

The background features a light purple-to-white gradient at the top, transitioning into a grid pattern. Below the grid are several overlapping, wavy shapes in various shades of purple, creating a modern, abstract design. A small white circle is visible on the right side of the purple waves.

Sona Mind

PITCH DECK

VISION

Transforming global mental health by providing accessible, meaningful conversations to everyone through innovative technology—
changing lives one dialogue at a time.

PROBLEM

The Global Mental Health Crisis

Humanity's Unmet Need:

- For millennia, people have sought guidance to navigate life's challenges.
- Today, mental health issues affect **1 in 8 people globally** (WHO).

The Accessibility Gap:

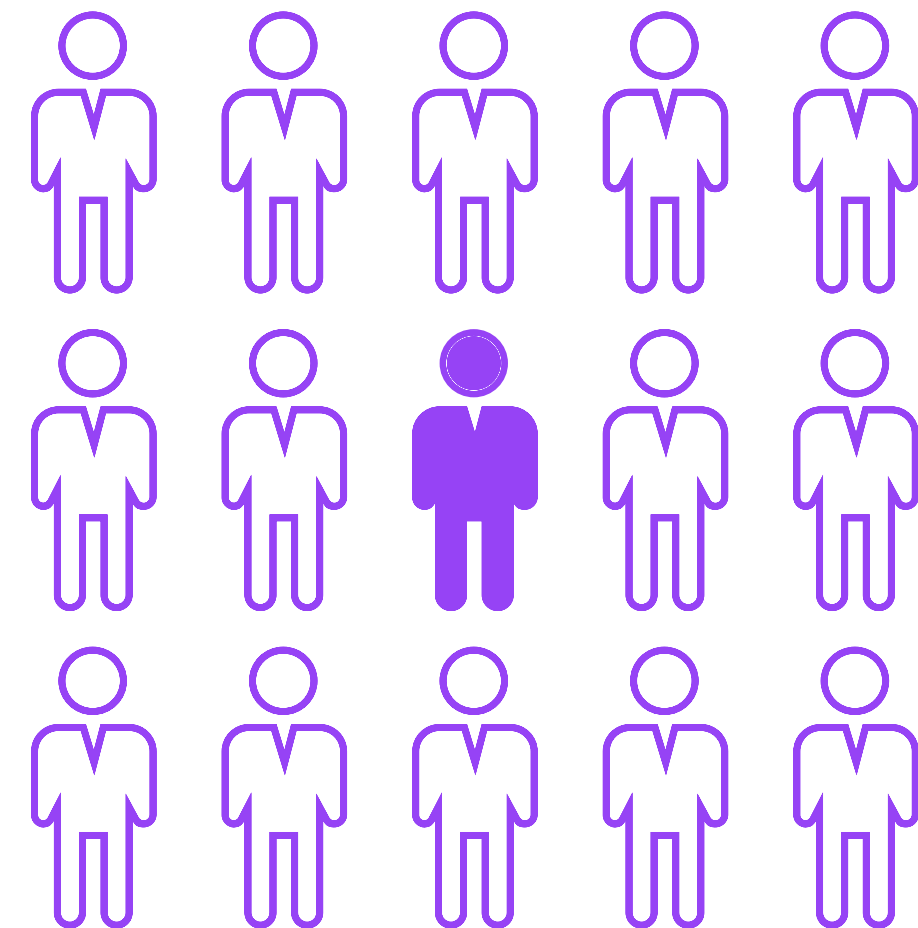
- **75% lack access** to professional mental health support.
- Due to stigma, cost, and limited availability.
- Existing solutions are often impersonal and inaccessible.

Impact on Society:

- Growing mental health crisis with millions unsupported.
- Significant economic burden and social implications.

Market Opportunity:

- A **\$200 billion** underserved market by 2025 (Statista).



SOLUTION

Redefining Mental Well-Being Through Regular, AI-Powered Conversations

Sona Mind ensures that everyone can receive the help they need—anytime, anywhere, and even through a phone call.

Key Features:



Universal access:

Conversations available anytime, anywhere, in 140+ languages.



Empathetic conversations:

Real-time, meaningful interactions with actionable advice, building user trust and engagement.



Sustained engagement:

Ensures ongoing support through smart reminders and proactive outreach, fostering long-term well-being.



Personalised support:

Culturally sensitive guidance tailored to individual needs.



Community growth:

Encourage user recommendations to foster community leadership and expand positive impact.



Adaptive Intelligence Engine:

Analyzing text, voice, and facial expressions to deliver real-time, emotionally intelligent conversations

What Makes Sona Mind Special

A Mind Without Limits, Built for a Global Audience



Localized for Every User: Sona adapts to cultural nuances, historical contexts, and linguistic subtleties to provide guidance that's deeply personal, respectful, and relevant.



Scalable Beyond Human Limitations: Powered by AI, Sona delivers millions of personalised conversations, learning from each interaction to continually improve support.



Actionable Everyday Support: Whether managing work stress, navigating relationships, or addressing cultural dilemmas, Sona is there for users in everyday life—not just in crises.



Global Accessibility: Supporting 140+ languages and GSM, Sona bridges mental health gaps in underserved communities worldwide, providing support where traditional systems can't.



Exponential Growth Through Community: Sona's unique referral system builds trust and leadership within communities, turning every user into an ambassador for mental resilience.

Understanding Mental Health: The Pyramid of Care

Sona Mind in the Mental Health Pyramid: Unlocking 95% of the Market

Prevention Through Conversations:

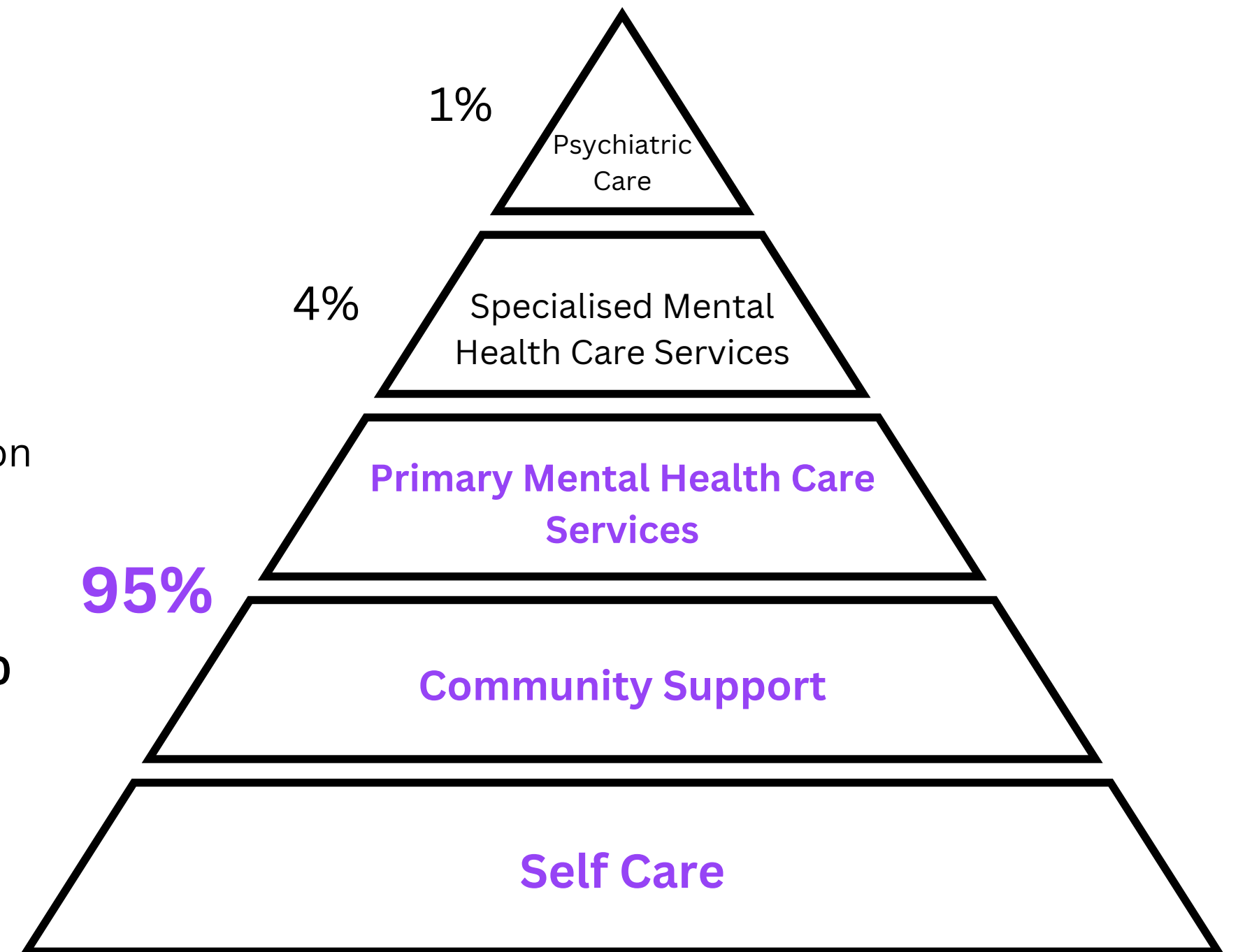
- Sona transforms mental health support into a **proactive habit**, empowering millions through weekly reflective conversations and building lifelong resilience.

Impact:

- **95%** of mental health needs addressed early, easing pressure on higher-level services.

Market Opportunity:

- Redefining mental health care with scalable solutions in a **\$200** billion global market.



Market Opportunity

Transforming the Mental Health Landscape



3.6 billion people face daily mental health struggles, but **75% lack access** to professional care due to cost, stigma, and barriers.



95% of mental health needs to occur outside therapy, representing a **\$200 billion** market opportunity.



Preventive mental health solutions tap into billions of underserved users with scalable, affordable support.



Perspective Shift: Mental health support is a daily need, not just a crisis. Sona creates a new category beyond therapy.




Everyday Conversations: Micro-interventions to tackle stress and emotional well-being.











Scalable, Global Impact: Reshaping mental health care for millions with affordable, adaptive solutions.

From Zero to Global Scale: Sona Mind's 24-Month Growth Plan

0-6 Months	6-12 Months	12-24 Months
 Build Traction	 Scale Rapidly	 Global Leadership
Launch in 3 months	Expand to 140+ languages	Achieve 1M users, \$25M
acquire 1,000 users	Grow to 10,000 users	ARR, monetize premium
Reduce CAC by 40%	Target EU, US, Asia	Features, partnerships

How?

-  **Referral Incentives:** Community-driven growth via rewards like the Mental Health Guardian Badge.
-  **Localization:** AI-powered service available in 140+ languages for cultural sensitivity and accessibility.
-  **Monetization:** Premium features and B2B solutions for corporations and governments.
-  **Targeted Campaigns:** Data-driven ads and transformational user stories to reach underserved audiences.
-  **Partnerships:** Strategic alliances with influencers, NGOs, and government programs.
-  **Engagement Tools:** AI-driven reminders, conversation summaries, and personalized follow-ups for retention.
-  **Storytelling:** Amplify real-life user journeys through press, digital campaigns and Sona forum.
-  **Brand Trust:** Collaborations with WHO and high-profile campaigns to position Sona as the global leader.

TEAM



Marko Vaik – Founder & CEO

A seasoned entrepreneur with a proven track record in building technology-driven mental health platforms. Co-founded Serenity Platform, Estonia’s largest mental health network, transforming how mental health support is accessed.



Professor Merike Sisask – Lead Scientist

Renowned professor of social healthcare at Tallinn University, with extensive expertise in mental health and well-being. As editor-in-chief of the Estonian Human Development Report 2023 and author of over 100 published articles, Professor Sisask will spearhead the validation of Sona Mind’s market readiness, ensuring its alignment with the latest research and societal needs.



Eerik Kivistik - Technical Advisor

With over 20 years of experience in building scalable systems, Eerik is responsible for designing the architecture necessary for Sona Mind’s seamless growth. He oversees the setup of robust software infrastructure, ensuring the platform is optimized for scalability and prepared to support expansion across World.

Join Us in Transforming Global Mental Health

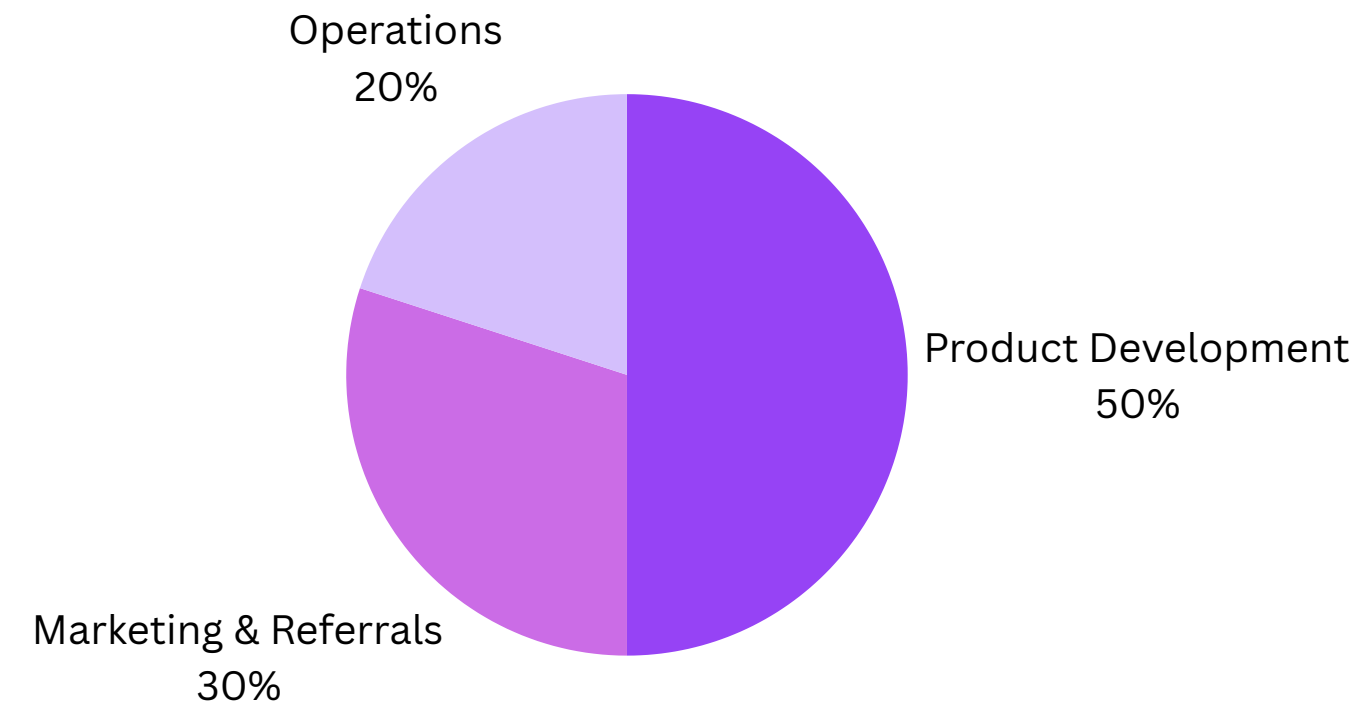
Raising **€200,000** to Build the Next Global Mental Health Platform

Why Now?

- **3.6 billion** people face mental health challenges unmet by traditional systems.
- **€200B** untapped potential in foundational mental health support.
- **Breakthroughs in AI and natural language processing** now enable scalable, culturally sensitive mental health support, making Sona Mind's mission achievable.

Pre-Seed Round Objectives:

1. Launch: Fully operational platform **live within 3 months.**
2. Market Validation: Onboard and engage **1,000 paying users in 6 months.**
3. Metrics: Validate scalable growth through CAC and LTV.



Investor Milestone By Q2 2025:

- **1,000 Paying Users** with proven retention.
- **€1M+ Seed Funding Readiness** based on traction.

Thank You!

Let's shape the future of mental health together

Marko Vaik
Founder & CEO

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