



LOVEJOY HEALTH

## Transforming Mental Health Through Virtual Clinics and Telehealth Technology

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# Introduction

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## Our Mission

To provide accessible, high-quality mental health care through virtual clinics and innovative telehealth technology.

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## Our Vision

To become a leading provider of mental health services, leveraging technology to reach underserved communities.

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# PROBLEMS



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# SOLUTION (DUAL FOCUS)



## Virtual Clinic

- **Starting in Arizona:** Launching our virtual mental health clinic here with plans to expand nationwide, offering therapy without MD oversight where applicable.

## Telehealth Technology

- **Mobile Apps:** Separate apps for patients and therapists, enabling virtual appointments, wellness tools like meditation, mood trackers, knowledge libraries, and community support.
- **Scalable:** Designed for expansion across multiple states as we grow.

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# HOW IT WORKS – FOR PATIENTS



## Discovery and Onboarding Assessment

Comprehensive and culturally nuanced mental health evaluations



## Therapeutic Tools

Culturally relevant educational resources and coping strategies



## Progress Tracking & Privacy and Confidentiality

Comprehensive and culturally nuanced mental health evaluations



## Personalized Content

Culturally relevant educational resources and coping strategies



## Therapist Matching

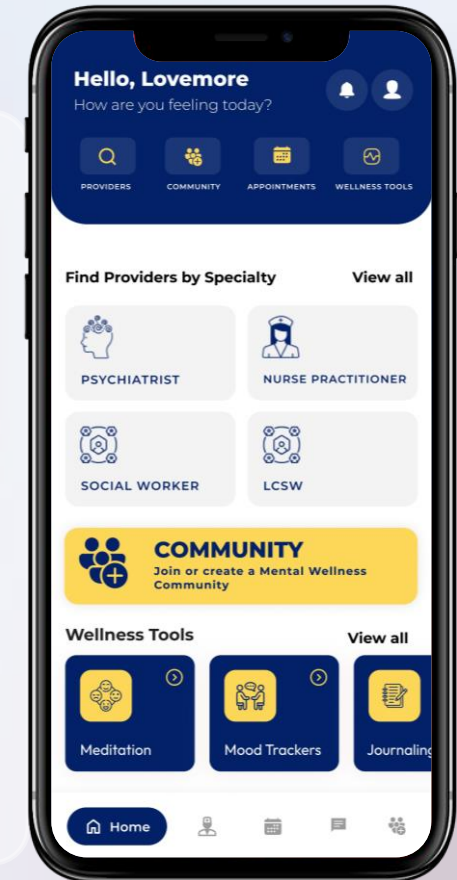
Connecting users with therapists



## Crisis Support Virtual Support Groups

Culturally relevant educational resources and coping strategies

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# HOW IT WORKS – FOR PROVIDERS



## Discovery and Onboarding Assessment

Comprehensive and culturally nuanced mental health evaluations



## Virtual Sessions

Conduct secure video and text messaging appointments with patients.



## Earnings Dashboard

View earnings balance and withdraw funds directly to a bank account.



## Patient Matching

Seamlessly connect with patients based on needs and preferences.



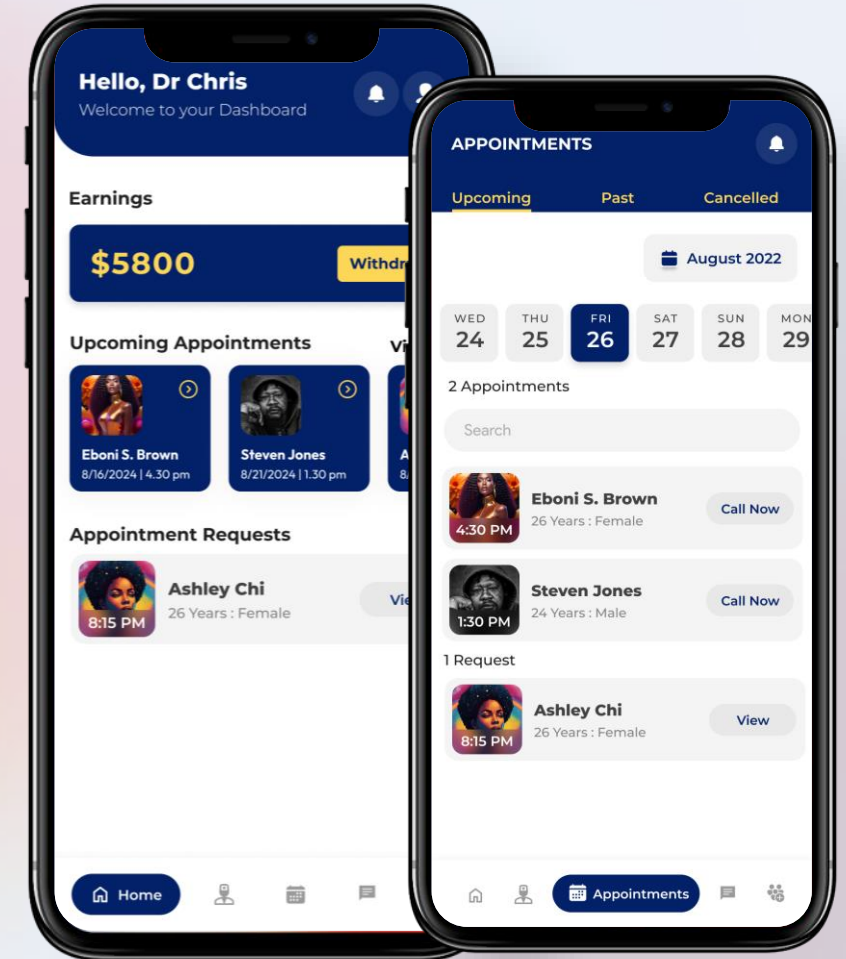
## Progress Tracking & Privacy and Confidentiality

Comprehensive and culturally nuanced mental health evaluations



## Crisis Support Virtual Support Groups

Culturally relevant educational resources and coping strategies



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# MARKET OPPORTUNITY



## Mental Health Market

Growing demand for mental health services.



## Telehealth Adoption

Increasing acceptance and usage of telehealth services.



## Target Audience

Kids, young adults, and adults, with a focus on underserved communities



## Total Global Addressable Market

**\$30** billion by 2032



## US Market

Accounts for **78%** of the current mental health apps market



## CAGR

Increasing acceptance and usage of telehealth services.

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# GO-TO-MARKET STRATEGY



Develop and release telehealth apps on Android and iOS.



**Phase 1**

**Phase 2**

**Phase 3**

Launch virtual clinic in Arizona with three therapists, starting with cash payments and transitioning to insurance billing.

Scale operations to other states and expand therapist network.

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# PARTNERSHIP & COLLABORATION STRATEGY

01

## Strategic Alliances

Form partnerships with local healthcare providers and community organizations to extend reach and trust.  
Corporate

02

## Technology Integrations

Collaborate with other health tech platforms to integrate complementary services, enhancing patient care and app functionality.

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## Wellness Programs

Partner with businesses to offer LoveJoy Health services as part of employee wellness initiatives.

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# Business Model

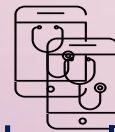


## Virtual Clinic

**Revenue from insurance  
billing and cash payments:**

Generate revenue through insurance billing and direct cash payments for therapy sessions.

01



## Telehealth Technology

**Subscription model for  
patients:**

Patients subscribe to access wellness tools, community support, and personalized care features.

02



## PLATFORM MONETIZATION

Charge platform fees for non-LoveJoy therapists who conduct virtual appointments.

Monetize future features like in-app prescriptions and expanded wellness content.

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# Financial Projections – Year 1



## Year One Revenue

Revenue Stream	Calculation	Total Revenue
Individual Teletherapy	3 therapists * \$225,000 per therapist	\$675,000
Group Teletherapy	3 therapists * \$40,000 per therapist	\$120,000
Subscription Services	1,500 subscribers * \$29.99/month * 12 months	\$539,820
<b>Total Revenue</b>	Sum of all revenue streams	<b>\$1,334,820</b>

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# Financial Projections – 5 Years



## Five-Year Revenue Summary

Year	Number of Therapists	Individual Teletherapy Revenue	Group Teletherapy Revenue	Subscription Revenue	Total Revenue
1	3	\$675,000	\$120,000	\$539,820	\$1,334,820
2	6	\$1,350,000	\$240,000	\$719,760	\$2,309,760
3	9	\$2,025,000	\$360,000	\$899,700	\$3,284,700
4	12	\$2,700,000	\$480,000	\$1,079,640	\$4,259,640
5	15	\$3,375,000	\$600,000	\$1,259,580	\$5,234,580

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# Competitive Landscape



Feature/Aspect	LoveJoy Health	Talkspace	Calm	BetterHelp
HIPAA-Compliant Telemedicine	Yes	Yes	Yes	No
Patient Community Support	Yes	No	No	No
Personalized Care Plans	Yes	No	Yes	No
Meditation Tools	Yes	No	Yes	No
Subscription Model	Yes	Yes	Yes	Yes
Culturally Competent Care	Yes	No	No	No
Focus on Underserved Communities	Yes	No	No	No
Direct Appointment with Therapists	Yes	Yes	No	Yes

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# Meet The Team



**Lovemore Chirombo**  
CEO & CTO



**Dr Ibukun Odutola**  
Chief Medical Officer (CMO)



**Mohammed Kamara**  
CFO

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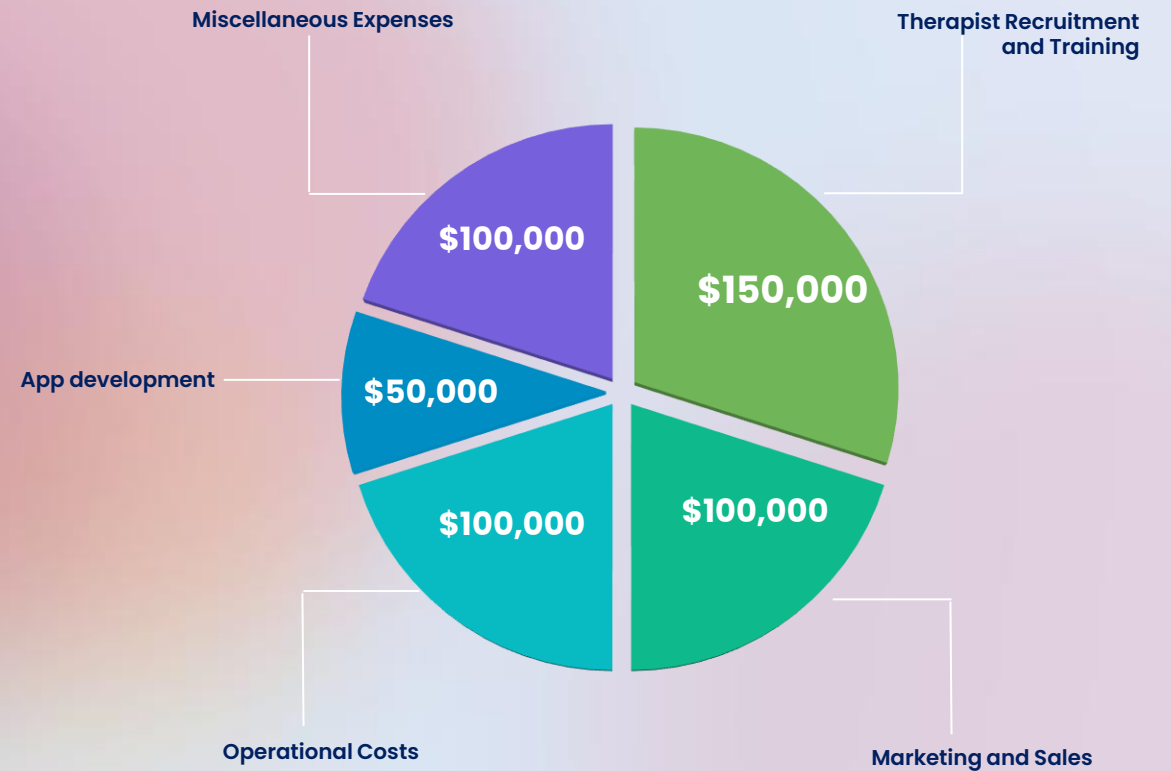


# Funding Request

AMOUNT

**\$500,000**

## Use of Funds



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