

Guiding people on their mental health journey to become Healthier. Together.



speakasone.com Austin TX   

LEAD INVESTOR



Casey McPherson

Speak As One is creatively solving a monumental problem of quality mental health in the workplace, universities, and other organizations. I have watched Julie, the founder, take her idea from concept to reality. I have watched her build teams, be dedicated to her work, and pivot when something wasn't working into something that did. I believe in her team, her vision, and the sustainable dream that we may all Speak as One. Please join me as an investor in bringing this to fruition.

Invested \$1,000 this round

Highlights

- 1 Expanding access to mental health service for Corporations, Universities, and Non-Profits.
- 2 Mental health market valued at \$383B in 2020 (source: Allied Market Research)
- 3 Subscription box market valued at \$18.8B in 2020, growing at a CAGR of 20% (source: MarketWatch)
- 4 Highly experienced team of advisors with decades of experience.
- 5 B2B partnerships already in place with TX State University, Cops4Charity, and Be a Champion.
- 6 Interviews with influencers Dr. Drew and Trent Shelton conducted on Speak As One YouTube channel.

Our Team



Julie Koriath CEO/Founder

With years of experience as a dedicated board member for SIMS, Julie knows firsthand the importance of mental health support. She graduated from Texas State University and St. Edward's University, receiving her Master of Arts in Counseling.

The founder of Speak As One, Julie Koriath, chose to start this company because of her personal experiences with mental health challenges and the desire to help others going through similar situations. As a little girl with undiagnosed visual processing disorders, Julie struggled with anxiety, confusion, and feeling alone in class. Later in life, she faced marital separation and unhealed trauma, which nudged her to seek the help she needed to heal emotionally. Julie wanted to create a platform that provides real tools to nurture emotional wellness and a source of inspiration through personal discussions of hope around mental health. She believes that open, honest communication helps people heal and wants to change the way people think and talk about mental health. Through Speak As One, Julie hopes to empower people to take control of their emotional well-being and live happier, healthier lives.



Brittany Johanson Director of Business

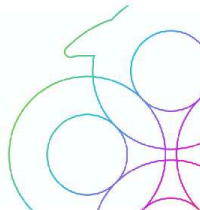
With over a decade of success leading mission-driven teams; Brittany has led monetization, marketing, social strategy, programming, and inclusivity for start-ups and grown a local nonprofit into a national platform for women's emotional health.

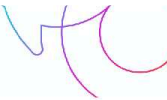


Izzie Morrow Operations Coordinator


Izzie is a recent Rollins College grad with a degree in International Business and a minor in Spanish. With a unique perspective from her IFEMA Madrid internship, she understands the complexities of global business.

Pitch





The Problem.




Hundreds of millions of people are struggling with mental health. This issue has implications for businesses worldwide. Speak As One is providing the solution businesses need to support their employees mental health.

The facts.

2020

The WHO reports that over 264,000,000 people suffer from anxiety and depression worldwide



World Health Organization

2022

The WHO reports that the COVID-19 pandemic has triggered a 25% increase in prevalence of anxiety and depression worldwide

“The information we have now about the impact of COVID-19 on the world’s mental health is just the tip of the iceberg”

Dr. Tedros Adhanom Ghebreyesus
WHO Director General

Our vision.



To support businesses worldwide as we remove the stigmas around **openly talking about mental health** by providing new and innovative ways for management to empower their workforce to take control of their mental health.

And our efforts have already begun.

Real stories.

COMPONENT

Younis Khaled Alkhatib, CEO of Component, shares his personal experience with mental health struggles in a video for the 2022 campaign.

GOLF

Richie Cochrane, CEO of Golf, shares his personal experience with mental health struggles in a video for the 2022 campaign.

POPSUGAR

Sam Haddad, CEO of POPSUGAR, shares his personal experience with mental health struggles in a video for the 2022 campaign.

SCREEN

Benji Hirsch, CEO of Screen, shares his personal experience with mental health struggles in a video for the 2022 campaign.

People

Robert Cochrane, CEO of People, shares his personal experience with mental health struggles in a video for the 2022 campaign.

Parade

Robert Cochrane, CEO of Parade, shares his personal experience with mental health struggles in a video for the 2022 campaign.

Spoken Words

Richie Cochrane, CEO of Spoken Words, shares his personal experience with mental health struggles in a video for the 2022 campaign.

News

Richie Cochrane, CEO of News, shares his personal experience with mental health struggles in a video for the 2022 campaign.

REPUBLICWORLD.COM

Richie Cochrane, CEO of RepublicWorld.com, shares his personal experience with mental health struggles in a video for the 2022 campaign.

Box market.

\$18.8B

In 2020, the global subscription box market totaled \$18.8 billion.

20.1%

Analysts expect the global subscription box market to grow at a CAGR of 20.1% during 2021-2026.

55%

Curation subscriptions make up for a total of 55% of all subscriptions.

At this growth rate the subscription box market will be worth more than \$50B by 2027



Our vision + real stories + your business =



We're also partnering with influencers with millions of followers to provide special edition mental health boxes.



Your business + our influencers = happy employees



Box popularity.



Business Purchase Drivers.

Convenience

On-the-go subscription boxes with the touch of the button continue to rise in popularity. Having products delivered and not having to browse and select items saves time and reduces the risk of making a poor purchase decision.

Value

Price bundling techniques offering 30% to 50% savings on the total product value is a massive drawcard for consumers looking to save money and reduce the risk of making a poor purchase decision.

Personalization

Subscription boxes make purchase decisions easier with carefully curated products that often complement a specific need. For example, meal kits are often based on a specific dietary requirement.

Novelty

Although not the defining role, the anticipation of receiving a package and the uncertainty of its contents contribute to a psychological thrill in monthly subscription boxes.



Simple Financials.



Enterprise Mental Health Box

Price for < 100 boxes

\$49.99

Price for 101-5000 boxes

\$39.99

Price for > 5001 boxes

\$29.99

2023 Distribution Goal

50,000+

2024 Distribution Goal

175,000+

2025 Distribution Goal

325,000+

2023 Revenue

\$2,499,500+

2024 Revenue

\$6,998,250+

2025 Revenue

\$9,746,750+

This slide contains forward-looking projections that cannot be guaranteed.



The team.



Julie

Experienced Life Coach with a demonstrated history of



Brittany

Brittany is our Director of Business Development with more than 10 years of



Izzi

Izzi is a recent college graduate with a degree in Business Administration

working in the individual and family services industry, joined in Equity Planning, Customer Service, Coaching, Strategic Planning, and Leadership Development.

of various leading mission-driven teams. She's led monetization, marketing and social strategy, programming, and inclusivity for start-ups and grown a local non-profit into a national platform for women's emotional health.

she has gained valuable experience volunteering for various charitable organizations. She brings a unique perspective to the table, having completed an internship with FEMA. Most recently, she has been instrumental in the completion of conducting business in a global market.



The advisors.



Babita Spinelli LP JD

Babita is an attorney, lawyer, and social welfare professional with a focus on mental health law, legal and relationship support. As a former lawyer and Vice Street executive, her experience encompasses and spans across a wide range of legal and social issues, and she is also experienced in the legal and social issues that impact the legal and social community. She is a frequent speaker at various legal and social events, and she is also a frequent speaker at various legal and social events.



Christopher Manning

Managing Director and CEO of Global TechNet, Christopher Manning is a seasoned executive with over 20 years of experience in the technology industry. He has held various senior positions at leading technology companies, including as a Managing Director and CEO of Global TechNet. He is also a frequent speaker at various technology events and is a member of several industry organizations.



The advisors.



Whitley

Whitley is a seasoned executive with over 20 years of experience in the technology industry. He has held various senior positions at leading technology companies, including as a Managing Director and CEO of Global TechNet. He is also a frequent speaker at various technology events and is a member of several industry organizations.



Wyeth Wiedeman

Wyeth Wiedeman is a seasoned executive with over 20 years of experience in the technology industry. He has held various senior positions at leading technology companies, including as a Managing Director and CEO of Global TechNet. He is also a frequent speaker at various technology events and is a member of several industry organizations.



Meghan Stabler

Meghan Stabler is a seasoned executive with over 20 years of experience in the technology industry. She has held various senior positions at leading technology companies, including as a Managing Director and CEO of Global TechNet. She is also a frequent speaker at various technology events and is a member of several industry organizations.



The advisors.



Steve Gibson

Steve Gibson is a seasoned executive with over 20 years of experience in the technology industry. He has held various senior positions at leading technology companies, including as a Managing Director and CEO of Global TechNet. He is also a frequent speaker at various technology events and is a member of several industry organizations.



Jason Fox

Jason Fox is a seasoned executive with over 20 years of experience in the technology industry. He has held various senior positions at leading technology companies, including as a Managing Director and CEO of Global TechNet. He is also a frequent speaker at various technology events and is a member of several industry organizations.



Kirsten McMurray

Kirsten McMurray is a seasoned executive with over 20 years of experience in the technology industry. She has held various senior positions at leading technology companies, including as a Managing Director and CEO of Global TechNet. She is also a frequent speaker at various technology events and is a member of several industry organizations.



The opportunity.

Seeking \$1.25 million in seed funding.

Money will be used to create our online platform and subscription service as well as producing videos and marketing spend. Investment will be structured as a SAFE note with a 15% discount into our Series A round.



Potential Exits.

lyra

Calm

BetterUp

3M

Pfizer

Abbott

Janssen

headspace

MERCK

Achieving a successful exit is not guaranteed.



Thank You.

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