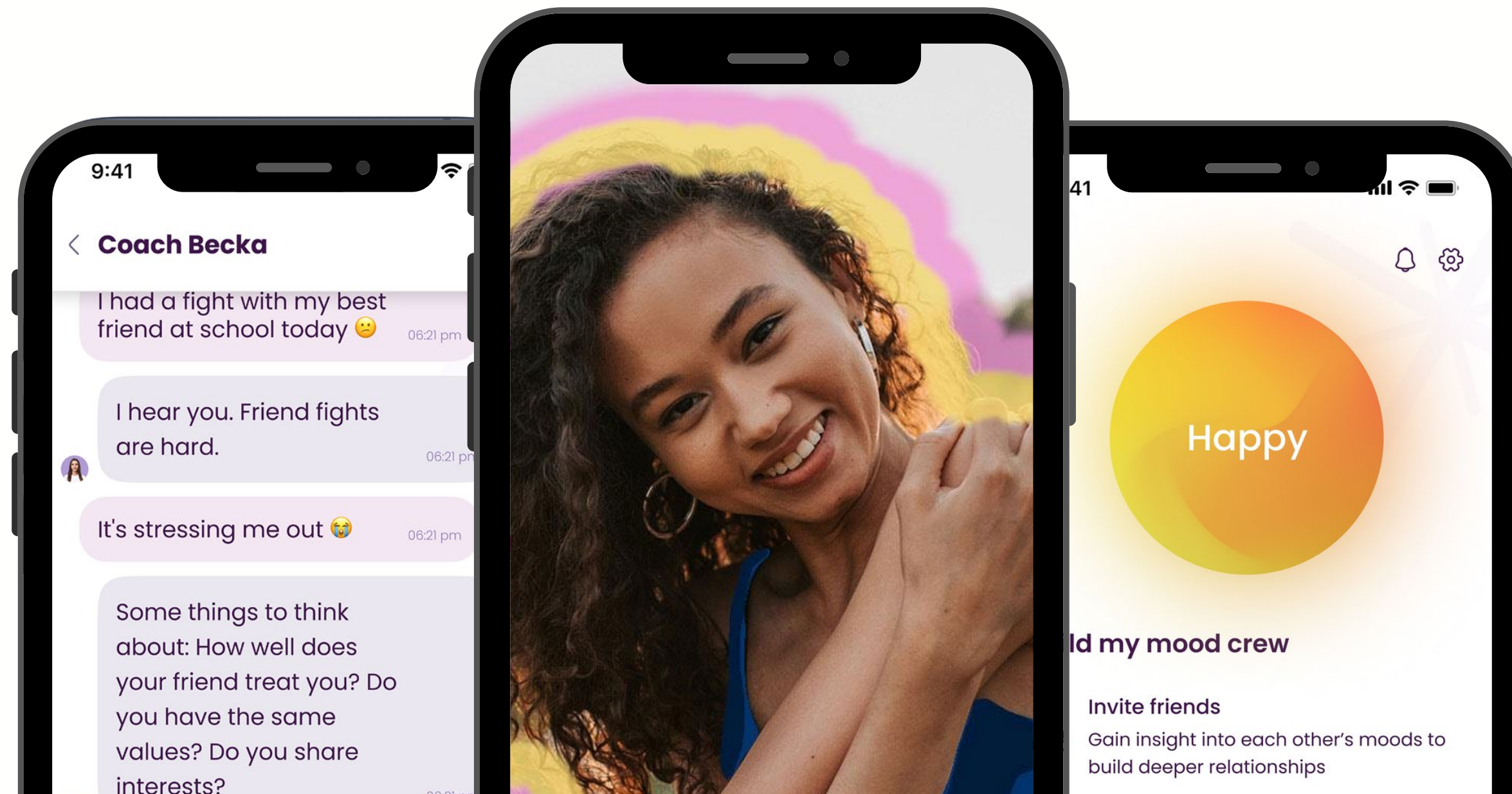




With Teens in Mind™

Tailored for *teens*, a digital solution focused on enhancing mental health and well-being.





75%

of all lifetime mental illness
begins by age 24¹

11M

US teens 12-17 reported
depression in 2021²

\$70B

cost of teen suicide attempts in 2019³

80%

of youth with mental illness do not receive
treatment⁴

¹World Psychiatry, 6(3), 168–176

¹Archives of General Psychiatry, 62(6), 593

²US Census Bureau

¹ ² CDC

³Facts About Suicide, CDC

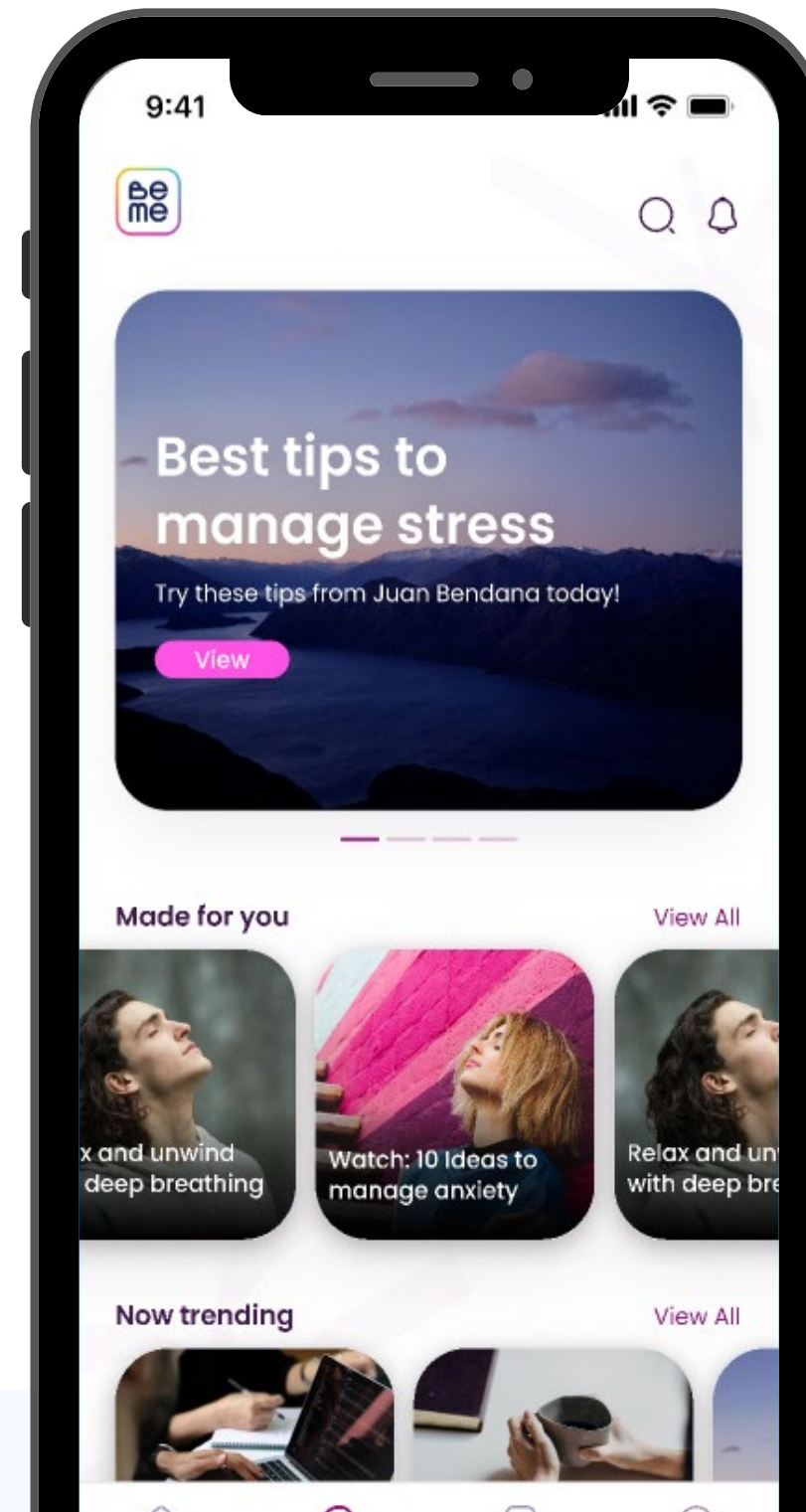
⁴[nimh.nih.gov/health/statistics/major-depression](https://www.nimh.nih.gov/health/statistics/major-depression)



BeMe Closes the Gaps

The current state

- ❗ **Capacity outweighed by Crisis:** Not enough providers or resources available leaving millions without vital care.
- ❗ **Rapidly scalable and sustainable solutions are lacking:** The current model moves slowly and is costly.
- ❗ **Youth focused innovation is critical:** Adult focused models miss the mark for young people.



BeMe

- ✓ **Comprehensive Solution:** Holistic evidence-based mental health support with integrated coaching gets teens the care they need.
- ✓ **Efficiency in Crisis:** Leverages technology for rapid, widespread impact amid a growing crisis.
- ✓ **Innovative, sustainable design:** mobile-first youth centric design gives teens what they need in a format they want.



What is BeMe?

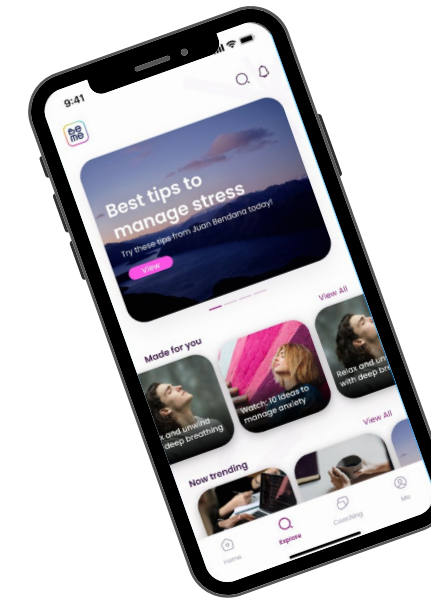
BeMe, a teen-centric mobile app, supports the mental health of all teens. Created by scientists and youth technology experts, it's designed for teens and young adults 13-22, whether they're sick, well, or somewhere in between, available 24/7 on their phones.

Why is BeMe important?

Teens and young adults rely on their phones, so BeMe meets them where they are, with solutions tailored to their needs and backed by science, reaching more teens more cost-effectively than anything available on the market.



Innovative *solutions* are needed to meet the rising behavioral health needs of teenagers



Reach

Identification & connections to interventions

*"We know our teens are suffering but **we can't find them.**"*

-MARKET PRESIDENT *Major insurer contracted with BeMe*

Cost

Demand for scalable, lower-cost interventions

*"We need an **alternative to expensive ED visits.**"*

-CHIEF MEDICAL OFFICER *scoping now with BeMe*

Engagement

Teen-centric interventions & modalities

*"**We are looking for ways to engage teens.** It's causing our heads to spin."*

-PRODUCT LEADER *Major insurer signing now with BeMe*

Authenticity

Serviceability beyond constraints of current networks

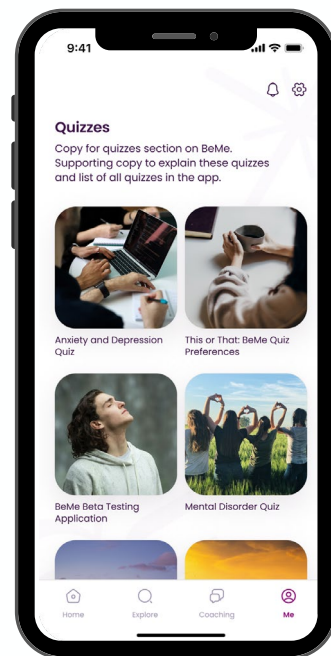
*"**Our network is too small and too traditional.**"*

-MAJOR MEDICAID INSURER *contracted with BeMe*

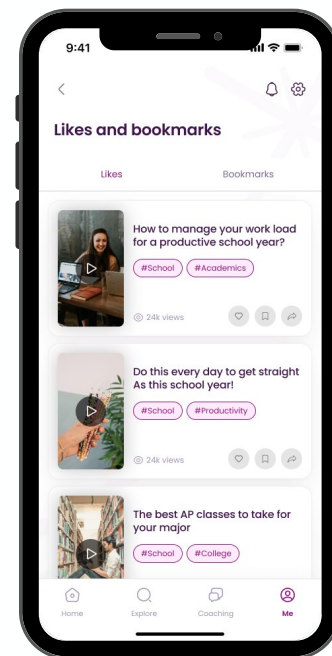


Our solution is designed for a digital-first generation in need of support.

Diverse & educational content



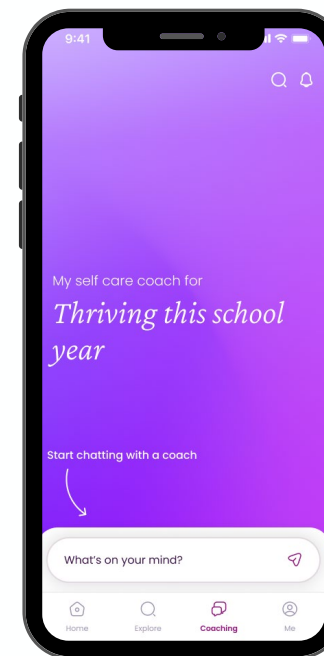
Coping & resilience skills-based activities



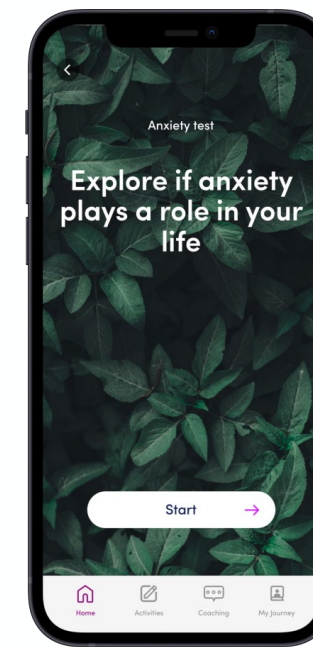
Dynamic check-in for engaged experiences



One-on-one live coaching via text



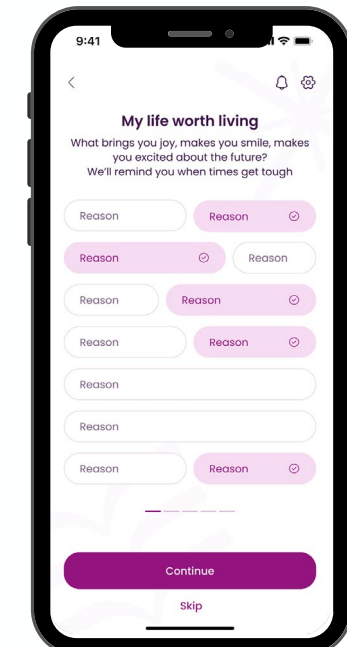
Clinical measurement & triage



Connections to clinical services



24/7 crisis support & safety planning

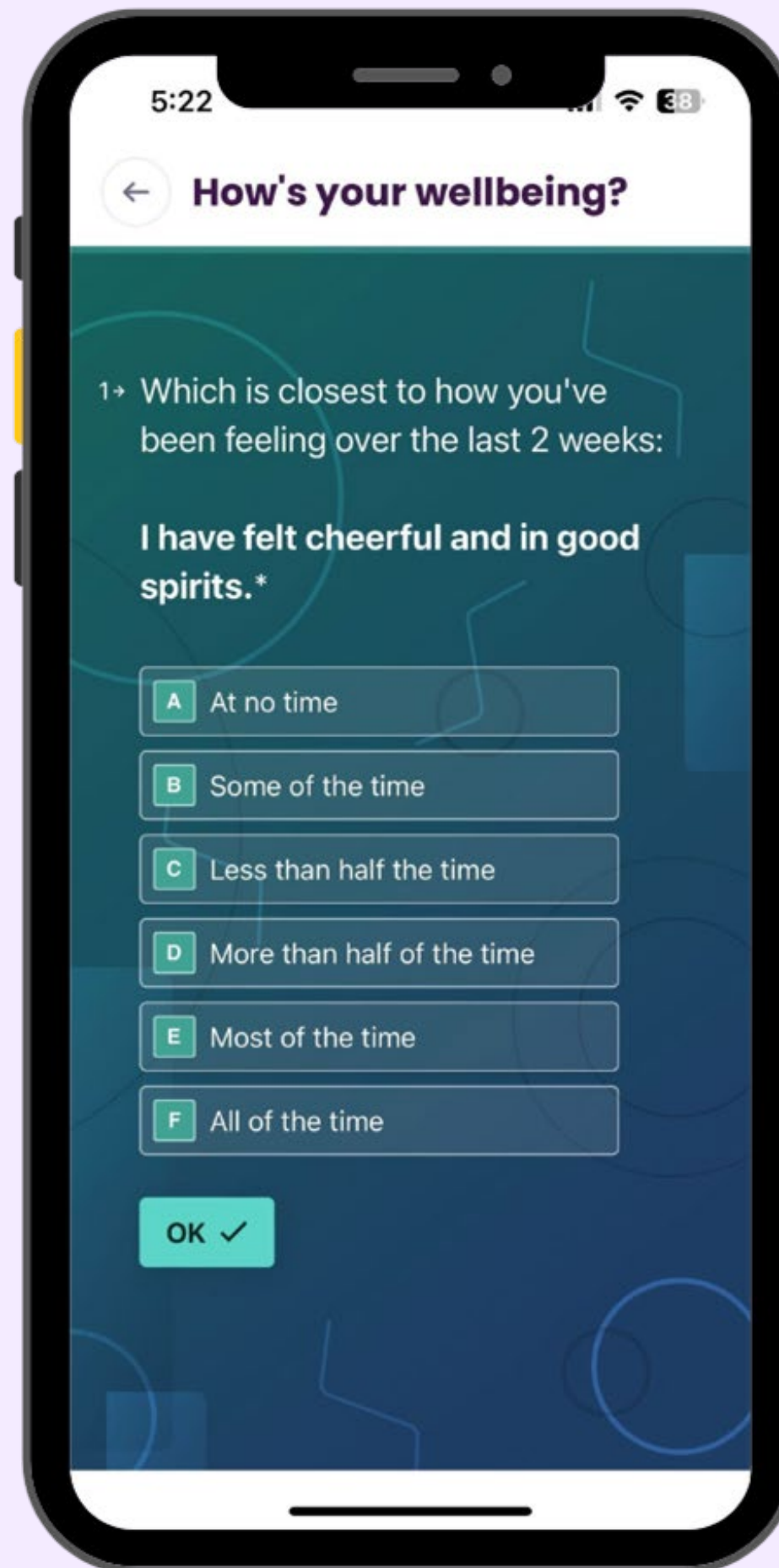


< Tech

Touch >

Measurement based care & personalization

BeMe maximizes outcomes using data



01

Validated Assessments:

- Repeated assessments utilizing science-backed instruments.
 - Systematic tracking of progress for enhanced insights.
-

02

Measurement-Based Care (MBC):

- Trained coaches facilitating gold-standard MBC.
 - Precision in care through data-driven methodologies.
-

03

Personalization at Scale:

- Measurement data paired with meaningful coaching.
- Refining content offerings for each user at scale.



Teens

“

This app is awesome, it helps me a lot to be a better person, express my feelings and handle anxiety and depression. I love it so much. My coach is amazing!

- Lily, 16

”

“

I connected with a coach and was able to talk about my stressors, how to schedule worry time, and it helped so much! I was able to get back to my life. Thanks!

Derek, 18

”

Parents

“

"BeMe has had an overwhelmingly positive impact on my son. I know that sometimes kids may not come to their parents to express themselves. I am so glad that there is a safe app that my child can reach out for mental health support!"

- Parent of a 13-year-old BeMe user

”