CONTEXT SETTING

VRee
MIND

VRee MIND

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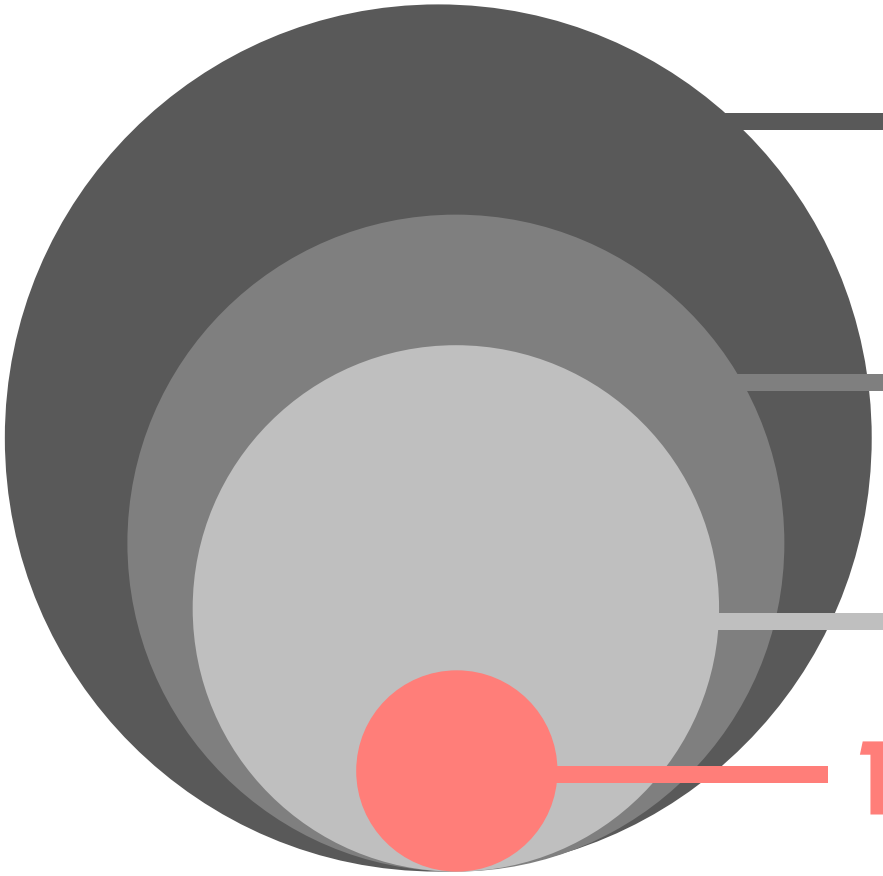
Meet the team



31m people in the US suffer from specific phobias

24m have a smartphone

18m have a specific phobia we plan to work on

1.8m seek treatment

Target Market

Animals 430k
Heights 460k
260k
Closed Spaces
250k
Flying
210k
Water
190k
Storms
1.8m
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Customer Problem

Books & Self-Help Online

/ Cheap
X Not immersive
X No momentum

Therapists

/ Expensive
~ Somewhat immersive
~ Momentum from sessions
X High effort to get started & stick to it

VR Solutions

/ Expensive
/ Immersive
~ Momentum from sessions
X High effort to get started & stick to it
X High cost of device and course
X Get used to a new device and a scary course

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Today's Solutions

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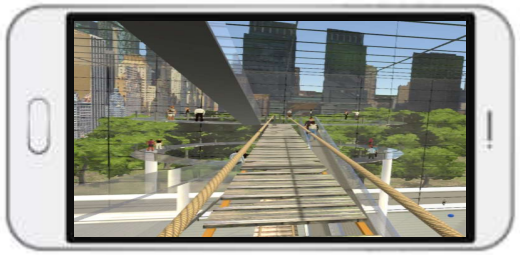
Our Solution



Smartphone
VR Courses

betterhelp

Access to Therapists
Exclusive Partnership

Meet Freya
our AI
Therapist

Gamification

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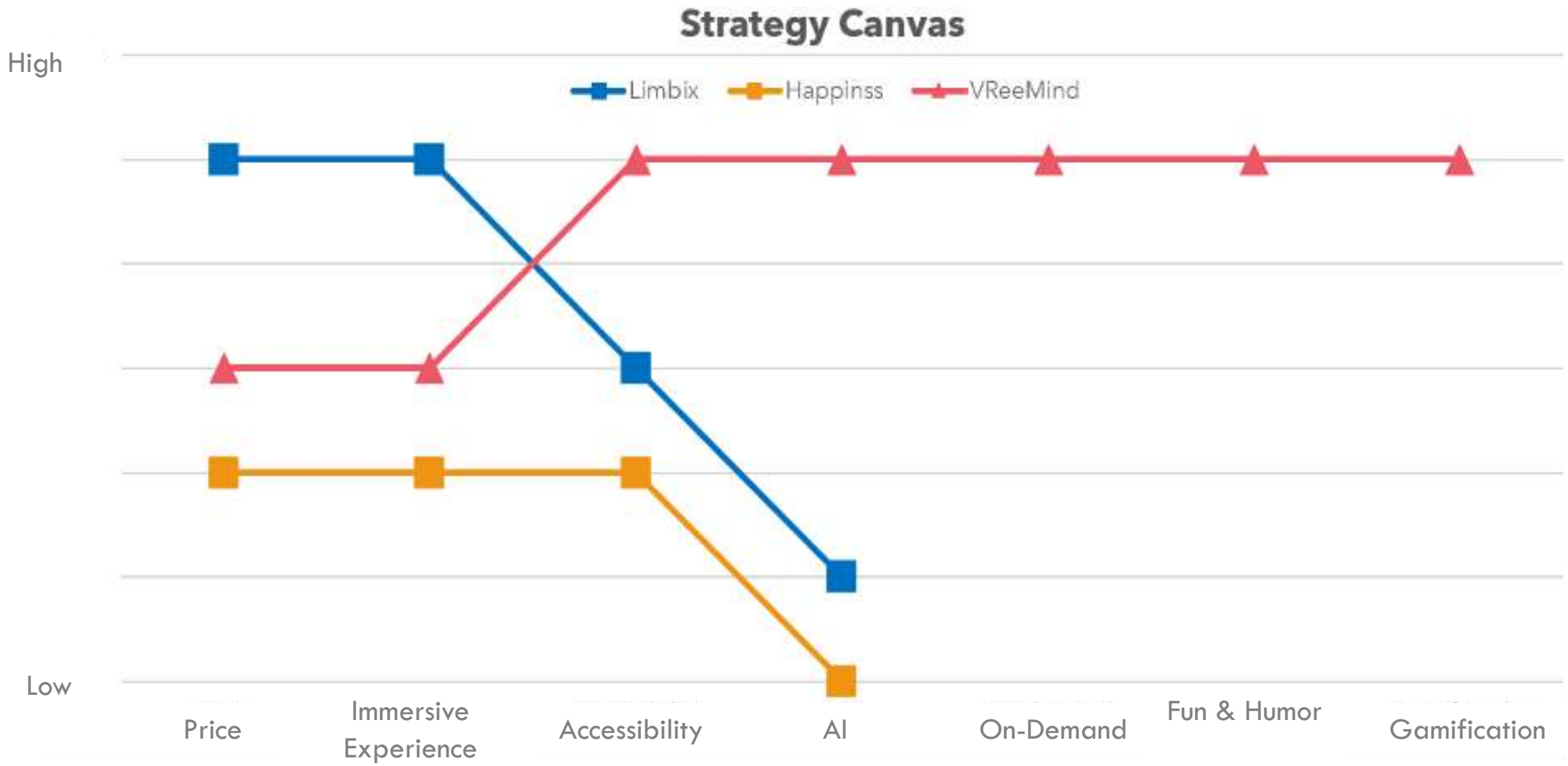
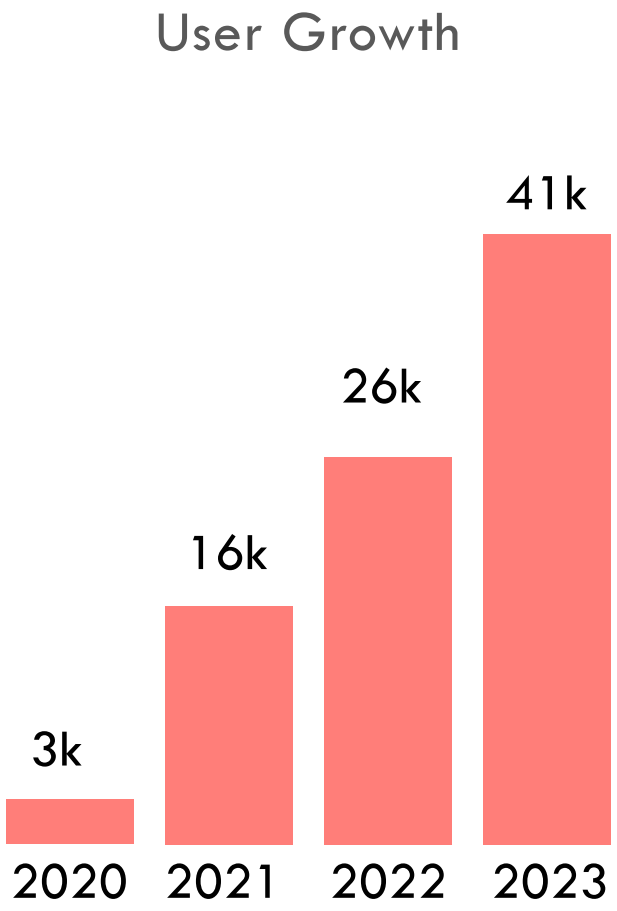
Product Components

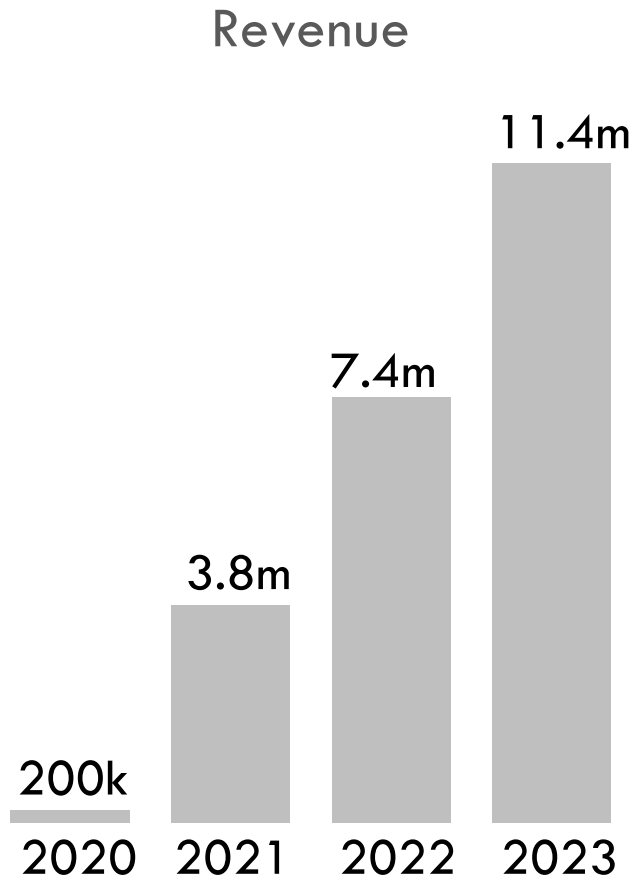


Strategy Canvas / Competition Feature Comparison

	Tier 0 - Freemium	Tier 1	Tier 2	Tier 3
Phobia Courses	All courses – first level only	1 full course (12 levels)	All full courses (each 12 levels)	All full courses (each 12 levels)
Community	Tick	Tick	Tick	Tick
Freya AI Therapist	Trial	Trial	Full	Full
Betterhelp Therapist	In-app purchase	In-app purchase	3 sessions	12 sessions
Annual Fee	0	$120	$360	$840

Subscription Model





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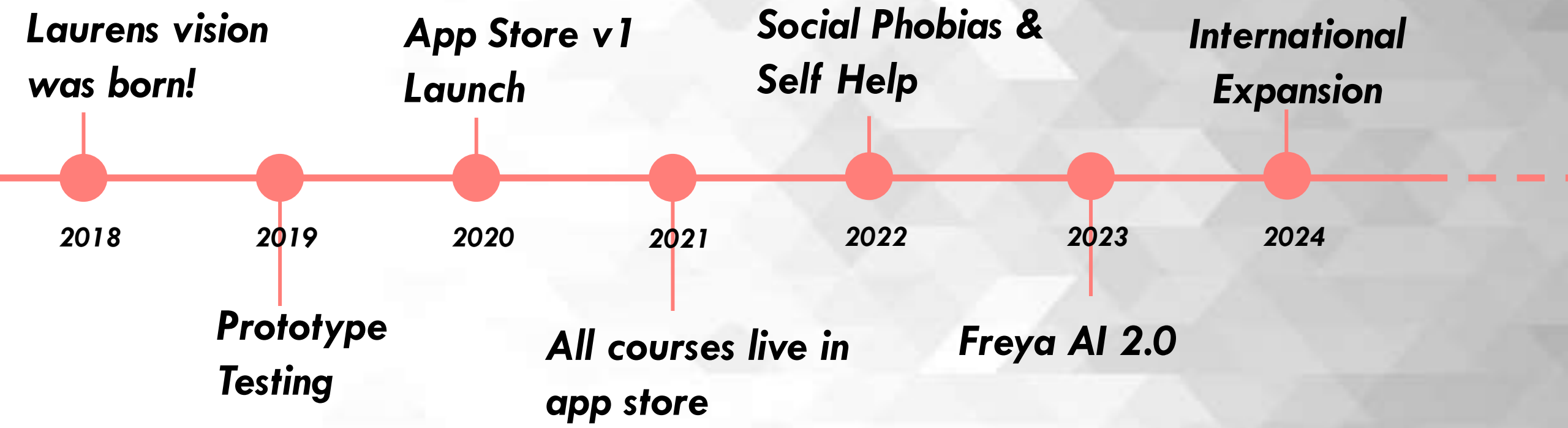
User Growth & Finances



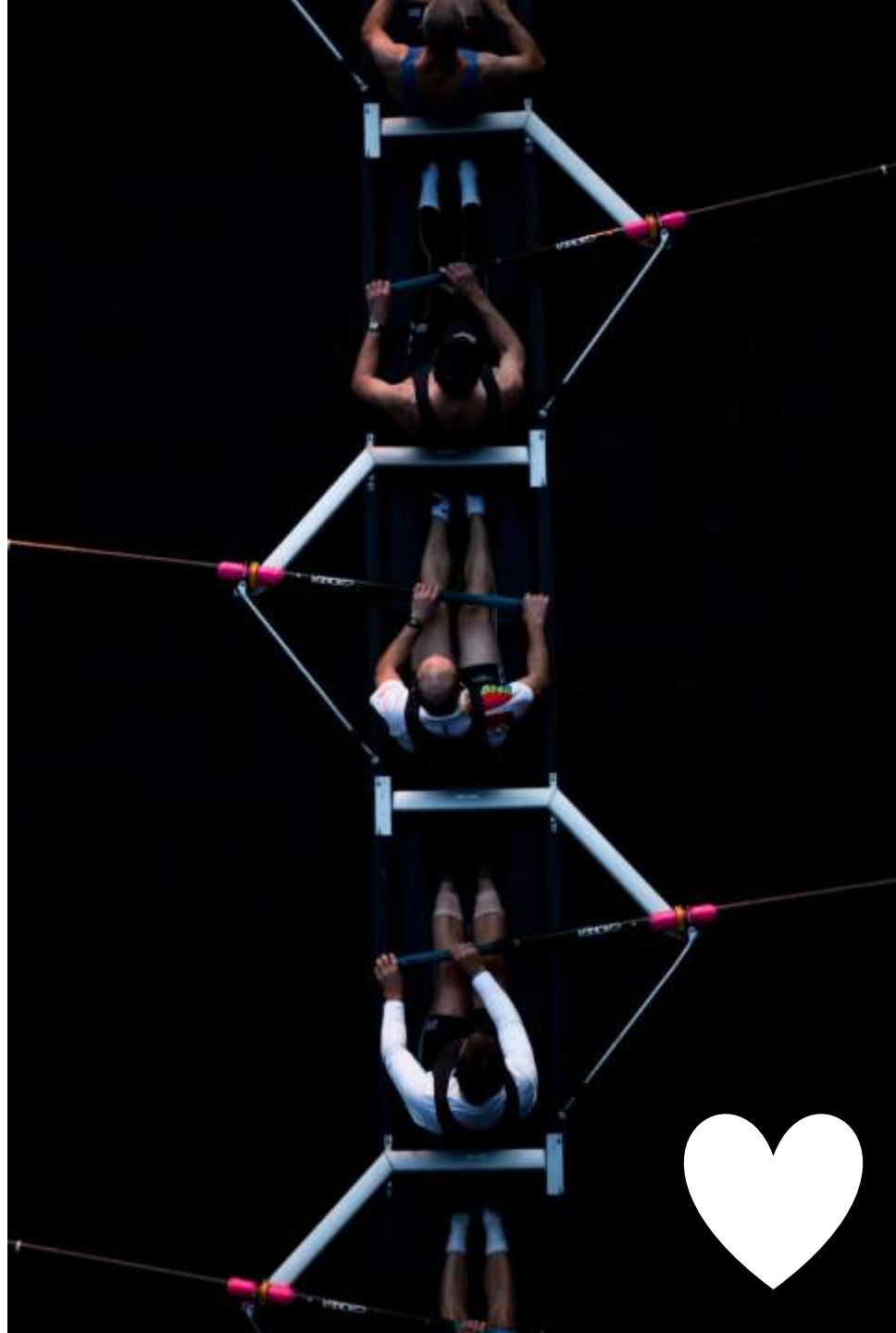
Future Plans

Customer Centric.

Proactive.

Owner mindset.

Sustainable society.



Our Values

Unleash the power of specific phobia sufferers.

Your career's best work with an incredible team.

Opportunities for growth

Sophisticated remote working

VRee MIND

Our Promise to You

Killer Creatives & Researchers
Explore problems and co-create awesome solutions with users

Marcia

NN/g

Ninja Developers
Creating VR, iOS, Android, AI and API.

Jose

oculus from FACEBOOK

Digital Marketers
Delivering market awareness & user growth.

Mariella

VRee MIND

Senior Talent & Meet Our Newest Recruits

VRee MIND

Join our mission & come chat to us!

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Sources

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