



Goodvill



INTERACTIVE APP WITH STORIES TO FIGHT
DEPRESSION

DEPRESSION

IS THE MOST COMMON SERIOUS BRAIN DISEASE IN THE USA

300M PEOPLE¹ WORLDWIDE ALREADY HAVE DEPRESSION

13-20% (1.5B) OF PEOPLE WILL EXPERIENCE SIGNIFICANT DEPRESSIVE SYMPTOMS AT SOME POINT IN THEIR LIFE²

LESS THAN 50% OF PEOPLE WITH DEPRESSION SEEK TREATMENT¹ (IN MANY COUNTRIES FEWER THAN 10%)

GLOBAL ANTIDEPRESSANT MARKET TO REACH \$16B BY 2023³



MARKET SIZE

2.5 BILLION

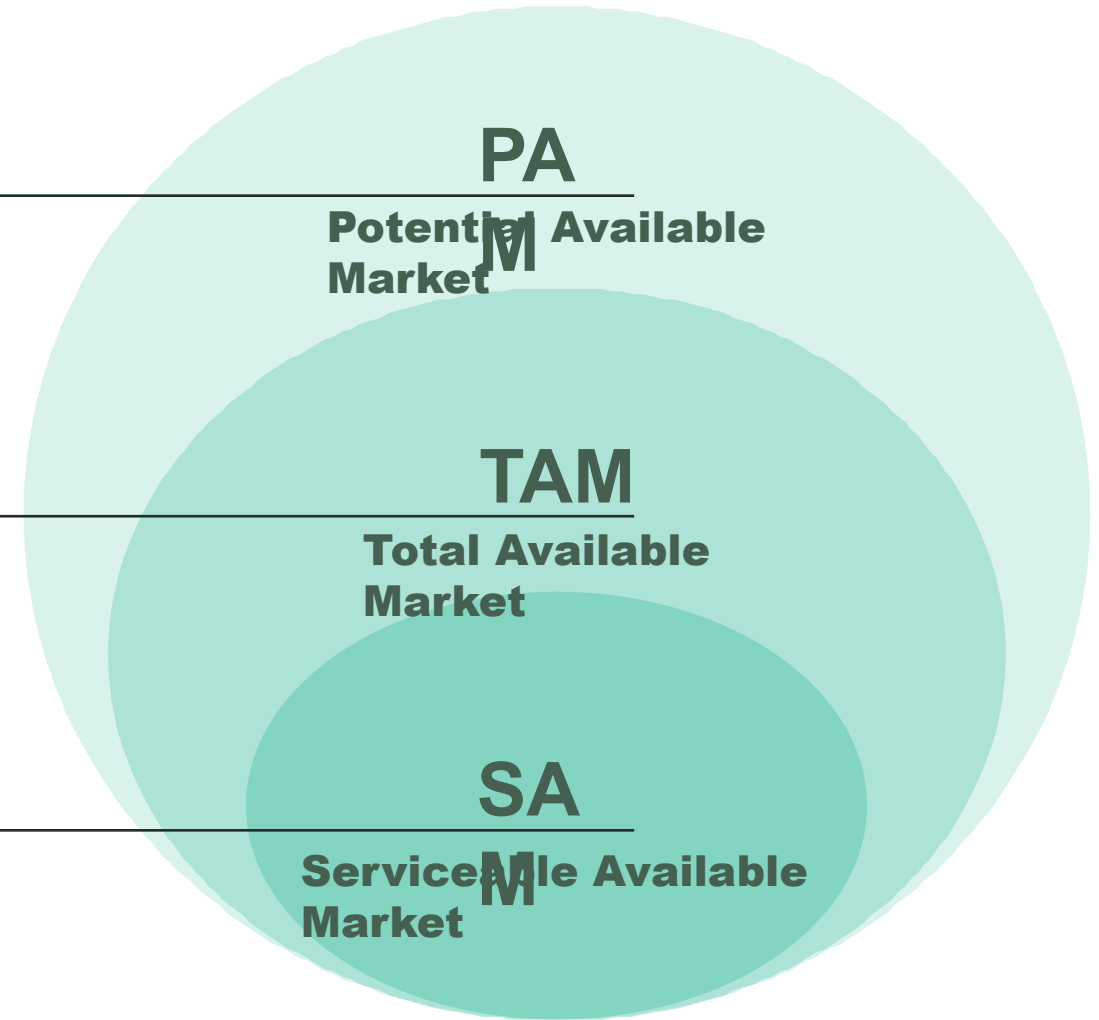
PEOPLE OF DEPRESSION (AGE 15-24&55+)

1.5 BILLION

PEOPLE EXPERIENCE DEPRESSIVE SYMPTOMS ONCE IN THEIR LIFE

75 MILLION

PEOPLE TOTAL AVAILABLE MARKET



1 https://www.indexmundi.com/world/demographics_profile.html

2 <https://accessmedicine.mhmedical.com/book.asp>

MARKET VALIDATION

MORE THAN \$500M ARE INVESTED YEARLY IN MENTAL HEALTH TECH



HEADSPACE

**\$320M
VALUATION**



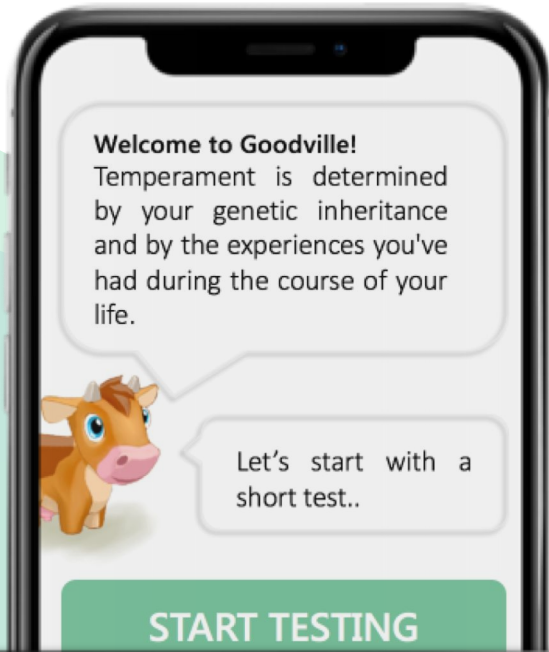
CALM

**\$1B
VALUATION**



TALKSPACE

**\$130M
VALUATION**



Goodvill

MOBILE APP WITH INTERACTIVE CONTENT PRODUCED BY PSYCHOLOGISTS & SCIENTISTS TO HELP DIAGNOSE & TREAT DEPRESSION AMONG YOUTH AND MID-AGED PEOPLE

SOLUTION

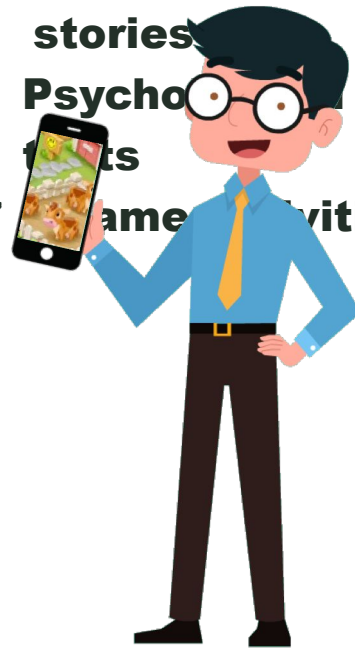
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ANXIETY?
DEPRESSION?
BAD MOOD?



EFFORTLESS &
ENJOYABLE
THERAPY ON
MOBILE

- ✓ Interactive stories
- ✓ Psychological tests
- ✓ Game activities



LIVE A HAPPIER
LIFE



ADVANTAG



BUSINESS MODEL

REVENUE FORECAST PER 1ST
YEAR:

\$2.2M

SUBSCRIPTIONS

- 1,000,000 users
- 3% paying users
- \$75/1st year

\$3M

- IN-APP PURCHASES
- 1,000,000 users
 - 3% paying users
 - \$100+ 1-year ARPPU

\$1M

- PARTNERSHIPS
- 5 key partners
 - \$500k / partnership

BIGDATA

OF EXISTING



FUNDING REQUEST -

\$2.5M



- **MVP Development**
- **Early hypothesis testing**

- **Internal team (\$600k)**
- **External team (\$400k)**
- **Stories creation (\$200k)**

- **Paid Ads (ROI 6M Positive)**
- **Endorsements**
- **Content marketing**

GO-TO-MARKET STRATEGY

Paid UA (ROI 6M Positive)

- **Facebook**
- **Google**
- **Snapchat**

**Video Networks
Platforms Featuring
Pinterest**

Goodwill might represent added value for platforms and has greater attractiveness for featuring

Endorsements

Collaboration with Celebrities, Famous psychologists, etc.

App Store Optimization

Collaboration with

Influencers

Promotion through Video bloggers and Instagram bloggers

Events

Participation in conferences

Content marketing

Production of helpful content for viral promotion

- **Short Videos**
- **Articles**
- **Podcasts**

TEA

The Core Team has experience of creating global products with 100+ mln players and technical background of 15+ years.



Aleksey Meleshkevich
CEO, Founder
Founder of Melsoft Games, acquired by Wargaming. Creator of mobile games (successful casual farms) with 100+ mln downloads in total.



Andrew Sokol
Advisor
Neuroanatomist, PhD in medical sciences.
Participated in scientific internships in Greece, Poland, Japan and Russia & in 20+ scientific conferences and congresses.
Author/coauthor of 48 publications.



Vladislav Smirnov
COO
Extensive background in operational management of local and international



Roman Serdyukov
CTO
15+ years of experience in development of successful mobile games and PhD in



Diana Mager
CMO
Expertise in mobile games marketing with 2+ mln installs per month and 40+ in total.



Alex Aleksandrov
Art Director
UI/UX expert with 12+ years of experience in game dev industry. Managed art production for



THANK

YOU

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