



**Company overview:** myReLeaf provides drug-free, technical solutions for states of emotional and mental distress

#### **CONTACT:**

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#### **FUNDING:**

Currently raising a seed round  
Total Seeking: \$1M  
Use of funds: Ramping-up  
marketing and sales activities  
in the US, team expansion,  
R&D for the next generations  
of the device and additional  
products

#### **FINANCIALS:**

Dec 2017-Feb 2018: \$63K of  
sales before investing \$ in  
marketing and sales

#### **HIGHLIGHTS:**

- Life changing product
- Ubiquitous problem that is currently not addressed
- Huge market
- Highly skilled team with extensive industry relevant experience
- No development risks
- Proprietary technology

#### **MANAGEMENT TEAM:**

**Co-Founder, CEO: Adi Wallach**

- 15 years experience in management and engineering roles at leading tech companies

**Co-Founder, President: Dr. Orna Levin MD**

- Serial entrepreneur - sold 3 products she developed through partnerships with Teva (NYSE:TEVA) and Omega Pharma
- Physician with more than 30 years of clinical experience

**Co-Founder, CTO: Dr. Avner Wallach P.h.D.**

- Research associate at Columbia University in the fields of physiology and neuroscience

#### **Problem:**

More than 25% of the US population suffers from anxiety. Despite the huge numbers affected, there is currently no alternative to drugs that provides immediate relief.

**Solution:** myReLeaf is a first patent pending, drug-free device for immediate relief of anxiety attacks, chronic anxiety, and stress.

#### **Technology:**

myReLeaf implements two proven anxiety-relief methods in one very easy-to-use device:

1. Exhalation prolongation - achieved by a software-based feedback that adapts to the user's performance in real time.
2. Aromatherapy - a unique technique enables embedding of aromatherapy oils into solid elements that provide a therapeutic and emotional effect for rapid relaxation.

**IP:** Patent pending is US, Canada, Europe, and Israel

#### **Competition/Competitive Advantage:**

- myReLeaf is the only drug-free product providing immediate relief
- Competitors include: anti-anxiety & anti-depressant medications, biofeedback devices, relaxation techniques.
- Advantages: immediate and on-going relief, can be used anywhere at anytime by anyone, very easy to use, safe and has no side effects, adapts to the user's performances in real time, reduces avoidance behavior, patented technology.

#### **Market Size/Target Customers:**

- Total addressable market of more than ~80M people in the US
- Anxiety in the US: 28.8% of adults, 25.1% of kids ~76 million people. Extreme stress in the US: 24% of US adults (~58M).
- Personal health expenditure on anxiety and depression is estimated as ~\$114B in 2017, at CAGR of ~7%
- Antidepressant drugs' global market is estimated to be ~\$13.4B by 2021, at CAGR of 1.8%
- Our initial targeting will focus on the following market segments: Adults with anxiety attacks (6.3M), Children and students with anxiety (~10.7M) and veterans with PTSD (~800K)

#### **Business Model:**

Dual-revenue stream: 1. Device 2. Disposables (recurring).  
Device: Cogs - \$20.96/device, Retail price - \$179/device  
Disposable: Cogs - \$1.5/bag, Retail price - \$15/bag

#### **Milestones:**

- A free PR pilot in Israel generated a very high volume of orders without investing \$ in marketing/sales
- First shipment to Europe was sent
- Academic study completed successfully
- Successful collaboration with psychiatrists in the US
- ElabNYC - an exclusive program funded by NYC for 20 startups from the health industry

**Exit:** Pharma companies who are looking to offer a drug-free solution, medical devices companies.

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