

EVERSTRONG

MOBILE APP FOR BUILDING EMOTIONAL INTELLIGENCE



“

Emotional Intelligence (n) the capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically.

Dictionary.com

Emotional intelligence is the key to both personal and professional success.

PROBLEM

Getting through the day requires emotional strength.

Almost 50% of U.S. adults reported that their mental health has been negatively impacted by the pandemic.

1 in 5 adults experience mental health conditions such as anxiety and depression.

Reaching out for help can be costly and intimidating.



SOLUTION

Strengthen emotions and emotional intelligence skills
to handle the ups and downs of daily life

Builds Awareness

Focusing and staying on task
can address feelings of anxiety
and depression.

Fast and Convenient Help

Immediate access to random, light,
fun, quick exercises to proven
clinical and ancient techniques.



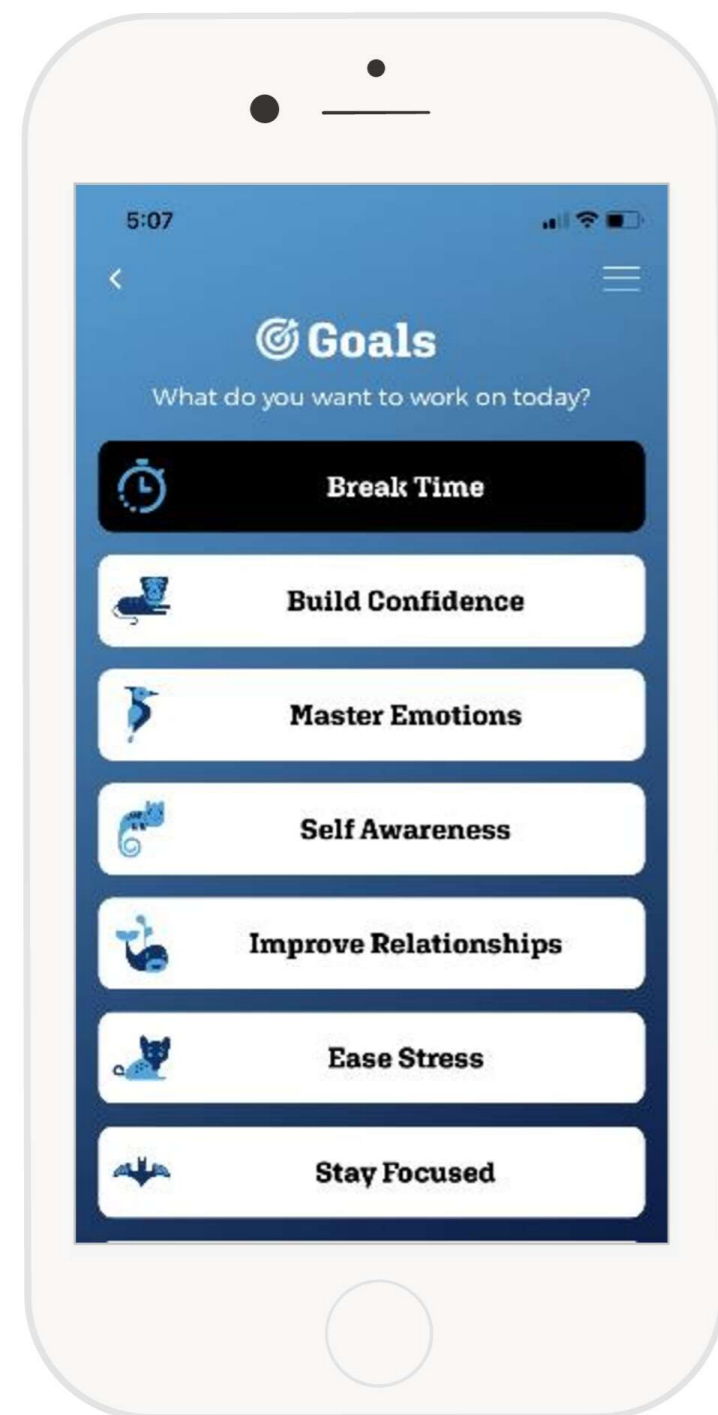
Individual Effort

Improving connections with others
often requires personal work done
at a unique pace.

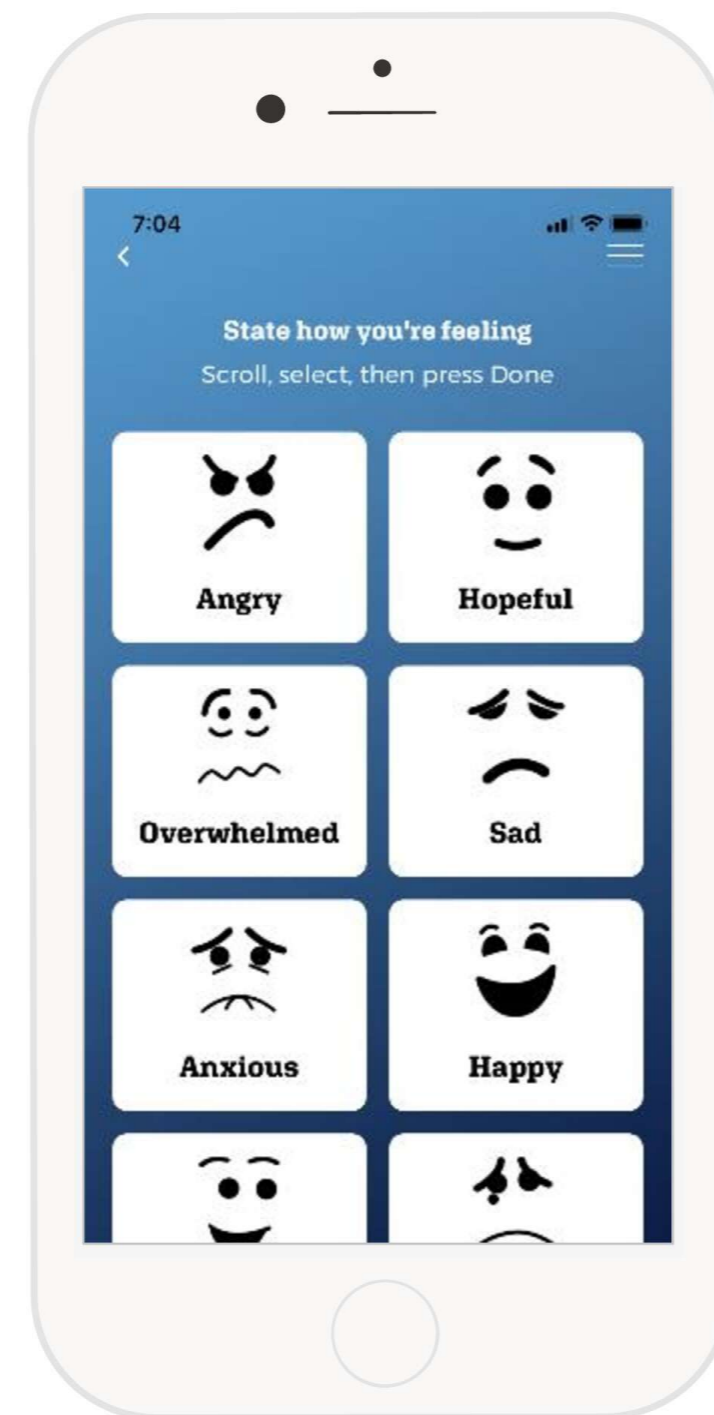
Long-Term Change

Short, focused, repeated actions
can help improve self-awareness
and emotional strength over time.

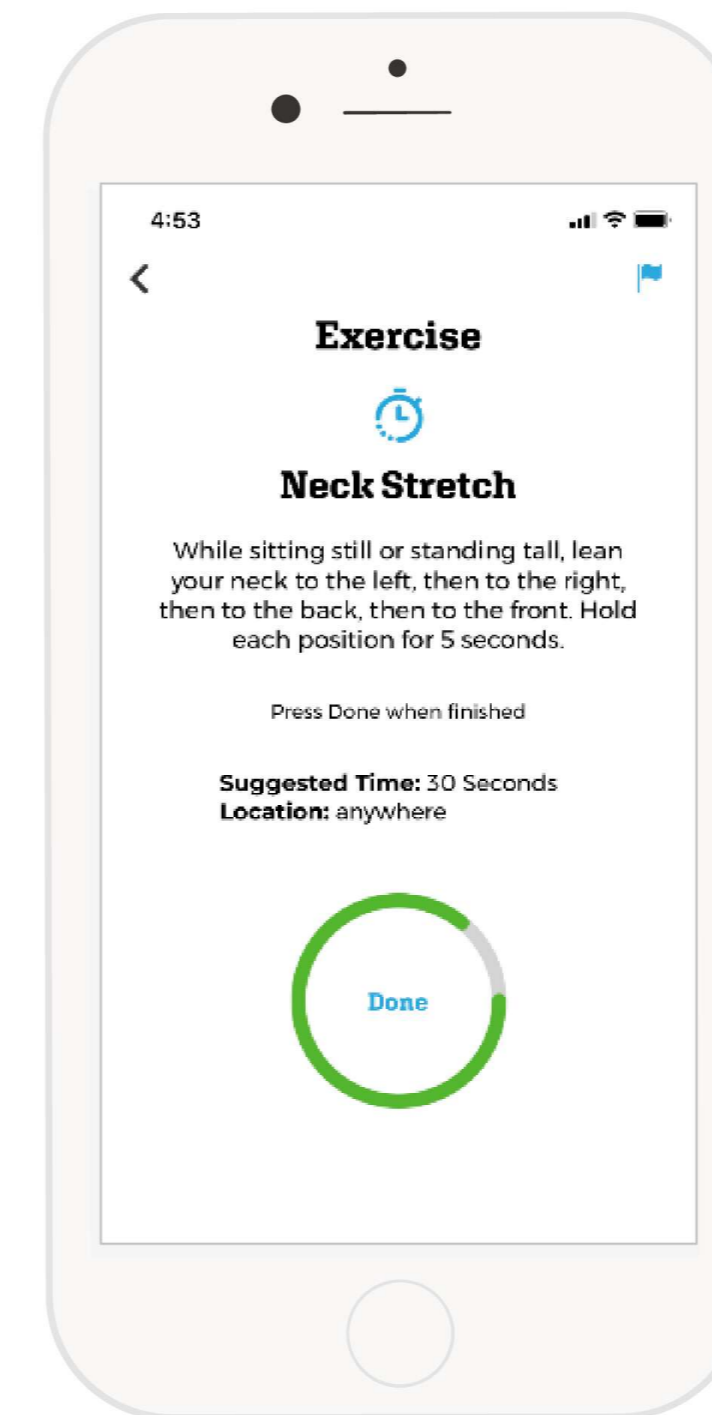
EVERSTRONG APP



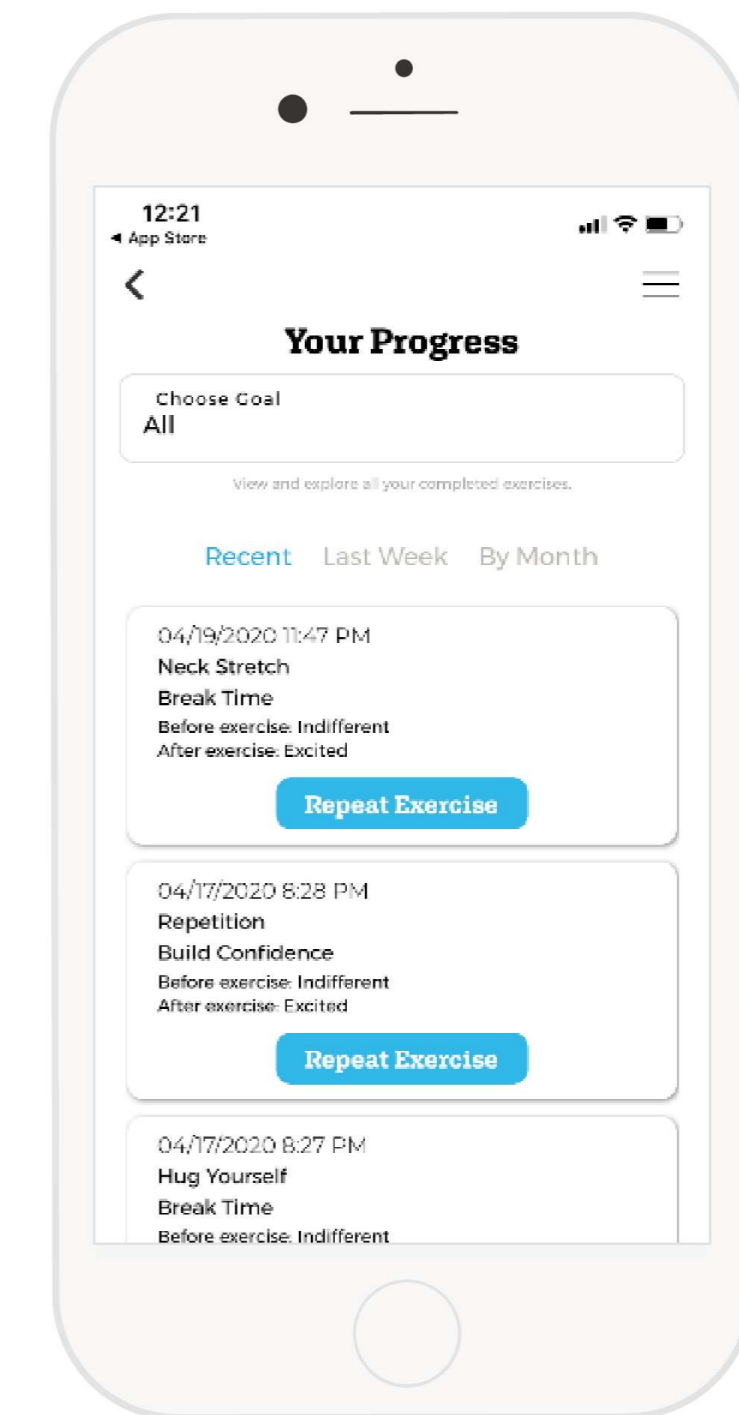
15 clinically curated exercises are **randomly** presented per goal. They were developed using science and ancient therapy and wellness techniques.



Customers can compare how they felt before and after completing an exercise, get immediate feedback and track their results.



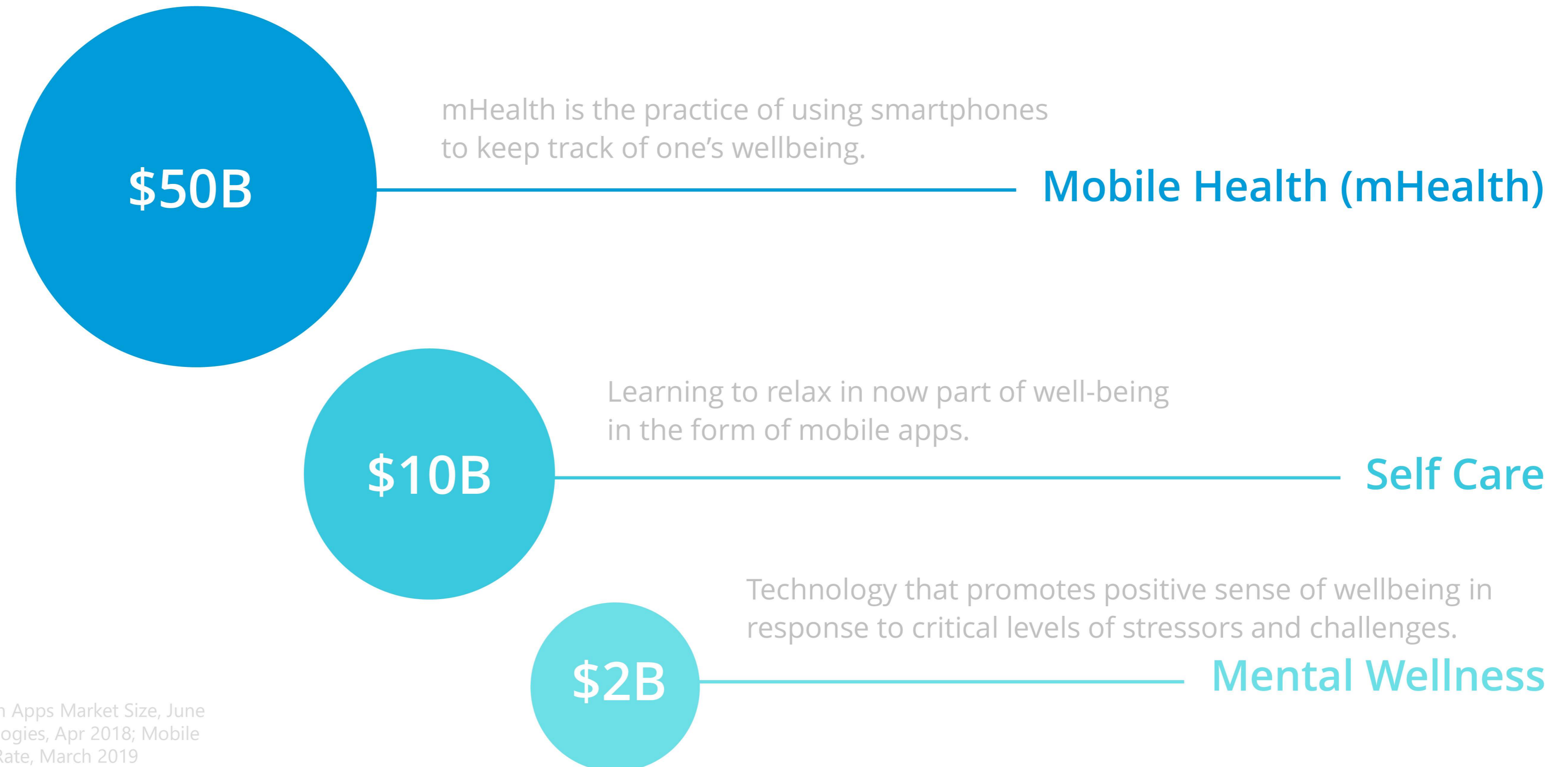
Example: While sitting still or standing tall, lean your neck to the left, then to the right, then to the back, then to the front. Hold each position for 5 seconds.



Over time, usage data is provided to show progress and allow for reviewing historical data and accessing previously completed exercises.

MARKET SIZE

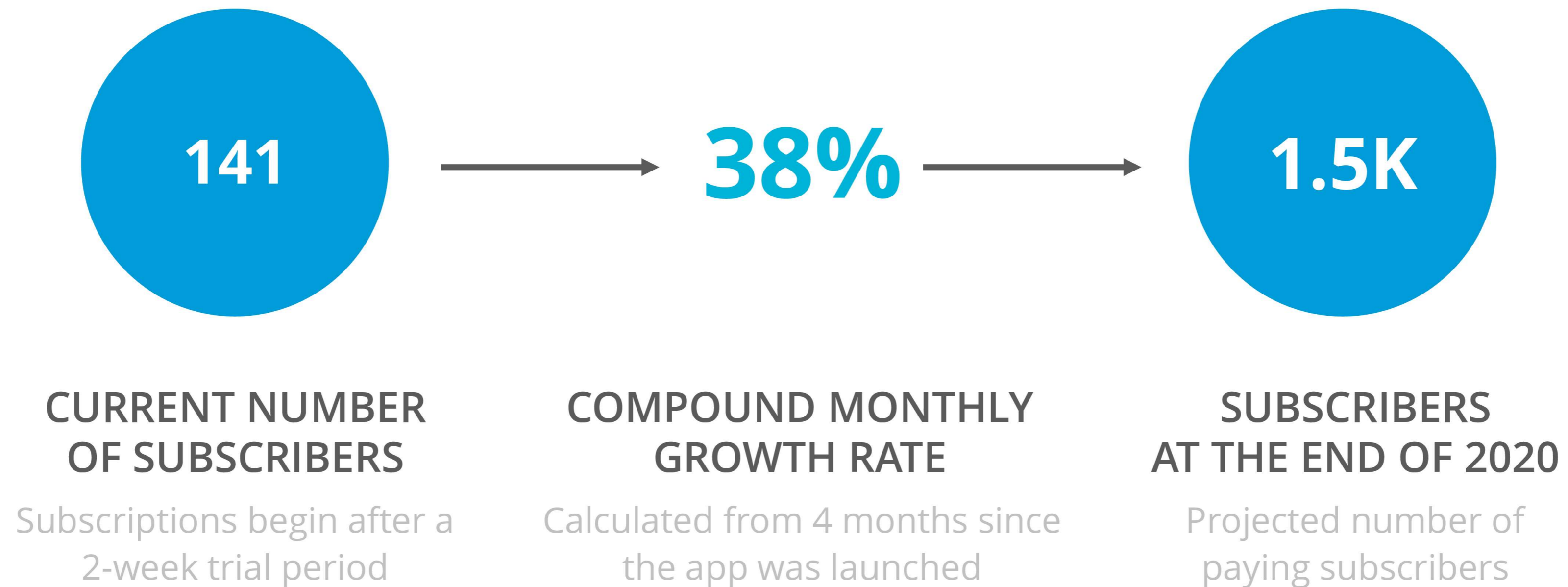
Global Market Values for 2020 **BEFORE** the COVID-19 pandemic



BUSINESS MODEL

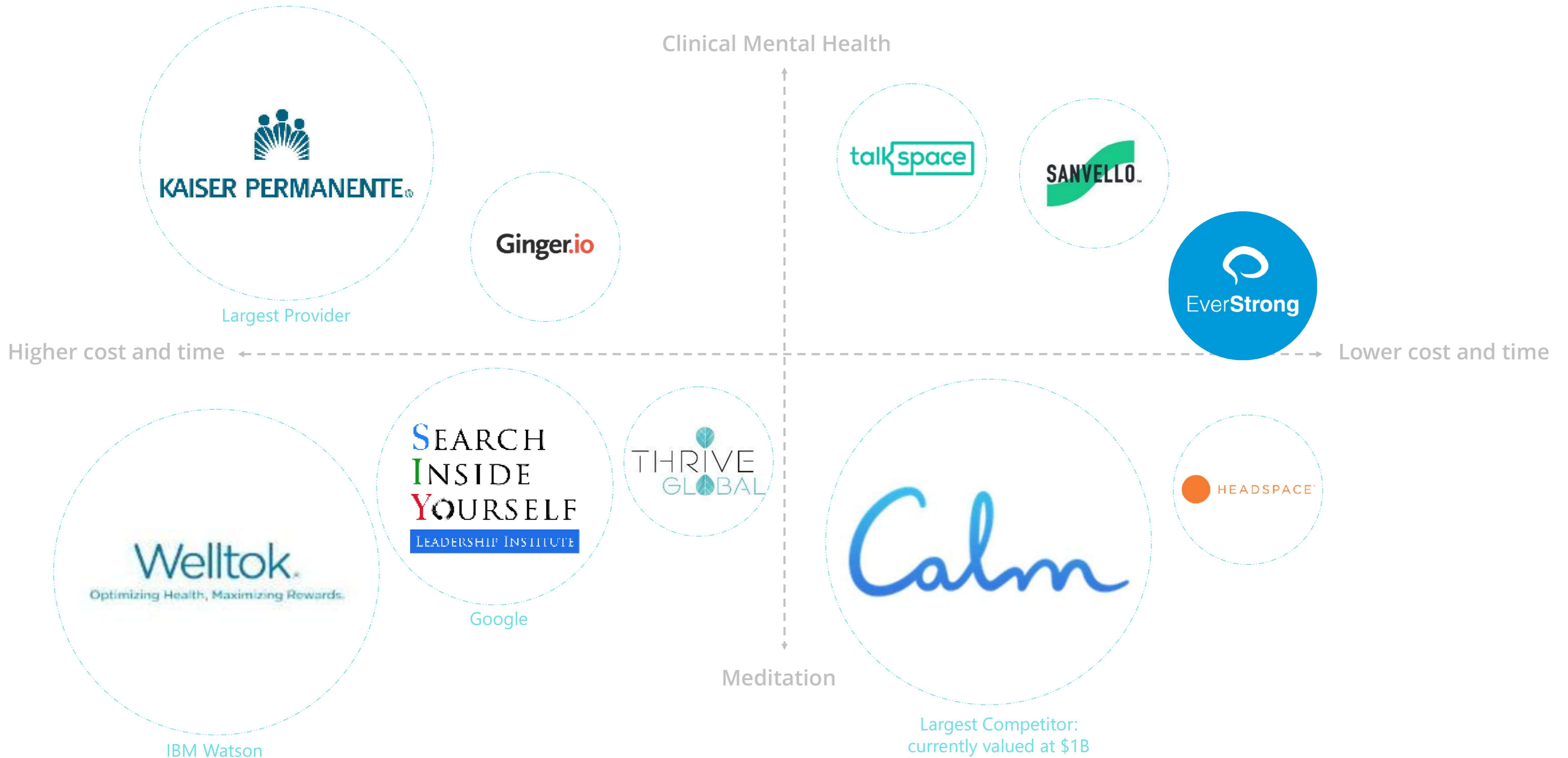
Subscription Model for EverStrong mobile app (iOS + Android)

2-week free trial | \$9.99/month | \$99.99/year

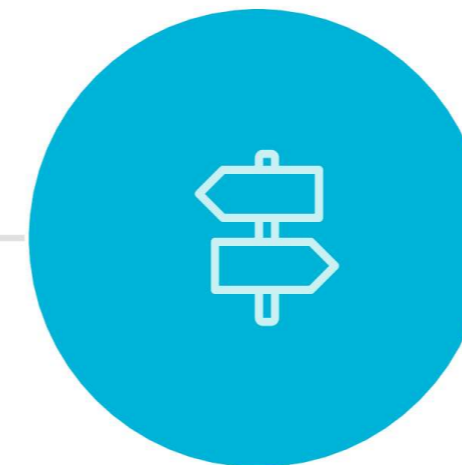


Numbers are based on organic growth **BEFORE** Marketing efforts

COMPETITIVE LANDSCAPE

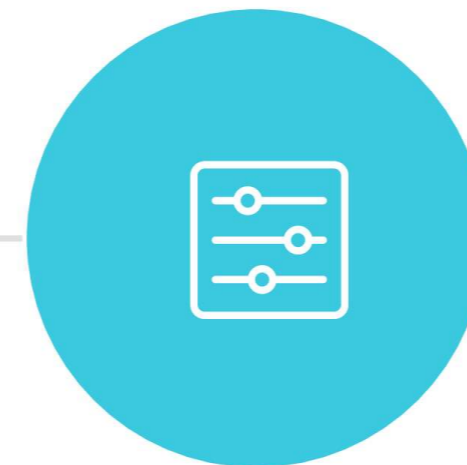


COMPETITIVE ADVANTAGE



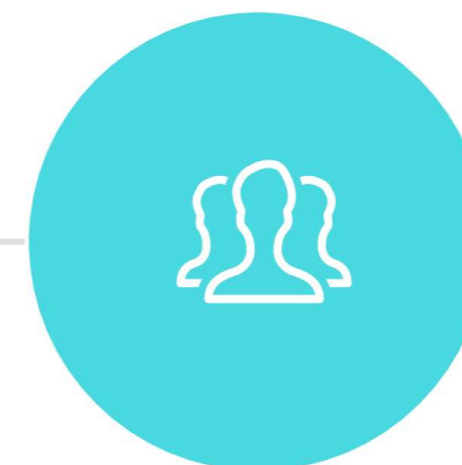
In-between therapy and meditation

All competitors focus on mental health or on meditation. EverStrong focuses on repetitive self-reflection to focus thinking.



Dynamic Offerings

EverStrong is designed to replace, update and present exercises based on usage analytics. Customer never knows what exercises will be presented.



Variable Subject Matter Experts

Multiple exercise content providers are utilized and replaced as exercise usage data reveals which exercises are received well by customers.

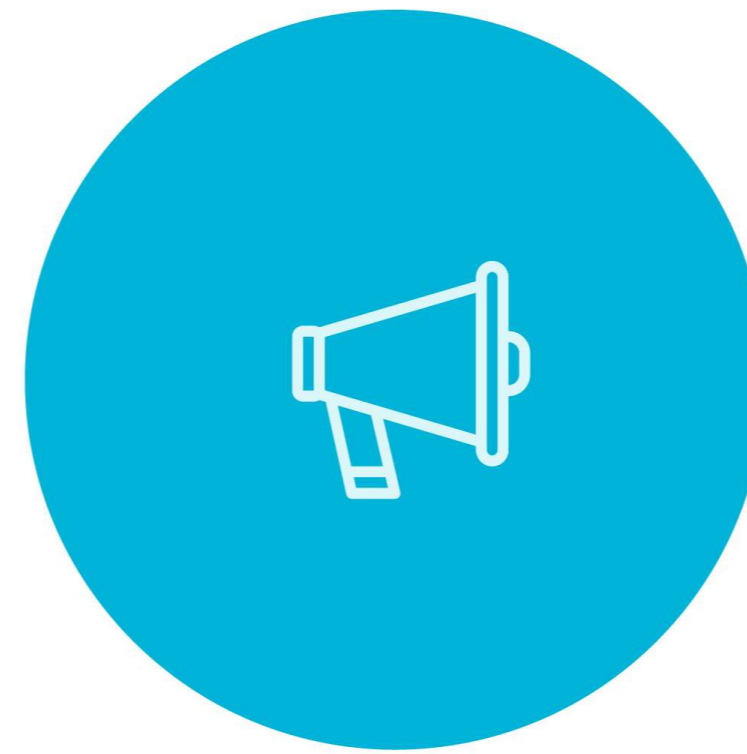
Trademarked. Patent Pending: Assessing emotional state based on performing recommended actions.

GO TO MARKET PLAN



Pay-Per-Click

- Facebook, Google, Pinterest
- Monitor Cost Per Visitor, Download and Install
- Cost Per Download is \$5 at the beginning, \$2 at the end
- Break even in 3 months



Content Marketing / SM / PR

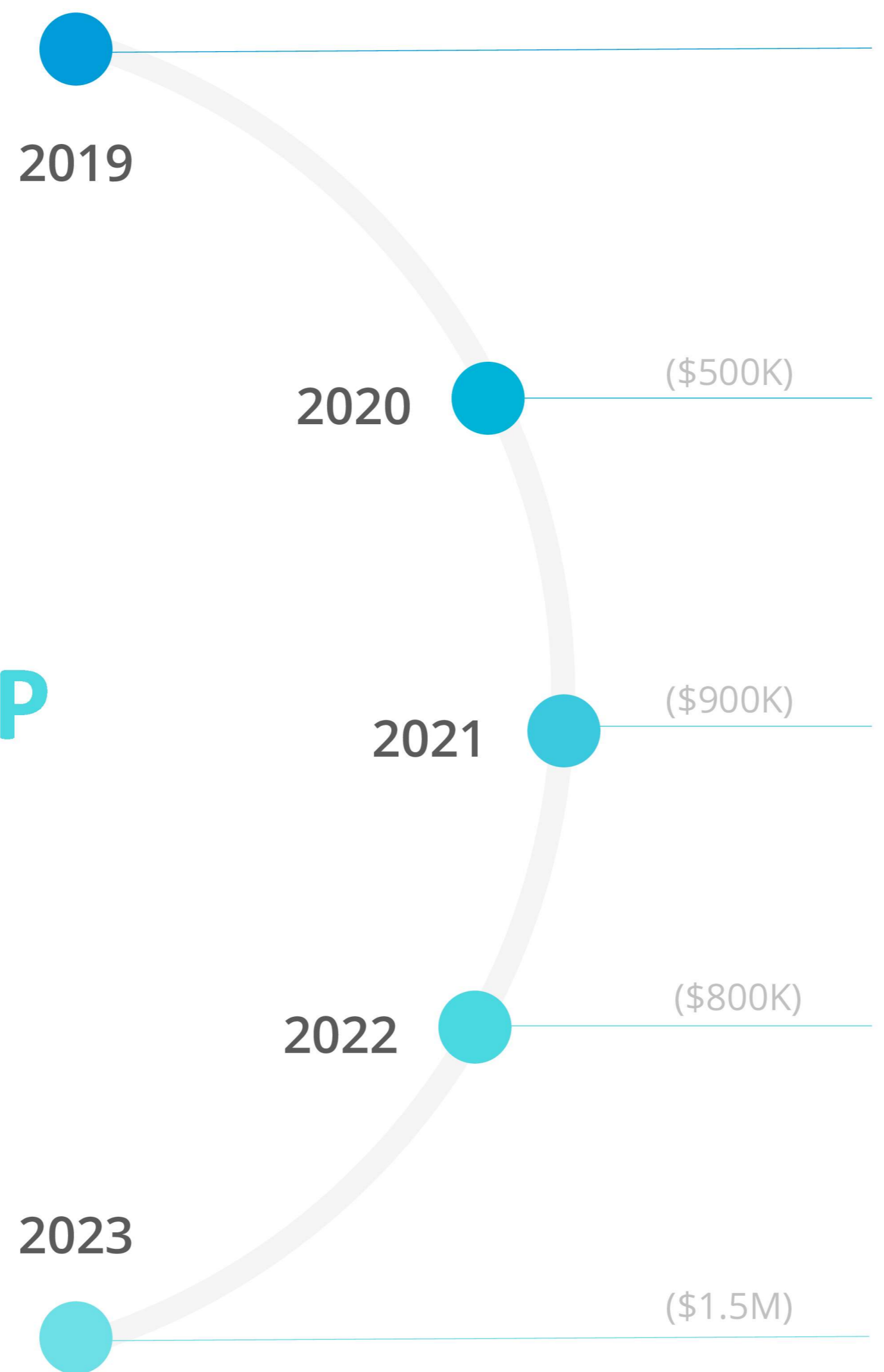
- Copywriting for various social media outlets, blogs, flipbooks
- Focus on posts, videos and influencers to build awareness
- Press releases for promotions



App Store Optimization

- Apple PPC Marketing
- Google PPC Marketing
- Build up in-house expertise of services and tools
- Monitor churn of app subscriptions

ROADMAP



iOS and Android App

- Launched go-to-market mobile apps
- Filed trademarks
- Converted to Delaware C-Corp

- Filed provisional patent application: Assessing emotional state based on performing recommended actions

B2B – Application (Small Business)

- Launch MVP for small organization
- Ramp-up Business Development

- Conduct research for large businesses (enterprise-level)

B2B – Application (Large Business)

- Launch MVP for large organization
- Build in-house team of employees

- Conduct research for voice and smart watch technology

Integrated Voice & Technology

- Launch MVP, Amazon Alexa and Google Nest
- Integrate technology with existing devices (smart watch

- Conduct research for corporations, hospitals and government

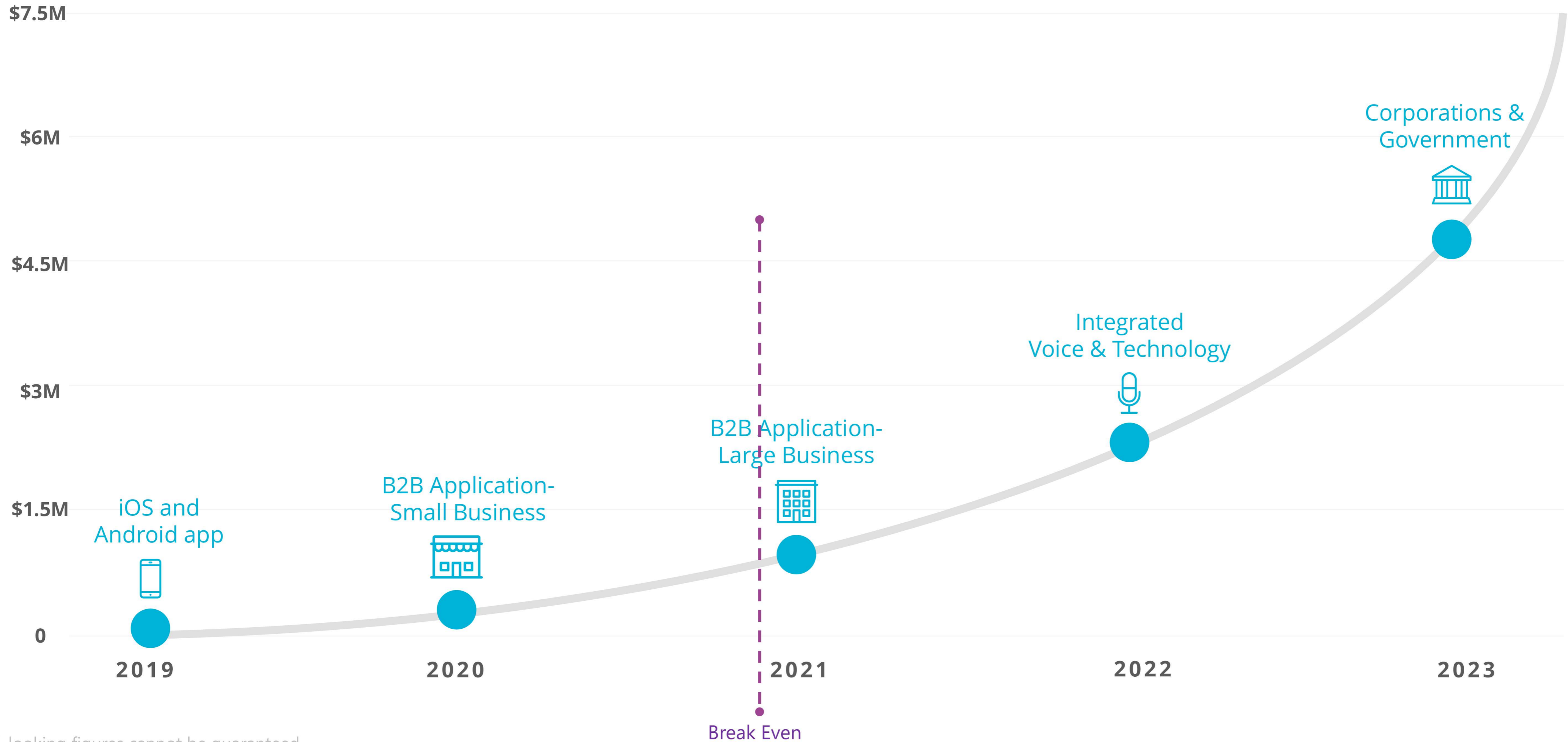
B2B – Corporations and Government

- Launch MVP, Veterans Administration, First Responders, Hospitals

- Refine all products based on customer and market feedback

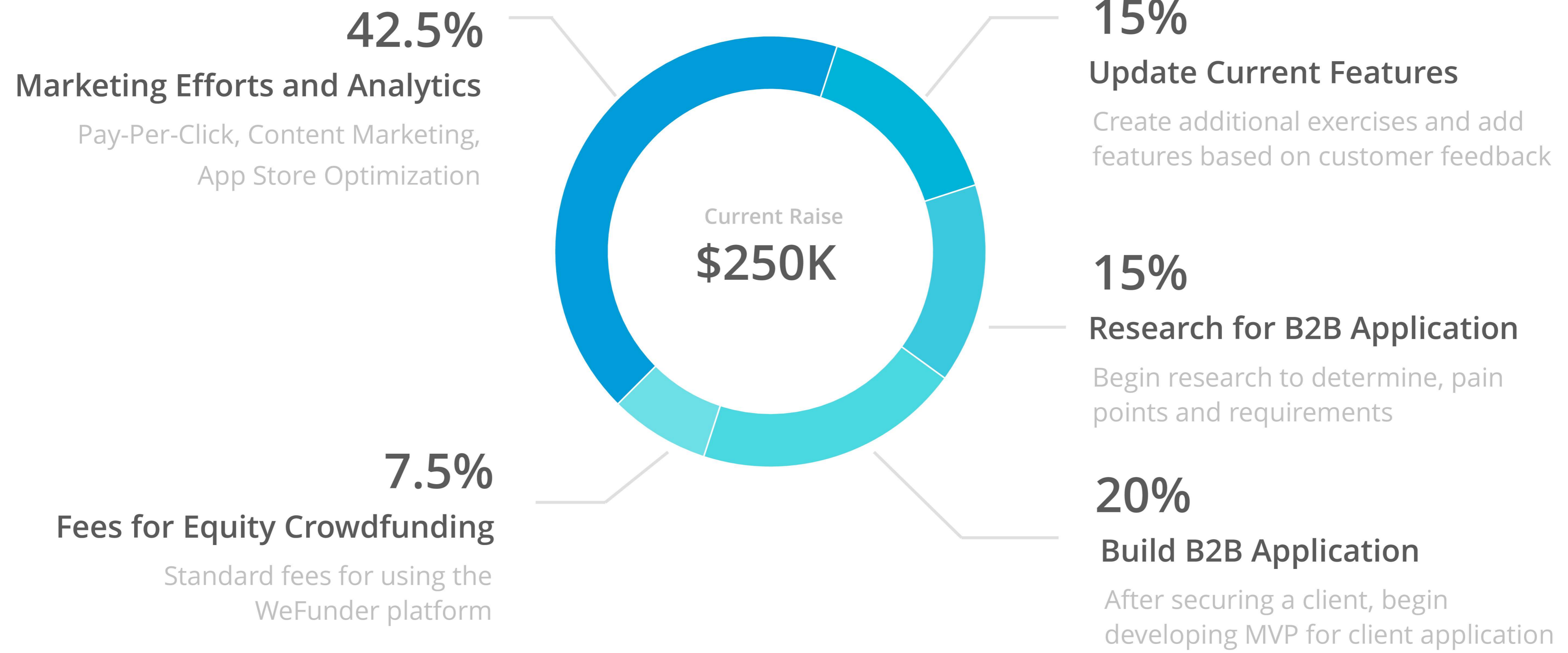
Forward-looking figures cannot be guaranteed.

REVENUE PROJECTIONS



Forward-looking figures cannot be guaranteed.

USE OF FUNDS



LEADERSHIP TEAM



CareFusion
Thermo Fisher Scientific
Cigna
Fidelity Investments
TJX Companies
Compaq/DIGITAL

SIBYL BADUGU
CEO



Scripps
ResMed
Plantronics
Alpine
Dick's Sporting Goods

RAJ SANGHVI
ENGINEERING



Intuit TurboTax
ProFlowers
RealAge
Pathway Genomics

CHRIS D'EON
MARKETING



US Navy:
IT Operations
IT Management
Project Management
Budget Management
Personnel Management

JOHN NGHIEM
OPERATIONS



Xerox
Kinko's
To Go Brands
The Perfect Workout
ReMarkable

RANDY GERSON
SALES



Health and Human
Services, Behavioral
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Pathways Community
San Diego Youth &
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