



INVEST IN  MINDWELL LABS

 Share

Track and manage your anxiety in real-time

LEAD INVESTOR 



Dr. Hamir Sampat

I'm investing in Mindwell Labs because I believe in its multi-disciplinary team with a proven track record and their passion for a noble mission. As a physician, who's been working in the healthcare industry for >20 years, I strongly believe that in order to improve patient outcomes and reduce costs, which in America crossed \$4 Trillion in annual spend last year, focus on prevention is a must. Preventive measures are proven to significantly improve patient's quality of life and avoid premature deaths. Mindwell Labs is building the future of preventive medicine. Its clinical-grade diagnostics using our biomarkers (ANS & HRV) and science-based preventive interventions can make a big impact with major health conditions like depression, hypertension, heart attacks leading to sudden cardiac deaths, substance abuse and other comorbidities associated with anxiety. I'm excited to be part of Mindwell's journey to power a healthier world.

Invested \$50,000 this round & \$75,000 previously

[Learn about Lead Investors](#)

OVERVIEW UPDATES WHAT PEOPLE SAY ASK QUESTION

Highlights

- 1 🏆 World-class team with a proven track record (4 exits/3 IPOs; 10-yr IP)
- 2 🧠 Assessed >220,000 hours of our members' mental health; analyzed >3M health data points
- 3 🔥 19% free-to-paid conversion of AQ™, our consumer app (industry average: 1%-2%)
- 4 📱 Proprietary, patent-pending technology backed by research from leading global scientists
- 5 🌐 82 countries represented in our global metric for mental health
- 6 📈 Disrupting a very large & fast growing digital mental wellness market (930Bn by 2030)
- 7 🔑 Democratizing access to high-quality and affordable mental healthcare that works
- 8 📄 Investors: ex-Vice Chair/CMO, GE; ex-CEO, AOL; CEO, McDonald Pelz; ex-Chairman, British Telecom

Our Team



Sab Kanaujia Co-Founder & CEO



Proven 4x serial entrepreneur & digital executive. Startup 1: Ran biz dev & helped it IPO in 1996 (2021 sales: \$1.6Bn). Startup 2: Founder/CEO from launch to exit in 2012. Startups 3 & 4: Board advisor (launch to IPO); Google acquired one for \$650M

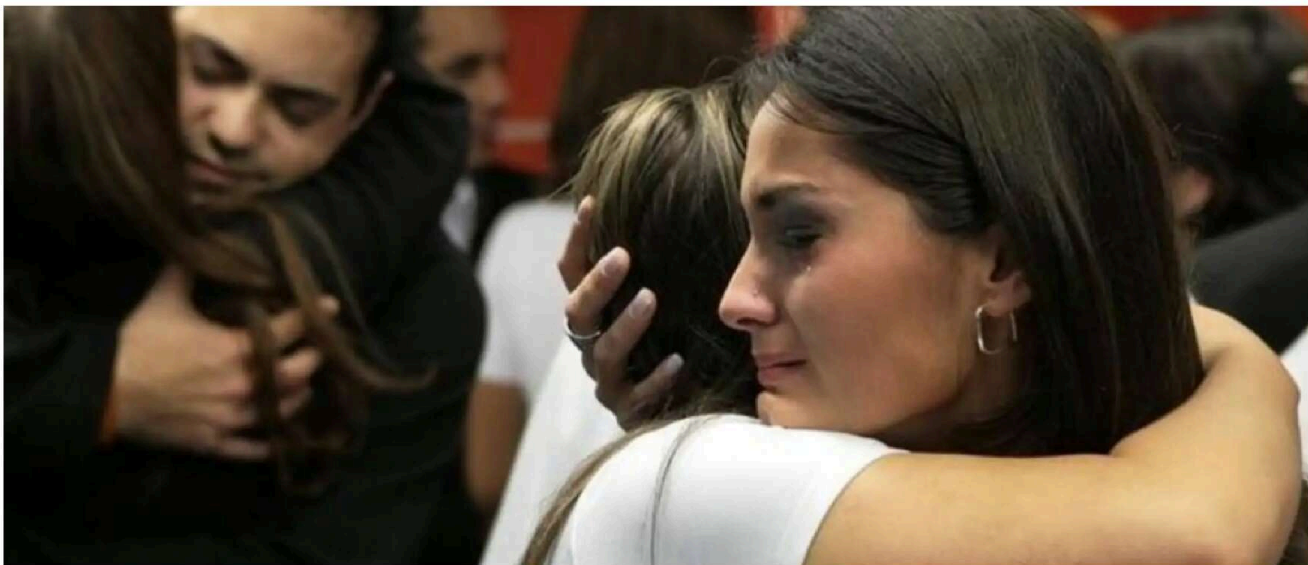
Anxiety disorder is the #1 mental illness in the US, affecting 1 in 5 adults. 2/3rd never get treated. Globally, 1Bn people suffer from a mental health disorder; anxiety & depression alone cost our economy \$1Tr each year. We're democratizing access to quality mental healthcare that works, while building the future of preventive medicine.



Dr. Shaun Nanavati Co-Founder & Chief Science Officer

Neuropsychologist/clinician/researcher with a unique background in integrating eastern and western philosophies of mind. Expertise in developing mental health measurement technologies & interventions using autonomic nervous system biomarkers & HRV.

We're re-imagining anxiety management.



😭 Let's face it. Our mental healthcare is broken.

With sky-high anxiety (the #1 mental illness in America), opioid deaths (the #1 cause of deaths in America), and rampant depression (the #1 cause of disease globally), our mental healthcare is evidently failing.

It is failing for a few reasons:

- **Limited access to treatment:** Too costly (>\$100/therapy session), takes too long to find help (>3 weeks, on average), limited pool of therapists (6 out of 10 U.S. counties do not have a therapist)
- **Wrong treatments:** Focused on symptom reduction instead of understanding the exact cause of the issue. Changes are therefore temporary.
- **Lack of 1:1 personalization:** Failure to tailor treatments based on each person's background, preferences, and learning style

The result is:



NEW Mindwell Labs presents a new vision for mental healthcare

Our science and measurement-based approach to psychological intervention includes:

- **Integration of Eastern and Western philosophies of mind:** We nurture strengths rather than focus on the removal of a perceived deficit
- **Real-time monitoring:** Ongoing, passive assessment of mental activity based upon advanced pulse diagnostics

- **Dynamic hyper-personalization:** Treatments tailored using each person's unique biomarkers and further adjusted dynamically based upon real-time impact while undergoing the treatment
- **Self-empowerment:** Tools and Insights for people to understand what is happening in their mind at all times

We believe that your mind is too important to leave to someone else.

By understanding how factors in your environment influence your mental states, you gain understanding.

Intrinsic motivation based on understanding of one's self creates lasting change.

Transforming anxiety

Our first focus is to fix our epidemic of anxiety, the #1 mental illness in America. We're re-imagining anxiety management from diagnosis to cure. We're bringing data and measurement into the process. And removing the prevalent disease model of anxiety.

There are no "anxious people." There are life events which at times make us anxious. As we understand what makes us anxious and what makes us calm in our life, we can adjust. We can cut down the activities which make us anxious and increase the activities which make us calm. And build our capacity to better manage anxiety-provoking activities we cannot avoid.

 **You cannot improve what you cannot measure.**

Our Differentiation from the Competition

lyra

noom





We Have the Technology to Measure Mental Health, Track It in Real-Time and Deliver Personalized Interventions Automatically Based on **Biomarkers**

Benefits of a Biomarker-Based Automated Solution



Hyper personalization at the individual level
Each person has unique mental health needs. Lasting impact requires individual-level assessment and interventions.

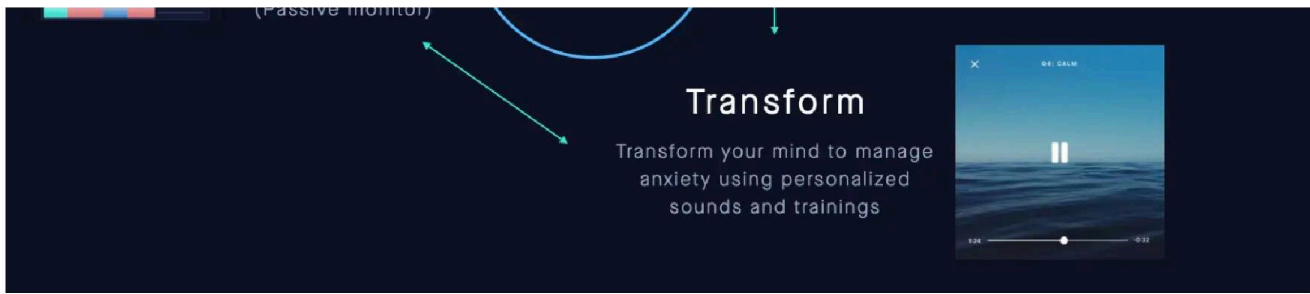


Delivered at scale
Allows rapid scalability through automation, which is needed to meet the demand of our urgent mental health crisis.

Our Product

Innovation #1: Industry's first fully automated, closed-loop anxiety management system, from diagnosis to care delivery (Patent-pending)





Our anxiety management system analyzes your heart and brain activity throughout the day. It utilizes your vitals passively collected by your smartwatch. Our proprietary, patent-pending technology shows when you're anxious and when you're calm in real-time at all times. We then provide you personalized care when you need it. Furthermore, we check the impact of the care in real-time while it is being delivered. This allows us to adjust your care regime so it fits with your unique needs throughout your journey.

Key technology breakthrough: Real-time anxiety monitor (Patent-pending)

Backed by Existing Research by Top Scientists



TODAY

Anxiety Test

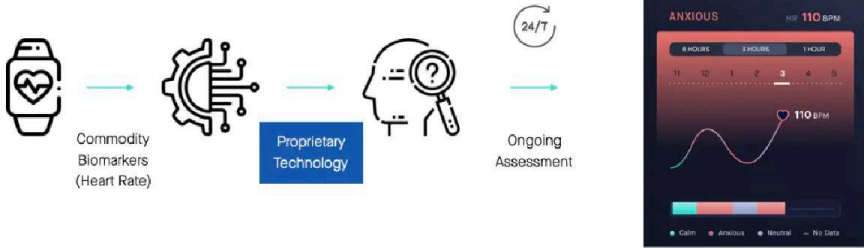
Once Every 6-12 Months



AQ™: A REAL-TIME ANXIETY MONITOR

Anxiety Test

Once Every 3-4 Minutes



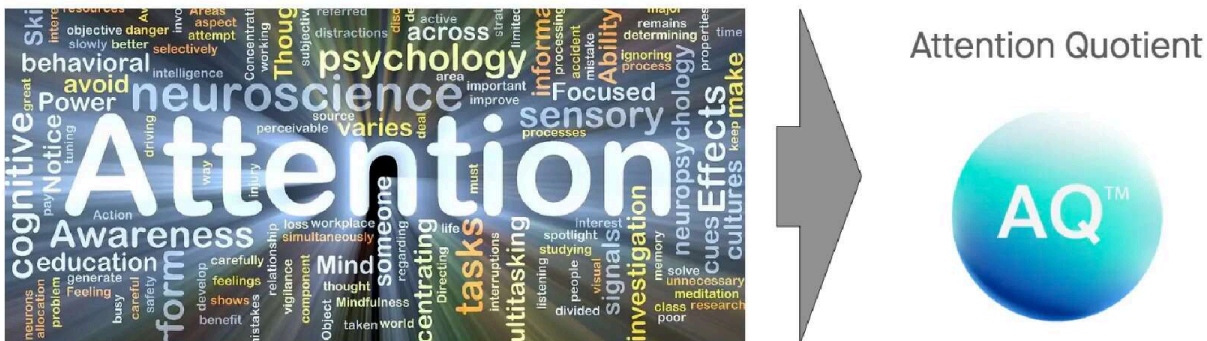
Innovation #2: An objective global metric for mental health (Patent-pending)

Everyone can now measure their mental health

and see its impact on work and play.



Our AQ™ metric combines existing measures for mental health into one, scientifically-proven quantified number based on neuropsychology.



Our study shows that people with high AQ™ also score better in the cumulative in the three major categories of problem-solving, memory and mindfulness. And those with low AQ™ perform poorly in each of these three categories.

The AQ™ test takes four minutes, and is available for free to anyone with a smartphone. Human mental abilities are measured in relation to those of others, instead of at an absolute, individual level. As with IQ (Intelligence Quotient), the popular measure for human intelligence, we measure each person's AQ™ in relation to the AQ™ of others. We use a global comparative group that currently includes people from 82 countries, and growing in real-time. Our goal is to make AQ™ an industry standard (the "Nielsen for the mental health industry"). So we

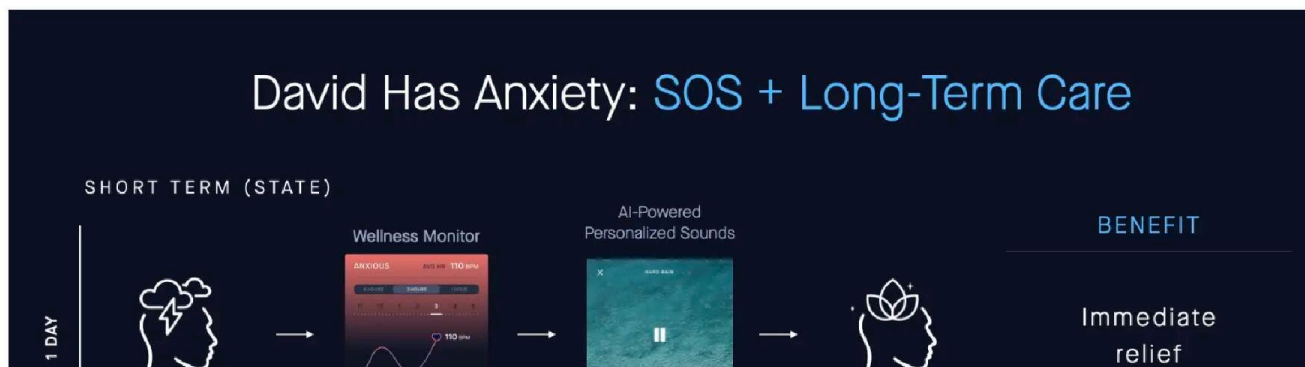
plan to license our AQ™ technology for free to third parties across the industry (therapists, hospitals, other mental health apps, etc).

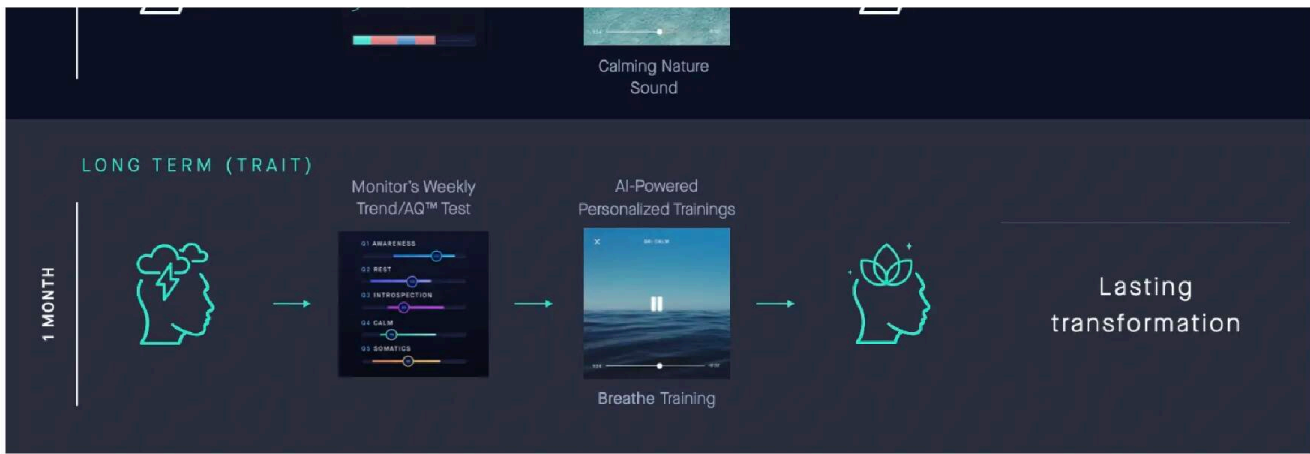
✓ All key technology components backed by existing research

| | AQ™ PRODUCT FEATURE | RESEARCH CITATION |
|--|---|--|
|  <p>DIAGNOSTICS</p> | Wellness Monitor: Physiological measure of anxiety | Wang, Danny & Korczykowski, Marc & Rao, Hengyi & Fan, Yong & Pluta, John & Gur, Ruben & Mcewen, Bruce & Detre, John (2007). Gender difference in neural response to psychological stress. Journal: <i>Social Cognitive and Affective Neuroscience</i> |
| | Wellness Monitor: Physiological measure of calm | Lacey, Beatrice & Lacey, John (2007). Cognitive Modulation of Time-Dependent Primary Bradycardia. Journal: <i>Psychophysiology</i> |
| | AQ™ Test: Eyes Closed | <ul style="list-style-type: none"> Valerie Bonnelle, Robert Leech, Kirsi M. Kinnunen, Tim E. Ham, Cristian F. Beckmann, Xavier De Boissezon, Richard J. Greenwood, David J. Sharp (2011). Default Mode Network Connectivity Predicts Sustained Attention Deficits after Traumatic Brain Injury. <i>Journal of Neuroscience</i> Garrison, K. A., Zeffiro, T. A., Scheinost, D., Constable, R. T., & Brewer, J. A. (2015). Meditation leads to reduced default mode network activity beyond an active task. Journal: <i>Cognitive, Affective & Behavioral Neuroscience</i> |
| | AQ™ Test: Eyes Open | Courage, Mary & Reynolds, Greg & Richards, John (2006). Infants' Attention to Patterned Stimuli: Developmental Change From 3 to 12 Months of Age. Journal: <i>Child Development</i> |
|  <p>INTERVENTIONS</p> | Mindfulness-Based Interventions | Book: Altered Traits: Science Reveals How Meditation Changes Your Mind, Brain, and Body By Daniel Goleman and Richard Davidson (2017) |
| | Cognition-Based Therapy (CBT), Dialectical Behavioral Therapy (DBT) and Neuropsychology | Findings from 10-year long clinical practice by Dr. Shaun Nanavati (Co-Founder/CSO, Mindwell Labs), based on the best practices approved by the U.S. Health System |

🌻 A creative solution to anxiety. Transform it. Put it to use.

AQ™ provides interventions in real-time when you need them. They're targeted to help with your specific mental state at that moment. Our drug-free interventions use proven techniques based on mindfulness, cognition-based therapy (CBT), dialectical behavior therapy (DBT) and neuropsychology. The interventions include guided classes, skills and music. They teach you to transform your anxiety into clear thinking and creative action.





👍 Our differentiation: Industry's only end-to-end, closed-loop, clinical-grade digital health system



💬 Member testimonials: Rated 4.9/5.0



"LIFE CHANGING!"

"I find it really hard to know my own state of mental wellness, and this apps tests and courses have been incredible. Thank you!"

- ZMWINTER208

"THE BEST ANXIETY TRACKER"

"I'm amazed how AQ is able to so accurately track every time I get anxious. What I'm learning about my anxiety cycles is eye opening."

- SUPERKINGS_FAN

"BEST APP ON APPLE WATCH"

"AQ has made me use my Apple Watch on a daily basis, because I want AQ to track my mental state every day. It may be the best app on iWatch!"

- COOL_TECHIE

"BEST BIOFEEDBACK APP!"

"AQ has helped me understand my anxiety triggers and what calms me down in my life...in just a matter of few months. That's years worth of therapy, which I could never have afforded anyway."

- MEATERLING

 **Traction: 5-19x of Industry Average**



MONETIZATION

>19%

Subscriber Conversion (free-to-paid). Industry avg: 1-2%



RETENTION

>23%

Day-30 Retention (last 6 mos). Industry avg: 3-4%



MENTAL
HEALTH
ASSESSMENT

>220,000

Total Assessed Hours of Members' Mental Health*

>3M

Members' Total Health Data Points Analyzed*

82

Countries Represented in Our Global Metric for Mental Health

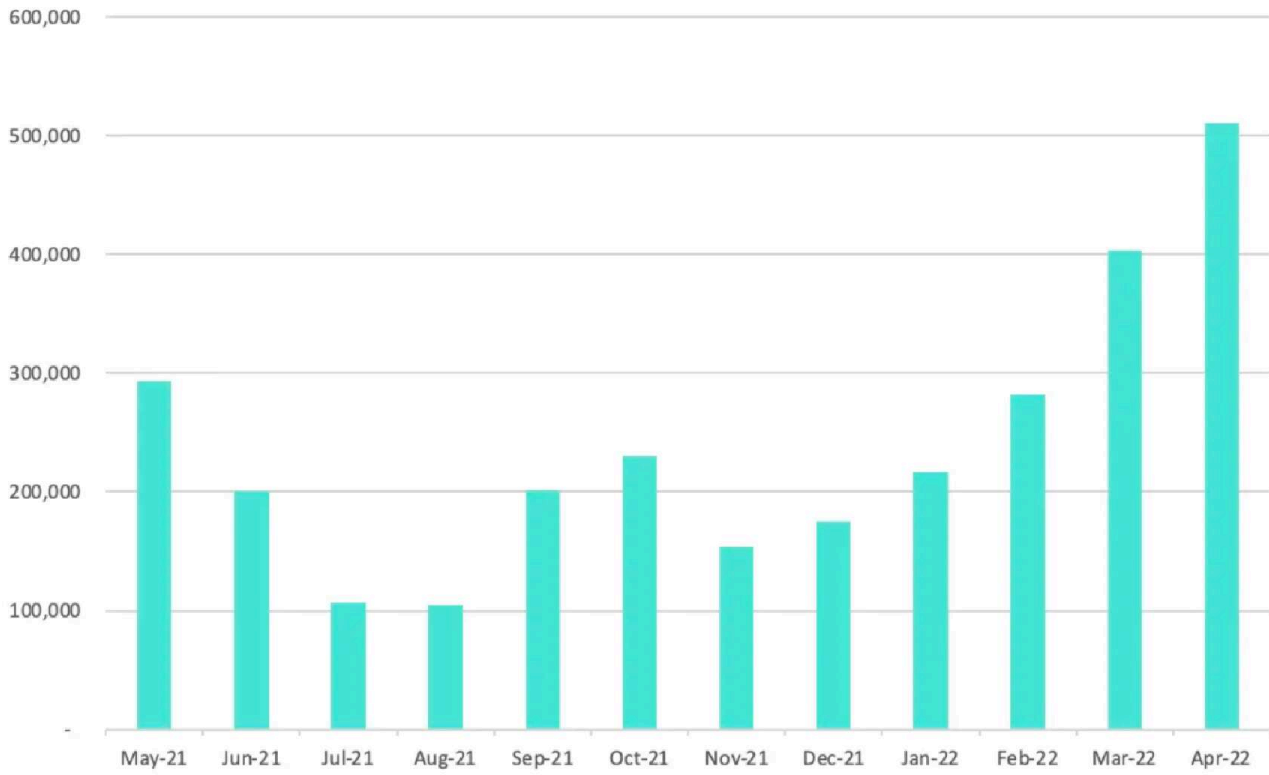
(* As of May 10, 2022)

Monthly Hours of Members' Mental Health Assessed by AQ™ App





Members' Monthly Health Data Points Analyzed by AQ™ App



🏆 Team: Multi-disciplinary, with proven expertise

Our team includes experts in entrepreneurship, clinical neuropsychology, product development, digital technology and consumer marketing.



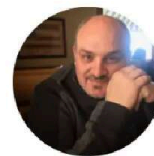
Sab Kanaujia
Co-Founder & CEO



Dr. Shaun Nanavati
Co-Founder & Chief Science Officer



Yuli Ziv
Marketing Lead (Interim)



Erik Madsen
Engineering Lead



Hilario Bango
Creative Lead



Velu Loganathan
Sr. Software Engineer (Front-End)



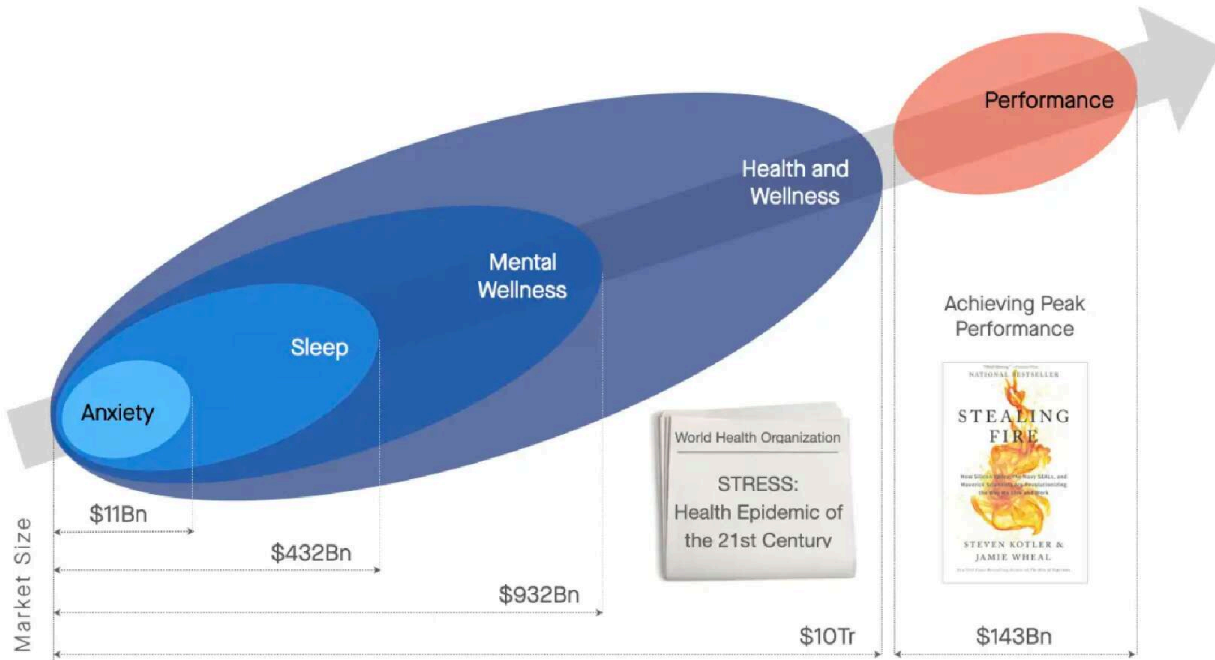
Vishnu Sathyasesan
Sr. Software Engineer (Back-End)



Aalok Mehta
Content Production

- help us attain peak performance and unlock our full potential in life

Precision Technology-Driven Health, Wellness and Performance



We are building the future of preventive medicine.

THE WELLNESS AND PREVENTION
MARKET WILL OUTGROW THE
HEALTH CARE MARKET

Dr. Leroy Hood

"Father of the BioTech Revolution"

📣 Next step: Launch our marketing

We launched our commercial app on March 14, 2022. We got here after iteratively improving our test app (MVP), launched in May 2021, with user feedback from over 70 countries. We're now raising capital to launch our marketing and grow our users.



Use of Funds:

50-60% of the money raised in this round will be spent on marketing our app, 30-40% on hiring more engineers for product development, 7.5% on Wefunder platform fees and rest on miscellaneous items (legal, accounting, etc).

🤝 Join our journey!

We're democratizing access to affordable, high-quality mental healthcare that works. We're also democratizing access to economic gains from our success.

That's why we're doing this community funding round.

Our mission is to ensure that each one of us achieves our full potential in life.

Let's do this together!

Sab and Shaun

