# THERAPi

**Your AI Therapist**

A Mental Health-Tech Company

# INTRODUCTION:

THERAPi is a revolutionary health-tech platform bringing quality psychotherapy to the general public in the form of online sessions with AI-powered therapists.

This way, we provide more efficient, affordable, and accessible mental health care to patients around the world.

Combining the efficiency of AI, human expertise in psychology, and a unique rewards system that pays users for taking care of their mental health, THERAPi aims to revolutionize how people see therapy forever.
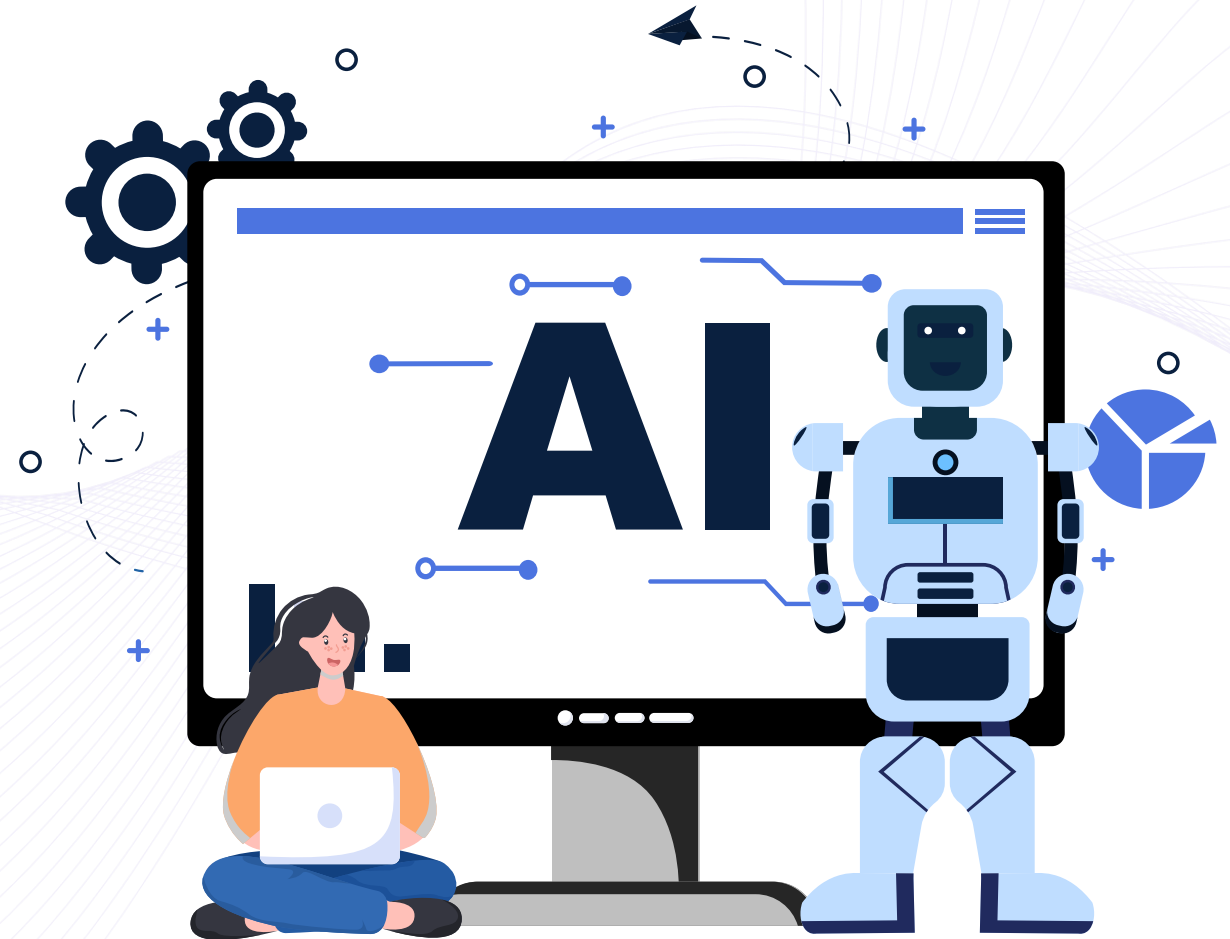
# THE PRODUCT:

THERAPi will be a platform with a generative AI chatbot developed by experts in artificial intelligence & psychotherapy.

It will function as an online therapist available to people in any place, at any moment, on any device of their choosing.

It will perform the same duties as a traditional human psychotherapist, being a listening ear ready to offer professional advice without judgement, having meaningful conversations with patients, and trying to get to the root cause of their deepest mental issues, such as depression, anxiety and traumas, with the goal of trying to help them solve those issues in the same manner that a traditional therapist would, but with some clear advantages.

# THE ADVANTAGES:

**THERAPi**

## Availability anytime, anywhere

Unlike human psychotherapists, where sessions often need to be scheduled in advance and are tied to a specific location, THERAPi will be accessible at any time by simply logging into the site.

## Reduced social stigma

Digital psychotherapists eliminate social stigma by avoiding face-to-face interaction and promoting comfort in discussing deep issues and traumas, reducing the need for traditional therapy.

## Lack of bias

THERAPi, unlike traditional therapists, is entirely objective, unbiased, and non-judgmental, despite inherent bias and influence from personal experiences and emotions.

## Affordability

Unlike human psychotherapists, who need to factor their time into the cost, THERAPi is more affordable as it can help hundreds of thousands of people simultaneously.

# CONTINUOUS IMPROVEMENT

*Would you rather see a therapist who has helped 100,000 patients in his career, or someone who has had only 10 patients?*

Traditional therapists are limited by their time, and even if we assume they improve with every patient they see, with every seminar they attend and with every book they read, they will still in no way be able to compete and catch up with continuous machine learning that will be constantly improving itself by being fed outside material such as literature and its own data from previous interactions with patients.

The AI will learn from each interaction with a patient, and as all humans are inherently psychologically hardwired in a similar way, the AI will soon, due to the large sample size, begin to learn what works and what doesn't for people with similar issues, and similar backgrounds.

This will allow it to categorize patients into different archetypes and psychological profiles, and use its experience to utilize the best psychotherapeutic and psychoanalytic method on each patient type. Given a long enough period and a large enough sample size, the AI will know exactly how to treat each patient, **making mental health a solved game.**

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# THE USER:

*We Are Living In What Might Be The Biggest Mental Health Crisis Of All Time.*

**45%** Mental health issues account for 45% of the overall burden of diseases.

**31%** Of Americans experience anxiety disorders.

**29%** Report having been diagnosed with depression

**27%** Of US adults aged 18-25 suffered from addiction during the previous year.

Therefore, our user is the average person – any individual interested in improving their mental health and functioning normally in society.

A significant advantage of our target group is its sheer size, as we are not dependent on a specific profile, whether by education, status, or any other social affiliation.

Additionally, the affordability of our service will allow various social classes to benefit from it.

**Sources**:

https://www.nimh.nih.gov/health/statistics/any-anxiety-disorder

https://americanaddictioncenters.org/addiction-statistics

https://www.theguardian.com/society/article/2024/aug/14/alarming-surge-in-mental-ill-health-among-young-people-in-face-of-unprecedented-challenges-experts-warn

https://news.gallup.com/poll/505745/depression-rates-reach-new-highs.aspx

# THE MARKET:

>> The size of the global psychotherapy market was 143.7 billion USD in 2023 and is projected to reach 308.8 billion USD by 2032 with a CAGR of 8.1% per year.

>> The online therapy subsector, which is exactly the market that we have a chance to disrupt, had a market base of 9.7 billion USD in 2024, and is projected to reach 67 billion USD by 2032, with a much larger CAGR of 24.5%.

>> Even if we manage to capture 1% of the online therapy subsector, which is a very conservative estimate based on how well we are positioned to disrupt that market, that would put us at a yearly revenue of over 100 million USD.

**Sources:**
https://www.acumenresearchandconsulting.com/behavioral-therapy-market/amp
https://www.zionmarketresearch.com/report/online-therapy-services-market

**Global Behavioral Therapy Market 2020-2032 (USD Billion)**

143.7  308.8

2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032

Source: Acumen Research and Consulting

**Global Online Therapy Services Market 2032**
Revenue (USD Mn/Bn)

CAGR : 24.50%

9.7 Bn    69.7 Bn

2023 2024 2025 2026 2027 2028 2029 2030 2031 2032

source: zionmarketresearch.com

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# Situating THERAPi In The Online Therapy Market

## Competition:

There is no reason not to believe that at least 1 in 100 people who already trust and use online mental health / therapy services will opt to use a much more convenient, user-friendly and cost-efficient platform in THERAPi.

The online therapy subsector is dominated by two main groups of service providers: the first one is remote therapy (teletherapy, video therapy, text therapy) conducted by human therapists over which we have significant advantages (already described on page 4), primarily the affordability and the sheer amount of patients we can cover at the same time.

The second group are self help services and platforms focused on mental health tracking, meditation, exercise and other self help methods. We have a significant advantage over them as they purely focus on the symptoms and trying to cheer the person up while ignoring the underlying issues that are causing the mental issues in the patient. They approach it from a completely non-clinical and non-medical perspective and do not help the patient solve their underlying issues long term.

This is why we believe we can drastically disrupt this market and capture a significant portion of it, through offering a cost effective, robust digital solution that takes a clinical approach and seeks to solve the root cause of the patient's psychological issues while simultaneously trying to relieve the symptoms through reassurance, conversation, and stress relief techniques.

# PROFITABILITY:

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Our cost per instance through a gpu in the cloud is expected to be approximately $2 per session even if we assume a scenario of a large number of users accessing the platform at the same time, congesting the network, and still getting high-speed responses from the AI therapist. The average cost of therapy being around $100 per session in the US, this means that we can comfortably set the pricing to $20 per session, completely outpricing the competition by being 80% more affordable, and bite into a large chunk of their market, particularly with lower income users, while retaining a 90% profit margin.

**$2**
Cost
per instance

**$20**
Our
price

**$100**
Competitors'
price

**80%**
Discount over
competitor

**90%**
Our
profit margin

# TEAM:

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## Janet Klebek Patton

*Psychology Lead*

After completing her postdoctoral fellowship at the Yale School of Medicine, dr. Patton focused on turning cutting edge research into real-world solutions which change patients' lives, and has done so over her 17 years' experience in hospital, clinical, and university settings. She specializes in providing therapy to patients struggling with anxiety, depression, ADHD, OCD, phobias and other disorders by employing complex therapy solutions that match each patient's individual needs, including cognitive-behavioral therapy as well as innovative techniques such as DBT and E/RP.

## Stefan Damjanovic

*Finance Lead*

Stefan is an investing banking professional who currently works with high profile client accounts at Universal Capital, a Dubai based banking group. He has over 10 years of experience in the financial industry, both as a banker and as an investor. He worked as an investment advisor to some of the biggest companies in SouthEast Europe and has built a diverse portfolio across different assets. He also worked in investment banking at some of the biggest banks in the Balkans region.

## Yudhisthira Attry

*AI Lead*

Yudhisthira "Yudhi" Attry is a machine learning expert and engineer who has a plethora of experience developing robust technological systems across different sectors ranging from healthcare, cybersecurity and blockchain. Along with THERAPi, he is currently developing an AI solution to automate and optimize the analysis of bloodwork tests in order to provide patients with accurate data and guidelines on their health.

## Savo Vukcevic

*Project Lead*

Savo is a hedge fund manager who launched his "Euphoria Capital Management" at a very young age, with a unique investment strategy based on exploiting psychological, rather than fiscal, inefficiencies in worldwide capital markets. He also worked as a consultant to many companies across various industries, including financial services, artificial intelligence, and cybersecurity. He has been active in the start-up and private equity scene as an investor into a multitude of promising companies, particularly in AI, fintech, and gaming.

# TOKEN UTILITY:

THRAI token will be used as a utility token within the THERAPi platform. Users will need to use the tokens to pay for therapy sessions on the platform, and to vote within the community governance mechanisms.

In order to make our platform available to a wide range of users from all backgrounds, users will also be able to pay using traditional finance methods such as credit cards and other cryptos.

Both of which will instantly be converted to THRAI by market buying it on exchanges, ensuring continuous inflow of buy pressure on the token, increasing demand and pushing the price of THRAI upwards.

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# REWARDS SYSTEM:

*(Yes, we will pay you to protect your mental health.)*

THERAPi will offer a unique reward system, whereby the first therapy session on the website will be free, and upon completion, the user will be awarded with tokens. These tokens can be used to pay for future therapy sessions within the platform.

This is both a huge marketing opportunity and a huge user-acquisition opportunity. **You get paid to take care of your mental health**. If they end up enjoying the platform, they get tokens to use it again.

If they are neutral or dissatisfied, they can use their credits to give the platform another chance, ensuring increased customer retention and more time spent on the platform. PayPal used a similar strategy in its early days which helped them acquire 100 million users.

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# REVENUE MODEL:

**HOW IT WORKS**

Users will be able to pay for therapy sessions on the website, either by paying for a single 90-minute therapy session which they can pause and continue at any time, or on a monthly subscription basis that allows them unlimited sessions during that month.

**01.** User pays for therapy

Users will pay for therapy sessions using THRAI tokens or traditional / web2 payment methods, the proceeds of which would be immediately converted to THRAI tokens by market buying them.

**02.** Money is exchanged to THRAI tokens

When a user pays for a session or a monthly subscription, 80% of THRAI tokens paid will be immediately burned, lowering supply and continuously increasing the tokens price.

**03.** 80% is burned, 10% goes to treasury, 10% goes to the company

10% will go to the treasury to pay for operational expenses of the project, community grants and similar day-to-day expenses, while 10% will go to the company to keep building and improving the project.

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# TECHNOLOGY:

**The model will be trained by data acquired through 4 major sources:**

Data produced in-house such as simulated therapy sessions by our team of clinical psychologists and psychotherapy instruction manuals written by them.

Publicly available data on best psychotherapy and psychoanalysis practices and methods from scientific literature; recordings and transcripts of seminars on clinical psychology, psychiatry, psychotherapy and psychoanalysis; and other scientific works.

Other data derived from scientific works and research acquired through partnerships with institutions such as clinics, hospitals and universities.
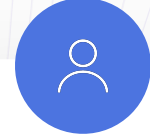
Data from the model's own previous sessions with users, ensuring continuous improvement and an up-to-date knowledge base. Users will, however, be able to opt out of their sessions and/or feedback being possibly used to train the model.

This data will be tagged and labeled by our teach team as instructed by our psychology team to turn it into an easily processable training material, while external data will be accessed through Retrieval-Augmented Generation thereby eliminating data-center costs. The model will be powered by GPU's in the cloud, which will decrease our operating costs by relieving us of GPU acquisition, storage and maintenance costs.

# TOKENOMICS:

| Category | Allocation | Price | Vesting |
|---|---|---|---|
| Team | 10% | 0.0180 | 12 months cliff, 36 months vesting |
| Advisors | 4% | 0.0180 | 8 months cliff, 24 months vesting |
| Marketing | 15% | 0.0180 | 1 month cliff, 36 months vesting |
| Rewards | 20% | 0.0180 | 3 months cliff, 60 months vesting |
| Treasury | 25% | 0.0180 | 12 months cliff, 60 months vesting |
| Liquidity / MarketMaking | 2% | 0.0180 | 30% at TGE, then as neccessary |
| Pre-Seed Round | 5% | 0.0065 | 3 month cliff, 6 months vesting |
| Seed Round | 8% | 0.0090 | 2 months cliff, 5 months vesting |
| Strategic Round | 8% | 0.0120 | 1 month cliff, 4 months vesting |
| Launchpad (IDO) | 3% | 0.0180 | 25% at TGE, 3 months vesting |
| **Total Supply** | **1,000,000,000 THRAI** | | |

# ROADMAP:

THERAPi

**01**

**Q4 2024**
→ Project announced
→ Presale begins
→ Development begins

**02**

**Q1 2025**
→ Demo video released
→ Hiring advisors
→ Phase 2 of development
→ Marketing push
→ Community building

**03**

**Q2 2025**
→ Presale end
→ Product demo public test
→ Mobile app internal testing
→ Expanding the team
→ Applying for grants

**04**

**Q3 2025**
→ Demo public test #2
→ Public sale
→ DEX Listing
→ CEX Listings
→ Mobile app public test
→ Roadshow

**05**

**Q4 2025 & beyond**
→ Product full launch
→ Mobile app launch
→ Tier 1 CEX listings
→ Partnerships with healthcare institutions
→ Ecosystem expansion
→ Further team expansion
→ Continuous platform improvement