

Mindful Metrics, Inc.
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Industry: Digital Health

Management:

Irene Moshkovich, M.S. (Information Systems Management), Founder, CEO

Jenny Hizver, PhD, Teaching professor of Computer Science at UC (Berkeley), CTO

Board: TBD

Advisors:

Victoria Yampolsky, MBA, President and Founder, The Startup Station.

Kristin A. Perret, PhD (Clinical Psychology), TMS Long Island, Corp.

Seeking additional advisors.

Scientific Advisory Board: TBD

Number of Employees: 2

Finance:

Accounting: KWM CPAs LLC

Funding to Date:

Founders: \$100K

Financing Sought: \$500K

Use of Funds:

- Build a functional prototype
- Launch a pilot
- Build team

Legal: Chiesa Shahinian & Giantomasi PC

Business Description / Company Background:

1 in 5 children in the US live with a diagnosable mental health disorder and most receive insufficient or no care at all. Mindful Metrics is developing an online HIPAA-compliant platform that will improve access to care and efficacy of treatment for pediatric mental health patients, their families, and providers through collaborative care and data sharing. The benefit is expected to be treatment optimization, increased patient engagement, data-driven clinical decisions, as well as a reduction in the costly pediatric mental health related hospitalizations. The company was founded by concerned parents, who thoroughly understand the challenges of the current system, having experienced it in our own families.

Market Opportunity / Unmet Need:

There is a growing wave of need in pediatric mental health. Over 10,000,000 children in the US live with a mental health disorder and the number is expected to rise significantly due to the COVID-19 pandemic. Despite \$247 billion spent annually in the US, 80% of children with mental health issues receive insufficient care due to a critical shortage of providers and inefficiencies in the current treatment system. Indeed, 36 states have fewer than 10 child psychiatrists per 100,000 children. Inadequate data collection, compartmentalized behavioral healthcare system and lack of infrastructure to support data sharing between major stakeholders all contribute to the challenges and urgently need to be addressed to meet the growing demand.

Products / Services – Launched & Pipeline:

Mindful Metrics is an online platform that establishes a collaborative team approach across multiple providers involved in care; provides a secure infrastructure for inter-therapy patient support; offers guided behavioral health screening and diagnostic support for pediatricians and behavioral specialists; creates a marketplace for pediatric behavioral specialists and families seeking behavioral healthcare. The platform will offer 2 modules - Product 1 for pediatric behavioral specialists and Product 2 for families of the children with behavioral health needs.

Commercial / Technical Milestones:

- Incorporated (Q1 2022)
- Launch a data pilot for 10-15 families (Q3 2021)
- Build a prototype of Product 1, marketed to pediatric behavioral specialists, to launch a pilot (Q2 2022)
- Product 1 launch (Q1 2023)
- Build a prototype of Product 2, marketed to the families of the children with behavioral health needs, to launch a pilot (Q2 2023)
- Product 2 launch (Q4 2023)

Competition / Competitive Advantages / Customer Benefits:

Very few digital health solutions focus on pediatric mental health. Brightline, Hazel Health and OwlInsights are amongst a few competitors that address the needs of the pediatric population. Brightline and Hazel Health offer quick access to behavioral services and collaborative care but limit their services to the providers they employ directly. Mindful Metrics is creating a network of independent providers, offering families a wider choice of specialists.

Financial Forecast:

Revenue consists of Product 1, marketed to the providers, and Product 2, marketed to the families of the children with behavioral healthcare needs. Revenue for Product 1 begins in 2022, for Product 2 revenue begins in 2023.

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Revenue (\$M)	0.4	1.9	8.1	26.1	87.2
Growth Rate (%)		336	339	222	234
Gross Profit (\$M)	0.4	1.5	7.3	23.9	80.1
Gross Margin (%)	84.1	85.1	90.1	91.3	91.9