



We improve mental health  
by balancing neurotransmitter levels  
with personalized nutrients from  
unprocessed foods –  
naturally, easy to implement and  
scientifically proven

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# Why do we have a mental health crisis?

40%

of society suffer from mental disorders.<sup>1</sup>

75%

do not seek help due to shame and cost.<sup>2</sup>

80%

do not improve with psychiatric treatment (antidepressants).<sup>3</sup>

In ten years, clinical research programs in mental health have fallen by

70%.<sup>4</sup>

TODAY:

Therapies for social/psychological factors

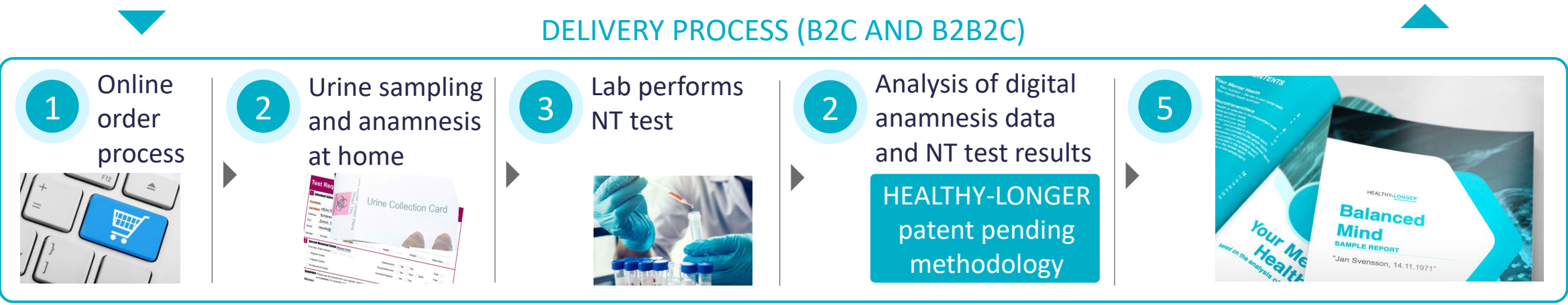
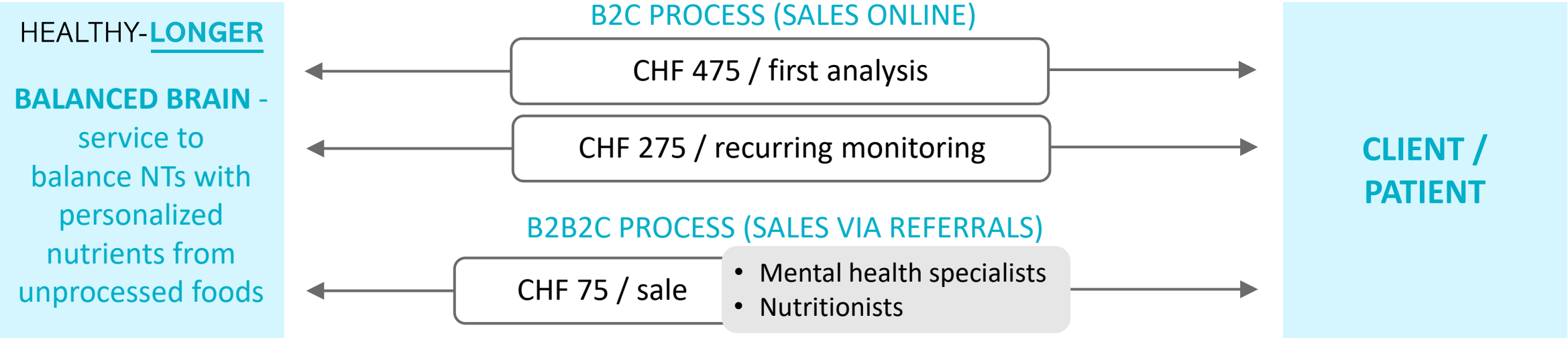
Medication for physiological factors

TOMORROW:

**Nutritional therapies to improve mental health and the effectiveness of other therapies.**

- Our brain (2% of our weight) needs 20-40% of nutrients<sup>5</sup> and calories.
- Due to the decreasing nutrient density in food, we have a nutrient deficiency of up to 60%<sup>6</sup>, even when eating healthy.
- From nutrients, our body produces neurotransmitters (NTs), substances responsible for brain functions and mental health.<sup>7</sup>
- Imbalances in neurotransmitters weaken our mental health and resilience.<sup>8</sup>
- Patients treated with nutritional therapies improve (range 20-90%).<sup>9</sup>

# Our scalable solution: Digital, evidence-based, personalized

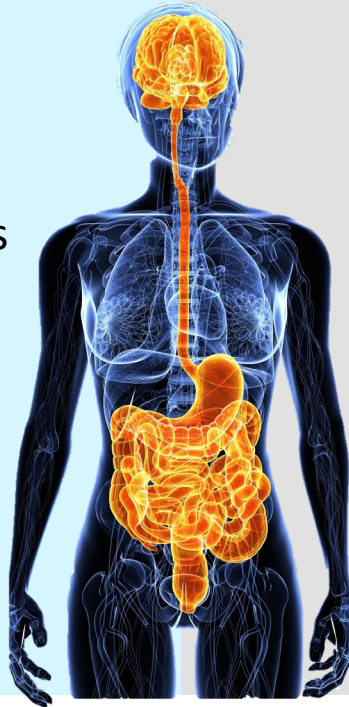


# Our methodology: Balancing neurotransmitters with personalized nutrients (patent pending)

## PHYSIOLOGICAL BACKGROUND

### IN NTs and nutrients

Permeable Brain Blood Barrier allows transport IN of NTs and nutrients and transport OUT of metabolites (6 k studies)<sup>6</sup>



### OUT Metabolites

Urinary levels of NTs and metabolites are stable and suitable to analyze mental health (2 k studies)<sup>7</sup>

## METHODOLOGY

Improved mental health



Balanced NT levels



Precursors/co-factors of NTs



Personalized nutrients



Unprocessed food (nutrient dense)

## EXAMPLE

Motivation, mood, energy



Dopamine



DOPA



Tyrosine



Mustard seeds

## SCIENTIFIC EVIDENCE (No of studies)

200 k<sup>1</sup>

1,500 k<sup>2</sup>

60 k<sup>3</sup>

30 k<sup>4</sup>

Food data banks<sup>5</sup>

# Value proposition

## FOR PATIENTS/CLIENTS (B2C)



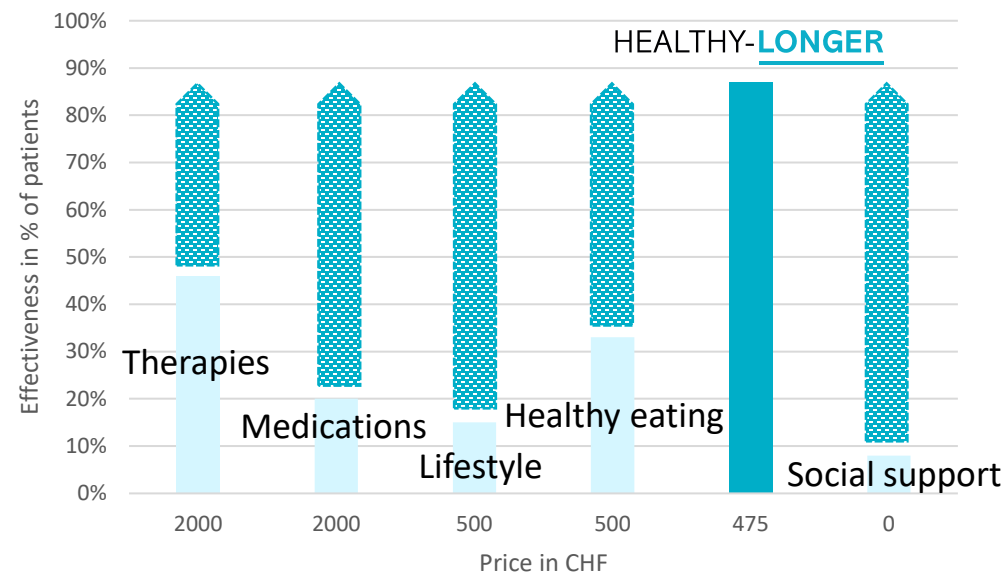
- Improved mental health (80-90%)
- More productive (26 days/year/person)
- Digital & easy to implement
- No health side effect

## FOR SPECIALISTS (B2B2C)



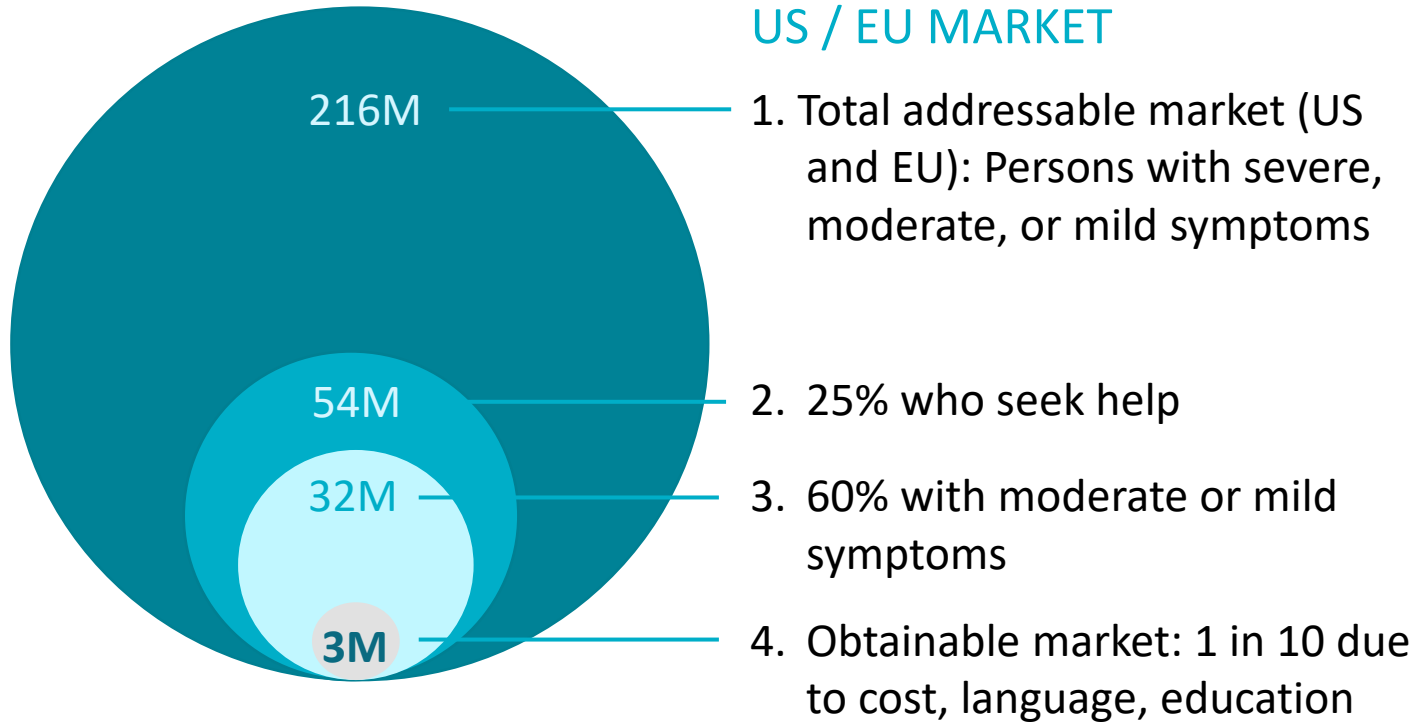
- Higher treatment effectiveness (20-90%)
- Additional revenue 75 CHF/patient
- Differentiation
- No additional workload

## COMPARISON EFFECTIVENESS/COST<sup>1</sup>

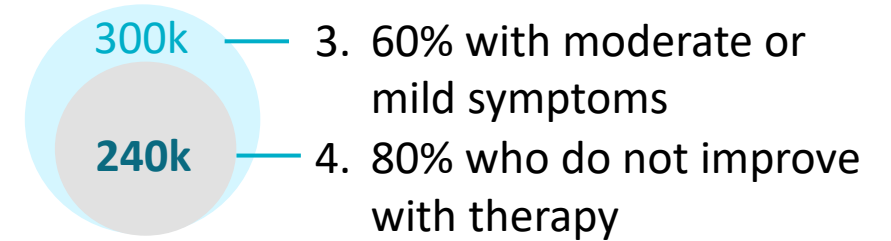


- Effectiveness with nutritional therapy of HEALTHY-LONGER
- Effectiveness today

# Market and regulatory



**CH BEACHHEAD MARKET**



**REGULATORY**



- CE marked and GPRS compliant
- Compliant with FDA, no approval required (we provide a service; we do not diagnose nor medicate)
- Freedom to operate
- Patent in filing process

## Management



**Joanna Ledunger**  
FOUNDER & CEO

Research and product development



**Roland Pfeuti**  
CO-FOUNDER

B2B, Investors, Climate, Sustainability



**Paul Bannister**  
DIRECTOR

Strategy, health care sector



**Romeo Dumitrescu**  
DIRECTOR

IT, data security



**Claude-Alain Fournier**  
DIRECTOR

IT, AI, programming

## Advisors



**Kate Placzek, PhD (US)**

- Medicinal Chemistry and Molecular Pharmacology
- Neurotransmitter research & analysis



**Nachum Vaismann, Prof. (Israel)**

HEAD OF CLINICAL NUTRITION,  
TEL AVIV SOURASKY MEDICAL CENTER  
Clinical nutrition



**Beat Walter (CH)**  
OWNER/MD VENDBRIDGE AG

- B2B and B2C
- Go-to-market strategy



**Camilla Fjällberg (Sweden)**  
MARKETING / O. KAAVLI AB

- B2C
- Digital marketing



**Magda Rijk Czaplinski (CH)**  
MD BELLEVUE MEDICAL GROUP

Clinic market

## Partners

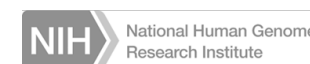
Laboratory and research centre



Supplier



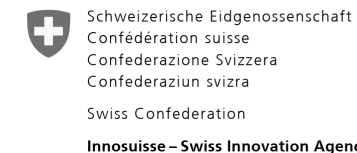
Research platforms



IT / Logistics



Universities & others



# Business model, impact

## BUSINESS MODEL

- BALANCED BRAIN gross margin: 60 to 70%
- BALANCED BRAIN Monitor gross margin: 50%
- Other revenue sources: Nutritional consultations; subscription on research and nutrition information

## IMPACT ON SOCIETY

- Can improve mental health of millions of people
- Increase of productivity: 25.7 days of absence from work per year and employee with mental issues (US) reduced or avoided<sup>1</sup>
- Health care cost savings: Treatment costs average CHF 2,000 per year and per person suffering from mental problems (CH)<sup>2</sup>

## IMPACT ON ENVIRONMENT

- No plastic, disposable CE marked medical devices used for self-sampling, report delivered only digitally
- Use of dry urine test cards to reduce weight and storage space
- We connect mental health with climate change by promoting nutrient dense foods from regenerative agriculture

# Financials

## SALES TARGET 2022

Quarters 2022	No of products in the market	No of products sold
Q1	testing	0
Q2	soft launch	0
Q3	2	500
Q4	2	1,000
	Break-even	1,500

## SALES AND REVENUE TARGETS 2022-2025

Year	No of products sold	Gross revenues (CHF)
2022	1,500	712,500
2023	4,500	2,137,500
2024	18,000	8,550,000
2025	90,000	42,750,000

## FUND RAISING

First capital raise of **CHF0.75 – 1.0 mn** to invest primarily in sales and marketing in order to achieve break even.

# Achievements and roadmap



# Footnotes (1/2)

## Page 2

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# Footnotes (2/2)

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