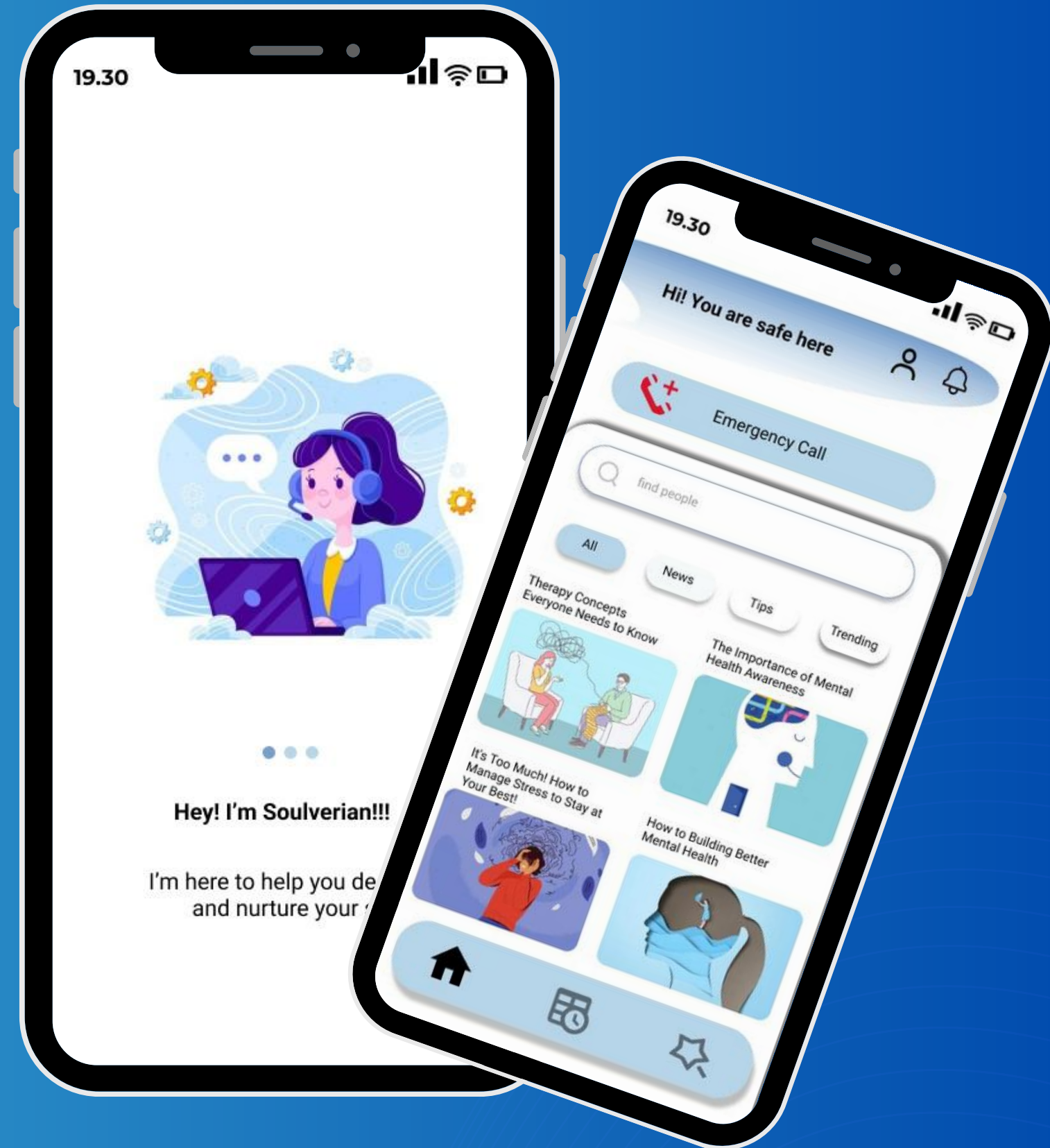




Soulvers

**"Soulvers: Empowering Minds, Healing Hearts,
and Guiding Your Path to Psychological
Wellness"**

Business Innovation 2023



PROBLEM

One out of three teenagers aged 10-17 in Indonesia has experienced a mental health problem in the past 12 months. This equates to approximately 15.5 million teenagers nationwide. This could be influenced by internal or external factors, leading many teenagers to experience depression, excessive stress, and trauma. The difficulty in finding professional help to address their personal or emotional problems may result in some choosing to end their lives.

<https://dataindonesia.id/>





SOLUTION

1

CONVENIENT ACCESS TO PROFESSIONAL SUPPORT

2

CONFIDENTIAL AND SAFE SPACE

3

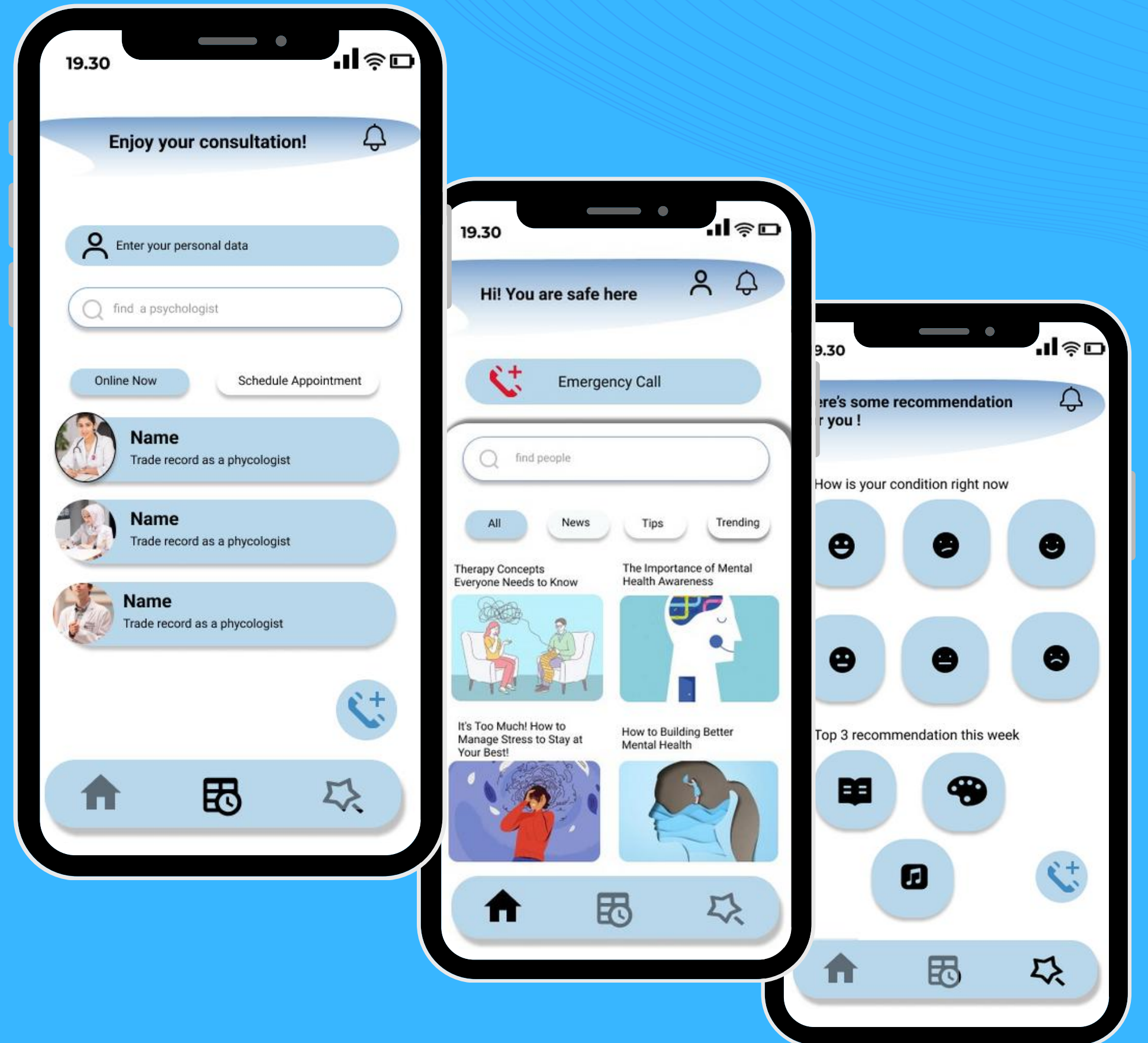
PROGRESS TRACKING AND SUPPORT

INTRODUCING, SOULVERS!

Solvers is an platform designed to assist individuals in solving their personal or emotional problems with the support of psychiatrists, both online and offline. This application provides a secure and reliable platform for communicating with mental health professionals.

FEATURES

- Emergency Call
- News
- Consultation
- Tracking mood and recommendation



BUSINESS MODEL

REVENUE STREAMS



Consultation Fee

The money paid by customer for individual consultation sessions.



Advertising Fee

Related products and services that can be advertised: self-help books, essential oils, herbal teas, nutritional supplements, exercise programs, mental health awareness campaigns and events, etc.

COST STRUCTURE



General & Administrative

The day-to-day costs our business must pay to operate, including regular server maintenance & administrative overhead.



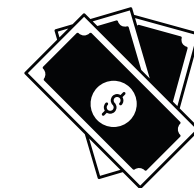
Research & Development

Budget for user research, platform enhancements, etc.



Marketing

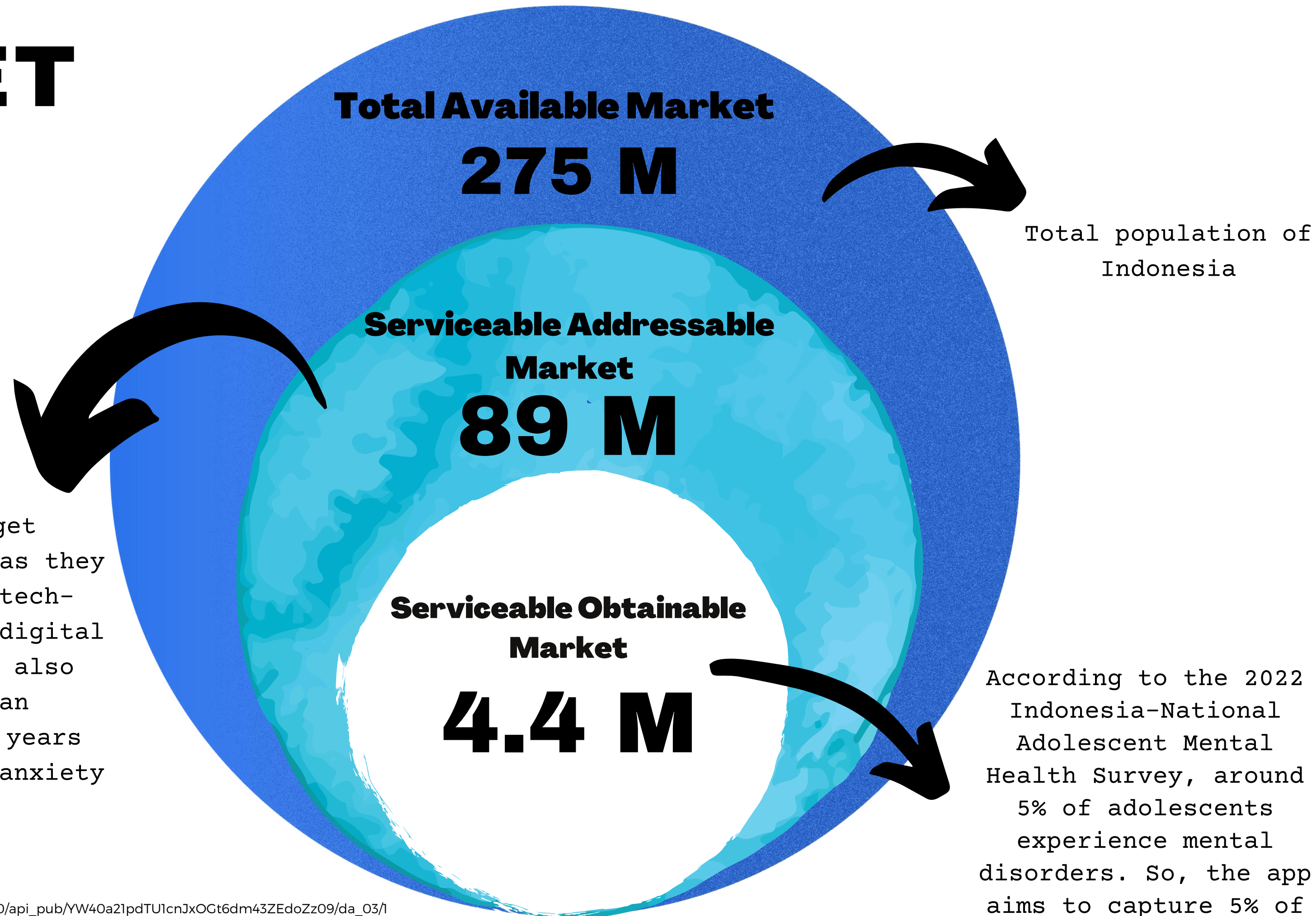
Budget for digital marketing campaigns and promotional activities.



Salaries

Budget for employees' salaries.

MARKET SIZE



GO TO MARKET STRATEGY

Market Entry

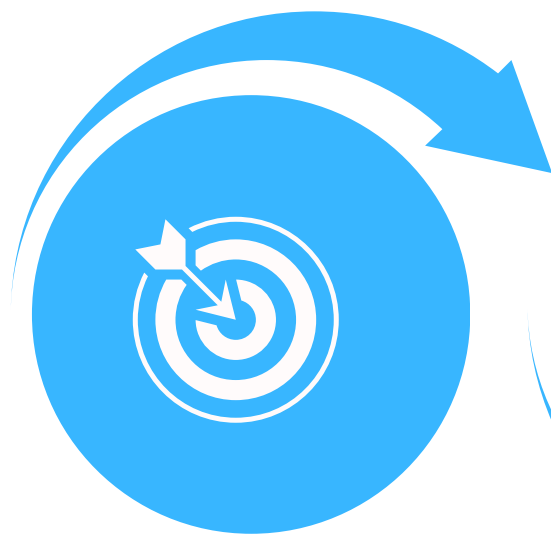
- Direct-to-Consumer: Launch the app directly to the end users.
- Employer Partnerships: Collaborate with companies and organizations to offer the app as part of their employee benefits.

Key Partners

- Licensed Mental Health Professionals: psychologists, therapists and counselors.
- Healthcare Providers: hospitals, clinics and mental health centers.

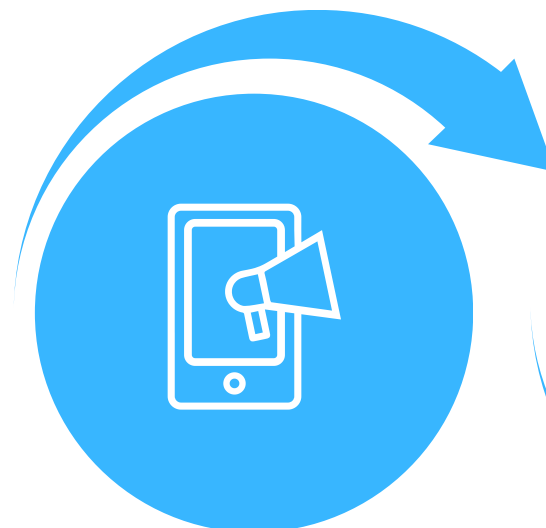
Long Term

- User Engagement and Retention
- Continuous Improvement and Innovation
- Partnerships and Collaborations
- Research and Validation



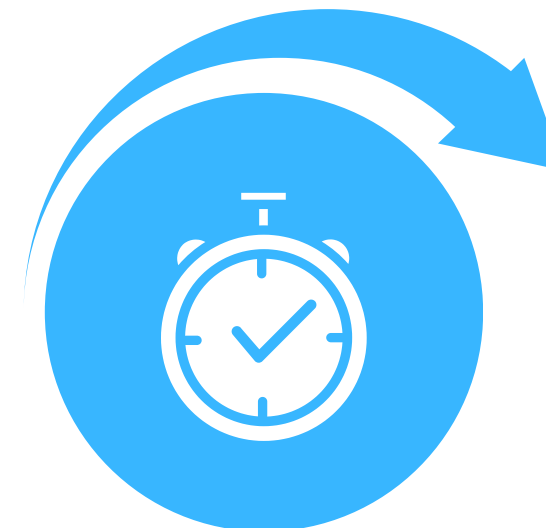
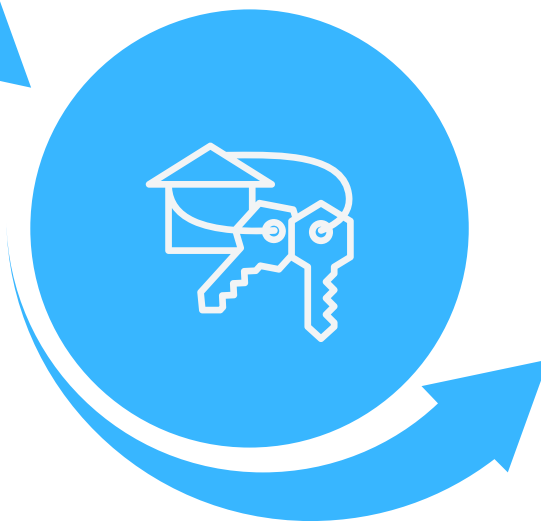
Target Market

Students and working professionals.



Channels

- App Store and Google Play Store.
- Social Media Platforms: Facebook, Instagram and Twitter to raise awareness, engage with target audience, share valuable content, and drive traffic to the app.






Short Term

- Branding and Positioning
- Marketing and Promotion
- Referral Programs and Incentives
- User Experience Optimization
- Customer Support and Engagement



COMPETITION

	 Soulvers	 halodoc	ALODOKTER	 bicarakan.id
Online & Offline	✓	✓	✓	✓
Community	✓	✗	✗	✗
Mood Tracking and Recommendation (song, book, coloring)	✓	✗	✗	✗
Emergency Call	✓	✗	✗	✗
Long Consultation Time	✓	✗	✗	✓

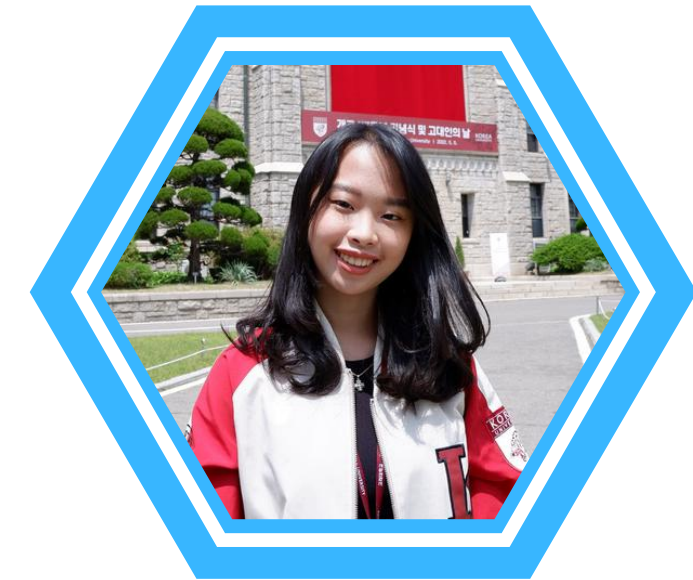
OUR TEAM



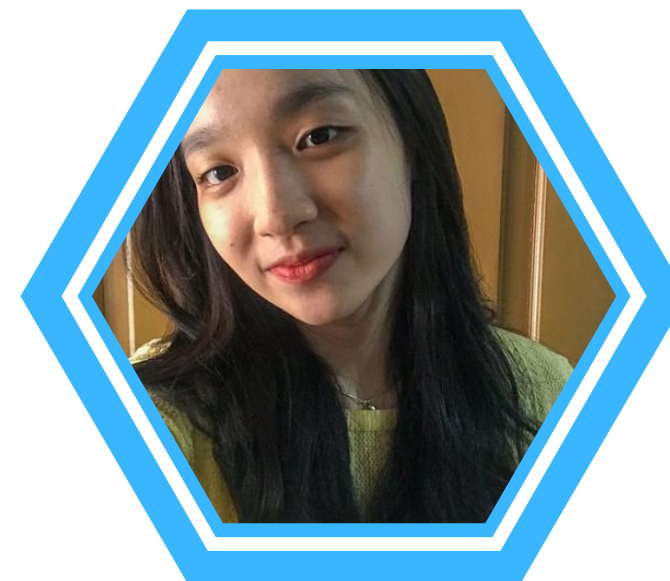
Caroline Theresia
CEO



Dian Oktaviani
CTO



Felicya Irene
VP Financing



Marcella Renata
VP RnD



Catherine
VP Marketing

FINANCIAL PROJECTION

P&L Projection for 4 Years

	Source	Year 1	Year 2	Year 3	Year 4
Revenue	Consultation	Rp337,500,000	Rp540,000,000	Rp864,000,000	Rp1,382,400,000
	Advertising	Rp120,000,000	Rp144,000,000	Rp172,800,000	Rp207,360,000
Expenses	General & Administrative	Rp15,000,000	Rp15,000,000	Rp15,000,000	Rp15,000,000
	Marketing	Rp60,000,000	Rp66,000,000	Rp72,600,000	Rp79,860,000
	Salaries	Rp180,000,000	Rp210,000,000	Rp240,000,000	Rp648,000,000
	RnD	Rp1,120,000,000	Rp132,000,000	Rp145,200,000	Rp159,720,000
Operating Profit		-Rp917,500,000	Rp261,000,000	Rp564,000,000	Rp687,180,000

FINANCIAL PROJECTION

Equity Distribution

				Initial		After Advisors		Post Angel		Post VC	
Founders	Title	#	Shares	%	Shares	%	Shares	%	Shares	%	
Caroline	CEO		Rp330,000,000	30%	Rp330,000,000	29.33%	Rp330,000,000	26.4%	Rp330,000,000	18.6%	
Dian	CTO		Rp192,500,000	17.5%	Rp192,500,000	17.11%	Rp192,500,000	15.4%	Rp192,500,000	10.9%	
Felicya	VP Financing		Rp192,500,000	17.5%	Rp192,500,000	17.11%	Rp192,500,000	15.4%	Rp192,500,000	10.9%	
Catherine	VP Marketing		Rp192,500,000	17.5%	Rp192,500,000	17.11%	Rp192,500,000	15.4%	Rp192,500,000	10.9%	
Marcella	VP RnD		Rp192,500,000	17.5%	Rp192,500,000	17.11%	Rp192,500,000	15.4%	Rp192,500,000	10.9%	
Total			Rp1,100,000,000	100%	Rp1,100,000,000	97.78%	Rp1,100,000,000	88%	Rp1,100,000,000	62.1%	
Advisors	Per Person										
Board Members	Rp5,000,000	5			Rp25,000,000	2.22%	Rp25,000,000	2%	Rp25,000,000	1.4%	
Option Plan											
UX/UI Designer	Rp1,500,000	2							Rp3,000,000	0.2%	
Sr. Developer	Rp3,500,000	3							Rp10,500,000	0.6%	
Jr. Developer	Rp1,500,000	4							Rp6,000,000	0.3%	
Admin	Rp500,000	5							Rp2,500,000	0.1%	
Total		14							Rp22,000,000	1.2%	
Investors											
Angels (125M at 1.125B)							Rp125,000,000	10%	Rp125,000,000	7.1%	
VC Round (500M at 1.25B)									Rp500,000,000	28.2%	
Total									Rp625,000,000	35.3%	
Grand Total			Rp1,100,000,000	100%	Rp1,125,000,000	100%	Rp1,250,000,000	100%	Rp1,772,000,000	100%	

PRODUCT STATUS & ROADMAP

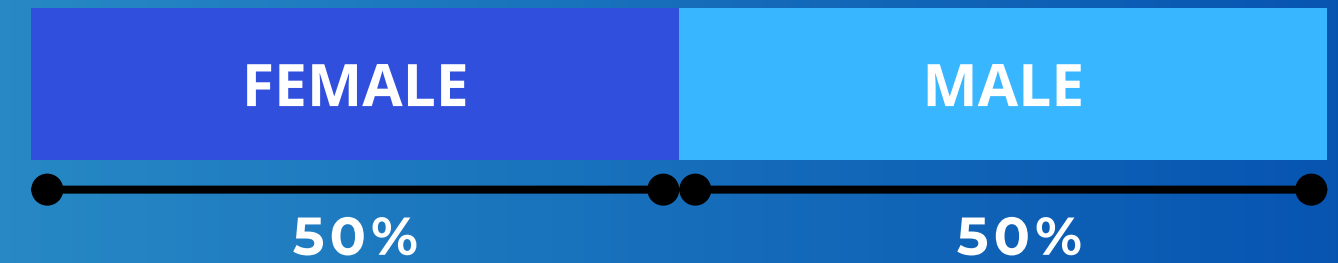


MATURITY LEVEL

Initial Product

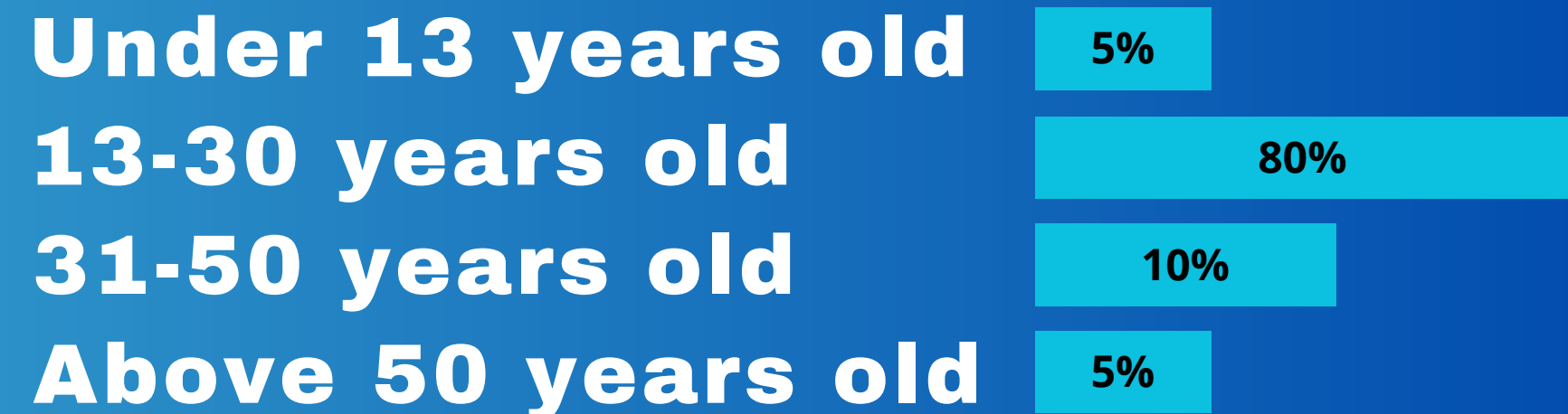
Prototype Solution

(TARGET) MARKET VALIDATION



**10.000
MONTHLY
ACTIVE USER**

AUDIENCE SEGMENTS:



SHORT-TERM ROADMAP

CONSTRUCTIVE FEEDBACK

JULY 2023

ALPHA - BETA TEST
(INCUBATOR)

AUGUST 2023

ANDROID & iOS APP
LAUNCH (INCUBATOR)

SEPTEMBER 2023

& BEYOND

GO PUBLIC & ADS
EXPANSION

SUSTAINABILITY & GROWTH

LONGTERM ROADMAP

2023

- Establish App
- Reach 50.000 users
- Hire essential team members

2024

- Launch Subscription & New Features
- Reach 100.000 Users
- Cooperate with government

2025 & BEYOND

- Focus on Growth
- Investment
- Partnerships

The background of the image is a landscape of rolling hills and mountains, rendered in a monochromatic blue color scheme. The hills are layered, creating a sense of depth and perspective. The sky is a clear, light blue, and the overall atmosphere is serene and expansive.

SUMMARY

&

CALL TO

ACTION

JOIN OUR JOURNEY!

We are raising **Rp125.000.000** in financing to perfect and sound this **BREAKTHROUGH APP** for a **MENTALLY HEALTH INDONESIA**

- **4%** **G&A**
- **16%** **MARKETING**
- **80%** **TECH BUILD BIZDEV**

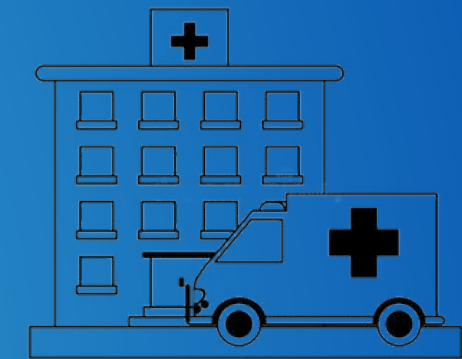
POTENTIAL COLLABORATORS



Investor



Government



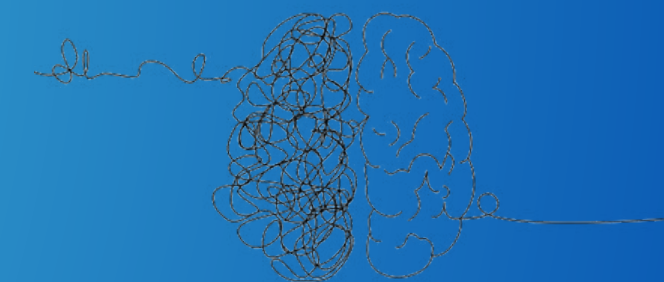
Hospital



Pharmacy



Psychologist



Psychiatrist

We take the stigma away from mental health by creating a safe and comfortable space for them to heal.

THANK YOU