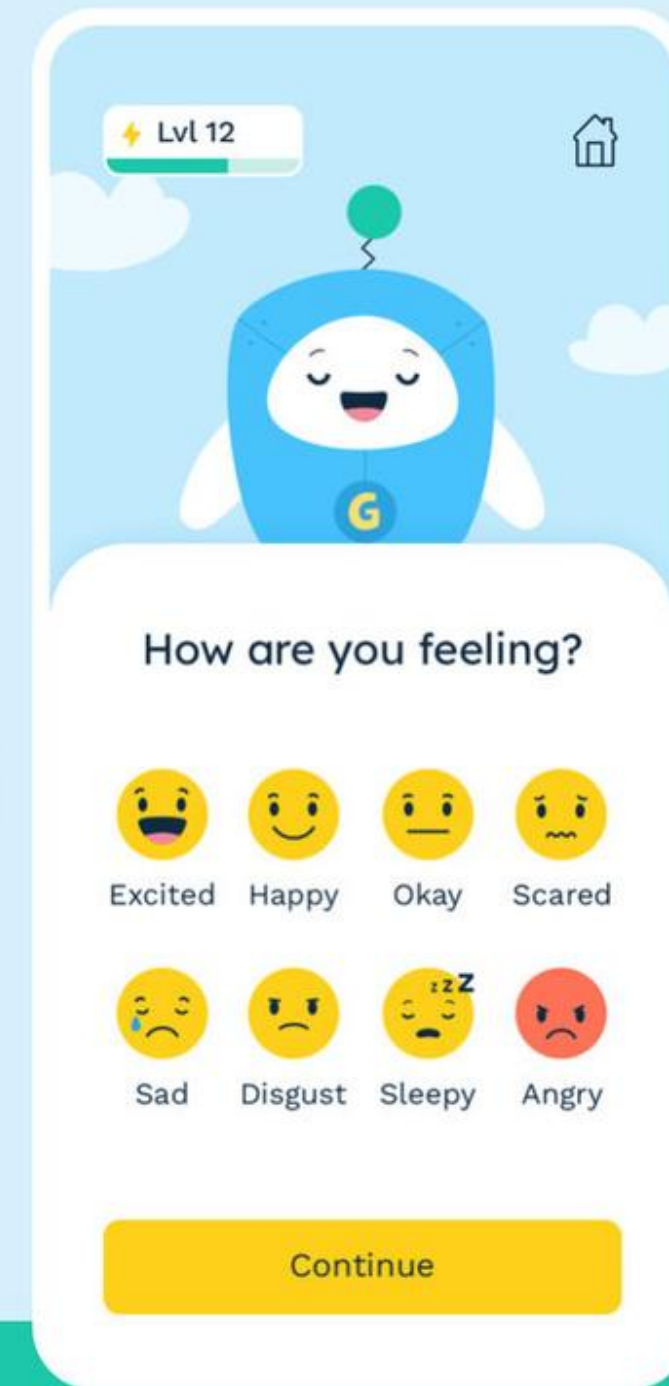




*The High Performing
Mental Health App For Kids*

Designed to help children overcome Anxiety,
Depression, OCD, ADHD, & Autism issues.





Our Values

Mission:

Our mission at Gheorg is to build and distribute affordable and easily accessible intelligent and interactive applications that include evidenced based therapies in a safe space with real time monitoring for caregivers. We at Gheorg look to build a strong consumer and industry brand that is built on trust and exceptional products and services for every child while returning profits and better outcomes for all our stakeholders.

Vision:

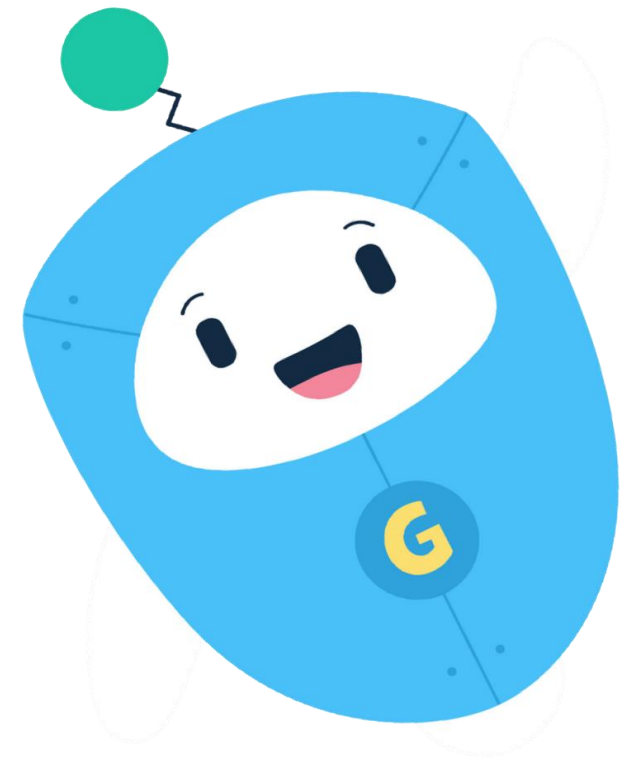
To build a recognizable and trustworthy brand that provides all children around the world an accessible, child-centric, and user-friendly tools they can use from toddler to tween to assist in building emotional intelligence and resiliency to prevent and mitigate the long-term effects of anxiety, depression, OCD, ADHD, and autism issues.





The Problem

50% of Children Suffer
30% Increase in Suicides Annually
66% Go Undiagnosed or Untreated

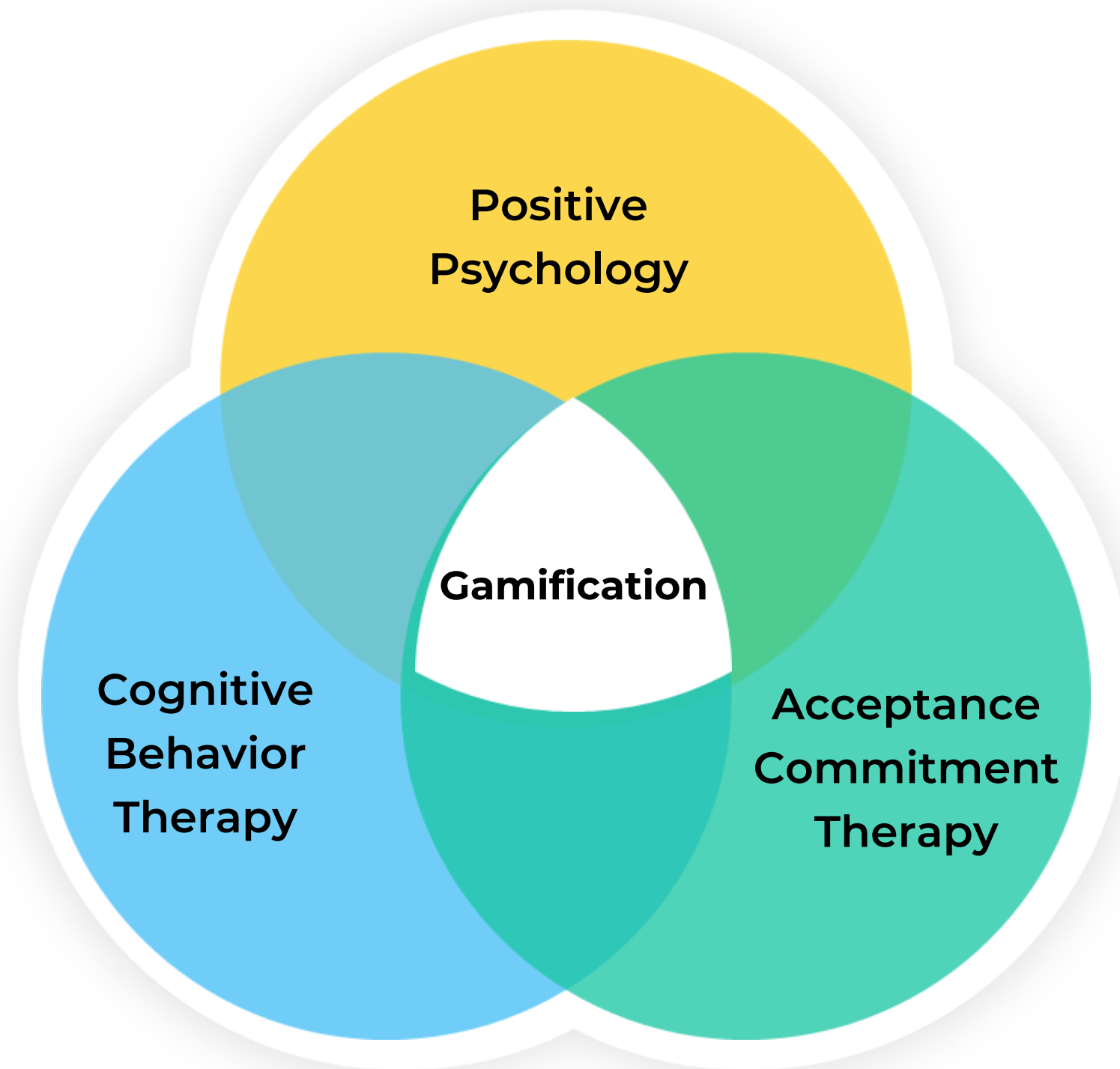


The Solution

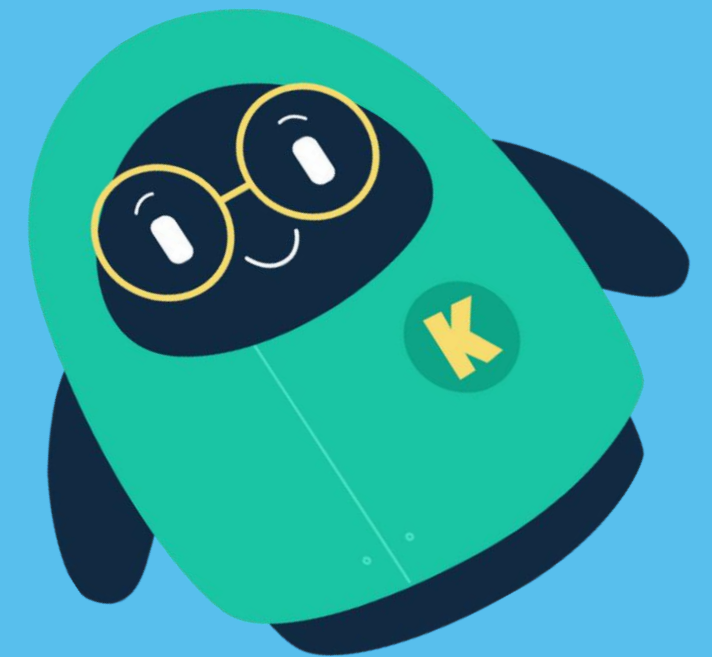
Gheorg is a child-centric gamified app, delivering independent and interactive quality support with real time parental/caregiver monitoring

The Solution

Levering AI Technology to Deliver Evidenced Based Therapies

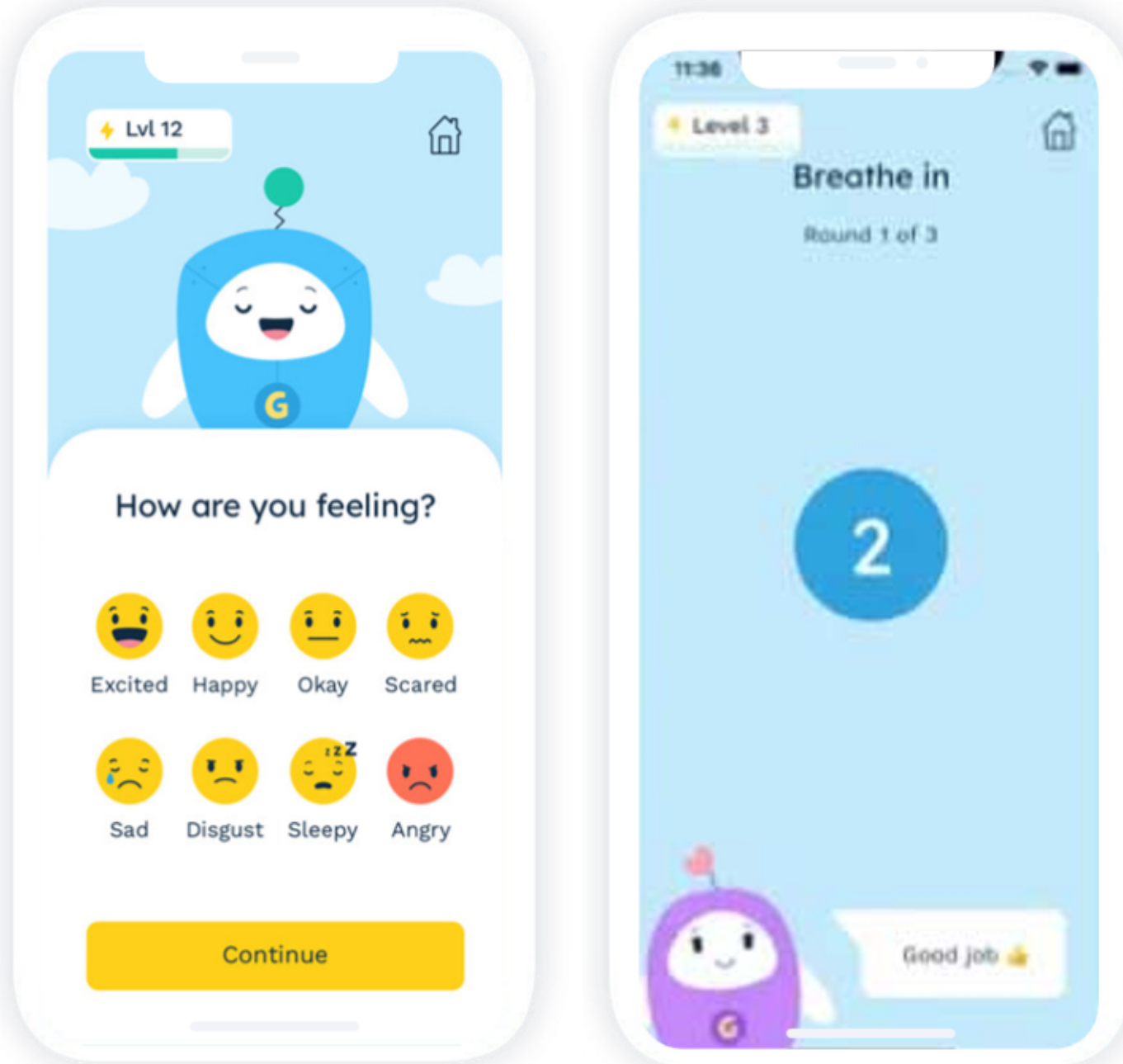


- Using friendly characters
- Interactive activities
- To identify, articulate, and cope

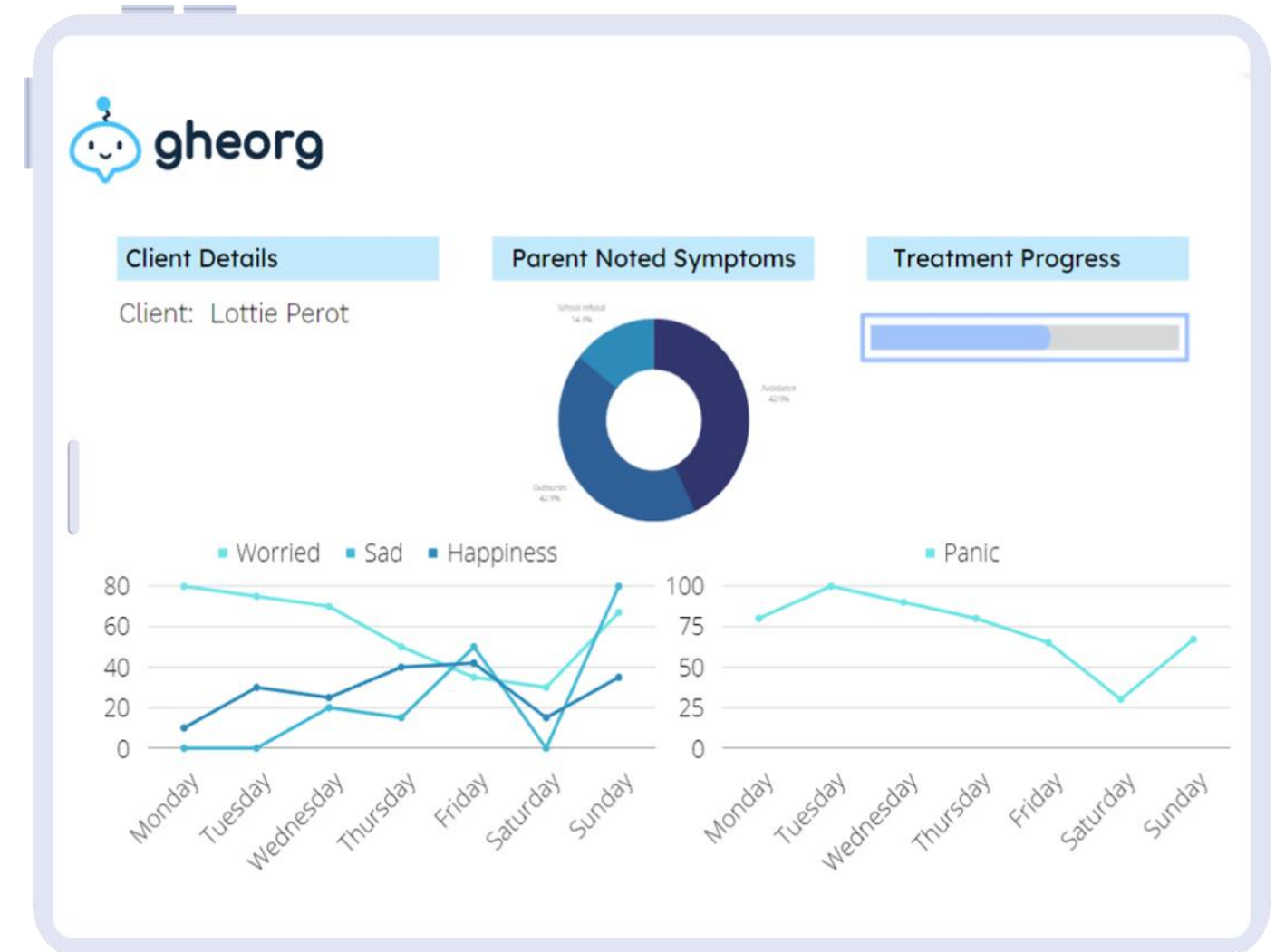


Meet Gheorg

For Children



For Caregivers



Gheorg Solution The High-Performing Mental Health and Wellness App

For children under 12



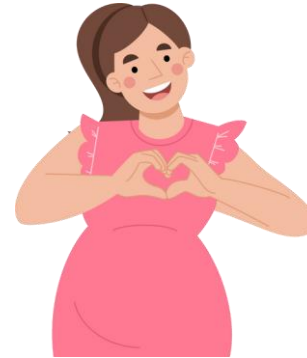
Features

- Fun & Friendly
- Real Time, Accessible Support
- Games, Exercises, Storytelling Conversation, & more
- Safe Space
- Multilingual, Multicultural

Benefits

- Health Equity
- 365/24/7 Preventative Care

For Parents:



Features

- Real Time Monitoring & Alerts
- Activity & Response Log
- User Friendly Support
- HIPPA Compliant

Benefits

- Less Stress
- Less Costs
- Piece of Mind
- More Quality Time, Productivity, & Focus

For Services/Providers:



Features

- Constant, Easy Delivery of Care
- Real Time Monitoring & Alerts
- Visibility into KPIs
- Easy Integration
- Enhanced User Experience

Benefits:

- Interim Support
- Lower Costs
- Less Stress
- Closer Connection with Patient
- Better Outcomes

The Proof of Concept

Initial Pilot

AI-driven interventions on +600 children with moderate anxiety symptoms.

In just 10 days:

80% reduction in
panic symptoms

100% improved
behavior

90% improvements
in self management

Product Market Fit

Launched in 2020 ➡ 12,000+ Users in
1260+ Cities Globally ➡ .3% Churn with 70% usage

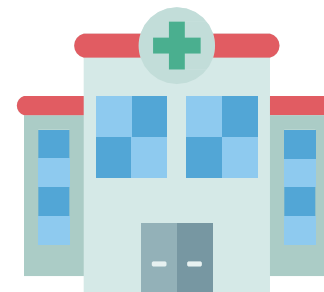
Business Model: B2C, B2B, B2B2C

Family Subscriptions



\$12 per month

Clinician Dashboard



\$27 per month

Corporate Bulk Rates



\$8.25 per month

\$20Bn/yr healthcare savings ~ \$10,000/yr individually

(Alis Behavioral Health Staff October 15,2024)




























Competitive Advantage

Gheorg delivers **AI-driven**, interactive, and accessible coaching that adapts to kids' needs.

Others rely on passive content, hardware, or school-based access. Their **lack of real-time support**, and failure to integrate parents, leaves kids behind.



- Built specifically for kids
- Engaging UX
- Affordable
- Clinician connection
- AI-powered personalized support
- Real-time coaching
- Daily emotional support
- No hardware required

			
Built specifically for kids			
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Our Global Partners

Employee Benefits



Research Institutes



LARKIN
UNIVERSITY
Change Your Life

Media/Entertainment



Healthcare



Other Platforms



Social/Community Services



Other Support



Education
Standards
Authority





Share with me how
you feel today



Help me feel calm
right away please!



The Team

Management



Dr. Louise Metcalf
Founder
30+ Years in
Psychology, Award
Winning Child
Psychologist Research
Scientist



Dana Klein
Co-Founder
30+ Years in Award
Winning Go to
Market Programs
Returns of 20-500%
Honorary Consul



Lucie Gordon
Award Winning Digital
Product Designer



Ganesh Persad
HIMSS Florida President,
Expert in Consumerism,
Population Health, Epic
Content, Interoperability



Prof. Vicki Anderson
Clinical Advisor

Advisors



Rob Chiarelli
Multi Grammy
Music Producer &
Engineer



Jennifer Gendron
Therapist, Holistic,
B2B HR Solutions,
Headstream (Pivotal),
Digital Health, &
Behavioral Health
Tech Expert



Craig DeLarge
Healthcare/Insurance
Industry Advisor



***Join us in
Empowering Families,
Supporting Therapists,
Transforming Futures***



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954-665-5962



APPENDIX

Award-Winning Solution



- Menti Most Innovative Mental Health Award, Dubai
- Digital Health Hub Foundation Kids Health Quarterfinalist
- SHINE Female Founder Winner, eMerge, Miami
- Hollywood Spark Finalist
- Pepperdine University's Most Fundable Company Finalist
- Techstars Anjal Ignite Program
- eMerge Top 100 Startups

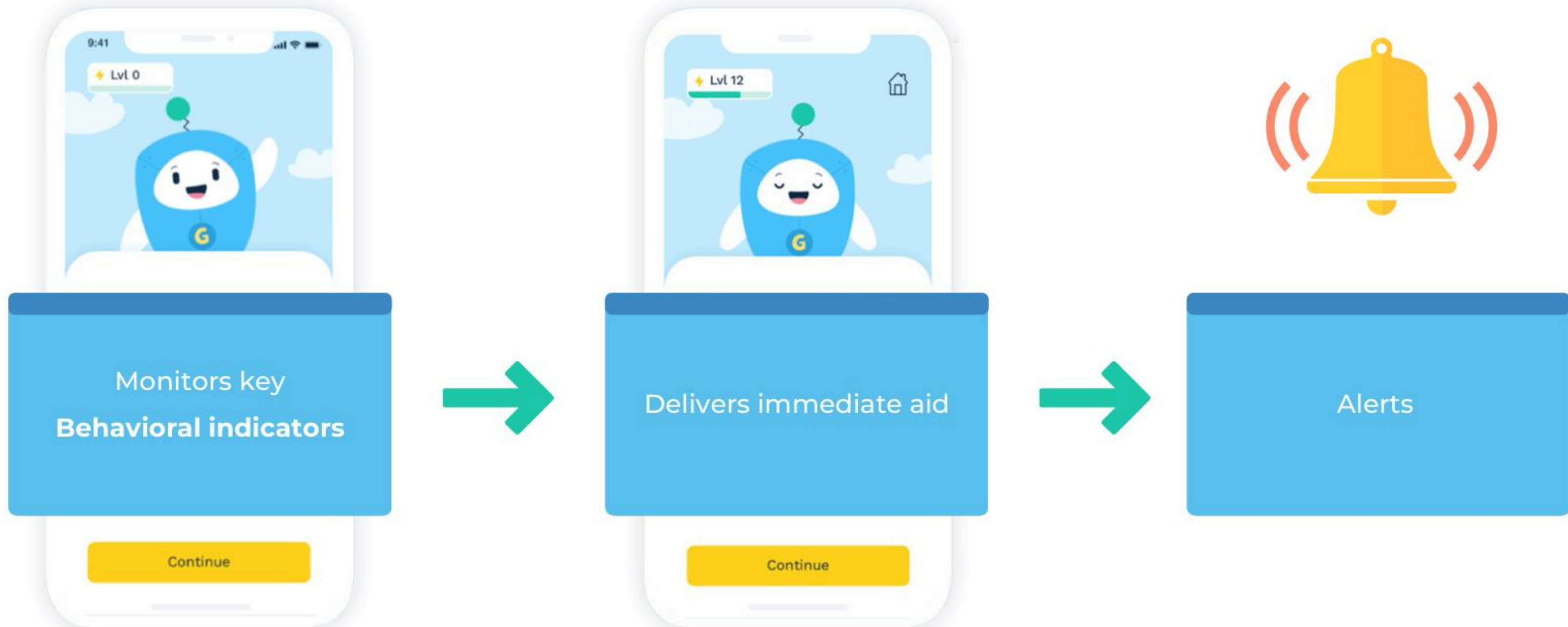
Why Gheorg Works

Gheorg integrates Cognitive Behavioral Therapy (CBT) and Acceptance and Commitment Therapy (ACT) to provide an **evidence-based approach** to anxiety management in children.

CBT is the gold standard for treating anxiety, with studies showing a **50-60%** response rate in children (James et al., 2015, Cochrane Review).

ACT enhances psychological flexibility, helping children develop **long-term resilience**. Research indicates that ACT-based interventions significantly reduce anxiety symptoms in youth (Swain et al., 2015, Journal of Anxiety Disorders).

Product - Gheorg steps in to help if child has indicators of self harm and suicide



Customer Testimony



Sarah

Mum of 7yr old boy
with anxiety

My son got overwhelmed and come out crying for my iPad because he needed his robot friend! After 5 minutes with Gheorg he was calm and cam out to tell me what had happened. He was so grateful for Gheorg, he said it was so nice to be able to have someone to talk to all the time.



Ben

School Counsellor

I've had such great feedback from teachers and students. One of the kids was so impressed with Gheorg she went home and taught her whole family how to blow bubbles to let worries go!





More Statistics

Problem – children are in crisis

The Lancet: Rates of mental illness for kids in China are the same as the US

Serious Mental Health Concerns

Children now present to the ER

8 times

more often for serious mental health issues including self harm and suicide

JAMA, 2022:



Waiting Lists exceed 1 year
in most cases with 9-12
months for follow up

Unseen Mental Health Issues

1/3

of child suicides are deemed unpredictable, which means there were no symptoms or signs previously to indicate the condition (picked up by humans)

Journal of Affective Disorders, 2022:

x5

increase in suicidal attempts
for Americans

10-12 year olds

in USA between 2010 and 2020.

Journal of Affective Disorders, 2022:



420,000

children per month in
England referred for mental
health support



Suicide is **2nd**
leading cause of death in US
adolescents

Background

Anxiety in children



1.000.000.000

children suffer with anxiety or severe stress



50%

less likely to complete high school

80%

less likely to complete University

30%

increase in childhood suicide and self harm

<14%

of children assisted

Gheorg actively reduces health care costs

Reduction in Hospital Costs

Using digital reduces children's hospital visits to the ER by

25%

JAMA, 2019

the use of telehealth for mental health services in children has led to a

20% reduction in inpatient admissions

15% reduction in outpatient admissions

Health Resources and Services Administration, 2017

Reduction in Lifetime Healthcare Costs

30% of costs reduced

According to the American Psychiatric Association, providing early access to mental health services through telehealth reduces the lifetime cost of care by up to 30%

APA, 2020

Reduction in Healthcare Costs

Digital mental health interventions for children with anxiety and depression, save up to \$10,000 per child per year in healthcare costs

\$10,000 (US) per child/ per year saved

The Child Mind Institute, 2024



Less medication

Children demonstrate a decreased need for medication, hence less side effects to be treated

Psychiatric Services, 2019

20% reduction in population mental health costs for children

McKinsey & Co, 2021

Employees Who Are Parents and Caregivers of Children that Suffer Affect the Workplace

75%

of parents **miss work** to address their children's mental health or academic performance

-Rethink Healthcare on 8/24/2023

54%

of working parents **interrupted their work** to answer communication about their child's mental health needs during business hours

- Nationwide Children's Newsroom on February 22, 2022

46%

of families have at least one childcare-related employment change, primarily **absenteeism and changing work schedules**

- Academic Pediatric Association Jan-Feb 2011

30-50%

of working parents' **thoughts are on their child's mental health** and well-being even while they are at work

- Nationwide Children's Newsroom on February 22, 2022



•Children's mental health concerns leads to **burnout**, causing employees to **leave the workforce**

-SpringHealth Blog, July 22, 2022

Employers-Employee Relations Are Affected & Costly

85%

of working parents think it's a good idea to talk about children's mental health, but **few talked** to their managers (20%), the human resources department (23%) or colleagues (21%).

- Nationwide Children's Newsroom on February 22, 2022

Working parents under the age of 40 are more concerned about their children's mental health and are more likely to **choose employers based on access to children's mental health care** benefits and resources

- Nationwide Children's Newsroom on February 22, 2022

\$65B

Officials estimate this time off could cost the U.S. economy up to **\$65 billion per year** in lost productivity.

- Benefits Pro Blog August 25, 2023

Employees are protected by law- **FMLA and ADA**, allowing them to continue working and advancing despite major issues