

Mental health support for everyone using the power of AI



happypillar.com Austin TX    Software Technology Family Female Founder Artificial Intelligence

LEAD INVESTOR



Holly George President, Killington Mountain Homes

As a mother of 4 boys and a successful business woman, I believe that happypillar has the potential to make the world better in so many ways. My kids and I have benefitted from many forms of therapy and this technology platform will allow so many more families access to such a helpful tool. I've also worked with the founder in other jobs and she is amazing and brilliant. I believe and support the concept and I'm thrilled to be a part of this. The potential and applications for this are phenomenal!

Invested \$100,000 this round

Highlights

- 1  Disrupting a \$640B market with 11% CAGR
- 2  Market validation with over 100 parent unit users, growing 50% month-over-month
- 3  400% growth rate for the next release
- 4  Founders worked with Fortune 10 companies on ML strategy, work featured in WSJ
- 5  Went from idea to alpha in 2 weeks, amassed a 400 user waiting list in 3 weeks
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Our Team



Samantha Gardner CEO and co-founder at Happypillar

10+ years experience providing GTM strategy services to Fortune 500 companies. Built



10+ years experience providing CRM strategy services to Fortune 50 companies. Built award-winning customer success teams at a16z and Accel-backed startups including Rasa and Sauce Labs. Made two humans.

Sam saw how behavioral therapy helped her four year old son and wanted more people to get these benefits. Mady wished her parents had access to Happypillar when she was growing up. We knew we needed to bring our technological skills and speed to help support families everywhere, after a challenging few years.



Mady Mantha CRO and co-founder at Happypillar

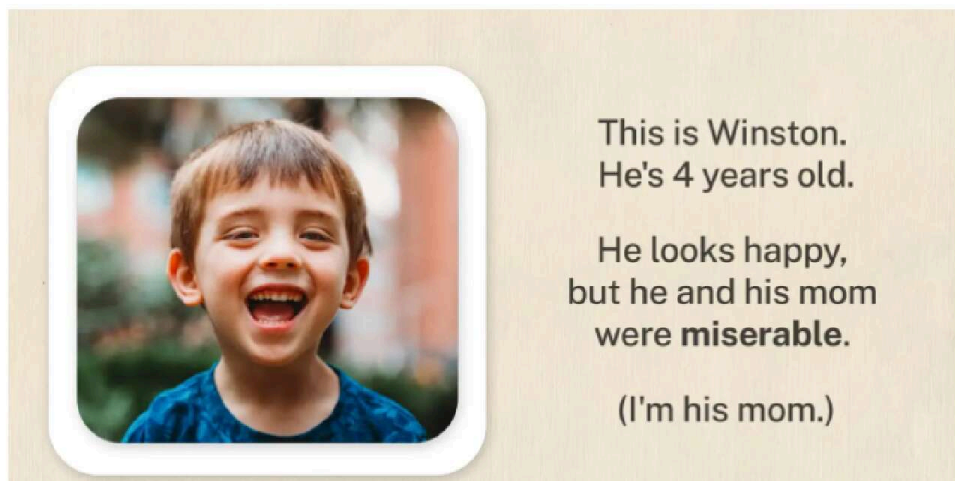
Ex-Rasa, Ex-Sirius. Strategic advisor to Fortune 10 companies on their machine learning initiatives. Work featured in WSJ. Led a successful exit with consumer app, FeedYou. Keynote at Microsoft Ignite and 50+ other tech conferences



Ben Quachtran Founding engineer at Happypillar

Ex-Disney, Ex-Rasa. Provided strategic planning and engineering services to Fortune 50 companies

Pitch



Pitch

Parent-child relational problems
Refusal and defiance of adult requests
Emotional dysregulation
Low frustration tolerance
Easy loss of temper
Touchy or easily annoyed by others
Deliberately annoying others
Being spiteful or vindictive
Blaming others for their mistakes
Destruction of property
Difficulty playing quietly
Difficulty taking turns
Difficulty playing with peers
Difficulty taking turns

Winston had temper tantrums **all the time.**
Everything was a fight. I felt defeated.

I asked his doctor for help. I was told this is "normal."
After a **long two years**, I had **no more patience.**

A friend recommended **parent-child therapy.**
Things improved dramatically!

Then I realized: we have a **bigger problem.**

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Pitch

THE PROBLEM

Parents and kids are stressed and overwhelmed. But they don't have to be.

THE SOLUTION

Accessible, evidence-based mental health support for everyone!

Pitch


MISSION STATEMENT

happy^{pill} makes families happier.
Our vision is to democratize mental health support for families everywhere

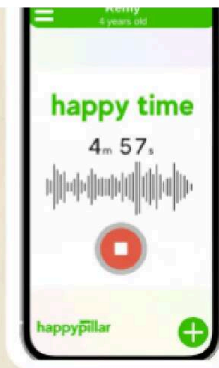
Pitch

SOLUTION

happy^{pill} makes therapy **better, faster, and cheaper**



- 🦋 Mental health support available 24/7
- 🦋 No insurance, diagnosis, or paperwork
- 🦋 Costs 93% less than traditional therapy
- 🦋 Real time recommendations, powered by machine- learning and vetted by therapists



THERAPY

How it works

Developed by our in-house licensed mental health professionals and supported by our proprietary ML dataset



We **train** users on the **skills** of a play therapist, with specific guidelines for **language** during daily 5-minute therapy sessions



The app **listens** to the daily sessions: our tech **analyzes** the conversation and **identifies** personalized areas for **improvement**



Evidence proven outcomes:

- **decreased** tantrums **frequency**
- increased child **self-esteem**
- **increased** **sharing** and social skills
- **decreased** caregiver **stress**

PRODUCT

happypillar has happy users!

I like this! I really think it's helping her! ❤️

I love that it's a short time commitment and she feels it already

Like it's our special time

Overall I've just been much more aware and in-tune with him, and with his and my interactions. Which is really cool!

I am not just saying this because you're my friend. I am so glad I started doing this

THE TEAM

Why us? Proven ability to execute and we move fast.

Feb 4	Have idea for kid therapy startup
Feb 11	Validate the idea and tech. Form Happypillar
Feb 28	Alpha version of app released to 40 parent-child user teams
Mar 4	Iterate on alpha based on user feedback
Mar 13	First alpha cohort closes
Apr 1	Second alpha candidate released to 60 parent-child user teams
May 1	Raised over \$150K from hundreds of interested families



Releasing beta to a 400 user waitlist in June 2022!

Pitch

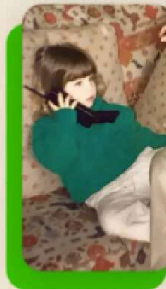
THE TEAM

More about **us**: engineers, leaders, innovators!



Sam Gardner CEO + CO-FOUNDER

Launched an app and company in 28 days. Over 10 years of experience providing digital innovation and GTM strategy services to Fortune 50 companies. Built award-winning customer success teams at a16z and Accel-backed startups including Rasa and Sauce Labs. Moonlights as a web developer. Made two humans.



Mady Mantha CRO + CO-FOUNDER

ML expert and product leader. As Director of Conversational AI at Sirius, lead the team that built Walmart's chatbot, featured in the Wall Street Journal. As Head of Product Marketing at Rasa, led GTM strategy, messaging and positioning. Sought-after keynote speaker at 50+ tech conferences including Microsoft Ignite, angel investor in 10+ startups, led a successful exit of a consumer app startup.

Pitch

MARKET OPPORTUNITY

Total Addressable Market (TAM)

Global health and wellness estimated at \$4.2 trillion

Serviceable Addressable Market (SAM)

Global mental wellness market estimated at \$643 billion with 10% CAGR, accelerating since COVID-19

Target Market

Parents and caregivers with children, estimated at \$100 billion with 11% CAGR

Market Share

With very little competition and just 1% market share, a **\$1 billion opportunity***



*forward-looking projections can't be guaranteed

Pitch

*Forward looking projections can't be guaranteed.

FINANCIAL MODEL

happypillar pricing



Flat rate pricing

\$39.99 monthly
\$385.99 yearly



Lifetime Value

\$267 and 15%
churn

\$2.4M

projected revenue
at 5000 MAU*

Pitch

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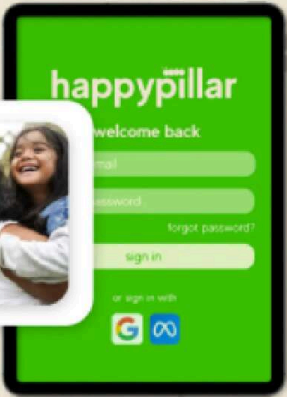

CONSUMER

Ideal consumer profile

A mom of children age 2-10, who is "president of everything" in her home.

She uses apps all day: shopping lists in *Any.do*, playdates in *iCal*, new friends from *Peanut*, *Calm* for meditation, a workout in *Peloton*, and *Disney+* to give herself a 20 minute break.

Age Range: 22-49
Occupation: either a working professional or SAHM
Education: College-educated, bachelors and above
Income: \$100,000+ in median household income



GO-TO-MARKET

How happypillar reaches families

SOCIAL AND CONTENT

- INFLUENCERS
Millennial and Gen-Z parents find products on Instagram, TikTok, Twitter, and Facebook
- ORGANIC
Recommendations and word of mouth from successful users
- BRAND AND PR
Features on news, blogs, and podcasts

ALLIANCES

- ENTERTAINMENT
Reach families and audiences through kids' favorite content
- EDUCATION
Reach families through schools and educational institutions
- COMPLEMENTARY SERVICES
Partner with similar offerings in the adult mental health space

ADVERTISEMENTS

- DIGITAL
Super-charged SEO and paid PPC strategy
- PRINT AND MEDIA
Television and radio, transit ads (subway and airports), news media, and more

GO-TO-MARKET

How happypillar makes money

Now

CONSUMER
Parents & caregivers

CLINICAL
Therapists provide to families on waitlists

LARGE SCALE
Insurance & government

Future

*Forward looking projections can't be guaranteed.

ROADMAP

How happypillar grows

DIFFERENTIATING TECHNOLOGY

On-device inference and proprietary datasets are differentiators and moats



Diigo

MULTI-LANGUAGE

Extend offerings to multiple commonly spoken languages

THERAPY MODALITIES

Expand offerings to speech, occupational, DBT, and more

