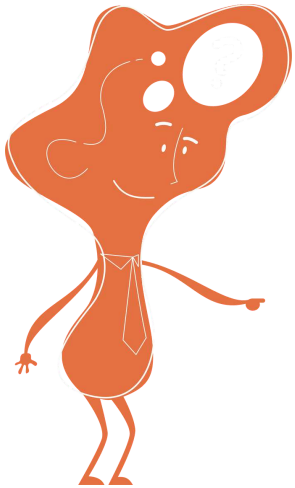




A research based digital program to
increase mental health





- Proof of method/product
- Proof of business/sales

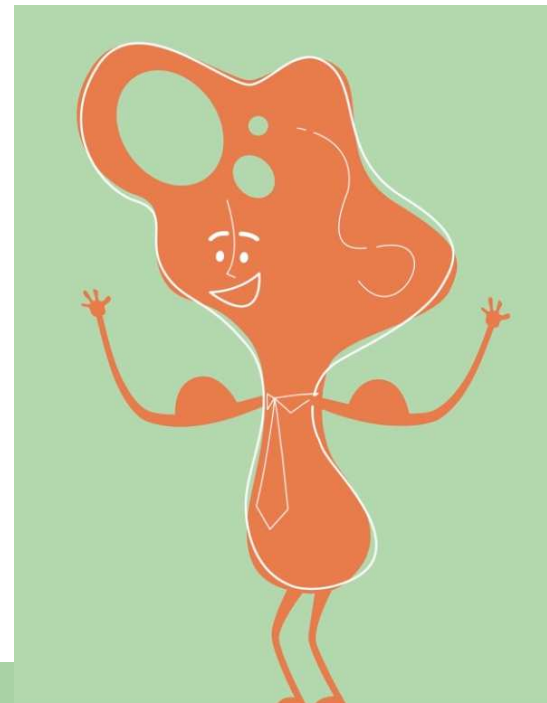
- Expand the organisation with the right competencies
- Digital marketing
- Technical roadmap
- Product roadmap
- The right competencies

<https://www.youtube.com/watch?v=ks1ePvLDrSY>



People who have good a mental health are more innovative, they perform better, have more energy, fewer sick days, and are generally more attractive as employees. Employees are companies' primary asset.

MINDstrain improves the mental health of employees around the world





Sonny Nielsen, CEO

Sonny has bought and sold several companies, and has also been a director in several global companies. Sonny has massive experience in creating a healthy and scalable business



Stig Sølvhøj, Founder

Stig has many years of experience in working with organizational development, coaching and training programs. Stig has also completed a Ph.D. within stress and thought processes. Experienced entrepreneur



Katrine Sejersen-Permin, Founder

Katrine has many years of experience in working with HR, organizational culture, coaching and development processes. Katrine has two masters in psychology (educational psychology and positive psychology). Experienced entrepreneur



Kenni Larsen, CMO

Kenni is an expert in digital marketing and has designed the strategy for - and scaled several digital subscription businesses

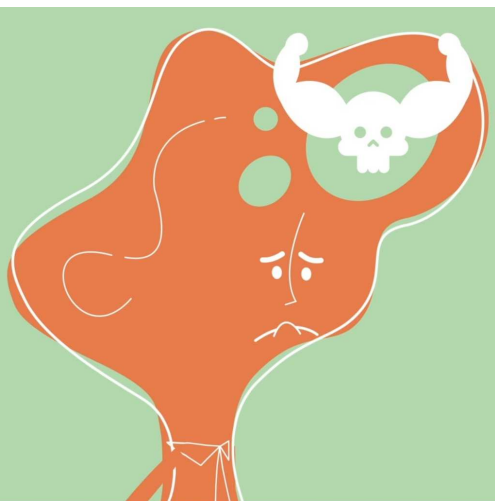


Mona Sølvhøj, Program Manager

Mona has experience in testing and implementing various IT systems, and also has many years of experience in providing support and customer service.

Mental illness is an escalating global problem

- 43% have a sleep disorder
- 284 mio people suffer from anxiety disorder
- 264 mio people suffer from depression
- 33% are feeling extreme stress
- Depression and anxiety disorders cost the global economy US\$ 1 trillion each year in lost productivity (WHO)



B. Top 15 skills for 2025

1	Analytical thinking and innovation
2	Active learning and learning strategies
3	Complex problem-solving
4	Critical thinking and analysis
5	Creativity, originality and initiative
6	Leadership and social influence
7	Technology use, monitoring and control
8	Technology design and programming
9	Resilience, stress tolerance and flexibility
10	Reasoning, problem-solving and ideation
11	Emotional intelligence
12	Troubleshooting and user experience
13	Service orientation
14	Systems analysis and evaluation
15	Flexibility and negotiation

Source

Future of Jobs Survey 2020, World Economic Forum.

This is exactly what you
learn from the MINDstrain
e-learning program

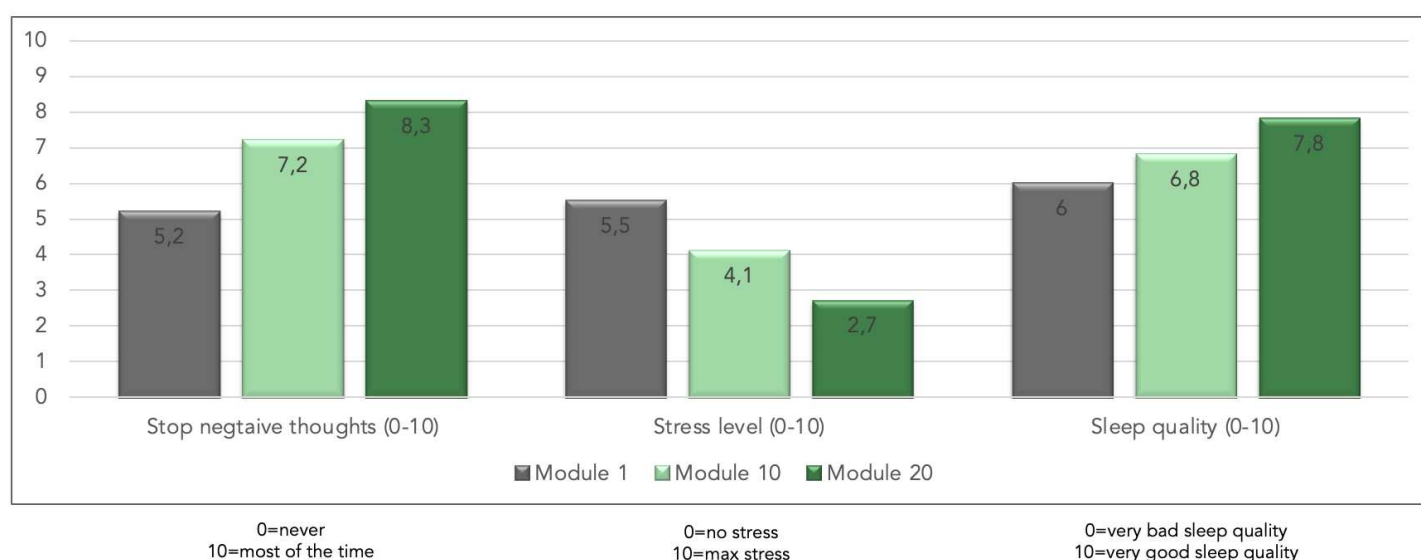
Using the MINDstrain e-learning program leads to several positive outputs:

- If Insurance Company has decreased the stress related sick leave with more than 50%
- Novozymes has decreased their stresslevel with more than 20%
- Jyske Bank has increased the sleep quality of their employees with more than 20%

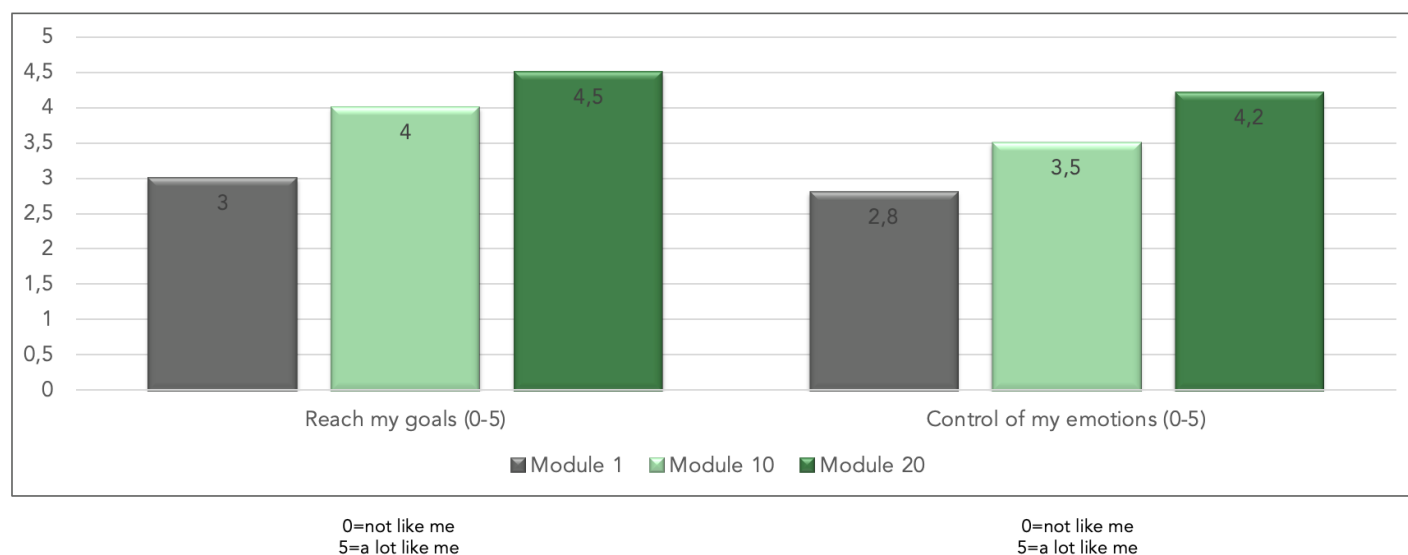


We measure the effect of the program (+4000 users).

Data are collected according to two internationally recognized scales:
Perceived Stress Scale 0-10 (PSS10):



and Predictive 6-Factor Resilience Scale 0-5 (PR6):



Nearly 1 in 5 Americans has some type of mental health condition.

Spending on mental health treatment and services reached \$225 billion in 2019.

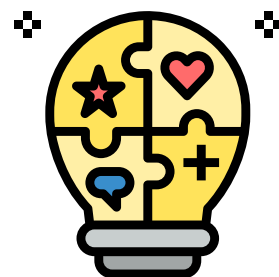
Depression alone is estimated to account for \$44 billion in losses to workplace productivity,

In total, poor mental health was estimated to cost the world economy approximately \$2.5 trillion per year in poor health and reduced productivity in 2010 - a cost projected to rise to \$6 trillion by 2030.

MENTAL HEALTH ISSUES IS A GLOBAL PROBLEM
MINDSTRAIN HAVE A GLOBAL SOLUTION

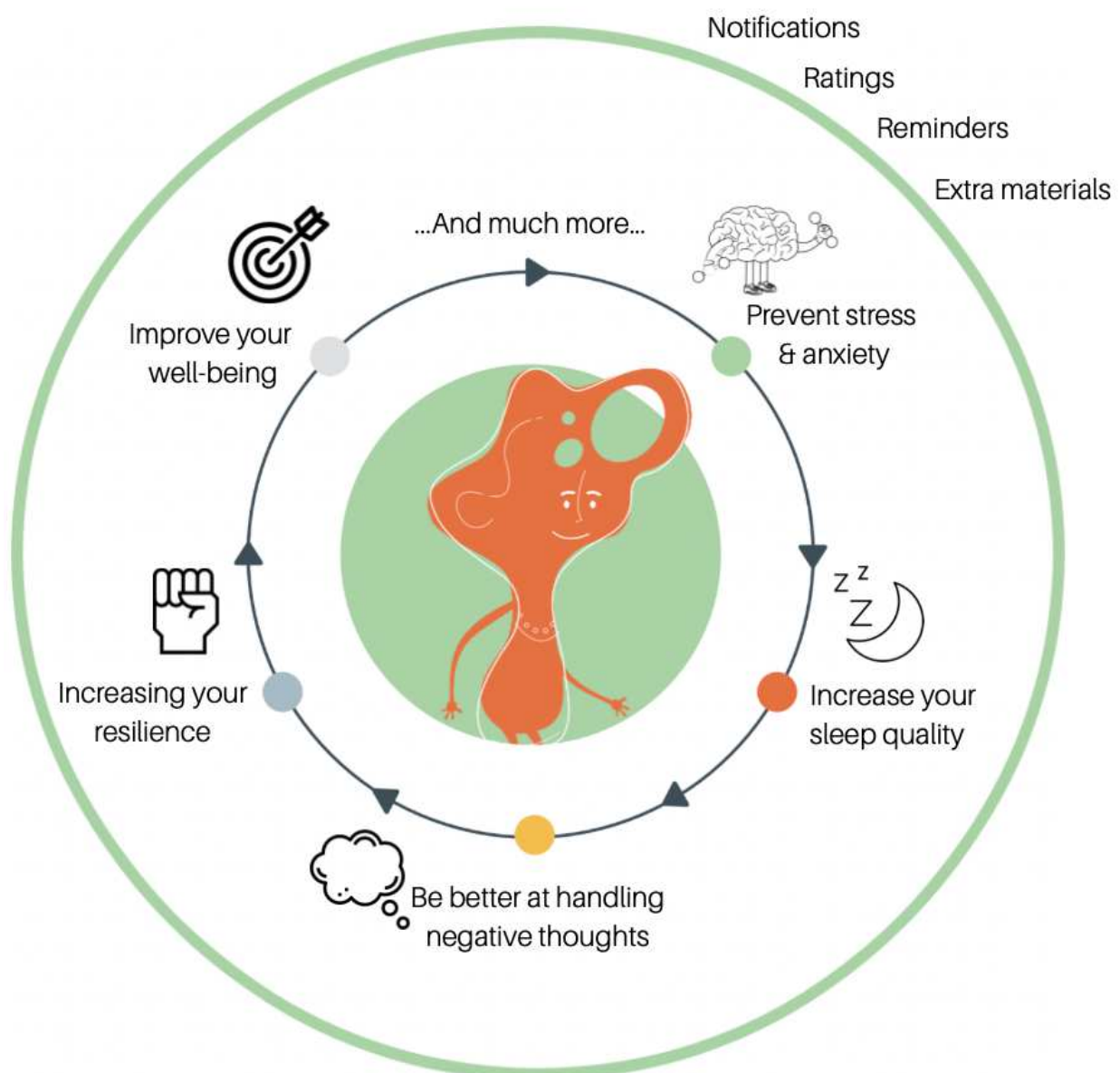


- The worldwide e-learning market is projected to be worth \$325 Billion in 2025.
- In 2017, approximately 77% of US corporations used online learning, but 98% planned to incorporate it in their program by 2020.
- The US e-learning market is set to grow by \$12.81 billion between 2020 and 2024.
- E-learning increases retention rates by 25% to 60%.
- The corporate e-learning market could increase by \$38.09 billion between 2020 and 2024.
- E-learning has lead to an increase in income for 42% of US organizations.
- A survey of 2,500 companies found that those with “comprehensive training programs” have 218% higher revenue per employee and 24% higher profit margins.
- IBM saved approximately \$200 million after switching to e-learning.



As in a physical gym where you can choose whether you want to train your arms or legs, in your mental gym you can choose whether you want to train your resilience, ability to prevent stress or if you want to learn how to sleep better.

A scalable technical solution which can be expanded with more mental training programs



We focus on DK (our home market) and the UK. Well-being is a hot topic in many companies in the UK and the program is available in English. Furthermore, the UK market is huge

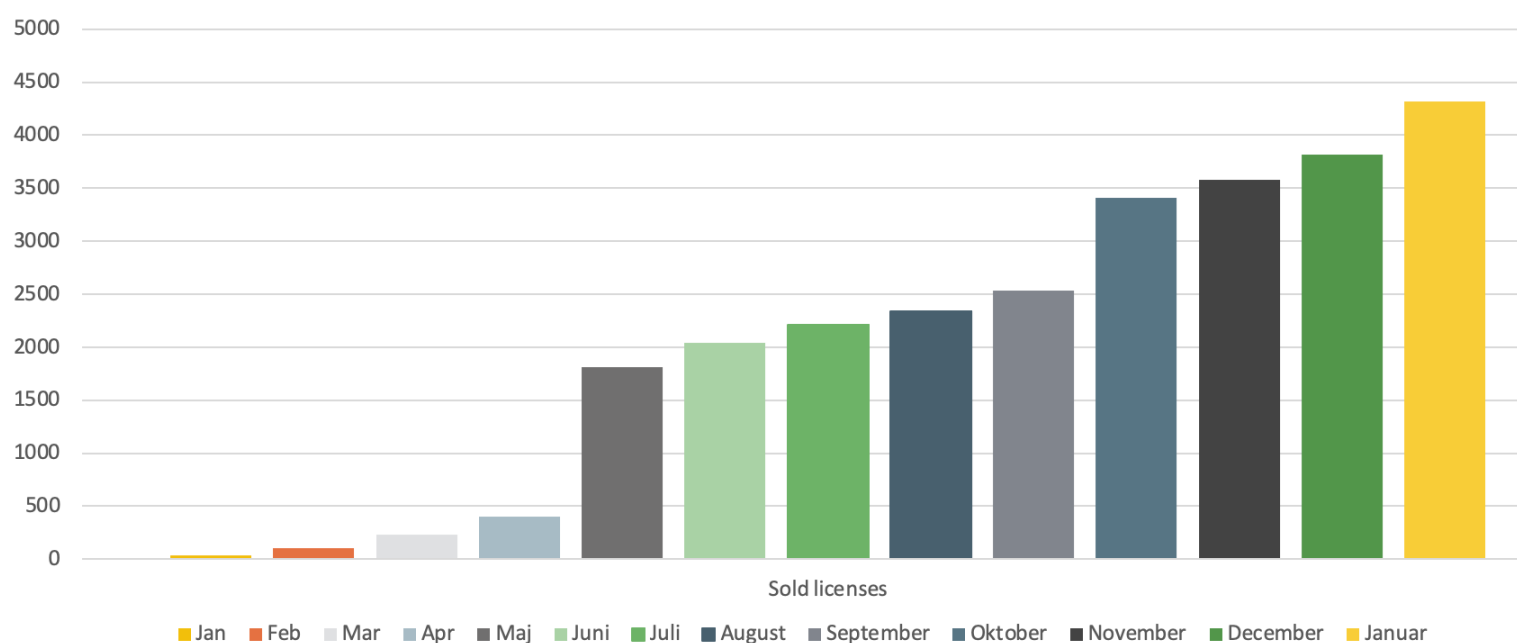
The number of private sector businesses in the UK:
5.9 million in total

- 5,82 million businesses - small (0 to 49 employees)
- 35,600 businesses - medium-sized (50 to 249 employees)
- 7,700 businesses - large (250 or more employees)

Next step: well-developed countries/companies with relevant employee groups and where mental health is in focus (USA, Aus., NZ, Singapore, Hong Kong e.i.)



Sold licenses B2B 2021-2022
(accumulated numbers):

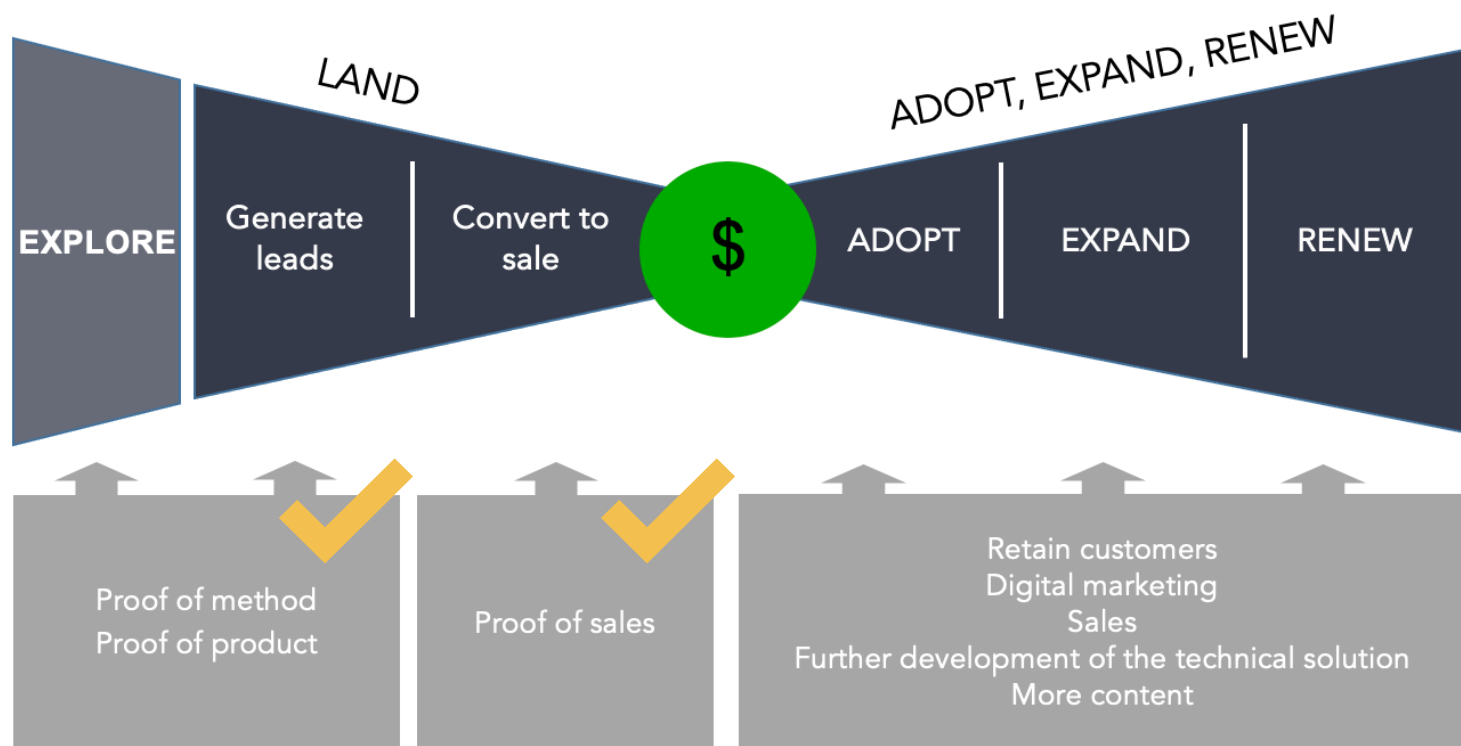


Revenue 2021: 3.44 mio DKK

EBITDA: 350.000 DKK



MINDstrain commercial platform:



This is our next step.

It requires an investment in:

- The right organization
- Marketing
- Sales
- The technical platform
- More content

There are many companies that provide services in the field of mental health: for example, meditation, tracking, therapy.

What makes MINDstrain unique is that we have created a mental gym where you can build mental strength and prevent mental imbalances and disorders.

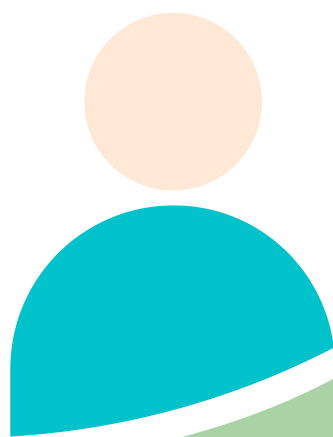
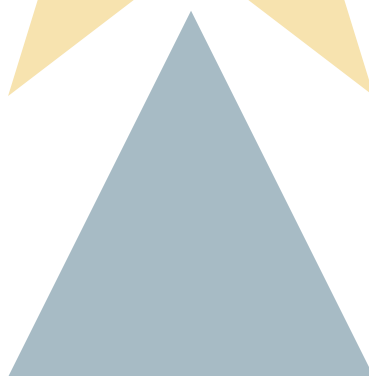
Our product is digital, scalable and we are data driven.

- Meditation
- Tracking



- Digital program
- Scalable
- Prevention
- Data driven
- Therapy

GO TO MARKET ROADMAP



2

Digital marketing, Follow up -
new customers inbound sales

1

Re-subscribe, existing
customers

PRODUCT ROADMAP

Growth
Retention

Module: Pregnancy
+ depression

Module: Self-
esteem

Q3-4

Guidning to
modules

Module: Happiness +
anxiety

Q2-3

Module:
Sleep quality

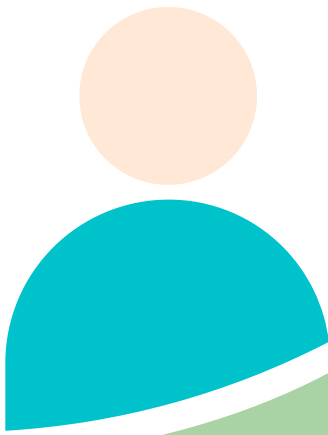
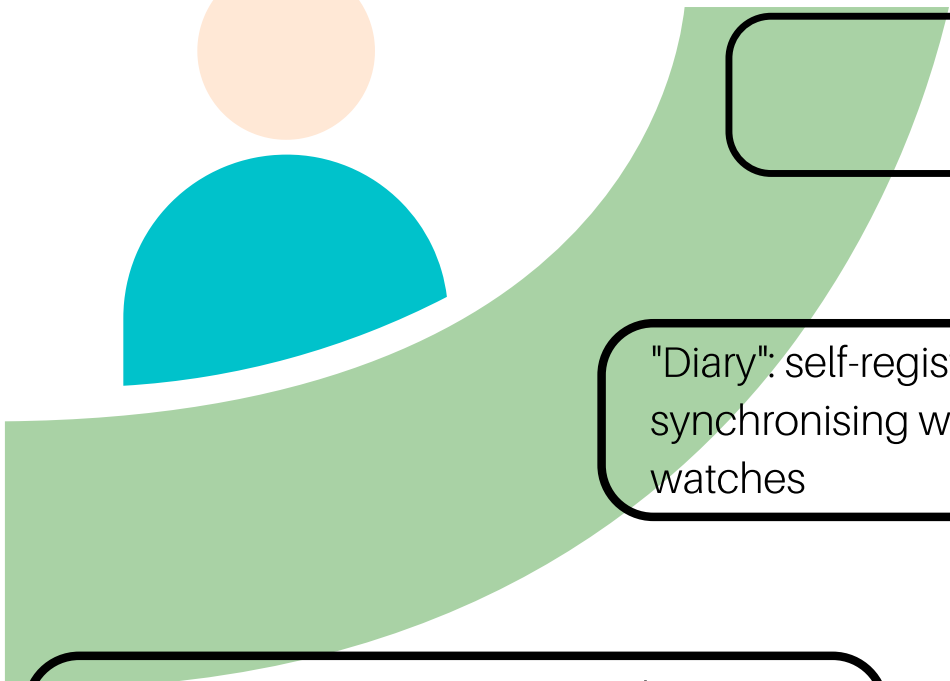
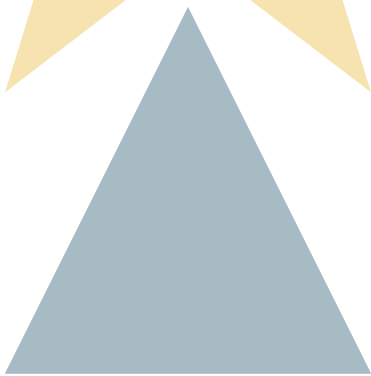
"Diary"/
nudging

Q1

TECHNICAL ROADMAP



Growth
Retention



Adaptation to
digital marketing

Q3-4

"Diary": self-registration,
synchronising with smart
watches

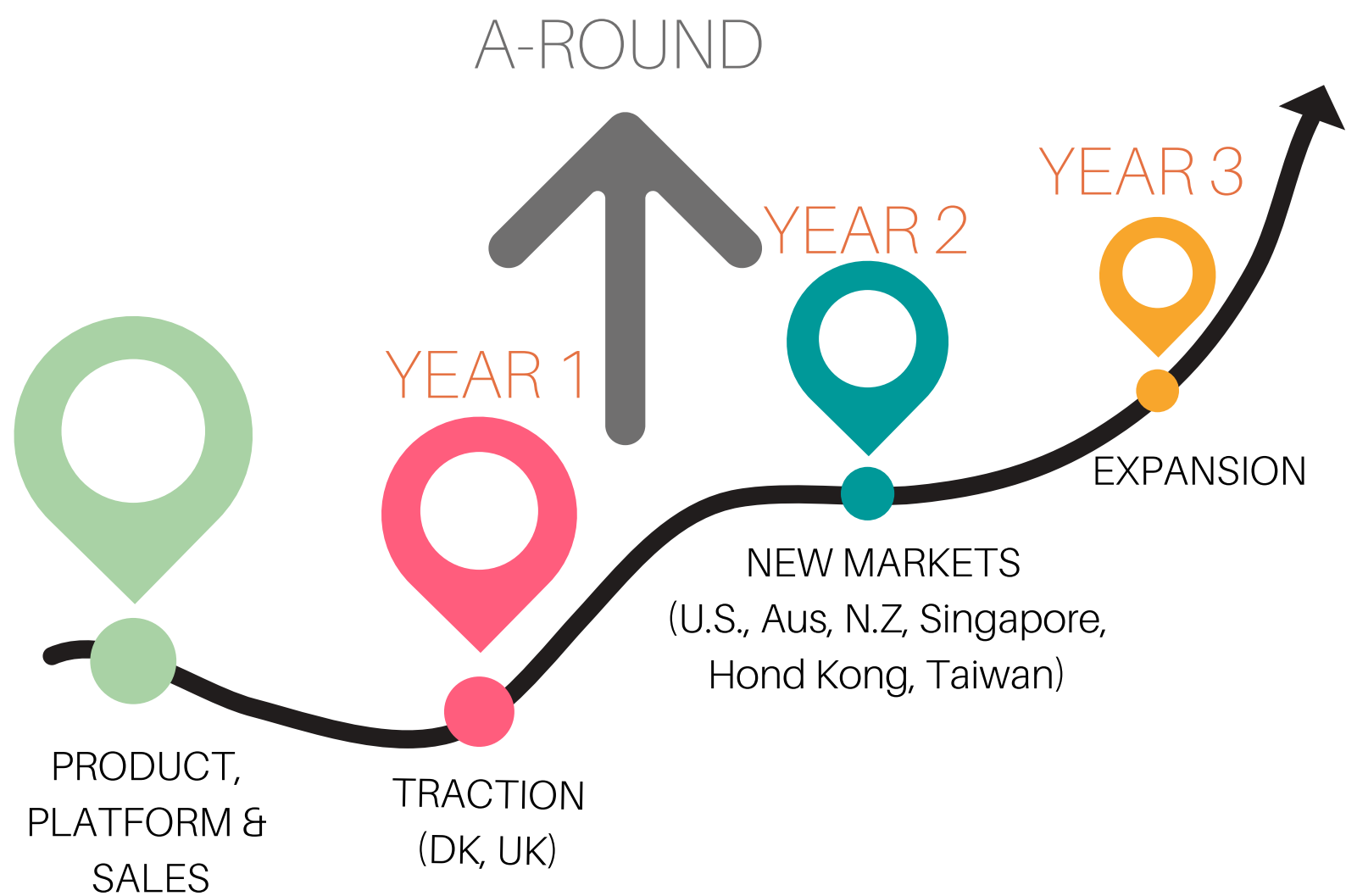
Intelligent pop
up notifications

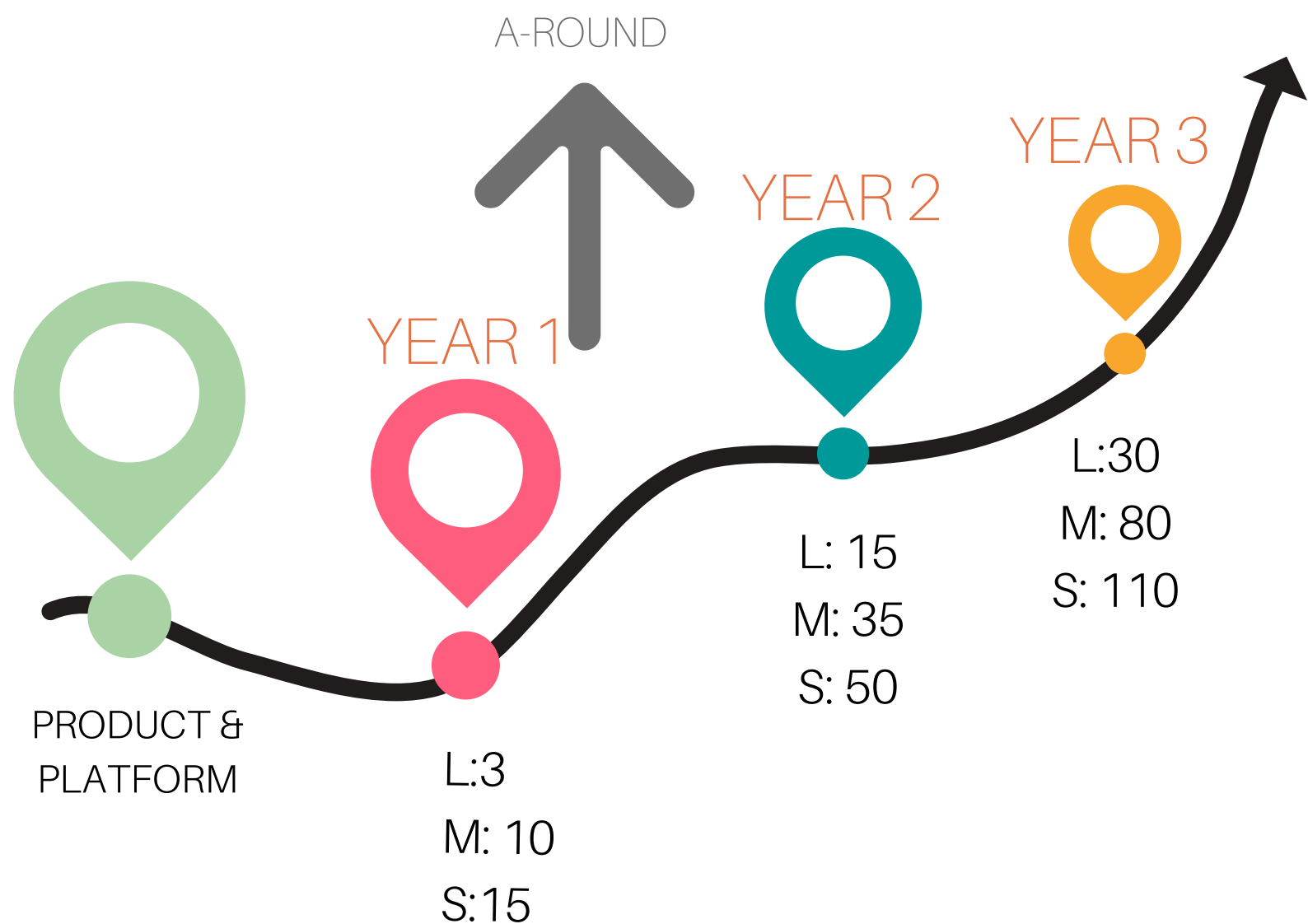
Q2-3

Further development of
our Learn Dash platform

Develop Learn
Dash app -
"BuddyBoss"

Q1-2





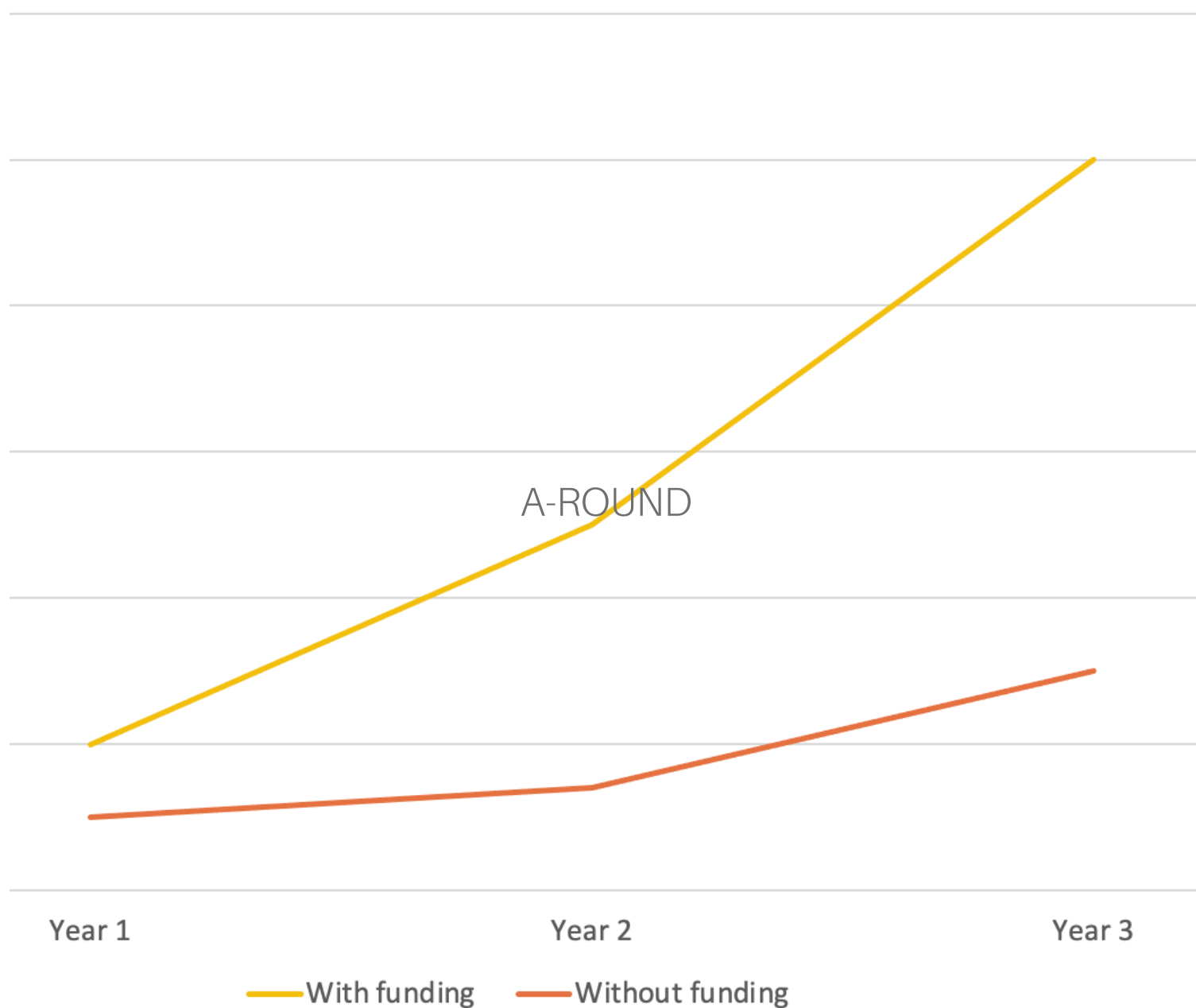
CUSTOMER SEGMENTATION (number of employees):

LARGE (L): +5000

MEDIUM (M): 2000-5000

SMALL (S): 250-2000

Revenue

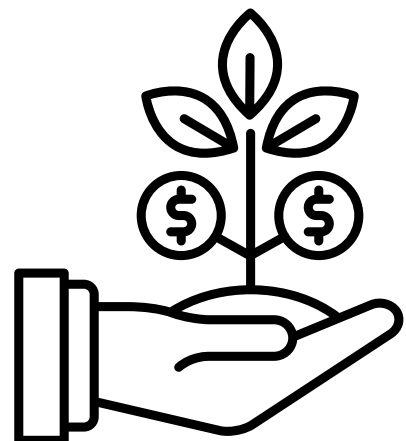


We need to invest in 4 main areas in order to scale the business:

- 1) Digital marketing & sales
- 2) Further development of our technical solution
- 3) New content in the e-learning program
- 4) The right competencies (marketing, sales, IT)

3 mio DKK/10%

Valuation indication (ABG Sundal Collier):
30-60 mio DKK



- Strong value proposition
- Proof of method
- Proof of sales
- Scalable business
- Mental health is a hot topic globally

