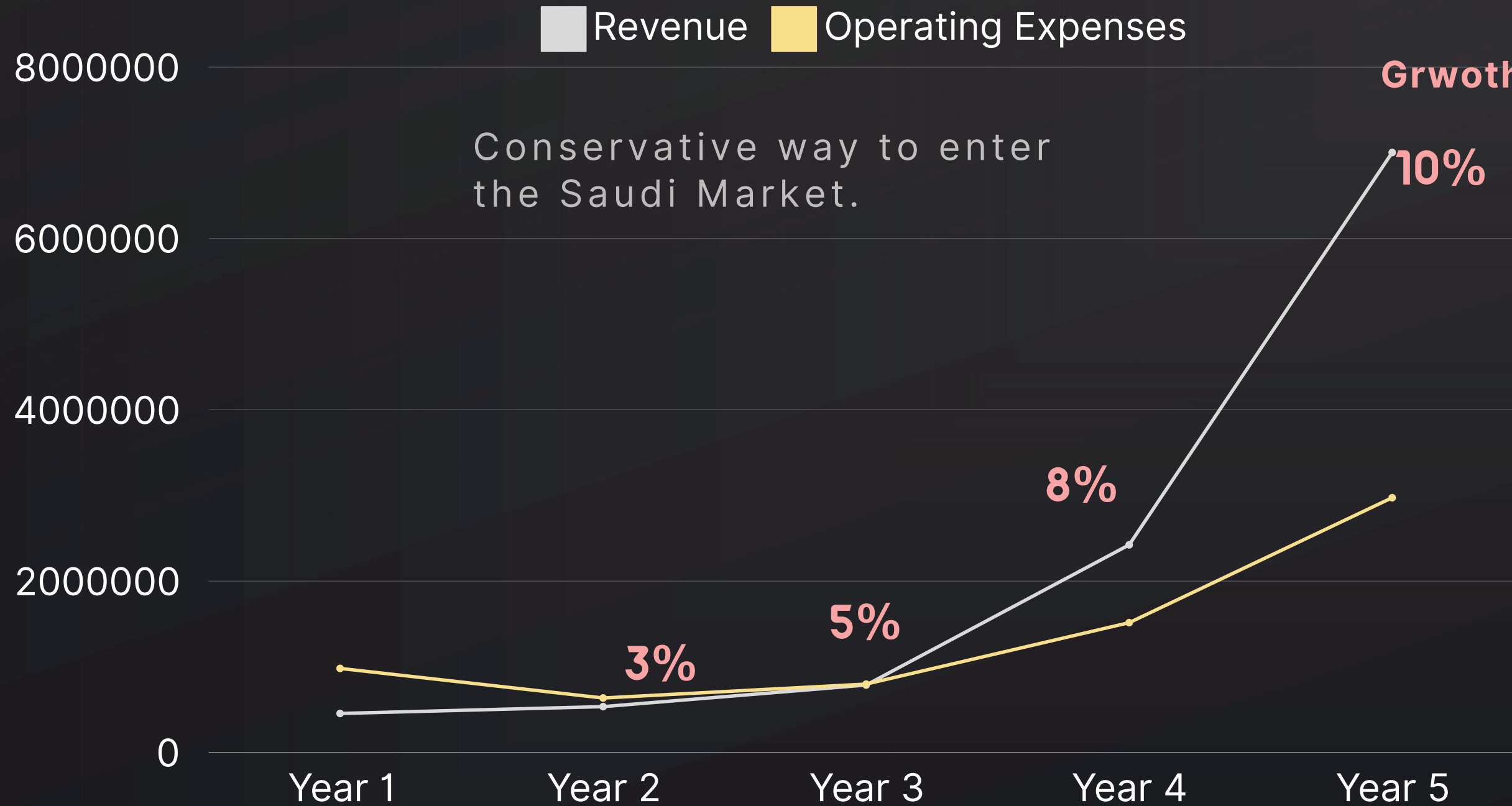
277 M
TAM

19 M
SAM

.5 M
SOM

Approach **10%**

10% penetration rate of SOM for education, healthcare, consumers, families, and nonprofits, with a lower 0.2% rate of SOM for employers.



CHURN RATE OF APPROXIMATELY 6%

PRODUCT ROADMAP

Driving our platform's successful launch and long-term growth in the Saudi market.

Funding Required:

Phase 1,2 & 3 : Pilot Testing

\$500 K for 15%

- \$482,727 USD for local Saudi employment (1.81 million SAR)
- \$198,341 USD for external (outsourced) employment (744,000 SAR)
- Marketing and Brand Building: \$14,407 USD annually (54,000 SAR)



Phase 1: Localisation

- **Partnerships:** Collaborate with clinics and public healthcare organizations.
- **Deployment:** Implement pilot with feedback and data collection.
- **Compliance:** Adhere to Saudi healthcare data regulations.

Phase 2: Evaluation & Iteration

- **Feedback Analysis:** Review pilot results for improvements.
- **Enhancements:** Implement minor fixes and iterate based on feedback.

Phase 3: SaaS Upgrade

- **MERN Stack Transition:** Upgrade backend, frontend, and database.
- **Mobile App Development:** Create Flutter-based apps for iOS & Android.
- **AI Integration:** Implement custom AI algorithms for diagnostics.

Phase 4: Full Rollout

- **Marketing Strategy:** Target healthcare providers and organizations.
- **Training & Support:** Extensive user training and continuous support.
- **Regulatory Monitoring:** Ensure ongoing compliance with healthcare regulations.

مسارات

Redefining the Future of Digital Mental Health

with over 20 years of expertise, combines innovation and empathy to deliver intelligent digital mental health solutions that enhance patient experiences and turn challenges into opportunities.

OUR MISSION

Empowerment



Empowering individuals with innovative digital mental health solutions prioritizing empathy and human-centered design.

Transformation

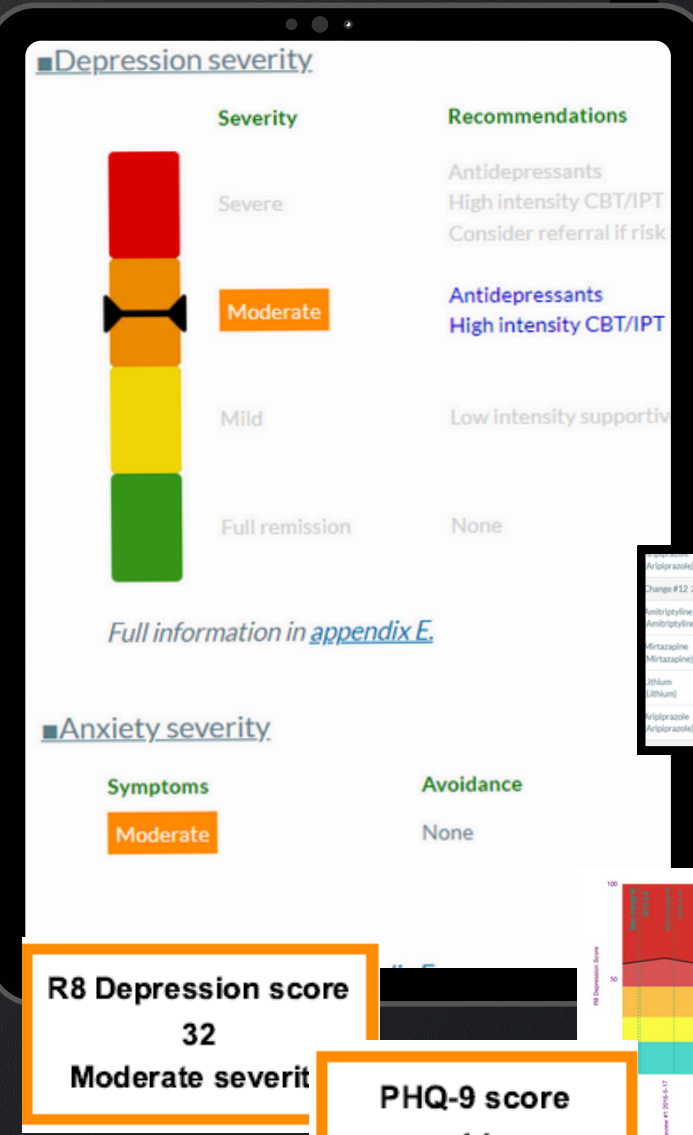
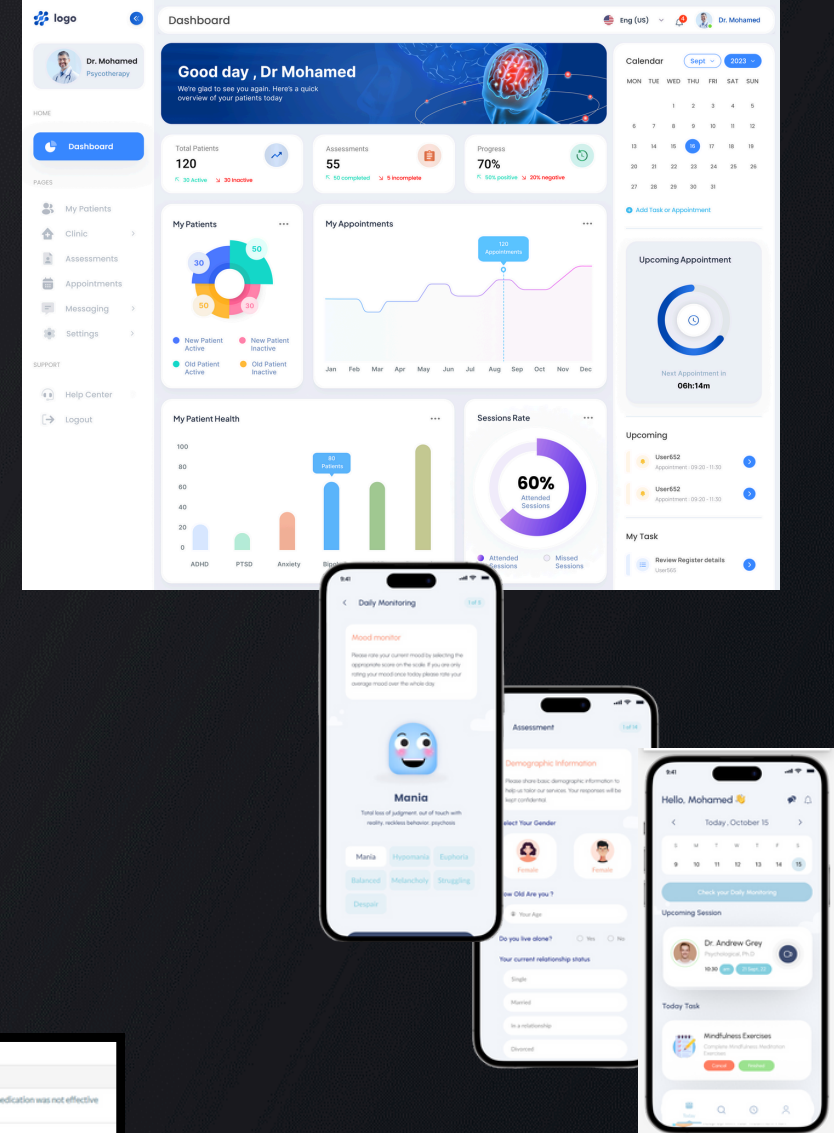


Transforming Wellbeing care with AI and data analytics for personalized treatment plans.

Innovation



Innovating with a human touch to turn challenges into opportunities and improve patient experiences through intelligent, integrated solutions.



SCREEN

THE NEW LOOK

CUURENT LOOK

Depression severity

Severity

Recommendations

Severe

Antidepressants
High intensity CBT/IPT
Consider referral if risk

Moderate

Antidepressants
High intensity CBT/IPT

Mild

Low intensity supportiv

Full remission

None

Full information in [appendix E](#)

Anxiety severity

Symptoms

Avoidance

Moderate

None

R8 Depression score

32

Moderate severity

PHQ-9 score

14

Moderate severity

Change #12 2016-10-28	200.0mg	stopped medication	The medication was not effective
Change #13 2016-11-01	15.0mg	45.0mg	close change
Change #14 2016-11-06	5.0mg	stopped medication	The medication was not effective
Change #11 2016-09-28	15.0mg	started medication	started 2016-09-28

Review #1 2016-09-28	Review #2 2016-10-01	Review #3 2016-10-04	Review #4 2016-10-07	Review #5 2016-10-10	Review #6 2016-10-13	Review #7 2016-10-16
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logo

Dr. Mohamed
Psychotherapy

Dashboard

My Patients

Clinic

Assessments

Appointments

Messaging

Settings

Help Center

Logout

Eng (US)

Dr. Mohamed

Good day , Dr Mohamed

We're glad to see you again. Here's a quick overview of your patients today.

Total Patients

120

30 Active 30 Inactive

Assessments

55

10 completed 5 Incomplete

Progress

70%

50% positive 20% negative

Calendar

Sept 2023

MON TUE WED THU FRI SAT SUN

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Add Task or Appointment

Upcoming Appointment

Next Appointment in 06h:14m

Upcoming

User652 Appointment: 09:20 - 11:30

User652 Appointment: 09:20 - 11:30

My Task

Review Register details User555

My Patients

50 50 30

New Patient Active New Patient Inactive Old Patient Active Old Patient Inactive

My Appointments

150 Appointments

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

My Patient Health

ADHD PTSD Anxiety Bipolar

80 Patients

Sessions Rate

60% Attended Sessions

Missed Sessions

Daily Monitoring

Mood monitor

Please rate your current mood by selecting the appropriate score on the scale. If you are only rating your mood once today please rate your average mood over the whole day.

Mania

Total loss of judgment, out of touch with reality, reckless behavior, psychosis

Mania Hypomania Euphoria Balanced Melancholy Struggling Despair

Assessment

Demographic Information

Please share basic demographic information to help us tailor our services. Your responses will be kept confidential.

Select Your Gender

Female Female

How Old Are you ?

Your Age

Do you live alone? Yes No

Your current relationship status

Single Married In a relationship Divorced

Hello, Mohamed

Today, October 15

Check your Daily Monitoring

Upcoming Session

Dr. Andrew Grey Psychologist, Ph.D. 10:30 am 21 Sept 23

Today Task

Mindfulness Exercises Complete Mindfulness Meditation Exercises

Cancel Refresh

مشاركات THANK YOU

FOR WATCHING



المحبة الشاملة الرقمية



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