

The Social Network For Your Private Life



Likeminder  Think out loud

Likeminder is unique

Wellness is going mainstream

- Just as the the baby-boomers popularized exercise and physical health, today's social-savvy generation is bringing sharing and emotional health into the mainstream.

Likeminder fills a need

- Everything's now online and social in today's collaborative economy, but nobody wants to share their personal thoughts and emotions on Facebook or Twitter...and anonymous apps are too reckless.
- There are many online and offline support group options for people struggling with a specific clinical condition, but what about the vast majority of folks that don't need that level of support or aren't ready to make that level of commitment?
- Likeminder is built for the *sharing generation*, sitting uniquely at the intersection of social networking and wellness and providing a new online home for personal thoughts and conversations.

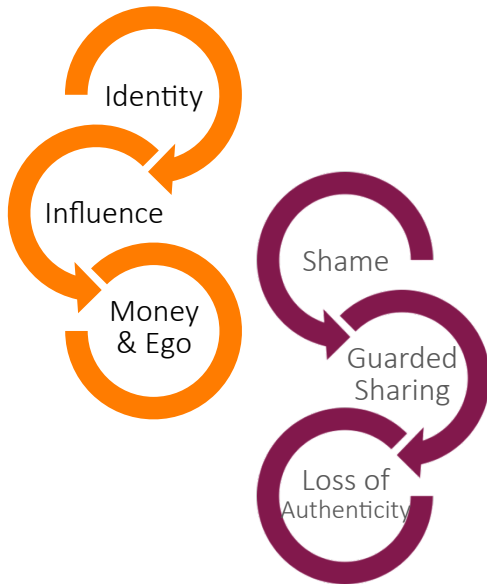
Smartly positioned for success

- As a *free service for Consumers*, Likeminder is a convenient and comfortable way to talk 'off the record' without social pressures and without having to join a support group, while providing both curative and preventative benefits as a byproduct of regular use.
- And for *Organizations* like universities and corporations who are familiar with the link between wellness and effectiveness (and its related multi-billion opportunity), Likeminder offers premium services and a virtual front-end to bolster existing student, employee, veteran and other wellness programs.

Everything's *social*, but there's no good place to explore personal thoughts & emotions online



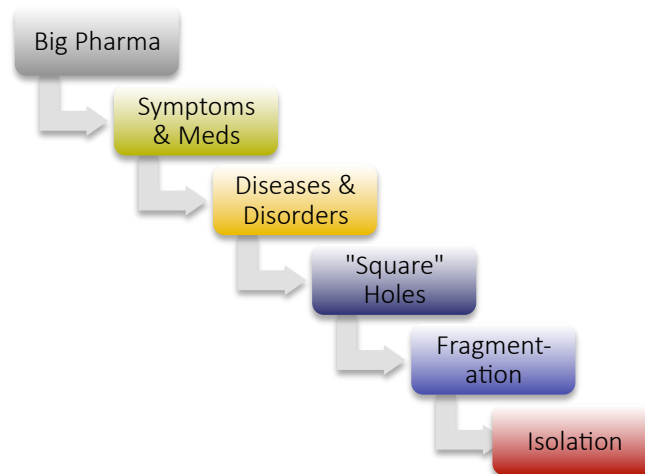
Social Sharing Is Guarded and Contrived



Social media is identity-based, rooted in influence and motivated by money and status.



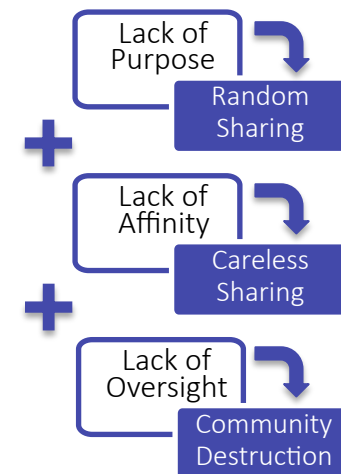
Forums Are Clinical and Fragmented



"Round" emotional issues don't fit neatly into "square" vertical forums, that are fragmented across many sites.

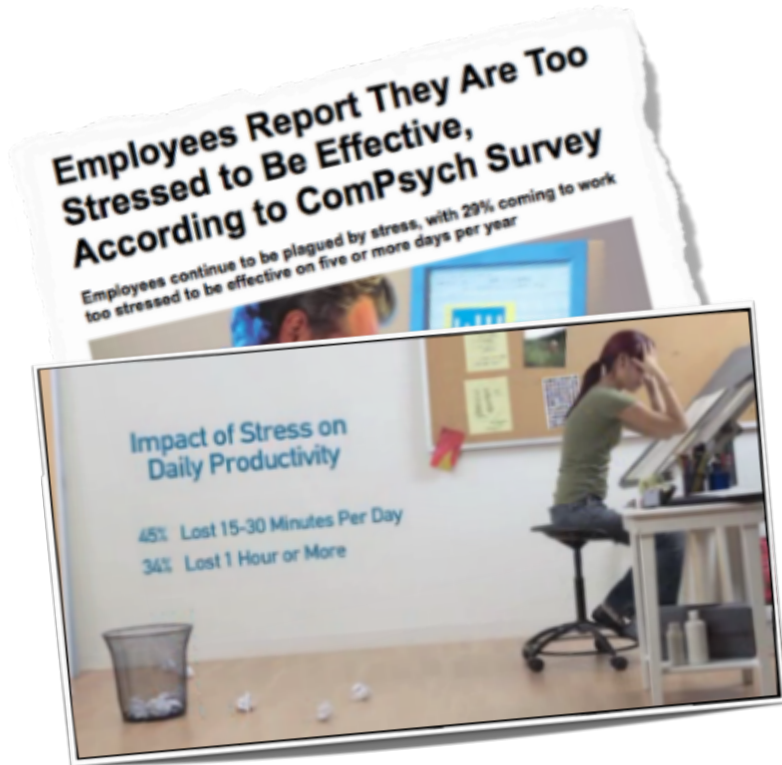


Anonymous Apps Are Reckless



Exposure to public shame creates a privacy backlash, but anonymity alone leads to random, careless sharing

And 'bottled' emotions are extremely costly



For Corporations

Lost productivity due to personal issues costs North American companies \$150 billion a year and is the #1 focus of wellness programs

For Universities

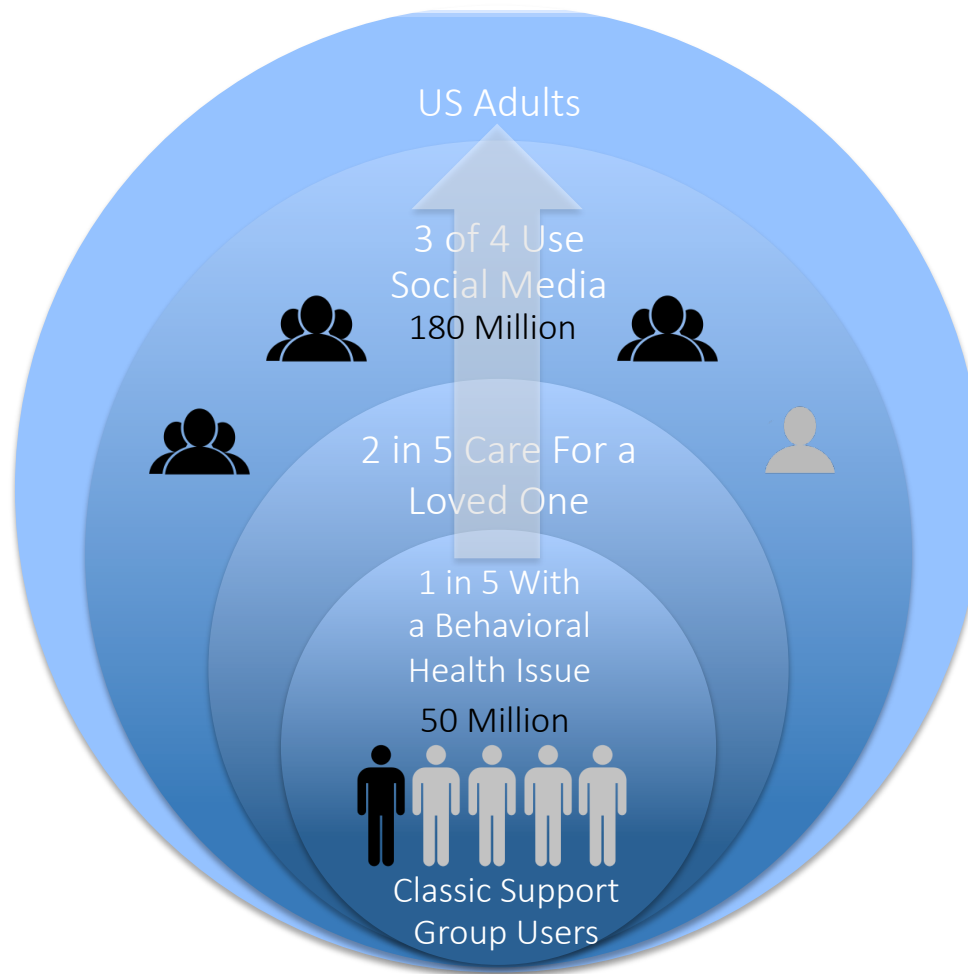
Anxiety and Depression are the top 2 health issues on college campuses and the #1 focus of student assistance (CAPS) programs

Mental health on campus
In 2011, 1,600 University of Alberta students took part in the National College Health Assessment survey. The problems students identified are playing out across the country.

Mental health issue experienced at any time within the last 12 months	U of A Total %
Felt things were hopeless	51.3
Felt overwhelmed by all you had to do	87.5
Felt exhausted (not from physical activity)	87.1
Felt very lonely	61.7
Felt very sad	65.6
Felt so depressed that it was difficult to function	34.4
Felt overwhelming anxiety	52.1
Felt overwhelming anger	40.7
Experienced more than average stress	57.1
Seriously considered suicide	6.8
Attempted Suicide	1.2

People need a place to speak comfortably "off the record" with others who are like them

Many don't know where to go for help or won't talk about personal issues due to the negative stigma



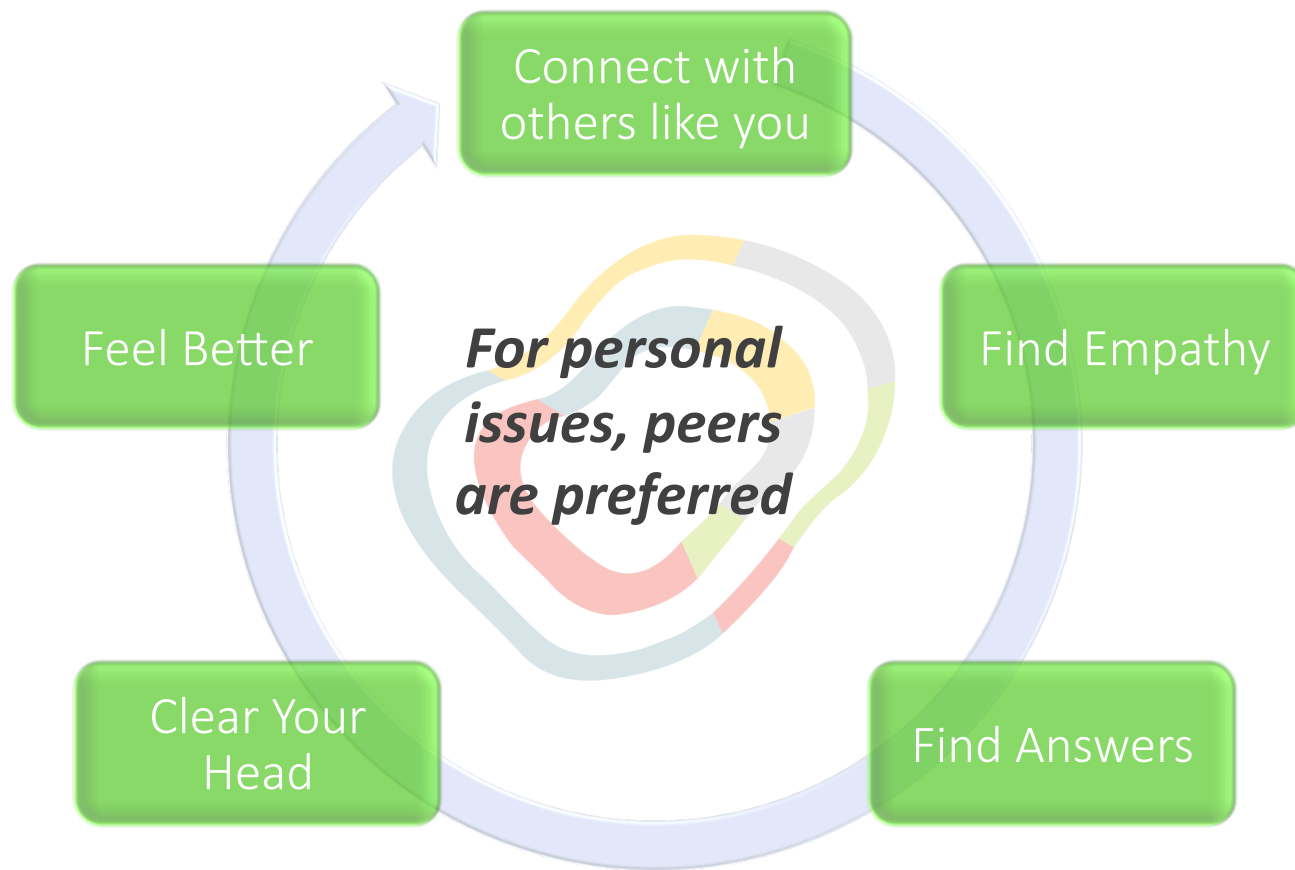
To explore “**Horizontal**” topics, like:

- Grades & Stress
- Raising Kids
- Marriage & Beyond
- Caring For Others

To explore “**Vertical**” topics, like:

- Anxiety
- Depression
- Substance Abuse

Peer support is proven to help people feel better (curative) and prevent little things from becoming big ones (preventative)



...and organizations need better ways to make existing wellness programs more accessible



Employee Assistance Programs

- 6 million firms, 120 million employees, \$5 trillion in annual payroll
- \$150 billion/year in lost productivity due to personal issues
- Avg Wellness spend ~\$1,000/employee/year (up ~100% over last 5 yrs)



Student Assistance Programs

- 6,000 colleges, 20 million students
- Anxiety and Depression the top 2 student health issues at US colleges



Veteran Assistance Programs

- 20 million veterans, 1.3 million active duty
- Mental health disorders are leading cause of hospitalizations for active duty forces
- Suicide rates of vets nearly 2x general population

Likeminder is the best place to express your personal thoughts and emotions everyday

- ◉ To connect with others like you
- ◉ To improve your *emotional intelligence*
- ◉ To sharpen your thinking
- ◉ To prevent little things from becoming big ones
- ◉ To feel better, to work better, to be better



Genuine



Anonymous



Moderated



Aspirational



Community

It's the social network for your private life

Public Life



Professional Life



- Identity-based
- To impress others
- Digital footprint

Private Life



- Affinity-based
- To improve yourself
- No digital footprint

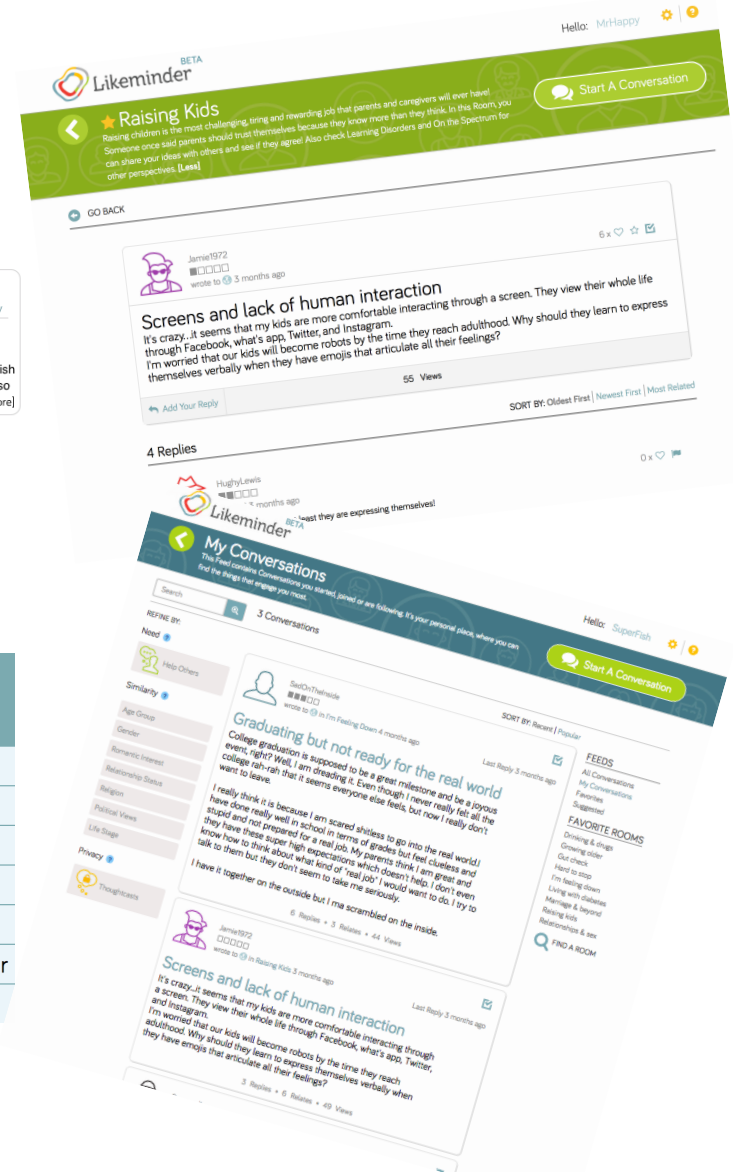
Likeminder is for everyone, offering *affinity* beyond a shared disease or disorder (because life is bigger)



Menemsha Window
wrote to in Stress & Anxiety
★ I can't wait for this to be behind me. So I've been waiting to finish this chapter of my life for so longnnnn. It feels like...[More]



Very Lucky	
Similarity Meter: ■■■■■ = 71% Like Me	
Age Group	18-29
Gender	Guy
Romantic Interest	Attracted to Gals
Relationship Status	In a relationship
Religion	Christian
Life Stage	All About My Career
Political Views	Independent



Emotional Wellness is our guiding principle

- 
- ⦿ It differentiates Likeminder from other sites/apps
 - ⦿ It grounds our product
 - ⦿ It focuses our anonymity
 - ⦿ It sets up our intended business model

Likeminder is built for people and organizations

For people

- 🕒 Easy, engaging and safe place to explore and express personal thoughts
- 🕒 No digital footprint
- 🕒 Provides the proven benefits of peer support



For organizations

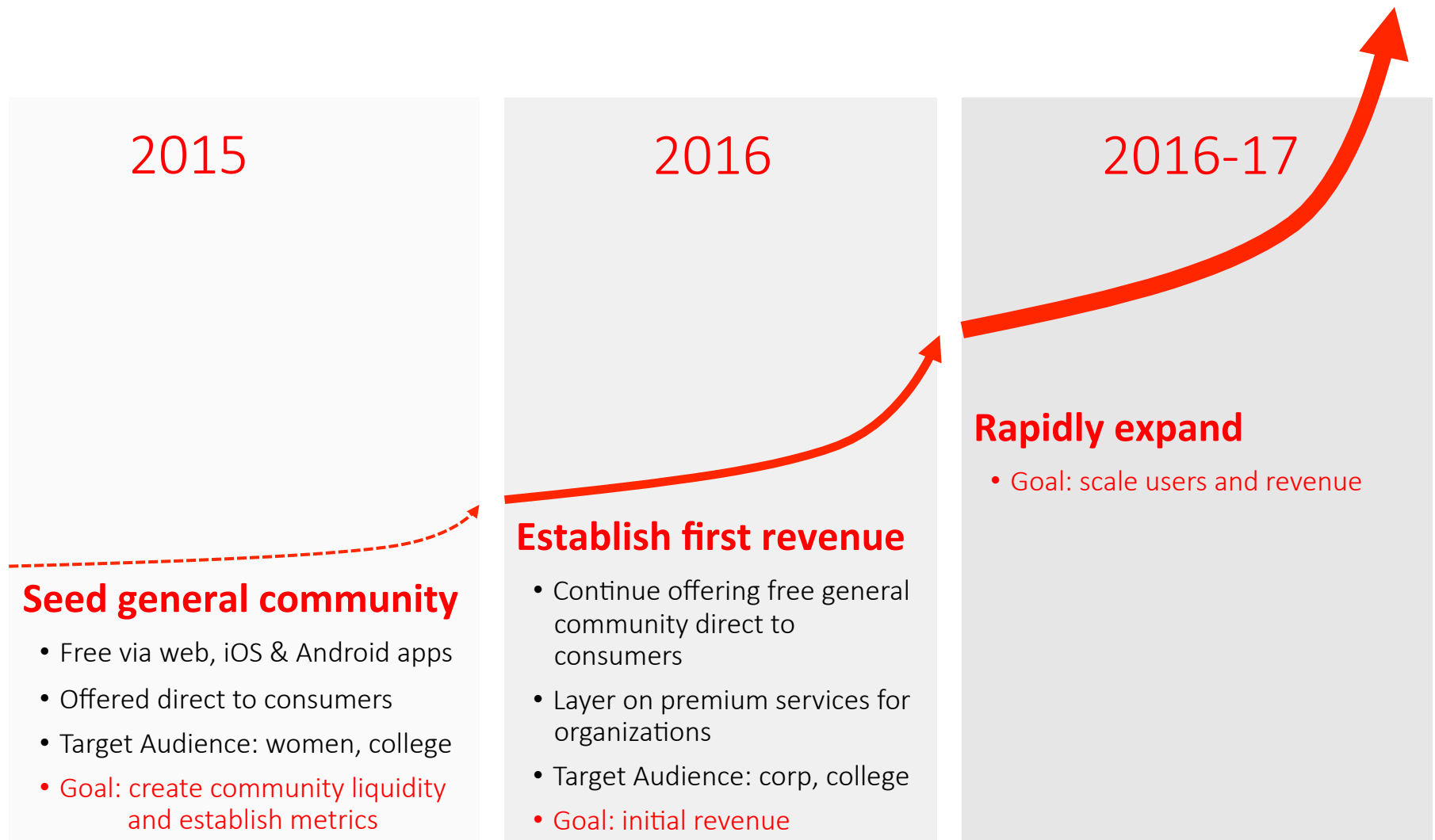
- 🕒 Provides a 'virtual front-end' to make existing wellness programs more accessible
- 🕒 Simple but customizable
- 🕒 Cost-effective

We will sell premium services to organizations interested in improving member wellness and effectiveness



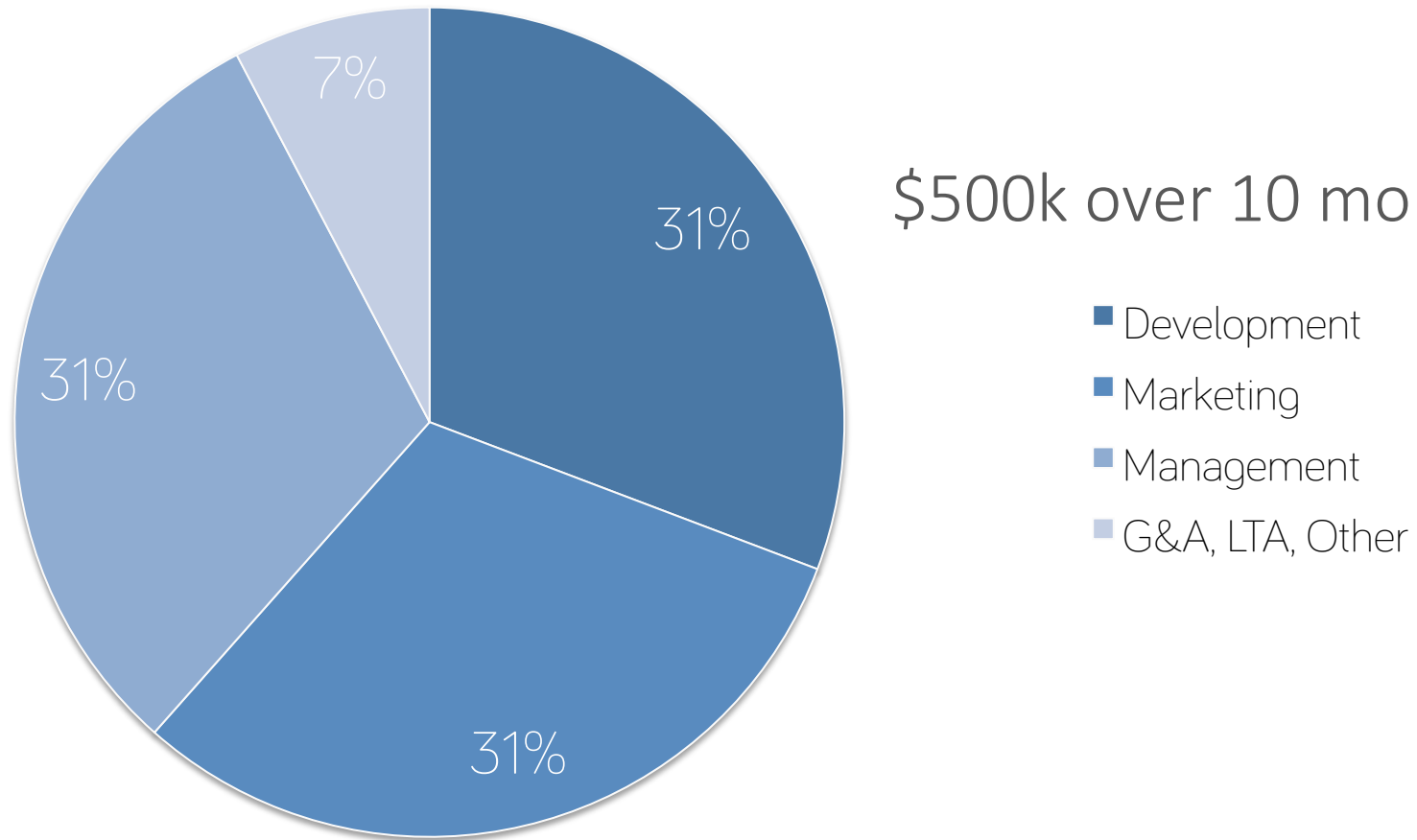
- Employee Assistance Programs
 - Offered by 75% of US companies to help ~120 million employees deal with personal issues
 - Avg spend ~\$1,000/employee/year, up ~100% over last 5 years
- Student Assistance Programs
 - Offered by nearly all major colleges and universities to help ~20 million students deal with personal issues
 - Anxiety and depression are the top 2 student health issues on college campuses
- Veteran Assistance Programs
 - Offered to ~20 million veterans, ~1.3 million active duty
 - Mental health disorders are leading cause of hospitalizations for active duty forces
 - Suicide rates of vets nearly 2x general population
- Support groups, Community groups, Patient groups, etc

But first, we will establish product value by offering our general community for free



Funds from this offering will help establish 'liquidity' in our general community, leading to first revenue

More @ www.flashfunders.com/likeminder



Stage: Seed/Angel

Sectors: Social; Consumer; Corporate Wellness

Funding to Date: \$850k (Convertible Notes; 20% discount; \$3mil pre-money cap)

Our team is seasoned and experienced



Curt Cimei
Co-founder
Co-CEO, COO

Internet and Interactive Business Development and Strategy
Adap.tv, Shopping.com, American Express
Duke (BSc Eng), Wharton (MBA)



Paul Keblish
Co-founder
Co-CEO, CFO

Venture, Investment Banking, Consulting and Operations
Bear Stearns, Deloitte, Pershing
Duke (BA), NYU (MBA)



Eitan Weisbeker
VP Engineering

Web expert, developer, architect, team leader (16+ yrs)
Amdocs, HP, Malam, MegaBew
HTML, php, Java/J2EE, Python, Oracle, MySQL, Windows, CSS...



Elana Amminadav
VP Moderation

Masters in Clinical Psychology
Expert of online therapy



Shu Eliovson
Co-founder
Advisor

IDT, Net2Phone, LexisNexis, Prodigy, VitaminShoppe.com
The Lockers (high-school online peer-support); Advisor to ReachOut
Ordained Rabbi (15 years pastoral counseling experience)
Yeshiva University (BA Communications)



Don Copeman
Advisor

Healthcare pioneer and innovator focused wellness and prevention
Founder of [Copeman Healthcare](#). Founder of [Carebook](#)

Thank you



Visit Likeminder on the Web
@ <http://www.likeminder.net/>

Download Likeminder on the App Store
@ <https://goo.gl/PgBvah>

Follow us on
<https://www.facebook.com/likeminder>
<https://www.linkedin.com/company/likeminder>
<https://twitter.com/LikeminderInc>

Invest with us
<https://www.flashfunders.com/likeminder>

Contact us
Curt Cimei (curt@likeminder.net)
Paul Keblish (paul@likeminder.net)


Genuine


Anonymous


Moderated


Aspirational

