

MynDoor

Relieve stress before it happens

MynDoor



Problem: Is feeling stressed the new normality?

Chronic stress affects most of the population.

Treatments takes place **too late**, only after the malaise manifests itself.

People's mental health has a strong impact on the economy.

Europe, **40 million workers** are affected by work stress.

America, **more than 52%** of US workers had a burn-out. Estimated cost of more than **\$500 billion** dollars.

60% of works days lost are due to Stress.

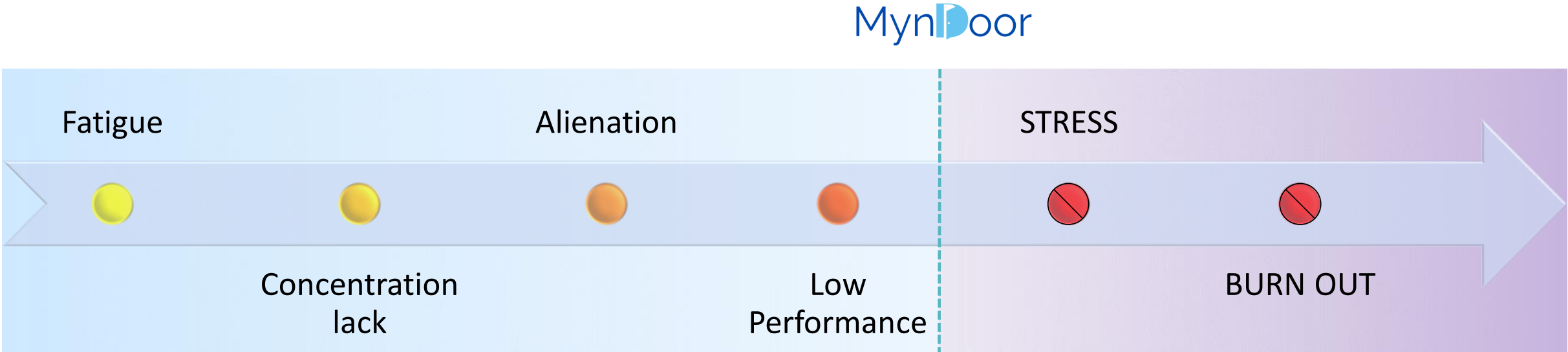
Problem: Is feeling stressed the new normality?

Globally, €900 billion losses per year



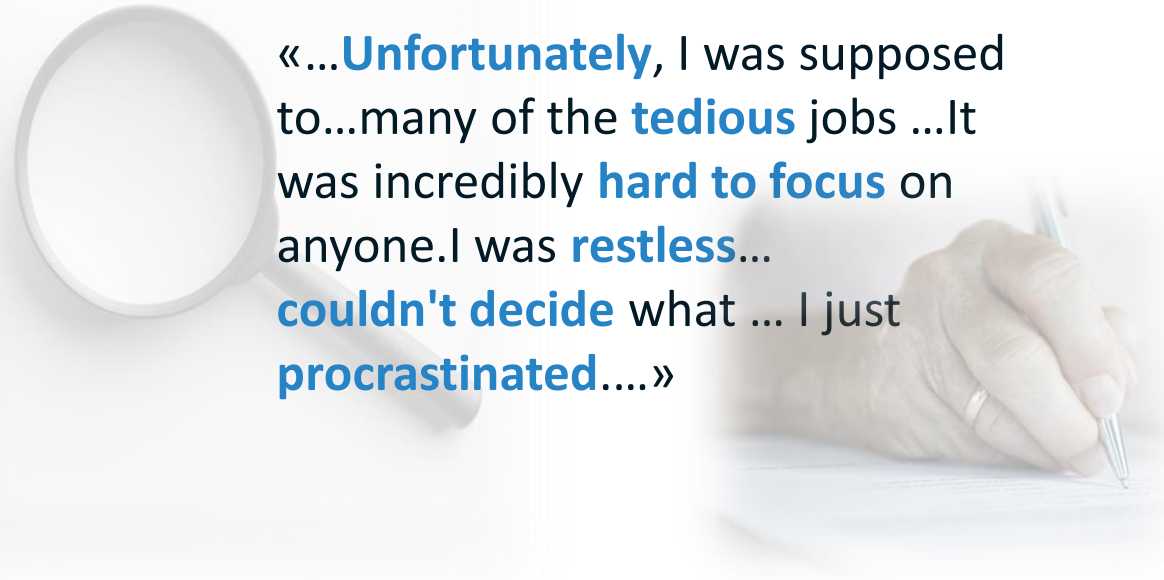
€1200 per employee

COMMON MEASURES DO NOT PREVENT THE PROBLEM... MYNDOOR DOES

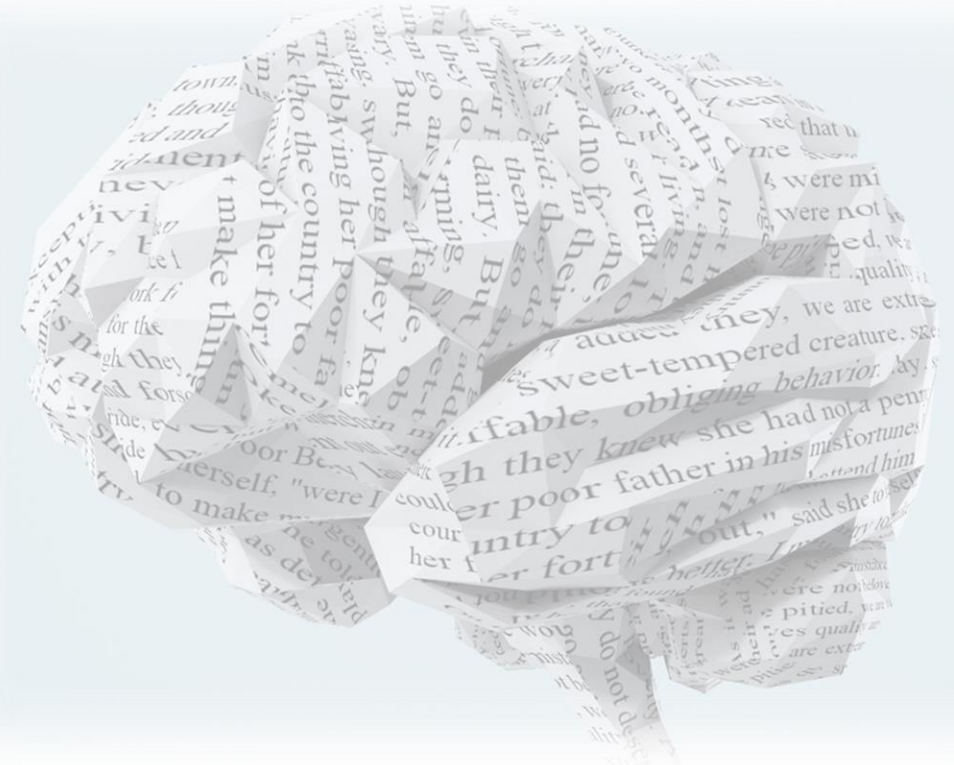


Our solution

MynDoor's algorithm for the Communication style analysis capable to recognize emotions and **Psychological stress** levels through NLP, **before it becomes a problem.**



«...**Unfortunately**, I was supposed to...many of the **tedious** jobs ...It was incredibly **hard to focus** on anyone.I was **restless... couldn't decide** what ... I just **procrastinated....**»



Our solution

Natural Language Processing model



Early Stress
Detection



Emotion
Recogniton

Our Expertise



6 YEARS OF DATA COLLECTED IN HIGH STRESSFUL ENVIRONMENT AND SCIENTIFIC MISSIONS



PROPRIETARY DATASET
More than 10K entries



30 AFFILIATED PSYCHOLOGY CONSULTANTS



CORPORATE WELLNESS

- **Stress prevention**
- **Reduction in mistakes**
- **Improved productivity**
- **Improved turnover**

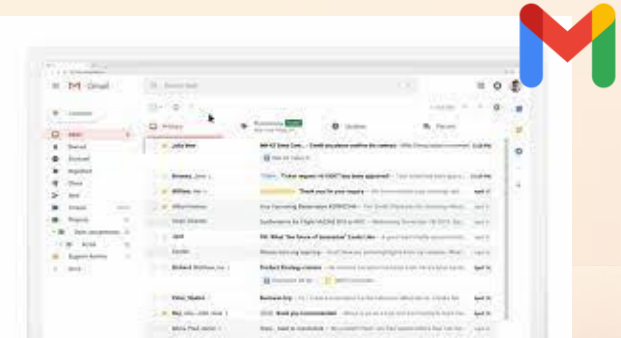
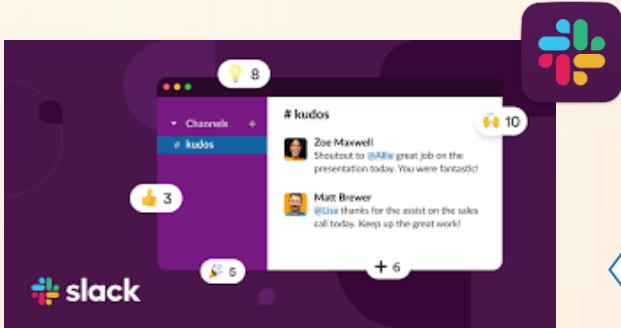
Market

First customer
Profile and
benefits

PoC: Saas API platform

Market

PoC: Customer Experience with first partners



30% CAGR ANNUAL GROWTH

Market

Potential market

Mental Wellness/
Healthcare

€150B

Self
Monitoring
Device

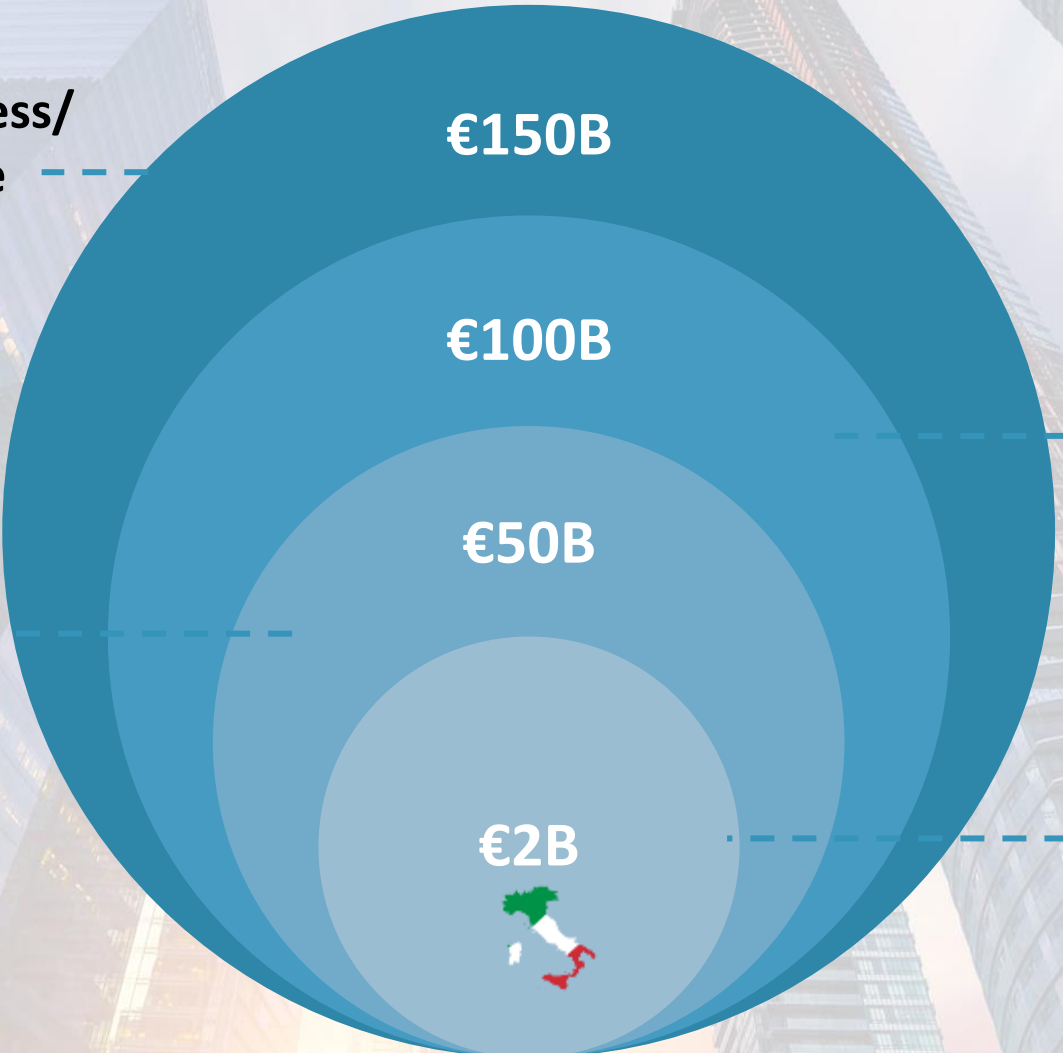
€100B

Corporate
Wellness

€50B

Italy

€2B



*Global wellness institute, EFPA, OECD

Why we are different

POPRIETARY DATASET

Unique dataset, correlating Stress and Communication

NON-INTRUSIVE APPROACH

No need for complex physiological monitoring and analysis.

EASY OF USE AND NO NEEDED OF WEARABLE

PRIVACY PROTECTION

Provide both monitoring and suggestions in compliance with privacy protection










EXTENDED PSYCHOLOGY NETWORK

Validating the technology.

OUR EXPERTISE

OUR COMPETITIVE ADVANTAGE

Competitors

				
Passive monitoring				
Adaptable to multiple hardware				
Free from wearable				
Unique stress related data set				
Based on communication				

Similar technologies

SPORT & HEALTH PERFORMANCE



we can do the same with **stress and psychological distress** before they become evident



Traction



Programs



ANALOG
ASTRONAUT
TRAINING
CENTER



More than 30
missions



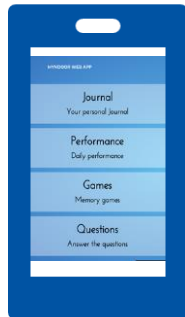
5 LOI +
2 demo projects
with partners



dataset value and
patent process
started

Roadmap

Present

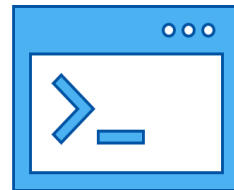


Free distribution App to our strategic partner (Psychologist, Missions)



Get statistics

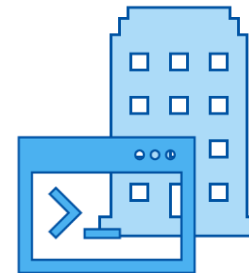
<1 month



Start trial API with B2B companies

Ex: Isapiens
Unobravo

10 months



API Services (Saas)

- Up to 10,000 calls per month : 0,5 € per call
- From 10,000 to 50,000 calls per month : 0,25 € per call
- Over 50,000 calls per month: 0,15 € per call

2 year



Integrated Software

Compatible with most common services used in **Corporate** (slack, mail etc.) providing information and statistics on **aggregated data**

Team



FRANCESCO FINAZZI
CEO, Founder
Aereospace Engineer,
former Navy pilot



MAURO DELUCIS
CTO, Co-Founder
Senior full-stack
developer for 20 years



CECILIA DOMPE'
Chief Psychologist, Co-
Founder
Clinical Psychologist at
San Raffaele University



GIORGIA TRESSOLDI
CO
International management
student at UniBo



NICOLA MELLUSO
R&D
NLP and R&D at B4DS-
PHD Pisa



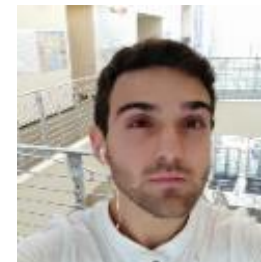
**ALESSANDRO
ALCIBIADE**
CSO
PHD in Psicho-biology
and statistics at UniPi



**NICOLÒ RE
DEPAOLINI**
CMO
5 years CSO at OSM
International Group

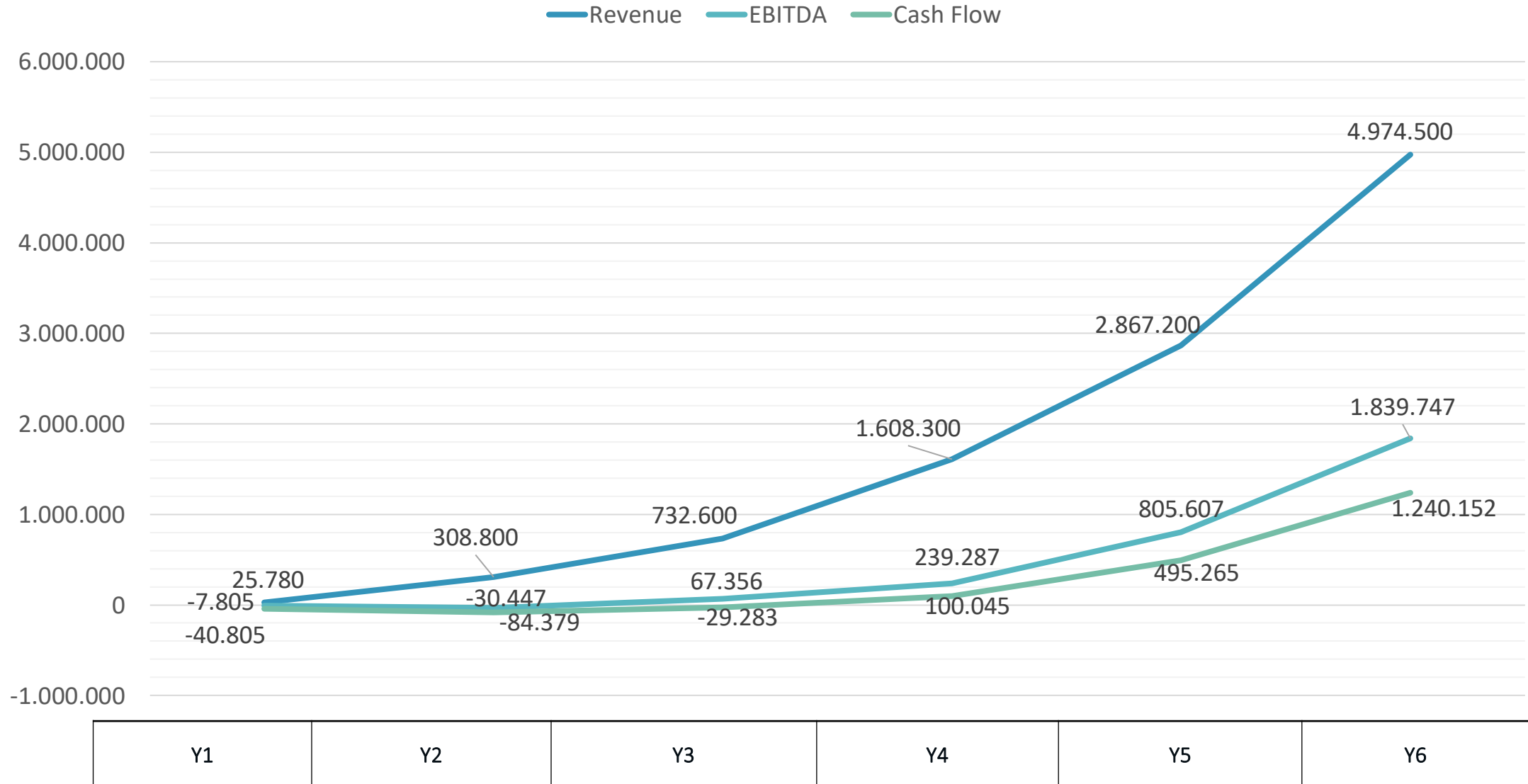


ALINA PETROVA
Front end developer

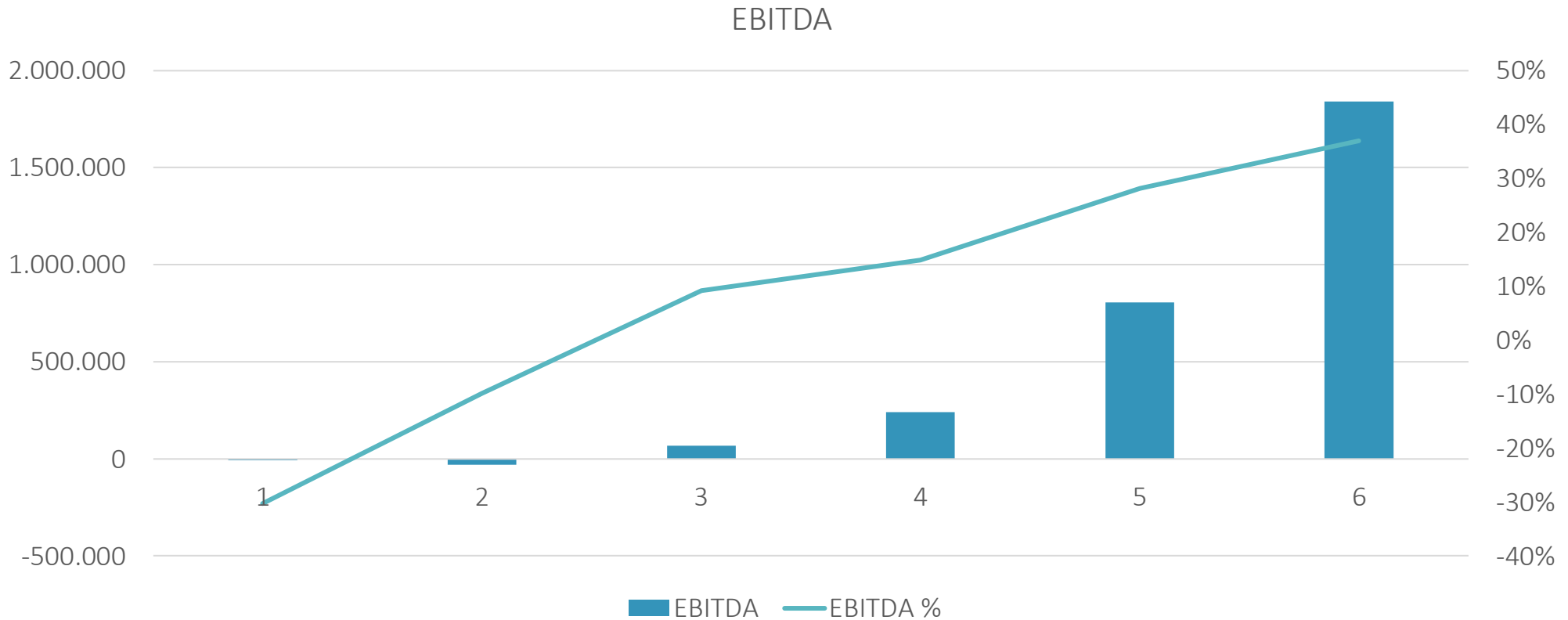


Matteo Mendula
PHD in Computer
science and master in
Insurtech

Financials - Forecast



Financials - EBITDA 6y



	Y1	Y2	Y3	Y4	Y5	Y6
<i>EBITDA</i>	-7.805	-30.447	67.356	239.287	805.607	1.839.747
<i>EBITDA %</i>	-30%	-10%	9%	15%	28%	37%

Financials

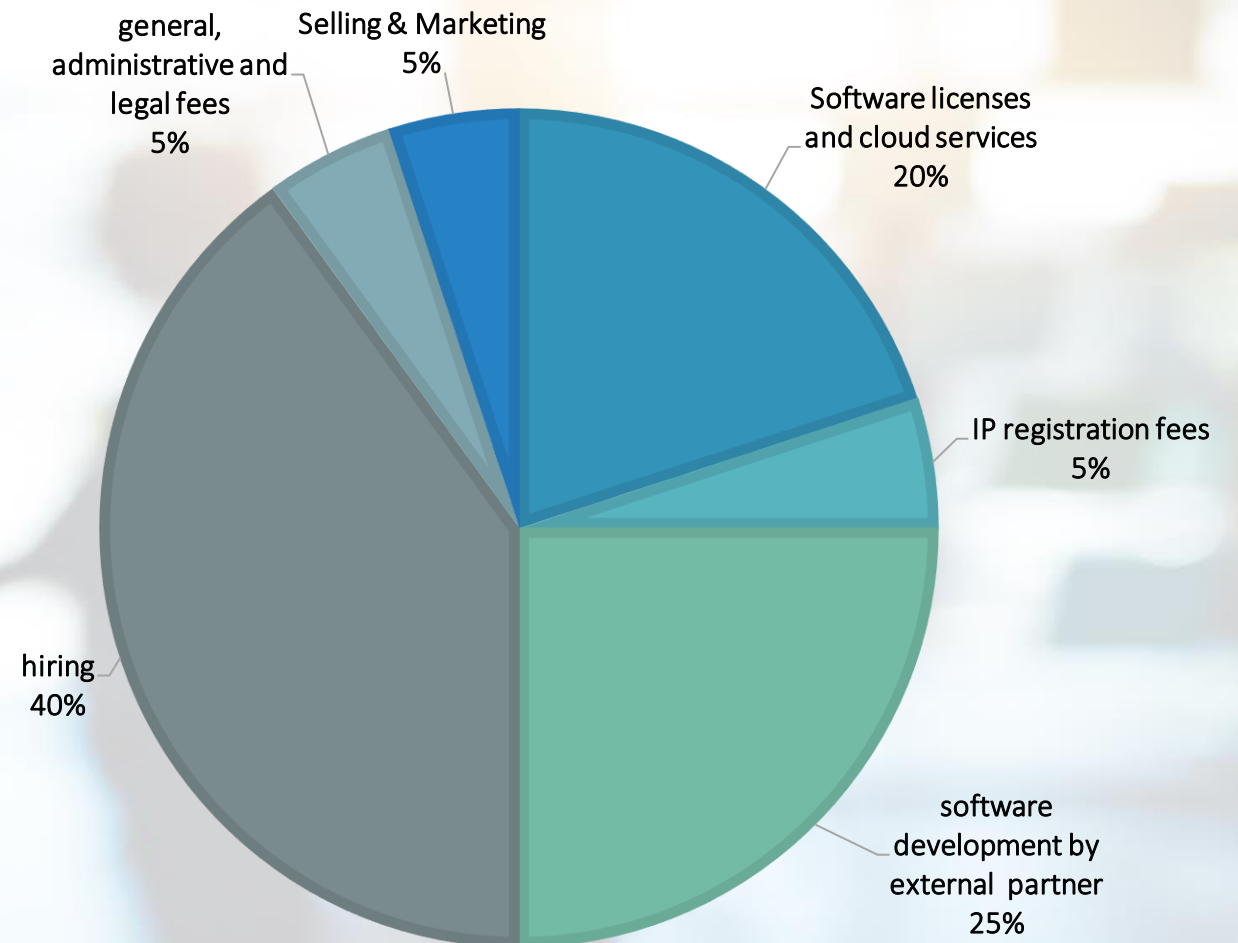
Investment Required

500K€ convertible notes

Seed Evaluation 3-5MLN

- Complete trials
- Go to market API
- Develop integrated software

DISTRIBUTION



FUTURE

Further potential applications



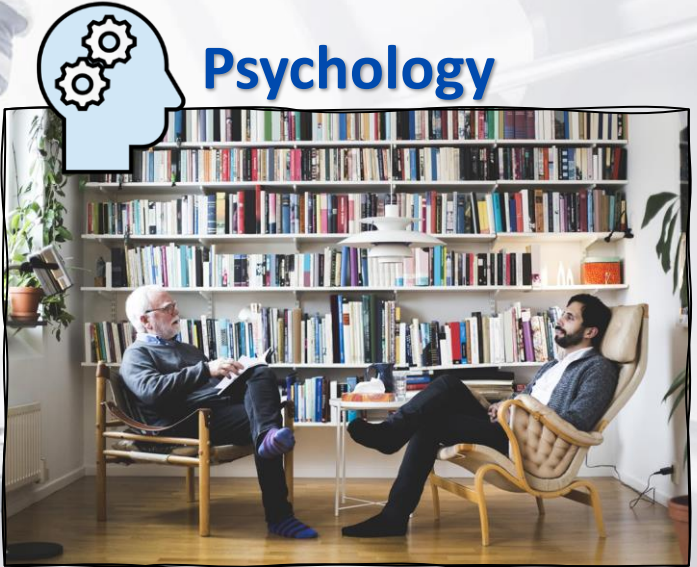
Smart-phone app



Healthcare



Schools

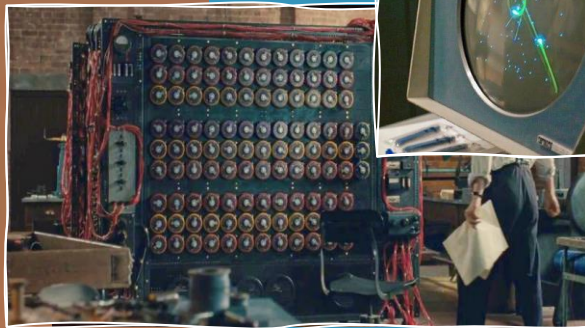


Psychology



From military experience to workplace healthcare

We can help people to get to
know themselves better and
improve their lives.



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