

1. We all know the challenges of growing up, finding our place in the world, building relationships, and starting a career. But especially as young adults, it's tough: Where previous generations had the close support of their families and friends, we're now used to moving away early and being on our own. And the online world, with all its benefits, encourages superficial relationships, causing us to feel lonely even if we are surrounded by people all day.
2. The result of those developments is that already one in four adolescents is facing mental issues and needs professional support. But especially as a young person, receiving mental health care is nearly impossible. Existing solutions are expensive, have long waiting times, and are often stigmatised.
3. We at Mentally are changing this. Imagine having an affordable, accessible professional to talk through the challenges you are facing. That's exactly what we offer. We bring together prospective therapists and young adults, helping to equip them with the tools needed to navigate the struggles of modern times.
4. How do we do that?
 - a. When signing up, you provide us with the information on what you need and get connected with a person who can relate
 - b. You open up in a space you feel comfortable with – be it through chat, online, or in person
 - c. But since mental health is relevant every day, our therapists are supported by Mently, a virtual assistant. It keeps you engaged and is there to talk to you while our therapists are not.
5. Even though there are already a lot of services offering therapy, we don't think they are sufficient.
 - a. More affordable
 - b. More accessible
 - c. Digitalized
6. How do we earn money?
 - a. Subscription based
7. We are Mentally, and we're on a mission to empower everyone to handle their emotional landscape. Join us to make this happen. Thank you.

We all were young at some point

did you ever had a hard time, where a relative passed away, your pet got sick, or you ended a long relationship?

Where you would have liked someone to talk to?

A friend that not only supports you, but help you to overcome your situation?

- You are not alone, over 400 000 people in Austria are in a need for a psychotherapeutic treatment and only 65 000 get a place, that means 84% of people are not in treatment
- Moreover, there is an average of 5 month to wait for a possible treatment, which will cost approximately 130€ per session
- These are scary numbers if you think that more than half of these people need to fund these sessions by themselves
- On the other side, there is a large number of educated graduates with a degree in psychology which have all the skills to help out.
- Unfortunately they are not allowed before they enquire their final certification, which is just a matter of 5 years of practicing experience

- We, as Mentally, want to provide a save space to bring these groups together and give more people the opportunity to receive a professional affordable guidance.
- This platform will help the clients to register and explain their current situation.
- The onboarding process will lead you to a short questionnaire about your person, and then the platform will provide a perfect match according to your needs.
- As a next step, You will be able to chat with your personal consultant, agree on the appointments and add regular mood checks for your mental well-being.
- The experience is enriched by our assistant Menty, who will help you to schedules calls, summarizes conversations and extracts proposed exercises which will be easily accessible in your mentally dashboard.

- What distinguish us from our competitors like Betterhelp, Talkspace, or Regain?
- We specifically target academic graduates which are ready to enter the psychiatric world.
- We are budget-friendly to student in needs of help.
- And our focus is young individuals and low income adults that go through a tough time, but are not able to afford a professional help.

- We have a subscription price models, based on features and sessions numbers, so that everybody can find the right package for their necessities.
- The free package offer a trial session to gain a perspective on the potential of our platform.
- 3m

Additional

- liability

- but you might have asked yourself, how can I trust these people without an official certification with my depression?
- first of all a disclaimer: we do not provide help in case of serious mental problems like depressions or mood disorders
- in this case, we forward you to a professional that can help you
- we want to offer guidance for people in bad situations that thought about a therapy, but haven't because of the circumstances
- for this purpose our graduates are educated enough and motivated to provide this service and improve your life quality
- this is better than having no guidance at all
- Target market: Initially focus on Austria and Germany due to familiarity with the culture and clear understanding of the market situation.
- Service emphasis: Prioritize liability and trust as key factors, aligning with the cultural values of the target market.
- Business model experimentation: Determine the most effective model (subscription or per session) to optimize the service and learn from early failures, enabling service improvement.
- Global expansion potential: Recognize the global prevalence of mental health issues and the opportunity to address the problem on a larger scale in the future.
- Future expansion ideas:
 - Soulmates match: Consider incorporating a feature that connects individuals facing similar challenges, offering emotional support beyond professional guidance.
 - Extension to other domains: Explore the possibility of applying the concepts of finding non-certified yet knowledgeable professionals and soulmate matches to different areas.
 - Affordable tax advice: Explore the potential for providing economical tax guidance from graduates or individuals with similar circumstances.