



Meyo

Reinventing Wellbeing

Duolingo for mental health
and personal growth

The Problem

In urban societies, problems such as **stress, anxiety and depression** or the need for **behavioral changes**, and improvements in self-esteem or **resilience and lifestyle** affect **8 out of 10 people**

Face-to-face and digital therapies show deficiencies in engagement, effectiveness and competitiveness.

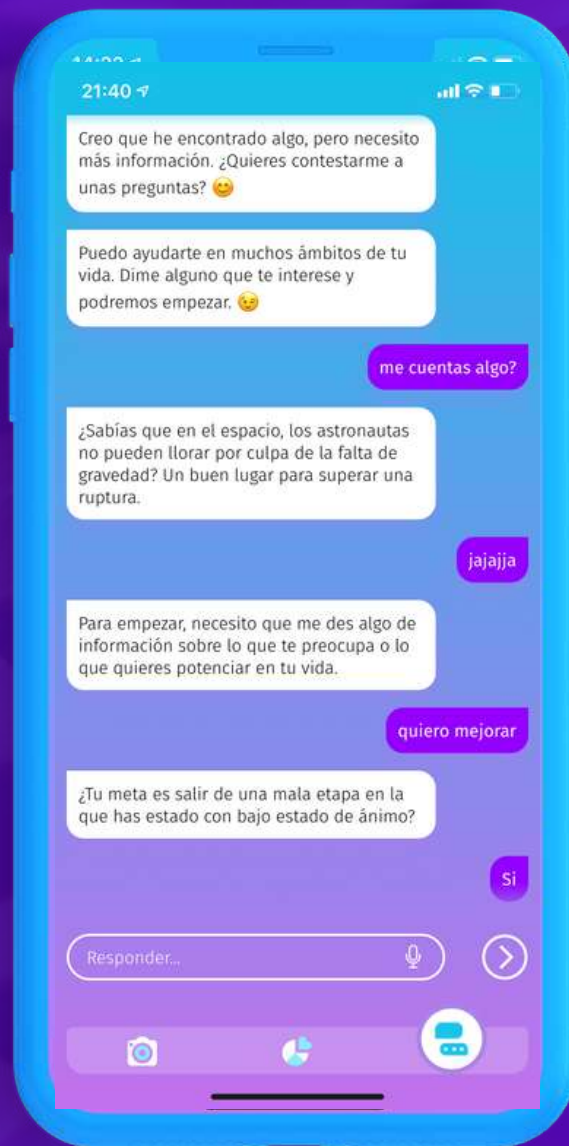
[*The comparative effectiveness and efficiency of CBT Vs Counseling over 33.000 patients](#)



A.I. powered Solution



Diagnosis + Personalized Path + Challenges & Quality Content



Understanding



Best UX



Best results



Word of mouth

+ Engagement

+ Retention

The secret recipe in the self care



Clinical Research and Breakthrough Technologies

Mixing different techniques, methodologies and therapeutic evidence (CBT, BT, DMBI, etc..)

Personalized Paths

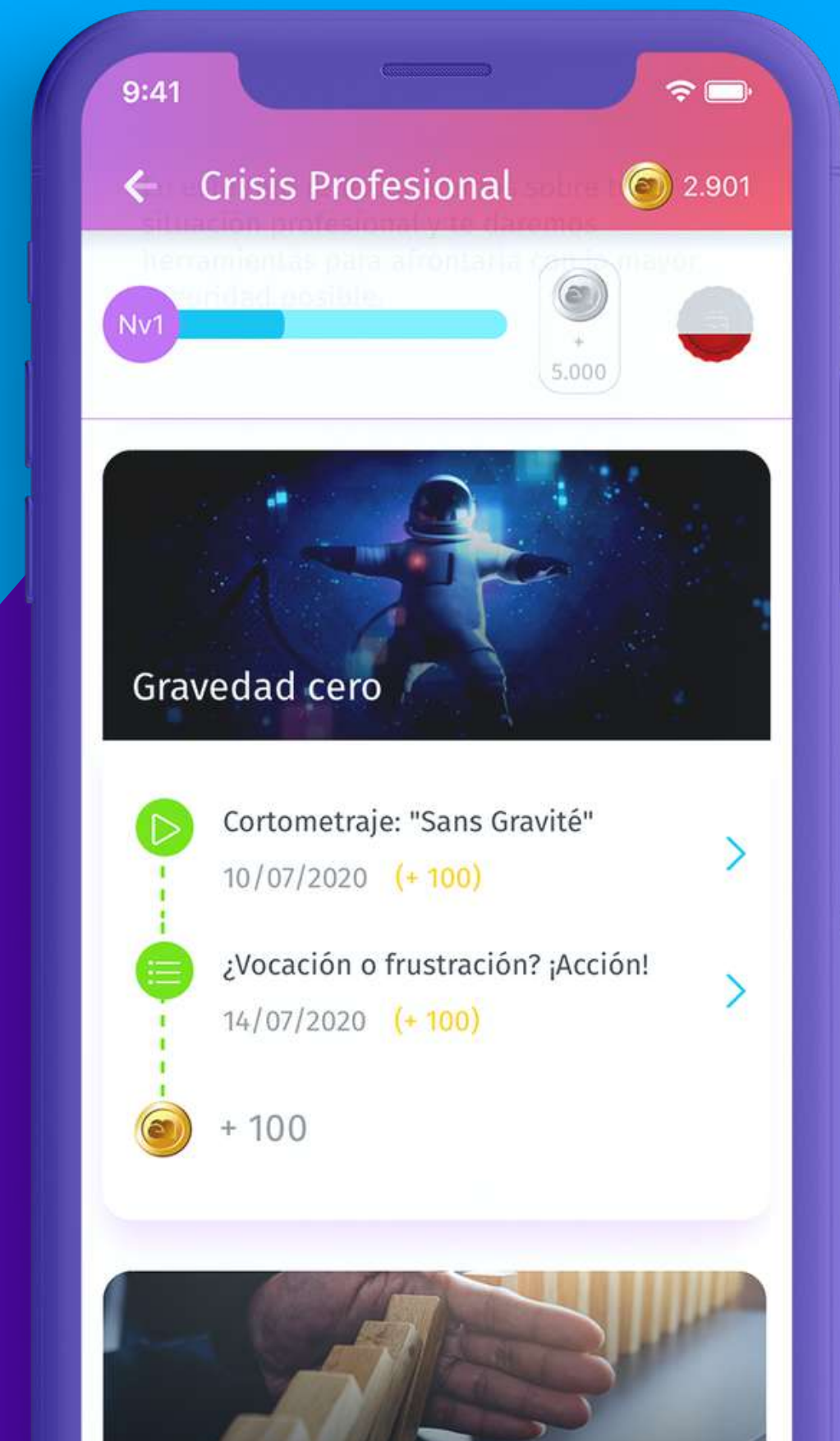
High-quality evidence-based content. Audiovisual, games, exercises, etc. With our personalization algorithms to anticipate and be more efficient with the behavioral changes of each person

Active & Passive Data feeding A.I.

Collection of active information (Tests, evolution of mood, feedback, etc..) and passive (type of challenge and engagement, retention of each content, etc ...)

Dynamic Content & Paths propositions

Reformulation of each Path based on coincidences with similar content / format / therapy type to optimize adherence and effectiveness



Engaged Users



Behavioural Economics mixed with mental health techniques and A.I.

Meयो uses quality content and UX focused on increasing adherence and engagement to promote success in behavioral changes that ensure correct prevention and lasting changes.

Hooks and Keys Retention

- Guided and personalized Paths
- Continuous Diagnostic, enforcement and follow-up
- Proactive Chatbot with narrative
- Gamification and much more

Reinvent Therapy & Effectiveness

We integrate ML to learn what type of content/therapy is most effective for each type of user. Optimizing its adherence and possibilities for improvement.



Main Topics & Techniques



- Stress and Anxiety
- Depression
- Self-esteem
- Empowerment
- Personal development
- Nutritional Coaching
- Mindfulness
- Nutrition & Healthy life
- Emotional Intelligence
- Self Improvement

- CBT
- DMBI
- Behavioural Therapy
- Body oriented psychotherapy

1000+
Comorbidities

300+
Tests

1.400+
Pieces of content

60+
Challenges

7+
Science Based
Therapy techniques

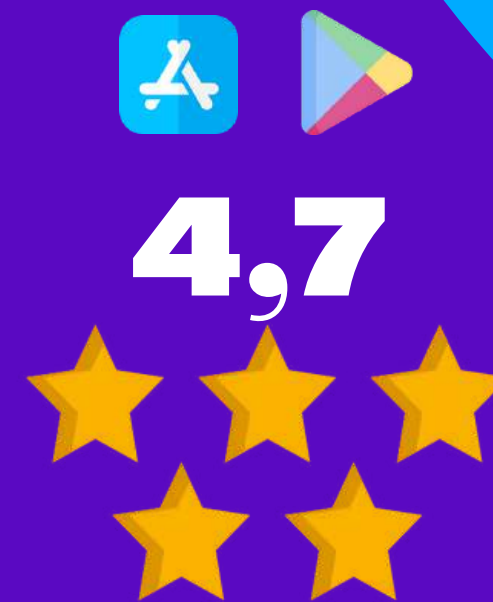




It turns out our users agree as well

Early metrics

- 285,000+ organic downloads*
- 1,27% conversion rate (in activated users)
- 56% First Day Retention (in specific segments)
- 37% 7 day retention
- **2.5% Virality**
- 28,000+ MAU
- Average session time 18+ minutes



Qualitative and quantitative data have proved that we are on the right track.

*Organic downloads since we launch (May 2020).

90% come from word of mouth and organic searches in App Stores



Business Model

Subscription

\$ 7.99
Monthly

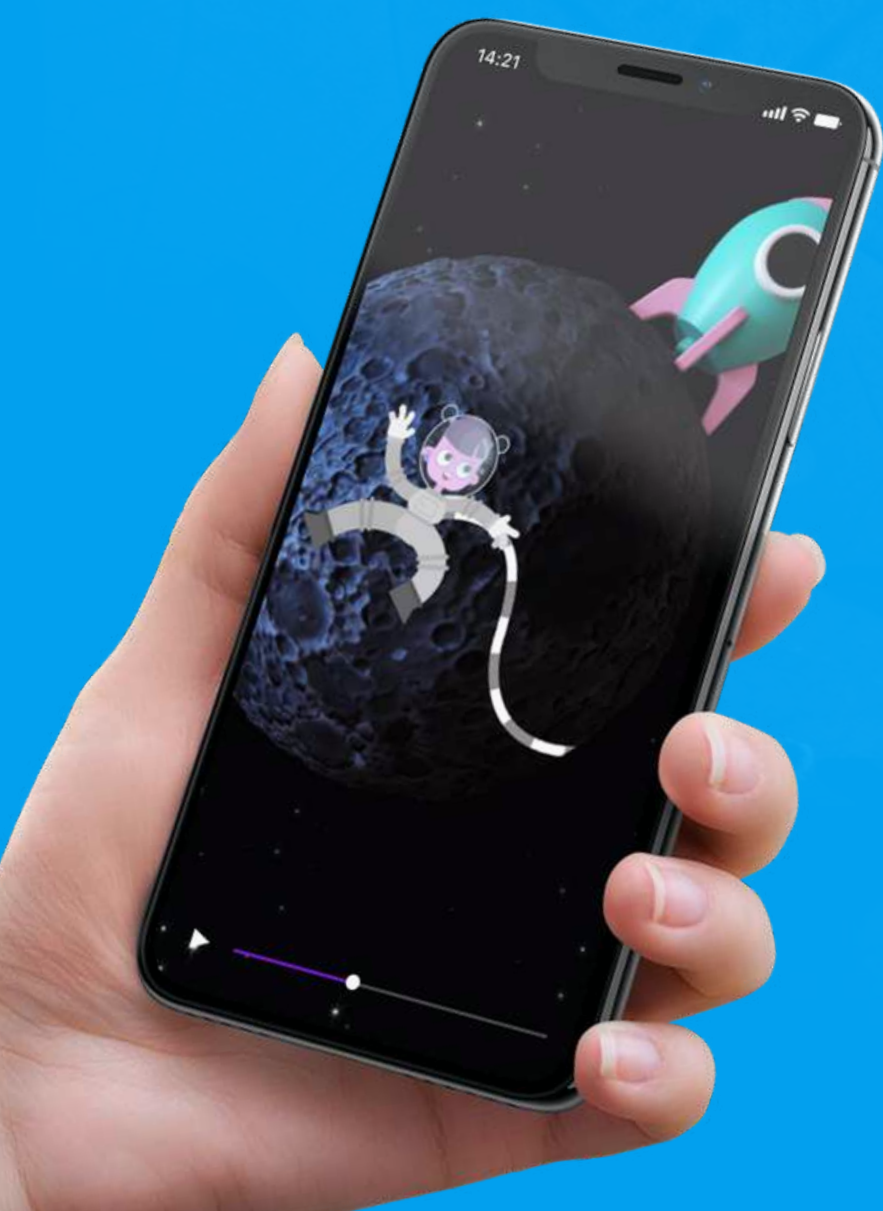
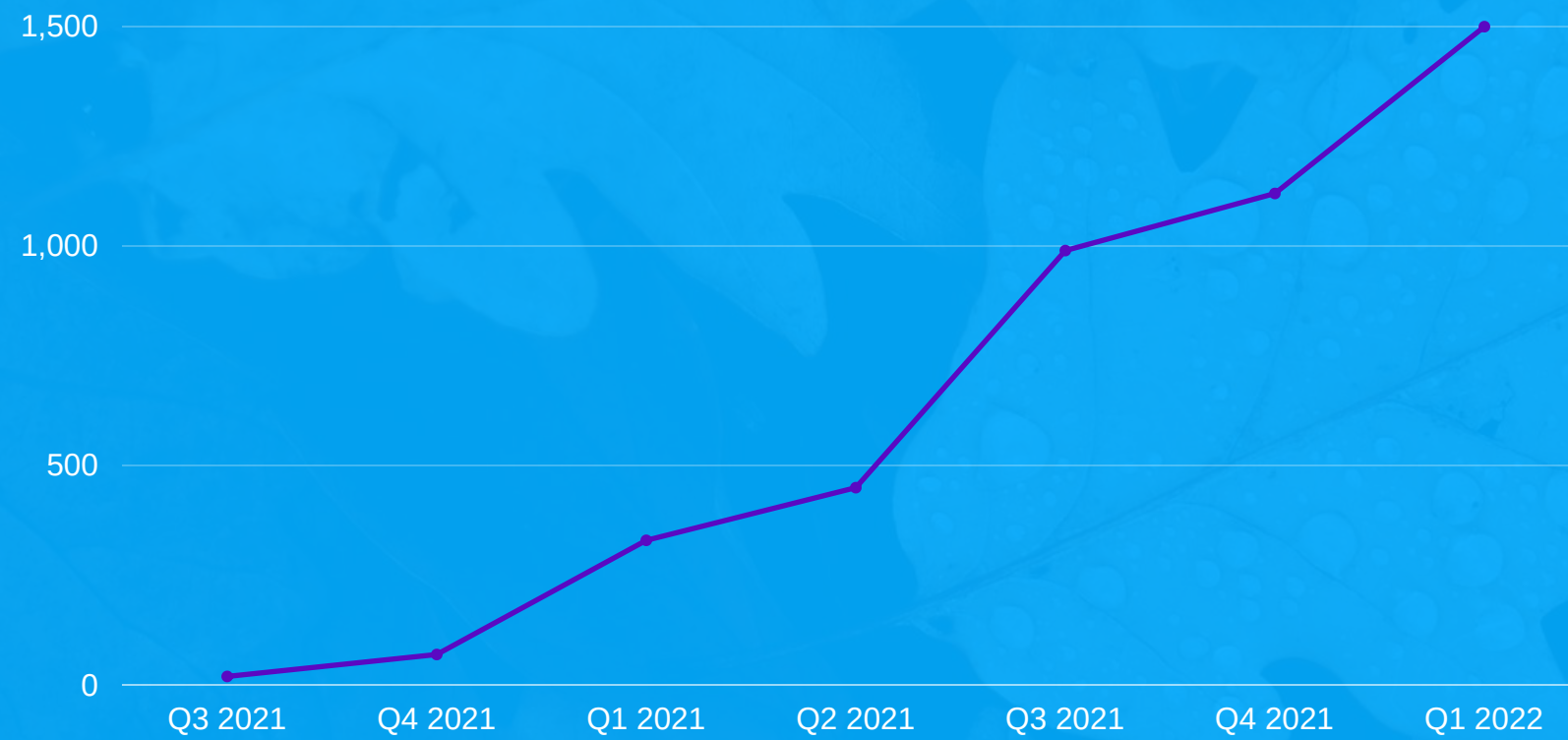
\$ 34.99
Biannual

\$ 69.99
Annual

& SaaS b2b model

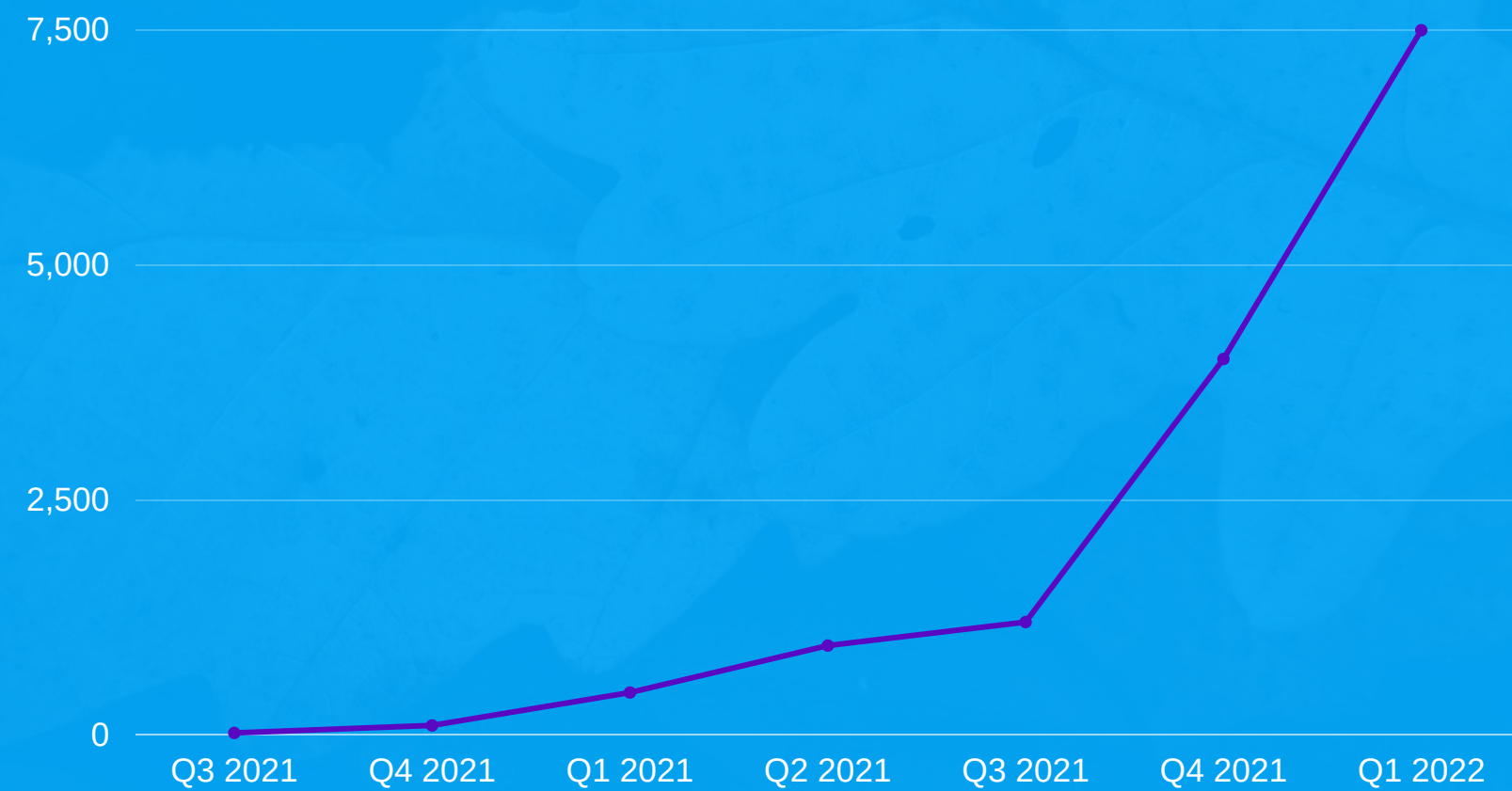
\$ 3 for employee

Subscribers



More than 20% month over month growth

MRR



Acquisition



Word of mouth

Organic (Stores featured, ASO...)

Content Marketing

Affiliated Program

Paid

- **\$0.005 CAC**
- **1,27% CVR**
- **LTV > \$ 27**

Dream Team



Tabaré Majem
Co-Founder & CEO
Serial Entrepreneur



Núria Anglés, PhD
Head of psychology
PhD Psychology



Andreu Palou
Co-Founder & CTO
Engineering & Machine Learning



Alex Throson
Investor and Advisor
Alexa Lergning

Market

Mental Health & Personal Growth
Software Market



50 Billion

TAM

30 Billion

SAM

100 Millions

SOM

References:

Personal Growth size Market (38.28 billion in 2019 and is expected to grow at a compound annual growth rate (CAGR) of 5.1% from 2020 to 2027)

Deloitte: What is the cost of poor mental health at work?

Mental Health Software Market Size to Register USD 3,957 Million By 2025

Competition



Why we are and will be better



Meditation: Calm, Headspace...

Our continuous diagnostic systems, through chat, tests and content. We diagnose users' problems in addition to the symptoms they notice and their comorbidities. To offer content and custom paths



Chatbots: Yana, Weobot, Wysa

Measure progress and have rigorous technological tools that allow us to certify the progress and real evolution of users (according to the problem, comorbidities, types of therapy, content, approach, etc ...)



Habits and Mood: Fabulous, Habitica, Happify,

Gamification and quality content and narratives to achieve the greatest possible success in behavioral changes. In addition to testing new alternatives to improve adherence and retention as social components or financial rewards (life insurance & +)



Digital Therapy: Koa Health, Intellect, Clementine

Our system based on A.I. mix therapeutic techniques (CBT, BT, MDI, etc ...), approaches, personalization and different resources of behavioral economics to achieve the highest percentages of efficiency and effectiveness in any type of therapy.



Roadmap

2022-2023

RETENTION STRATEGY



To improve our KPIs and OKRs and the estimated impact of each feature

PERSONALIZED NOTIFICATIONS

+5% retention

1

Engagement & Efficiency

SOCIAL

+3% virality

2

Social & Accountability

MOOD TRACKING

+3% retention

A.I. FOLLOW-UP

+6% retention

3

Follow-up and Tracking

NEW GAMIFICATION

(Freemium & premium users)

-15% CHURN

REWARDS

(Premium users)

-5% CHURN

4

Notifications & Gamification

PRICING A/B

+0.5% CVR

+10% LTV

PAYROLL OPTIMIZATION

+1% CVR

5

PayRoll & Pricing

Actions to optimize key metrics and become leaders in our segment

Road Map



KEY ACTIONS = + RETENTION

- Notifications
- New Freemium and Gamification
- Social - Community
- > 30 days: 30%

Q3 2022

ORGANIC GROWTH:

- Influencer Affiliated Program
- +1000 Daily Organic Downloads
- Reach 0,25 Viral Coefficient
- Pricing Testing

Q4 2022

GROWTH

- **Paid Acquisition (CAC 0,75€-1,25)**
- **LTV 35€**
- MAU up to 100.000
- +8000 Subscribers
- Churn Rate: 5%

Q2 2023

Improvement
+10% day 1
+15 day 7
+5% day 30
+3% day 90

Q3 2022

- Launch 3D Assistant Follow-up
- Mevo 4.0
- **English speaker markets**

Q1 2023

- Test new gamification features:
 - Life Insurance
 - Longevity approach
- B2B Product
- K12 Product

Q3 2023

ARR 200.000€

- 30% Retention 90 days

Thank you for your time!

Contact us!



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SaaS

Assessment & Action

Actionable Insights for each team

The new standard that companies use to measure, track and action on Burnout Risk, Engagement, Turnover Risk, Soft Skills, Leadership and team building among others.

For Companies

Analysis and generation of action strategies to achieve cohesive teams, less turnover and more engagement.

For Employees

Validated and effective programs to improve physical and mental health. Challenges to improve team aspects, communication, and more. And gamified user experience with rewards and prizes

