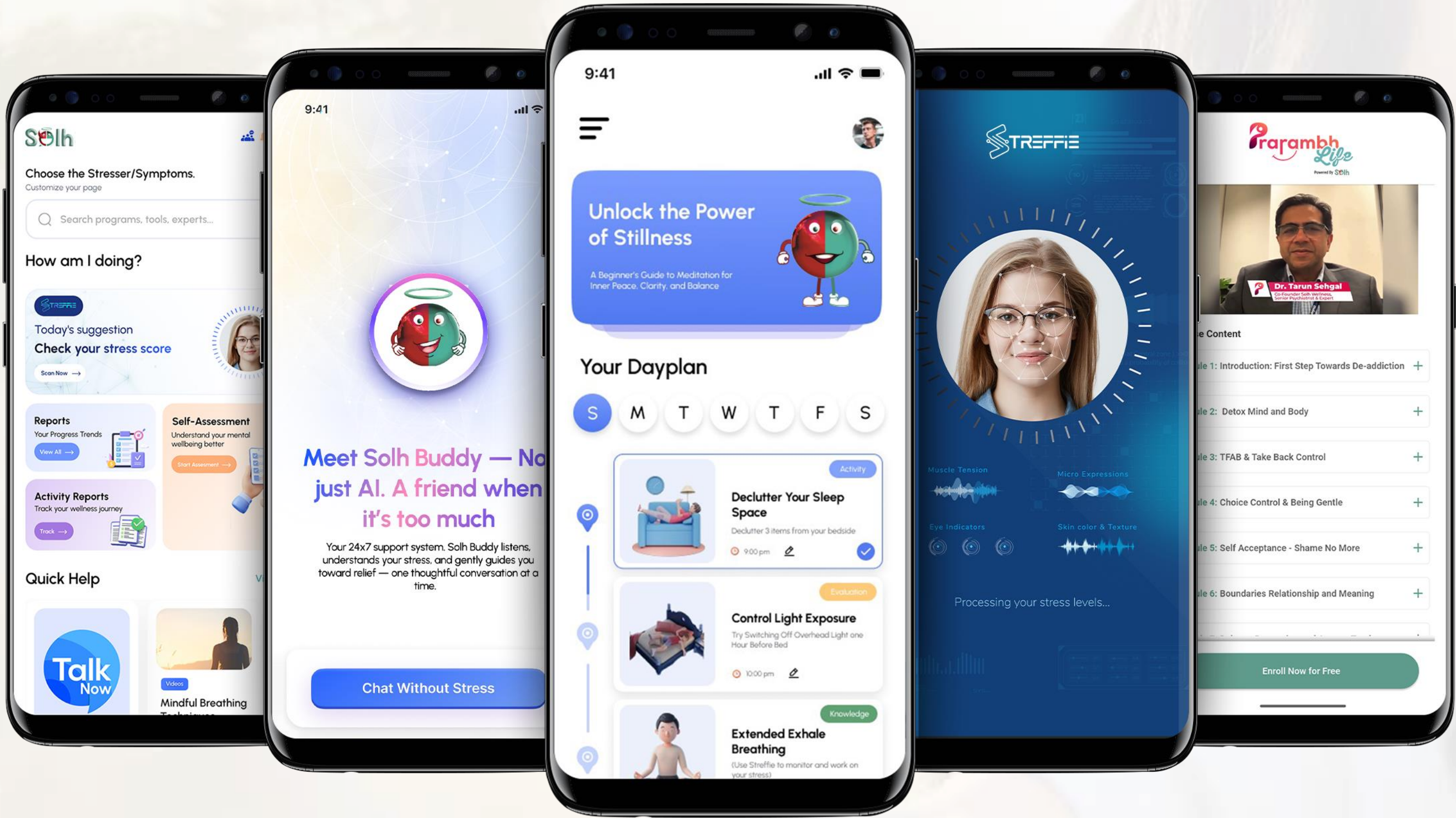




Building Resilience For EACH



Mental Wellness App
of the Year 2024



Jury Recognition
Healthcare



Health & Community
Wellness Advocate

The Indian Workforce Is Stressed!



62%

Employees report
Burnout, 3x Global
Avg of 20%



42%

Employees in private
sector report
Depression and Anxiety



72%

Women report
high stress levels
at work



12.4 Lakh

Suicides related to Work
Stress & Substance
abuse in 2022

Future Talent at Risk!



64.5%

Employees between
21-30 yrs report
high stress levels



30%

Professionals under
25 yrs screen positive
for Depression



90%

Workforce under 25
years experience
Anxiety daily



49%

Professionals want
to quit their jobs due
to work stress

Organizational Impact of Employee Stress



₹100 Crore

Estimated annual productivity loss for a 5,000-employee banking company



₹50 Crore

Estimated loss for a 10,000-employee IT firm due to employee burnout



₹3.3-₹17.4 Lakh

Incurred annual cost per employee due to burnout, across surveyed Indian corporates



₹1.1 Lakh Crore

Yearly corporate loss incurred by Indian companies due to poor employee health

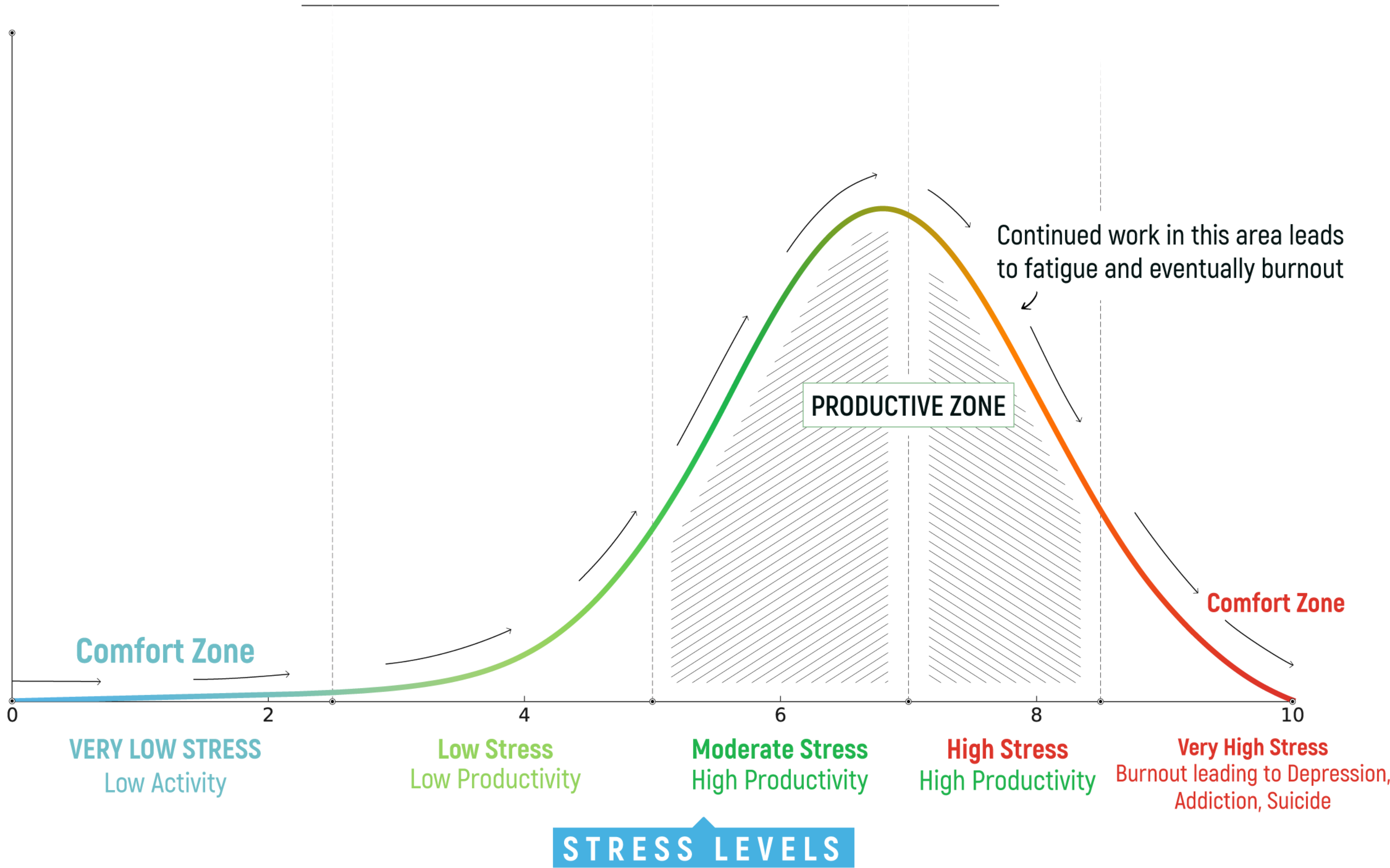
Co-relating Stress and Performance

Is All Stress
Bad?
NO!

When managed well,
stress becomes a
powerful **motivator**.

However, **prolonged
high stress** can
overwhelm your
system, leading to
burnout, anxiety, and
eventual **breakdown**.

PERFORMANCE



Current Solutions and Where They Fail

01

EAPs

02

Employee
Engagement

03

Wellness
Programs

04

In-House
Teams



FOCUS

Generic solutions overlook real concerns and divert focus from real world stress impact and mitigation



CULTURE AND CONTEXT

Imported solutions based on foreign corporate environments, which reduces their relevance in the Indian context



APPROACH

Fragmented approach which pushes therapy as the only solution and lacks an integrated ecosystem

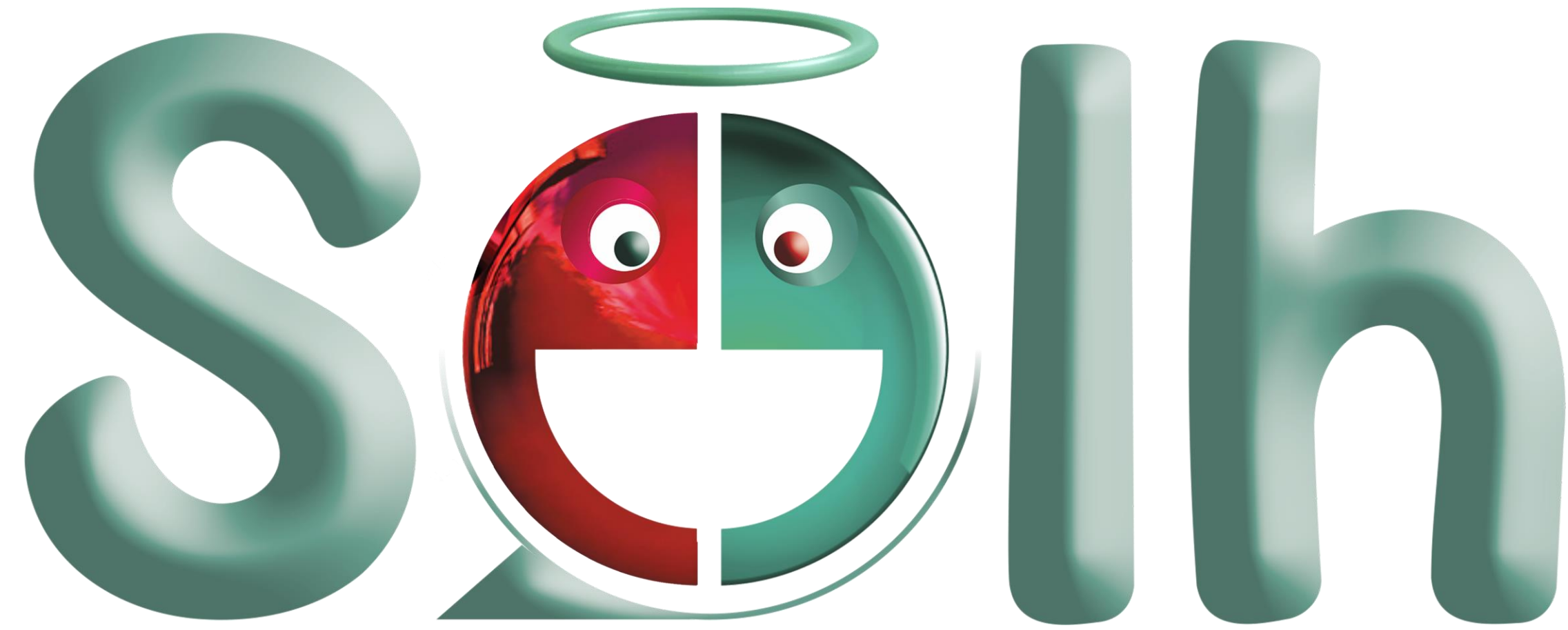


ADOPTION

Less than 2% adoption & utilization rates due to lack of proactive engagement and relatability



INTRODUCING



Wellness

Comprehensive Stress Management Solution

We are a comprehensive stress management solution, building resilience in every individual through our proprietary AI Framework called **REACH**.

Creating Healthier,
Happier Organizations



Enhancing
Productivity



Reducing Stress, Depression
and Suicide Risk

REACH in action 



Our Proprietary AI Framework

REACH

Building RESILIENCE FOR EACH

Primary Goal: Build Emotional, Mental and Physical Resilience*

**The ability to withstand, adapt, and bounce back from stressful situations*

HOW REACH WORKS

Focus on Stress
Management



Integrated
Ecosystem



Structured
Approach



Indian Context
Specific

E

EVALUATE

Gain insights through screening, monitoring and assessments

A

ACT

Take proactive steps to manage stress levels with structured interventions

C

CONNECT

Build support systems within teams, peers, and expert networks

H

HEAL

Accept healing as an ongoing journey, not a one-time fix

E

EVALUATE

Gain insights
through screening,
monitoring and
assessments

INDIVIDUAL LEVEL



Streffie:
AI-powered stress monitoring
with personalized insights



Standardized Assessments:
50+ assessments to develop
awareness through self-reflection

ORGANIZATIONAL LEVEL



SMART AI Dashboard:
Actionable, real-time insights on
employees and teams



Streffie Kiosks:
Stress check stations at multiple
points for quick monitoring

HOW IT HELPS?



Personal well-being insights for individuals and actionable data for organizations to proactively identify and address stress, improving overall health and productivity

A

ACT

Proactive steps
to manage stress
with structured
interventions

INDIVIDUAL LEVEL



Talk Now:
24/7 instant support for
overwhelming situations



Problem Discovery:
Psychologist-led issue
identification



Access to Experts:
Highly experienced clinical and
non-clinical professionals



Stress Management Activities:
Personalized tools for coping
and well-being

ORGANIZATIONAL LEVEL



Corporate Workshops:
Expert-led sessions on stress
management



Guides & Materials:
Employee engagement resources
for HR Function



PsyCap Reward Programs:
Recognize, reinforce & reward
resilience building efforts



Compliance:
Adherence to best practices
(POSH, Sensitivity training, etc.)

HOW IT HELPS?



Immediate support and coping tools for individuals and programs and resources for organizations to foster a supportive and enabling work environment

C

CONNECT

Build support
systems within
teams, peers, and
expert networks

INDIVIDUAL LEVEL



Support Groups:

35+ moderated peer groups
for diverse needs



Journaling:

Space for self-reflection and
emotional tracking



Expert Network:

Seamless access to qualified
professionals

ORGANIZATIONAL LEVEL



Organizational Support Group:

Build internal groups and
mentorship for mutual aid



Community Building Initiatives:

Activities and events for a
connected workplace



Curated Experts:

Availability of internal and external
professional support

Anonymity & Data Security

Safe, private space for support without judgment

HOW IT HELPS?



Builds individual support networks and a sense of community, while enabling organizations to cultivate a more empathetic and connected workplace culture through peer and expert support

H

HEAL

Accept healing
as an ongoing
journey, not a
one-time fix

INDIVIDUAL LEVEL



Stress Management Plan:

Individualized step-by-step plans for specific stressors



Prarambh Life (AI De-Addiction):

Structured online plan for overcoming unhealthy habits (3/6-month plans, 24/7 access)

ORGANIZATIONAL LEVEL



Resilience Training Programs:

Workshops to build coping skills across all levels



Well-Being Policy Integration:

Embedding employee wellness into organizational practices

HOW IT HELPS?



Long-term recovery with well-being with personalized resources for individuals and training and policy integration for organizations to build a culture of resilience

Benefits for Organizations

A Healthier, More Productive Workplace

Lower Healthcare Insurance Costs



Identify Teams with At-Risk Individuals



Identify Good Managers



Reduce Employee Attrition Saving on Rehiring Costs



Reduced Absenteeism and Stress



See Aggregated Stress By cohort levels



Increased Productivity and Employee Engagement



Enhanced Organizational Reputation



Reward Active Participants in Stress Management Efforts



How We Deliver

MECHANISM



User:

AI-enabled web and mobile app for accessible well-being



Organization:

AI-driven stress management system for guiding corporate well-being initiatives

CAPABILITIES



Stress and Health Monitoring:

AI Monitoring via user devices, Streffie, and BP Kiosks for real-time insights



Direct Support Channels:

Facilitated workshops, therapies, and care events for human interaction



Data Integration:

Medical records correlation for comprehensive, actionable insights



Providers (Mental Health Experts):

Enterprise SaaS solution for seamless service delivery



Solh Buddy

A Friendly AI That Listens, Guides, & Supports

Meet Solh Buddy - your organization's always on, AI-powered friend.



Understands symptoms, moods, & stressors



Guides users to the right feature - instantly

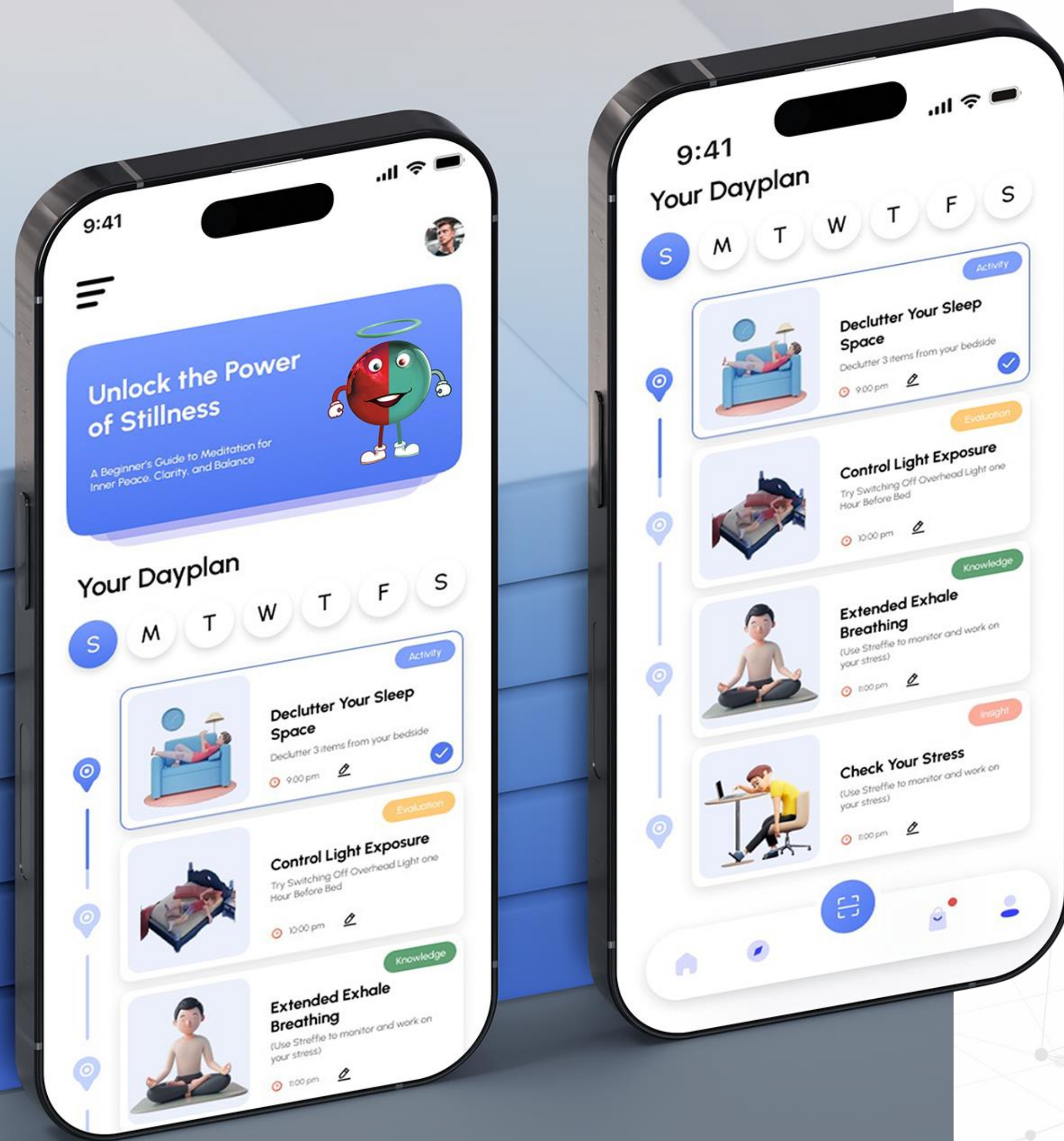


Makes seeking support feel private, and pressure-free

**Available 24x7. Built with empathy.
Designed for action.**

*Not a substitute of professional psychologists





Guided Plans

Personalized, Daily stress alleviation

Our 7 & 14 day Guided Plans give users structured paths to cope with causes & symptoms of stress:

- ✓ Overthinking
- ✓ Anxiety
- ✓ Grief & Loss
- ✓ Sleep Issues
- ✓ Burnout
- ✓ Workplace Stress & many more



○ Daily interventions, insights & activities



○ Audio guides, coping tools, journaling prompts



○ Progress tracking for reinforcement & resilience building

Our AI-powered Innovations

Streffie

AI-enabled kiosk and mobile/web app for accessible well-being

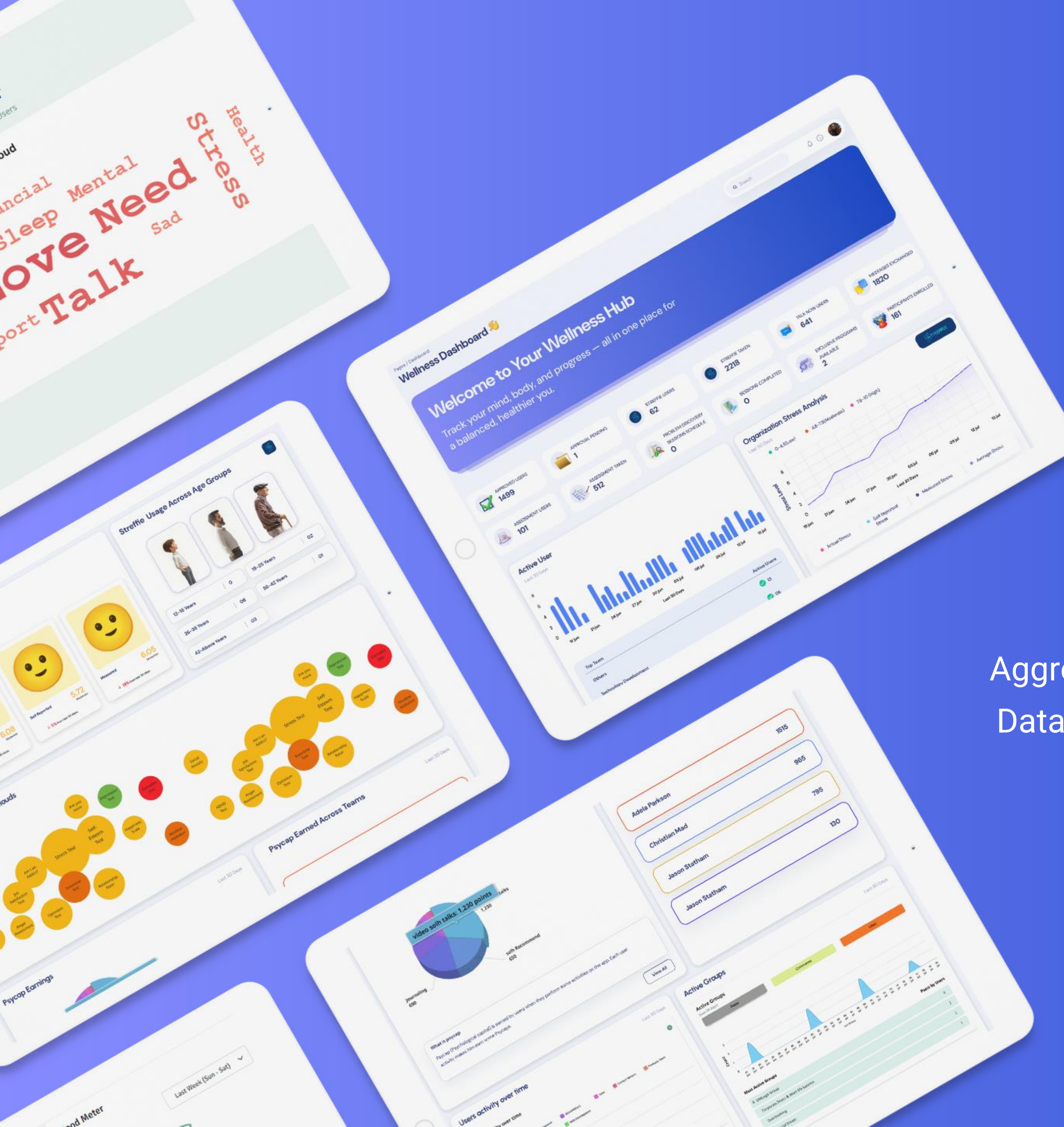
- Real-time stress biomarker via facial analysis
- Instant, personalized insights for early intervention



Prarambh Life

Clinically validated programs for overcoming unhealthy habits

- Tackles both substance abuse (alcohol, smoking, etc.) and modern dependencies (gaming, social media, etc.)
- Proven to significantly reduce relapse rates (12K+ users)



SMART AI Dashboard

See stress patterns across teams/departments
100% anonymized. Actionable in real-time

Aggregated insights to pinpoint organizational stress hotspots ●
Data-driven clarity to optimize remedial & well-being initiatives ●

Our Team



Kapil Gupta
CEO & Co-Founder

B.Tech (DTU), M.S. (NCSU);
Driving vision, strategy, and
growth



Tarun Sehgal
Co-Founder

MBBS, MSc Neuroscience
FRANZCP; Heads clinical
vision and expertise.



Ms. Muskan Gupta
Co-Founder

B.A. Psychology (DU);
Drives Youth mental health
initiatives.



Chandan Agarwal
Chief Operating Officer

IIT Delhi, IIM-Ahmedabad;
Strategy & Operations



Paul Radkowski
Program Creator

B.Psych, MTS. Therapist;
Designs de-addiction programs
& care pathways.



Ms. Jyoti Midha
Strategy Head

B.E. Electronics (TIET);
Leads partnerships and
strategic initiatives



Navita Berry
Business Head

Political Science & Mass Comm.
(DCAC); Leads marketing
initiatives & outreach



Sumit Srivastava
Product Head

BCA, MCA MBA;
Heads product innovation
and technology

Journey So Far

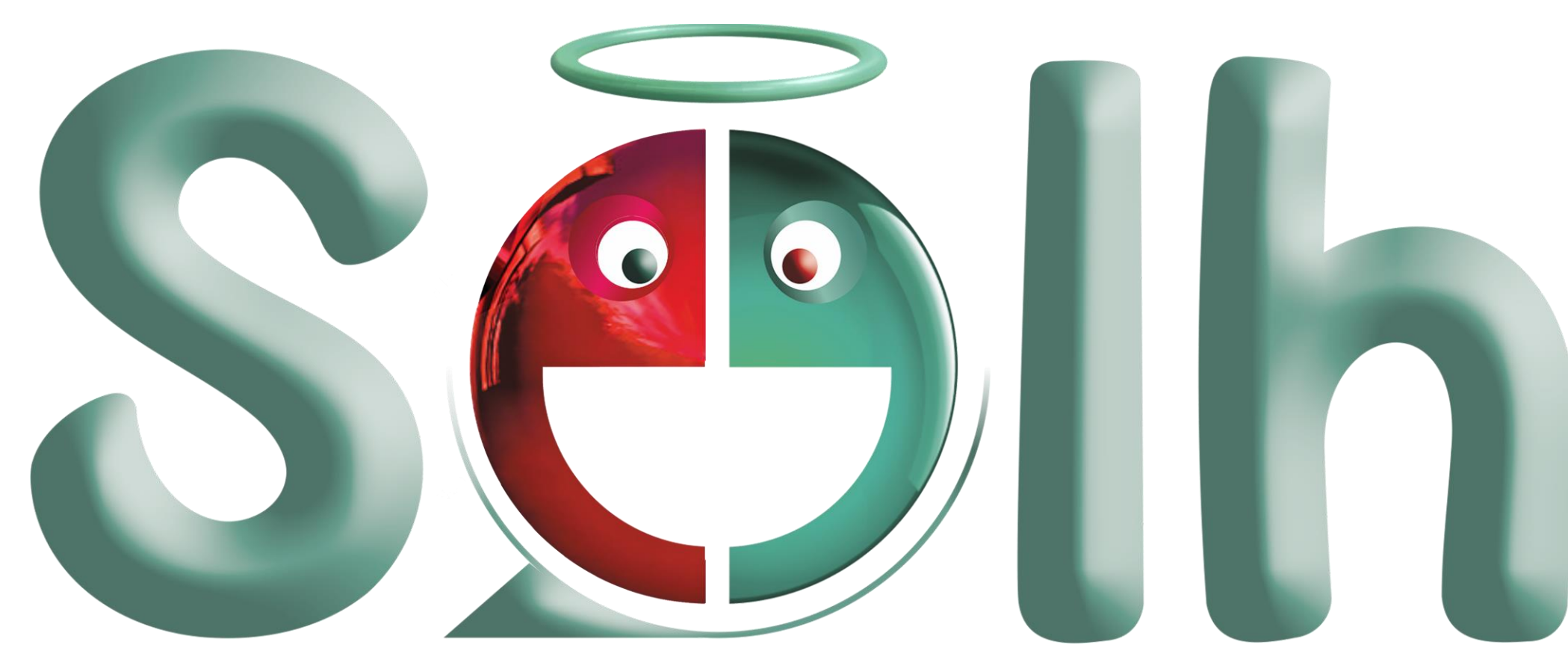
Corporates	Colleges	NGOs and Community Groups	Schools
			
			
			
			

150K+
App Downloads

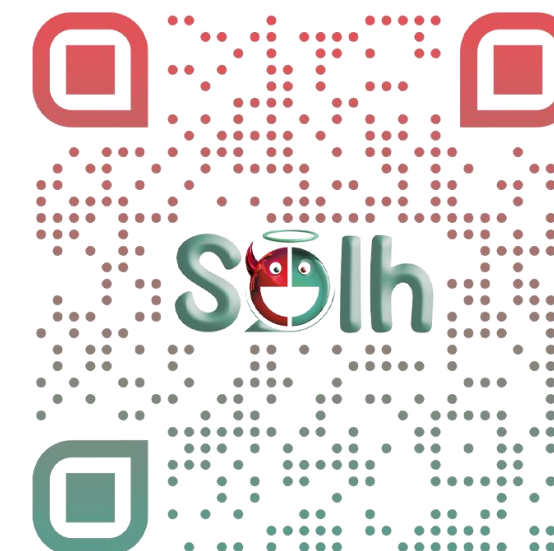
1.5M+
Psyncap Points generated

50K+
Talk Now Conversations

150+
Workshops Conducted



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SOLH APP**




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Google Play

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