

Peak Mind[®] Deck

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Founder & CEO



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Peak Mind is an artificial emotional intelligence (AEI) SaaS software with a hardware component that helps users identify their stress triggers so that companies can recognize the best solutions from a pool of options that will empower their employees to thrive!

Peak Mind[®]



Problem

UN-WELLNESS AT WORK IS COSTLY

83%

FEEL EMOTIONALLY DRAINED
FROM THEIR WORK

87%

DISAGREED THEIR EMPLOYERS
PROVIDE A
SAFE ENVIRONMENT

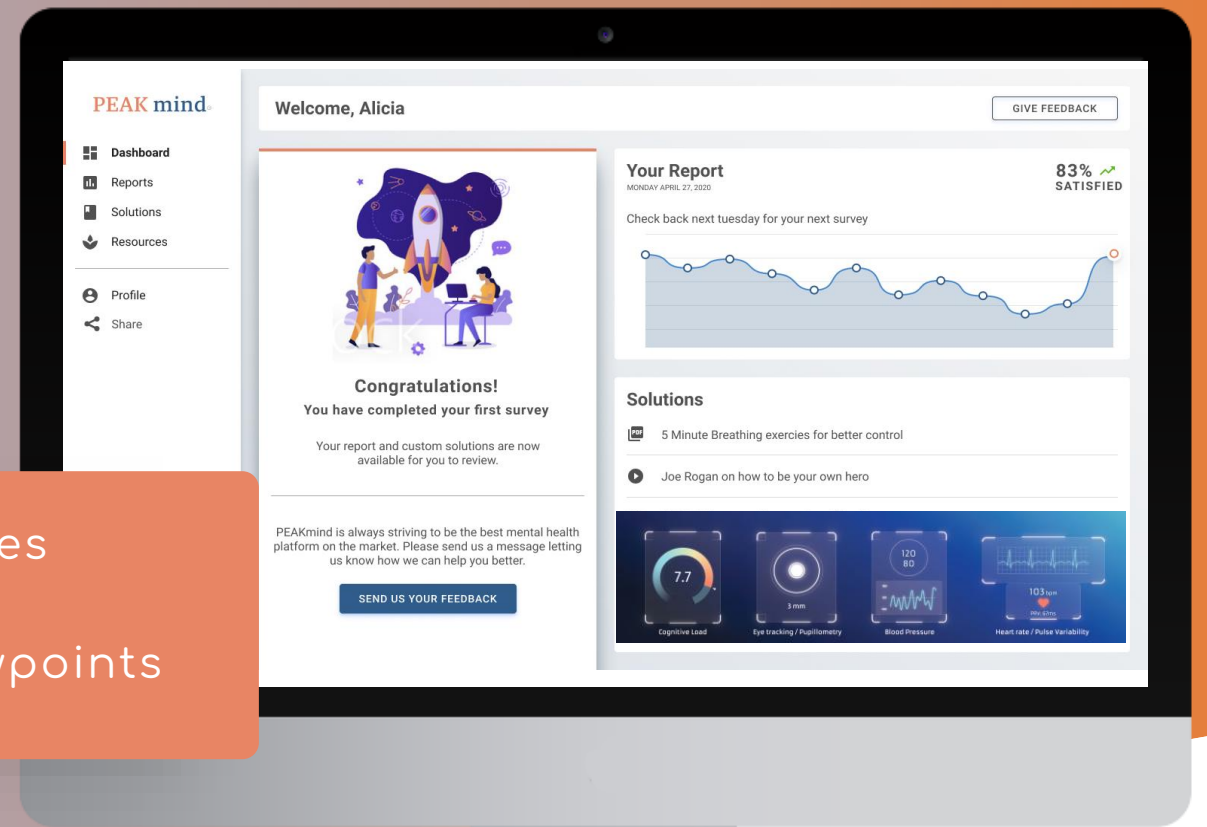
Stress causes higher Liability,
Risk, Social Injustices

SOURCE: MIND THE
WORKPLACE 2021 REPORT

Solution

IT'S TIME TO FOCUS ON WHAT MATTERS: Thriving Users.

- ▶ Individual access to well-being resources
- ▶ Company-wide skills for all types of viewpoints



1

Capture

Collect data and survey + sentiment analysis (AEI)

2

Educate

Micro-learning for tools for better well-being

3

Inform

Timely & relevant reports and insights

4

Recommend

Next steps of action to increase profit

Competition

Well-being Solutions

Artificial Intelligence



Public Safety Market

\$702 Billion

10.3% CAGR

Talked to customers and they want this tool.

Customers are buying our MVP platform!

Entry Market likes price point and feels it is reasonable.

We bought Peak Mind for our team because we care about their well-being and want our organization to do more for our teammates.



Peak Mind is ideal for business owners and professionals of all levels, but especially for those that have committed and perhaps over-extended themselves to their professions.

This tool will be a game changer and virtually eliminate the loss of information when a supervisory role turns over.



Marketing & Sales

Seller	Identify prospect	Connect with prospect	Find time to meet	Demo product	Follow up follow up	Schedule time to negotiate with decision maker	Educate decision maker	Decision maker approves purchase	Send contract	Follow up follow up	Sign/Return contract
Buyer				Evaluate product			Discuss with decision maker				

Pillar Marketing Campaign

TOTAL ADDRESSABLE MARKET (TAM)
\$3.35 Billion

TOTAL OBTAINABLE MARKET (TOM)
\$188 Million

Peak Mind

PUBLIC SAFETY PIPELINE	ARR DEAL VALUE
IMPD LAW ENFORCEMENT AGENTS	\$3,500,000
TERRA HAUTE LAW ENFORCEMENT	\$1,500,000
INDIANA SHERIFF'S OFFICE	\$380,000
FISHERS PUBLIC SAFETY	\$150,000
CARMEL PUBLIC SAFETY	\$350,000
ALABAMA JUVENILE JUSTICE	\$133,000
ALABAMA POWER FOUNDATION	\$300,000

ENTERPRISE PIPELINE	ARR DEAL VALUE
Salesforce Tier II	\$273,000
Cummins Tier II	\$105,000
UAB Hospital Pilot	\$50,000
Corteva Pilot	\$42,000
USF Pilot	\$35,000
FedEx Pilot	\$280,000
StoreyHouse Partnership	\$3,500

Business Model

Pricing Structure

SaaS Product

Revenue Models –
Tiered per employee count

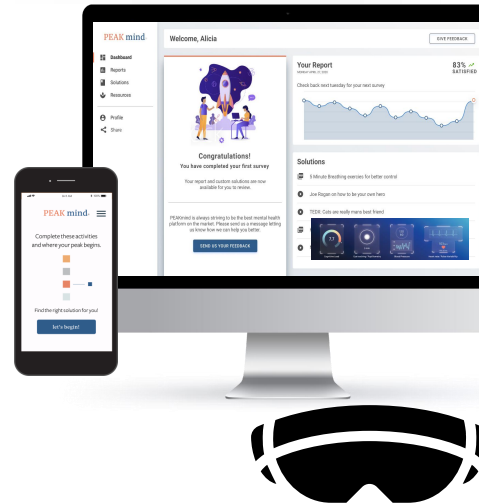
- White Label \$150k+
- Licenses \$12k+ yr
- Per employee \$7pe/pm

Maintenance & Service →

Hospitality Coordinator -
Partner added to your team

- Onboarding Packet & Materials
- Presentations
- Help Desk support and maintenance

Software & Hardware Licensing



Market Partners

- Insurance Companies
- Industry Experts
- State Governments
- Non-profits aimed at solving for population health and stress
- Department of Defence
- Chamber of Commerce's

Traction



Cutting edge Biometric
VR Technology
integration



\$44+K
Revenue



250+
Users



9
Companies on the
platform



Eleven Fifty Academy



Our Givebacks:
SECONDMUSE



THE HOPE PROJECT
INDIANAPOLIS, INC
HOPE STARTS NOW



appexchange
partner

Our Leadership Team



Dr. Alicia E. Mckoy,
Ph.D. CCWS
Chief Executive Officer, Founder



Jake Miller
(v) Chief Technology Officer



Dr. Shy-Quon Ely, MBA, ABD
Chief Science Officer
Co-Founder



Our Growth Accelerators Partners

ELEVATE NEXUS:

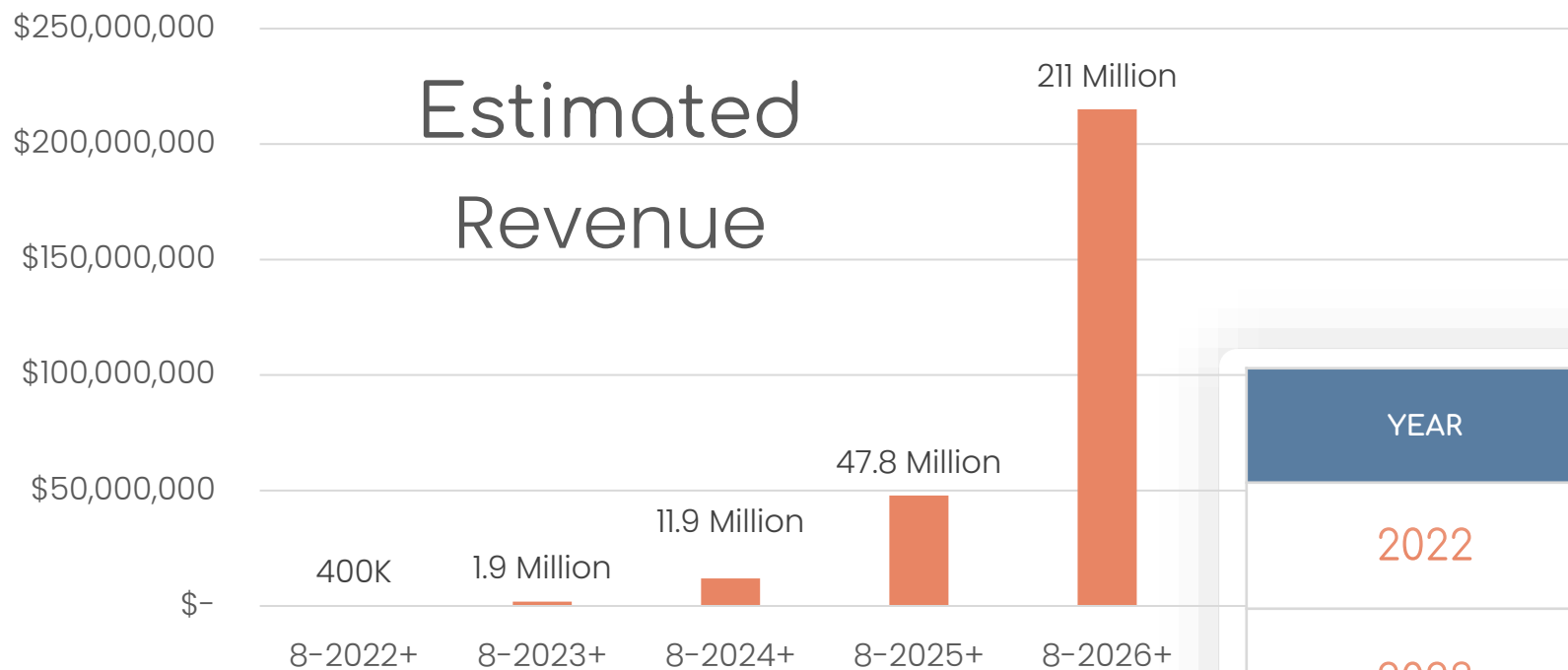
Elevate Origins

gBETA
gener8tor
growth^x

CREATIVE LAB
DESTRUCTION

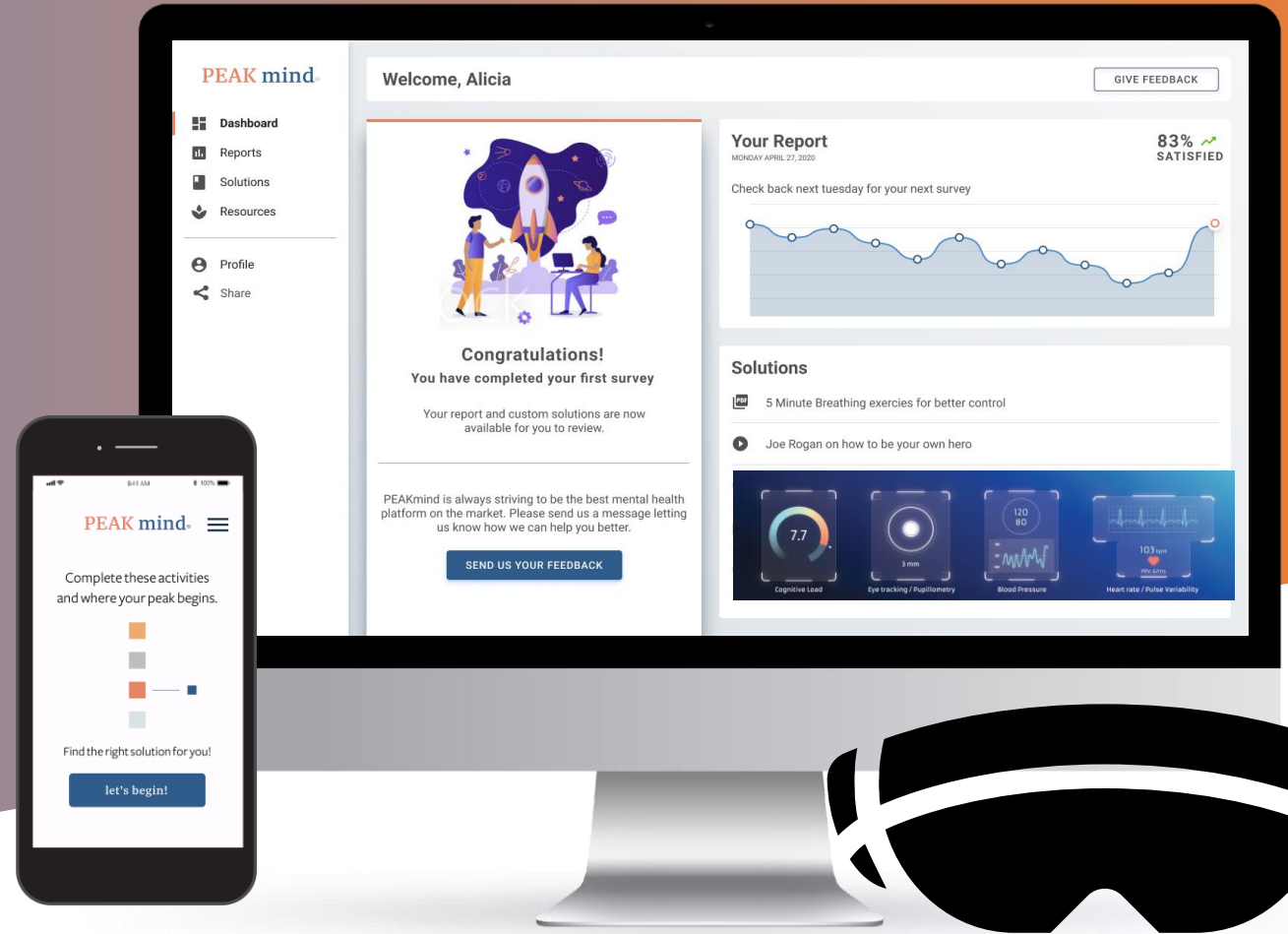


Estimated Revenue



YEAR	MILESTONES TO MEET
2022	Alpha Product in market Live on Salesforce Marketplace.
2023	Cross the \$1 Mil in Revenue mark. Hit 184 companies in the platform.
2024	Pass the \$10 Mil in Revenue mark. Continue to build out companies in the platform.

Empowering Employees to Thrive!



Peak MindTM