



SILICON COULOIR

PRESENTS



Pitch Day 2023

Pitch Day Program

SPONSORED BY

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PITCH DAY 2023

WELCOME TO THE 12TH ANNUAL PITCH DAY COMPETITION!

Pitch Day empowers entrepreneurs who are already on their way to growing sustainable businesses by offering a platform to gain experience, exposure, connections, and feedback on their companies. Pitch Day also educates and inspires those in the community ready to begin their own entrepreneurial journeys. When local businesses grow, our community is strengthened by meaningful job creation.

Additionally, our Teton regional community becomes stronger and more connected when generous members of our entrepreneurial ecosystem contribute their knowledge and experience to help others.

OUR MISSION

Silicon Couloir is a 501(c)(3) nonprofit organization dedicated to empowering entrepreneurship in the Tetons for a healthy, vibrant community.

OUR CORE VALUES



COMMUNITY



INTEGRITY



COMMITMENT

Our programs help entrepreneurs connect with intellectual, human, and financial capital.

Our Teton regional community enjoys a highly educated workforce, yet faces housing challenges in a highly seasonal tourist economy. Technology now enables businesses to launch and be headquartered locally while serving a global customer base. We believe the best way to protect the natural beauty and resources of this special place while creating fulfilling, sustainable jobs is to support entrepreneurs who create sustainable companies. Our community is as rich in intellect and experience as it is in ambition. We believe great things happen when the right people connect, ask questions and provide the tools to help each other succeed.

To stay informed, please sign up for our monthly newsletter at www.siliconcouloir.com or connect with us via our Facebook page, Instagram profile, or LinkedIn group. We look forward to connecting with you again soon!



CORE PROGRAMS

CHANCE MEETINGS

Free monthly networking and social event with relevant programs featuring expert speakers/panel discussions

TEAMS PROGRAM

Teton Entrepreneurs And Mentors Service - “TEAMS”
Free, world-class, MIT-licensed mentoring program for entrepreneurs and growing ventures

THE COWORK SPACE

Professional, communal workspace inspiring creativity and productivity with affordable monthly plans for private offices and common work areas

PITCH DAY COMPETITION

Our annual showcase event for select companies to compete for cash prizes while highlighting their progress to interested parties and the public - intensive coaching sessions help presenters hone their business model and pitch

ANGEL INVESTING

An invitation-only forum for qualifying companies looking to raise capital to present to a select group of active accredited investors

START-UP SUCCESS

Our annual educational program designed to provide entrepreneurs of all experience levels with proven tools, frameworks and skills required to launch successful business ideas

THE TRUSTEE CIRCLE

The Trustee Circle allows interested individuals to provide the financial resources that fund Silicon Couloir’s core programs for entrepreneurs. Curated events are created for Trustees throughout the year. If you are interested in becoming a Trustee, contact our Executive Director, Gary Trauner, at gary@siliconcouloir.com.



THANK YOU TO OUR PITCH DAY SPONSORS

ENTREPRENEUR EMPOWERER

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INNOVATION INFLUENCER



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WYVC

START-UP SUPPORTER

Dreamers & Doers



EVENT SCHEDULE

5:00 PM

OPENING REMARKS

5:13 PM

COMPANY PRESENTATIONS, Q&A:

- Robb Sgroi, Teton Bear Products
- Griffin Post, Cruxley Field Goods
- Brenton Gunning, Aldea
- Tana Hoffman, ILLA
- James McJunkin, SOSystems
- Shawn O'Connor, Mazzy Health

7:10 PM

PANELIST AND AUDIENCE VOTING

7:15 PM

PAST PRESENTER UPDATES

- Matt LeKrey, Remo Health, 2022 Winner of Panelist Choice Award
- Sam Schwartz, Avant Delivery, 2022 Winner of Bob Arndt Community Caretaker Award

7:20 PM

AWARDS

7:30 PM

**RECEPTION SPONSORED BY WYOMING
BUSINESS COUNCIL / WYVC**



PRIZES

PANELIST CHOICE AWARD: \$20,000

This award is given to the company that our experienced judges determine has (1) the most compelling business idea, (2) the best chance for business success, (3) the highest likelihood of getting funded, and (4) the strongest presentation.

AUDIENCE CHOICE AWARD: \$10,000

+ 1 YEAR FREE USE AT THE COWORK
SPACE IN JACKSON, WY (\$4,020 VALUE)

This award is given to the company who “wows” the audience with their presentation.

THE BOB ARNDT COMMUNITY CARETAKER AWARD: \$5,000

+ 6 MONTHS FREE USE AT THE COWORK
SPACE IN JACKSON, WY (\$2,010 VALUE) +
INVITATION TO JOIN TEAMS

The Bob Arndt Community Caretaker Award winner is presented to that entrepreneur or venture whose person/team and company best embodies the core values and mission of Silicon Couloir, which is empowering entrepreneurship in the Tetons for a healthy, vibrant community.

PROVEN INNOVATOR AWARD

New this year is a special “Selection Committee Proven Innovator Award” featuring a venture designated by the Committee as a stand-out company led by a serial entrepreneur who has previously had a successful exit. The company also has considerable potential to impact communities on a local and national scale. The designated company is further along in growth, valuation, and fundraising than other finalists. This entrepreneur has enjoyed the same coaching and presentation experience as other finalists, but will not be eligible for prize money.



2023 PANELISTS



KENDRA KOLB BUTLER

A former Manhattanite and 20-year beauty industry veteran, Kendra Kolb Butler first created Alpin Beauty for the clients at her Jackson Hole apothecary, Alpin Beauty Bar. She's led sales, marketing and public relations initiatives at leading luxury beauty companies from Givenchy and Dr. Dennis Gross Skincare to Clarins and Coty, yet her proudest achievement to date has been finding the courage to trade her high-power NYC lifestyle for (quite literally) greener pastures.

In 2015, Kendra swapped her high-heels for hiking shoes, moving west to Wyoming in search of open spaces, fresh mountain air, and serenity—husband, baby boy, and German Shepherd in tow. She became instantly enchanted with the wild forests of arnica and chamomile, which make up her new backyard, and became the basis for Alpin Beauty- a fast-growing skincare brand utilizing hand-harvested Jackson Hole wild plants combined with clinical ingredients. The brand is currently sold in all Sephora's nationwide as well as Amazon, Bluemercury and Credo Beauty.



GORDON FINNEGAN

Gordon Finnegan has spent his career around startups and finance. Raised in the Tetons, he's since been an entrepreneur, investment manager, fund manager, and Big 4 financial consultant. In addition to some private investments, today Gordon oversees Wyoming's new venture fund, WYVC, as the Equity Portfolio Manager at the Wyoming Business Council.

As a former Silicon Couloir board member, he spent years volunteering with the organization helping to facilitate the Angel Group, Pitch Day, and TEAMS. In true Teton fashion, Gordon spends his free time skiing, trail running, cycling, and "ing" on the water. He's a graduate of St. Olaf College in Economics and Finance and holds an MBA from the Leeds School of Business - CU Boulder.



2023 PANELISTS



CARLI SAPIR

Carli Sapir is the Founding Partner of Amboy Street Ventures, a Jackson based \$20M Venture Capital fund that invests in women's health and sexual health startups. Since the fund's inception in 2021, Carli led Amboy Street to invest in 9 leading women's health and sexual health companies. Carli is on the 2023 Forbes 30 Under 30 list for her work on the fund.

Prior to founding Amboy Street, Carli was a Vice President at a Private Equity fund that is now a subsidiary of KKR in NYC and LA. She also founded and ran the Female Founded Club, a global platform that introduced VC investors to high-quality female founded startups. Before that Carli was a civil and environmental engineer.

Carli is incredibly grateful for the Silicon Couloir community, which has significantly helped her get Amboy Street Ventures off the ground.



BRUCE THALER

Bruce Thaler is a serial entrepreneur (and former dentist) with a long history of success and a flair for thinking outside the box. Bruce has founded businesses his entire life, beginning with a lemonade stand at ten years old. From a business selling TV guides during high school to a "chain" of produce stands in town, Bruce loves the challenge of figuring out a new business.

This passion has led Bruce to start businesses across a wide variety of industries including commercial real estate development, homebuilding, hospitality, retail franchises for a variety of products and services, and most recently, food manufacturing and CPG sales. In his current role as the CEO of Jackson Hole-based Kate's Real Food, he has overseen rapid growth while launching an adjacent manufacturing business to allow the brand to scale. He looks forward to continued growth across all of his operating companies and is excited for his latest "new project" – developing an 82 acre industrial site and bringing it to market in Bedford, PA. Bruce specializes in entering new businesses, developing a total understanding of their operations, and driving success and growth across all relevant fields.

Bruce attended The Hill School in Pottstown, PA, Dickinson College and the University of Pittsburgh for his undergraduate degree in 1983, and ultimately, the University of Pittsburgh Dental School in 1987.

Bruce enjoys running his companies with his son Mark and daughter Brittany. He spends his time between Jackson Hole, Hollidaysburg, PA and Highland Beach, FL. He is an avid skier, hiker, biker and swimmer.



2023 PANELISTS



NONA YEHIA

An accomplished architect by training, Nona Yehia built Vertical Harvest from the ground up as North America's first vertical hydroponic greenhouse. She also pioneered the company to focus on inclusive, customized employment for people with physical and/or intellectual disabilities alongside her co-founder Caroline Croft-Estay. She conceived the company based on her experiences growing up with a brother with developmental disabilities, love of fresh and local food, obsession with great design and long-standing community involvement. And her organic connection to all aspects of the enterprise continues to fuel Nona's insight into the business and her dynamic leadership style has led to recognition as a CNN Champion of Change and Vertical Harvest being named a finalist for Fast Company's Best Places to Work for Innovators - Diverse Innovators Award. She is also a Tony Hsieh Award Fellow, working to reimagine the role of Human Capital in business and a World Economic Forum's "Global Future Council on Cities" Member.



Pitch Day is more than just a day.

This event requires months of planning, hundreds of hours, and effort from both a diverse group of volunteers and Silicon Couloir staff. Here's a lens of what goes into creating this opportunity for our finalists.



100% increase in prize money this year



324 minutes pitching to coaches



60 coaching hours
16 selection committee hours
10 additional 1:1 coaching hours
5 hours of executive summary edits
15 hours day-of by judges

106 volunteer hours



112 days from start to finish



TRUSTEES, DIRECTORS, AND VOLUNTEERS

Thank you to our Trustees, Board of Directors, and volunteers for donating their time, energy, and resources to make this event possible. Our Selection Committee screened all Pitch Day applicants and chose the finalists, and our Coaching Team provided insight and feedback to the finalists on their pitches and business models during six coaching sessions. Our coaches go above and beyond to help finalists in areas of need. A huge thank you to everyone for your great work!

SUPER TRUSTEES

Dave Brown | Jon Callaghan | Phil Hartl, Merrill Lynch | Jeff Hendren | Chris Hessler
Matt Murphy | Tom Quantrille

TRUSTEES

Dave Anderson | Kathleen Brown | Lyons Brown | Gregory Burns | Wesley Chan | Michael Coles
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Stephen Fronk | Brian Garrett | Mike Halloran | Tony Hartl | Sandy Schultz Hessler
David & Debby Hopkins | Ginny Hutchinson | George James | Ned Jannotta | John Jenkins | John Kanengieter
Vijay Karia | Anya Kopyleva | Rishi Kumar | Christine Kwak | Mark Ladd | Matt LeKrey | Richard Linder
Mary McCarthy | Michael Mercuri | Christy Miele | Bryan & Shannon Miles | Salim Mitha | Jeff Moore
Annie Morita | Michael Murphy | William O'Neil | Dominic Ramos-Ruiz | Eric Samay | Gary Scheier, 11.2 Ventures
Leslie Schrock | David Schwartz | Evan Skorpen | Dakin Sloss | Wayne Teetsel | Matt Wielbut

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BOARD OF DIRECTORS

Tom Quantrille, Chair | Annie Morita, Vice-Chair | Mary McCarthy, Secretary
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PRESENTER EXECUTIVE SUMMARIES



Executive Summary

Quick Facts

Fact

- World's first certified bear-resistant tumbler composter
- Certified through Wildlife Mgmt Institute

Fact

- Composting is a solution for waste management but is an attractant for bears
- Global household composters market - \$435m

Fact

- Grizzly bears can exert up to 15,000 psi with their claws, and 1,500 psi with jaws
- Bear's sense of smell - ~2,000x greater than that of humans

Management Team

Advisors

David Barrett, Ph.D

- Decision making sciences degree and teaching experience
- Mechanical engineering degree & background

Jeff Sgroi, Certified Financial Planner

- Financial and investment planning

Jeff Willemain, Certified Public Accountant

- Retired Partner, Deloitte & Touche LLP
- Extensive board leadership experience
- Auditor role of risk management, problem solving

Robb Sgroi

3355 S Ten Sleep Drive,
Jackson WY 83001

307.413.4474 | jacksonsgroi@gmail.com

Company Overview

By making tumbler composters that are certified bear-resistant, Teton Bear Products is diverting organic material from the waste stream, reducing energy inputs, and creating soil, while supporting human-wildlife coexistence. With 25 years in natural resource management, and a wildlife attack specialist for search & rescue, Robb Sgroi has the expertise and passion to deliver the Grizzly Guard Composter.

Core Competencies

The Grizzly Guard Composter is the first CERTIFIED bear resistant, residential scale, tumbler composter in the market. User-friendly, compact, and with excellent curb appeal, this composter is certified by paws-on testing via the Wildlife Management Institute. At scale, the composter will be priced competitively giving consumers the only truly SAFE home composting solution.

Market Opportunity

In the U.S. and Canada, 68 million people live in grizzly and black bear habitat. The United States alone produces 300 million tons of municipal solid waste annually, 1/3 of which could have been composted. The global household composter market was valued at \$435 million in 2020, with substantial growth predicted by 2030.

Tens of thousands of home composting systems sell each year, none of which are bear-resistant.

The Pain

No one wants to provide food rewards to wildlife, and subsequently be responsible for wildlife being euthanized, or humans being harmed. Home composting is limited in bear habitat, due to concern of human-wildlife conflict. Regulation is trending towards waste diversion, but limited products support compliance. Bears and humans suffer when composting is not done correctly or safely.

Value Proposition

By using this composter, the customer has no recurring costs from curbside collection services, or transfer station tipping fees. A one-time investment in a tumbler composter is a long term investment in a durable good providing years of service, peace of mind and safety no matter the proximity to bears.

Competitive Advantages

User friendly with minimal assembly, and simple latching to open & close the lid, and a simple drain plug. Rotomolded- a proven process for bear resistant products. Uses recycled, heavy-duty polyethylene. Much lighter than steel which is expensive, heavy to ship and manipulate .

CONTACT

Founder: Griffin Post

cruxleyfieldgoods.com

info@cruxleyfieldgoods.com

QUICK FACTS

Research and development initiated in May '21

Launched in June '23

Market size \$820M growing to \$2.2B in 2028

Expedition proven products with clear competitive advantage

Experienced leadership team with 15+ years of product, outdoor industry and expedition experience

MANAGEMENT TEAM

Griffin Post
Founder and CEO

Jeremy Jones
Advisor

Sofia DeWolfe
Marketing Advisor

Bill Jarvis
Government Sales Advisor



COMPANY OVERVIEW

Cruxley Field Goods was born out of necessity: powering film production in some of the most remote and unwelcoming environments on earth. The result? The world's lightest, most portable and durable solar panels and equipment to provide power solutions in every situation—whether it's staying connected while reaching a remote peak, providing creature comforts while car camping or peace of mind at home during a power outage.

MARKET OPPORTUNITY

Conservative estimates put the portable solar market at \$2.2B by 2028, fueled by increased interest in recreation, natural disaster frequency and off grid living. Furthermore, the ability to create power reliably and securely in conflict zones highlights a government need yet to be met by competitors' offerings.

THE PAIN

Solar panels are heavy, bulky and are not optimized to meet today's charging needs. Currently, the overwhelming majority of solar panels use technology adapted from the residential world rather than creating a product with the end use in mind.

VALUE PROPOSITION

Using thin-film technologies and customized solar controllers, Cruxley has created a product that produces **four times more watts per pound** and packs down to **1/4 the size** of traditional solar panels. Furthermore, the **flexibility** and **durability** of our solar panels are more in line with end use-cases of portable solar products.

COMPETITIVE ADVANTAGE

Cruxley offers products designed for and tested in the most demanding environments on earth, creating an authenticity only outpaced by the lightness, compactness and durability of their products.



Executive Summary

Quick Facts

- Delaware C-Corp. Raised approximately \$1M in venture capital.
- Global team of 5 who worked together for years. We each bring 10+ years experience.
- Previously built an MVP called Run. Developers used it to create apps that generated over 600 million transactions, on par with the market leader Ethereum. A diversity of applications included games, exchanges, wallets, and collectables.
- Aldea's first test network will launch Q4 2023. Our main network is planned to launch Q1 2024. In discussions with partners now.

Management Team

Brenton Gunning

Founder & CEO
Previously Snap and Microsoft

Rius Chua

Head of Partnerships
Previously Immutable X

Company Overview

Aldea is building the best blockchain for app developers. By creating simpler and more efficient tooling, we have created a new frontier for developers, artists, and entrepreneurs to unleash their potential leveraging the power of blockchain.

The Pain

Today's blockchains are slow, expensive, and complex, creating friction and barriers for even the best developers who are forced to frustratingly learn new languages. Users suffer similar frustration being forced to acquire tokens and pay fees to use digital assets they own. Despite many advantages, this impedes mass adoption. Aldea is changing all of this.

Market Opportunity

Since Blockchains enable digital ownership and collaboration, their application is virtually universal with massive market opportunity. In fact, blockchain gaming, finance, decentralized apps, digital collectibles, and the VR/Metaverse will be a combined \$1.3T market by 2030. Major game studios including Zynga and Sega are just beginning to use them seriously and network effects suggest there will only be a handful of networks. The tech is maturing and Aldea is positioned to be a leader in the race.

Core Competencies

We have created a developer experience that is easy to learn and fun to use, with a scalable architecture for low fees and fast settlement. We have removed friction for developers. With an MVP already created, we are a highly experienced team that can close the gap for adoption.

Value Proposition

Three ideas make Aldea different: 1) It supports TypeScript, a language 40% of developers already know, 2) it's based on a digital objects, a concept that's simpler to grasp, and 3) it uses state-of-the-art techniques for high-throughput. In simplest terms, unlike other tools, our platform is simply, approachable and inviting to developers of all kinds.

Competitive Advantage

Aldea's architecture is new and hard to replicate, and we are creating a first-to-market ecosystem and partner network (our moat).





EXECUTIVE SUMMARY

QUICK FACTS

Founded in 2021 with support from VF Corporation (VANS, North Face)

Concept validated by Orchard Insights who called ILLA "the most successful concept we've ever tested. It broke records."

Launched our MVP, a web app, in May 2023 and gained 1000 members in the first 3 months with \$0 marketing.

ILLA is led by Tana Hoffman (3x founder, outdoor industry veteran, sponsored athlete, Forbes Next 1000 Lister), and is supported by experts in UX, AI tech, design, and the outdoors.

AWARDS & ACCOLADES

Won 2021 Venture Challenge for Entrepreneur-in-Residence position at VF Corporation

Top 3 Finalist for 2022 Outdoor Retailer Inspiration Award

Top 25 Finalist at Emerge Americas Platinum Indigo Award (Logo Category)

GET IN TOUCH!

Tana Hoffman, Founder
Mobile: 603-682-1219
Email: tana@illa.co
Website: illawomen.com

Company Overview

ILLA is an adventure collective on a mission to create space for women+ in the outdoors. Our first product is a group-matching app with a proprietary algorithm that helps women find local adventure partners in minutes. ILLA operates as both a B2B and a B2C company, earning revenue from subscriptions, advertising, and agency services. In the future, ILLA will harness aggregated data to offer tailored market insights to brand partners, influencing the future of the women's outdoor industry.

The Problem

Despite the surge in interest in outdoor pursuits, a significant barrier to participation remains: the lack of like-minded companions. A staggering 70% of women want to spend more time in nature, yet they are held back by the difficulty of finding companions to share these experiences. The frustration of arranging outdoor activities and seeking partners who share similar aspirations results in missed opportunities and unfulfilled adventures.

Market Opportunity

ILLA is the women's adventure connection platform, catering to adventure enthusiasts and connecting them to brands, resorts, tour operators, event managers, and each other. By focusing on creating shared outdoor experiences, ILLA is tapping into a rapidly growing segment of the \$366B adventure tourism market.

Business Model

Our revenue model is designed to ensure sustainability and continuous growth. In addition to ILLA+'s premium subscriptions, we generate income through affiliate sales, advertising, and commissions from adventure bookings with external vendors. This diversified approach allows us to support our community while offering additional value to our users. Our future roadmap includes a SAAS product similar to LinkedIn's talent insights or Strava Metro.

Competitive Advantages

- **Unique Group-Matching Algorithm:** At the core of ILLA's offering is its proprietary group-matching algorithm, setting it apart from competitors. This algorithm enables highly relevant and personalized adventure suggestions.
- **Simplified Logistics:** ILLA streamlines the user experience by managing some of the logistical challenges tied to meetups, reducing decision fatigue.
- **Traction with Minimal Marketing:** During our beta test, ILLA acquired 1000 users solely through word-of-mouth referrals, demonstrating the organic growth potential of our platform.

Quick Facts

- Founded in 2014 as an advanced septic technology manufacturer, raised \$1.5M+ in angel funding
- Developed and launched Sep.OS out of existing operating system based on public/private partner requests for automated permitting software
- In negotiation for \$150K/year contract with Teton County (WY), \$4M+ in funnel within WY, \$30M+ in requested deployments through 2024
- World-class team with 81+ years combined experience in septic management and 30+ years in bespoke process automation software delivery

Management Team

James McJunkin

Co-Founder & CEO

Email: james@sosystemstech.com

Phone: (703)966-1084

Lowell Reeve

Co-Founder & COO

George Frigon, PE

Co-Founder & Chief Engineer

Larson Thune

CTO



Company Overview

Sep.OS is a SaaS platform that delivers cutting-edge automation to the outdated septic management industry. By uniting state/local regulators and private engineers on a single platform, Sep.OS consolidates and automates 80% of pre-construction workflows. Sep.OS takes care of all the little problems so that customers can put \$55B in dedicated federal funding to work on essential solutions to the septic crisis.

The Pain

Of the 28M septic systems in the US, 25% are failing, creating environmental and public health crises across the country. Over 3,000 different state and local regulatory agencies manage all septic systems with a combination of filing cabinets, excel sheets, and tedious manual review. Permitting delays consume so many resources that **local governments cannot use \$55B in federal funding** to protect their communities.

Market Opportunity

Over the past 6 months, 50% of US states have legally mandated drastic reductions in permit review times while 60% of county engineering offices are significantly short-staffed. Sep.OS is the only available solution that immediately reduces processing times and increases funding access without consuming staff time or compromising on system reliability.

Core Competencies

Complete, objective compliance **out of the box**.

More value, more quickly, for more stakeholders.

100x more data per system, available from anywhere.

Value Proposition

Sep.OS is built out of decades of experience across the entire septic lifecycle. **Sep.OS is accurate** because our customers cannot afford to make mistakes. **Sep.OS is fast** because our customers are too valuable to spend their time checking boxes. **Sep.OS is collaborative** because our customers can create more value working together on big solutions rather than debating little problems.

Competitive Advantage

Sep.OS delivers out-of-box automation, accuracy, and collaboration to a critical, widespread, and desperate industry, all in one place.

Mazzy Health at a Glance

✓ Product Market Fit

- \$500k+ Annualized Revenue
- 100+ Clients
- Began Selling Service in April 2023
- Exceptionally Low Churn Rate

✓ Proven Team

- Founding Team with Two Successful Exits
- Clinical Director is a Globally Renowned Adolescent Research Psychologist
- CEO is a successful serial entrepreneur with experience growing similar firms to scale and exiting at a compelling multiple

✓ Valuable Offering

- HIPAA-Compliant, Proprietary Tech Platform
- Omnichannel Mental Health Solution Specifically Designed for Today's Youth

Management Team

Shawn O'Connor, CEO & Founder

- Founded, Grew, and Sold Stratus Prep to a Private Equity Firm for an 8-Figure Valuation
- Harvard MBA-JD, Taught Management at Harvard & Consulted for McKinsey & Co.

Luke Albertson, COO & CIO

- Founded, Grew, and Sold Tutoring, Test Prep, and College Admissions Firm
- Strategic Advisor for, and Published Author on, the Intersection of Healthcare and Tech.

Dr. Susan White, Clinical Director

- Endowed Full Professor at Univ. of Alabama
- Editor of the *Journal of Clinical and Adolescent Psychology*; Fellow of the American Psychological Association, the Society of Clinical Child & Adolescent Psychology, et. al.

Shawn O'Connor
Founder & CEO

PO Box 7942
Jackson, WY 83002

603.660.7292 | shawn.oconnor@mazzyhealth.com

Company Overview

Mazzy Health addresses the adolescent mental health crisis by providing highly effective, evidence-based virtual therapy and academic support to clients ages 10 to 22. Mazzy Health offers its subscription service directly to parents (who can often use their health insurance) as well as to employers who can partially or fully subsidize subscriptions as a benefit for employees' children.

Core Competencies

- Mazzy Health's CEO and COO have grown and sold companies with a similar business model that served similar customer segments
- Clinical Director Dr. Susan White is one of the nation's top clinical adolescent psychologists and leads the renowned Center for Youth Development at the University of Alabama
- Proprietary tech platform designed in part by Fortnite's lead designer

Market Opportunity

TAM = \$190 billion = 31.8M customers * \$5,988 average yearly cost

Mazzy earns \$499/month (insurance + family contribution) so 20,000 clients represents **\$100 million in recurring annual revenue.**

The Pain

60% of teen girls and 30% of teen boys feel persistently sad and hopeless, the leading marker for depression. These figures are at all-time highs. While this mental health crisis has been widely publicized in the media, no comprehensive solution specifically designed for adolescent mental health and wellness has existed until now.

Value Proposition

We partner with parents, insurers, and employers (who increasingly seek to offer family mental health benefits to support their employees and improve retention and productivity.)

Launching in critically underserved states, including Wyoming and Texas, will enable rapid growth and further refinement of our offerings before we expand nationwide in 2024.

Competitive Advantages

We are exclusively adolescent-focused and offer a higher quality and more comprehensive wellness solution designed by top clinical researchers. Our therapists are fully licensed (not "coaches"), and we are the only firm to combine therapy with academic coaching and additional supports such as subject matter study halls, morning yoga, and meditations and sleep stories designed just for tweens and teens.