

## OUR SOLUTION:

MINDTRACK HELPS PATIENTS STAY CONNECTED TO THEIR TREATMENT BY:

- SHOWING DOCTORS AND PATIENTS HOW THEIR MEDICATION IS AFFECTING THEM DAY TO DAY.
- MAKING IT EASIER TO IDENTIFY THE BENEFITS AND DRAWBACKS OF MEDS, IF PATIENTS ARE COMPLIANT AND CONSISTENT
- HELPING BOTH SIDES MAKE SAFER, QUICKER DECISIONS TOGETHER.

## KEY FEATURES

- LOG MEDS, MOODS, AND SIDE EFFECTS DAILY.
- GENERATE SIMPLE VISUAL REPORTS FOR PROVIDER VISITS.
- SEND REMINDERS AND EDUCATE ON COMMON MEDS.
- SUPPORT SAFER TAPERING TO REDUCE DEPENDENCY ACCORDING TO PROVIDERS.

## STRATEGIC GOALS

- RAISE AWARENESS OF MEDICATION RISKS AND JOURNEYS.
- PROVIDE OBJECTIVE DATA TO CUT MISDIAGNOSIS AND OVER-MEDICATION.
- SPEED ADJUSTMENTS AND IMPROVE PATIENT-PROVIDER COMMUNICATION.
- GATHER REAL-WORLD INSIGHTS FOR BETTER PRESCRIBING GUIDELINES.

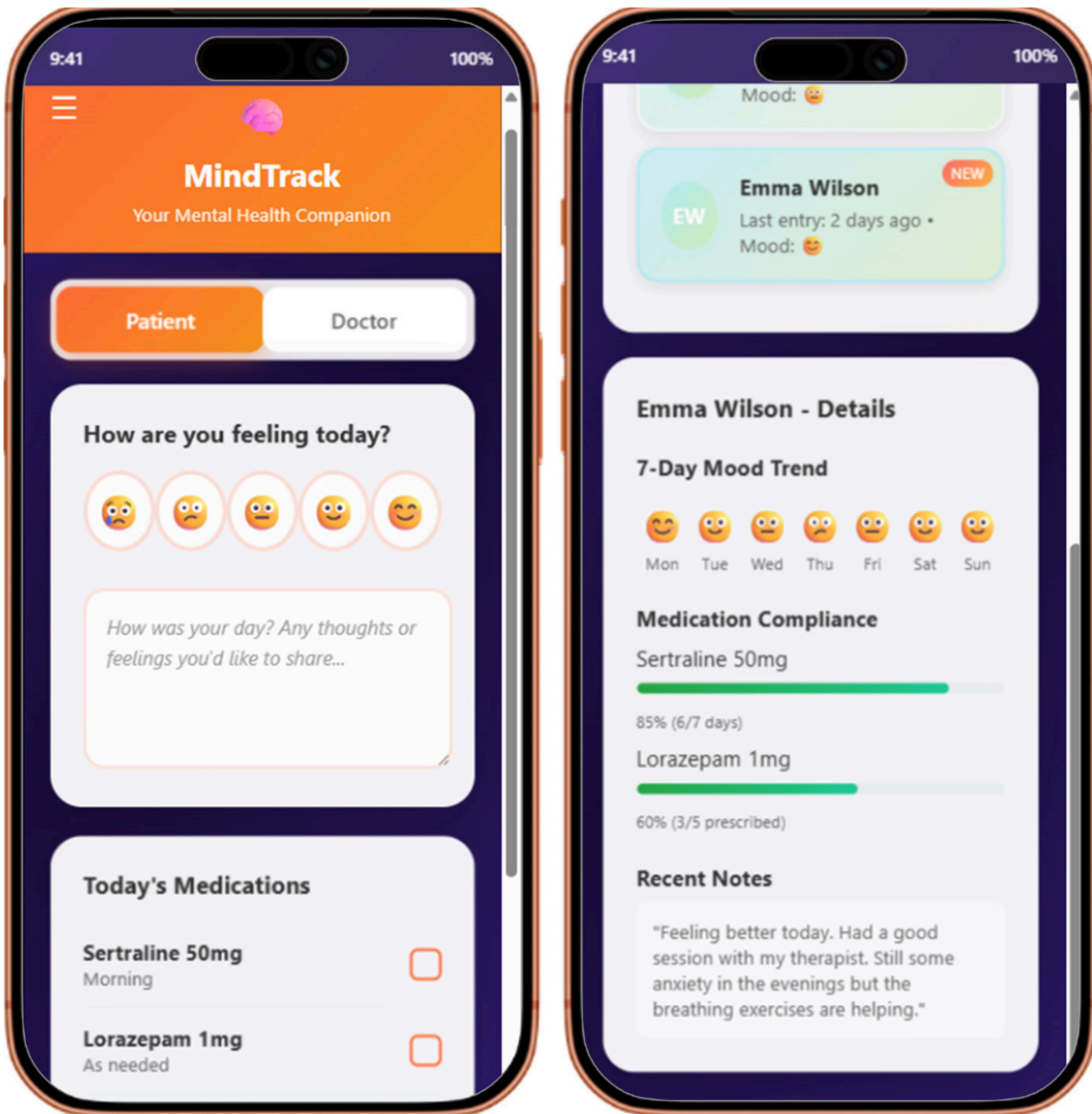
MindTrack

BECAUSE HEALING CAN HAVE AN END DATE

### PROBLEM STATEMENT:

MEDICATION IS EFFECTIVE, BUT WITHOUT CLEAR DAY-TO-DAY INSIGHT, PATIENTS AND DOCTORS FLY BLIND. IT BECOMES HARD TO SEE WHAT'S WORKING, WHAT ISN'T, OR WHEN IT'S TIME FOR A CHANGE, SLOWING PROGRESS AND MAKING HEALING HARDER THAN IT NEEDS TO BE.

### CURRENT PROTOTYPE



## IMPACT OPPORTUNITIES

- SAFER DECISIONS VIA CLEARER DAILY DATA.
- REDUCE POLYPHARMACY AND LONG-TERM SIDE EFFECTS.
- BOOST DIAGNOSTIC ACCURACY AND TRUE RECOVERY.
- BACKED BY STATS: MEDICATION ADHERENCE AMONG PATIENTS WITH MENTAL ILLNESS IS ESTIMATED TO BE AROUND 50-60%; NEARLY HALF OF DOSES ARE OFTEN MISSED OR TREATMENTS DISCONTINUED EARLY.

## NEXT STEPS

- PARTNER WITH UT CS STUDENTS TO BUILD V1 PROTOTYPE (IN PROGRESS).
- EXPLORE EARLY RELEASE, CHARITABLE FUNDING, AND MEDICAL PARTNERSHIPS.
- BUSINESS MODEL: FREEMIUM APP WITH PREMIUM ANALYTICS; B2B LICENSING TO CLINICS; DATA INSIGHTS FOR PHARMA (ANONYMIZED).
- SEEK INVESTOR SUPPORT TO SCALE DEVELOPMENT, USER TESTING, AND MARKET LAUNCH.

