

Addicaid

Personalized addiction treatment

Addicaid.com

Summary

Addicaid is a services-based addiction social network that is both a supplement and an alternative to traditional methods of recovery. Our powerful suite of features doubles as a treatment center aftercare platform and cost-effective solution to provide the best patient care, insights, and outcomes while reducing the cost of care for addiction treatment.

Audience

Addicaid is for recovery veterans as well as the millions who admit they have a problem but reject the traditional tenets of the 12-step model. The meeting finder attracts current 12-step members while our personalized solution provides an entry point for newcomers. There are over 250 million people worldwide who struggle with addiction and can benefit from Addicaid.

Problem

It's hard for people to admit they have a problem due to the stigma and difficult to enter recovery due to the lack of resources and options. Less than 10% of people receive treatment and of those, less than 5% recover. Current models fail to address the highly personal reasons that account for addiction. Instead, they promote a one-size-fits-all method.

Solution

Addicaid makes it easy to identify individual problems and allows users to set personal goals within a supportive online community. We tackle the major hurdles in recovery -- finding the right meetings, joining a like-minded supportive community, and getting proper professional help, all while staying inspired along the way.

Business Model

Addicaid will license its wellness platform to insurers, employers, and treatment centers. We will help them save money on the cost of traditional treatment programs by improving outcomes. Our platform will double as a licensed aftercare solution and an opt-in patient database for treatment centers so they can improve success rates and increase business.

Market Size

The recovery industry is projected to be \$34 billion by the end of 2014. With more than 14,000 treatment centers and 4,000 insurers in the U.S, Addicaid has a huge opportunity to dominate addiction treatment in the tech space.

Competition

Onehealth.com is the only addiction-focused wellness platform that has had some success in employer and insurer partnerships. Intherooms.com is the only other desktop meeting finder and social network hybrid. It has about 300,000 members to date. Hellosundaymorning.com is a personal journaling site that is only available in Australia and New Zealand.

Addicaid's social aspects distinguish it from the competition with a unique set of member-matching tools, which introduce like-minded, compatible people. Unlike our competitors, Addicaid's meeting directory will be comprehensive and provide crowd-sourced feedback. Insurers and employers will choose us over competitors because we will collect clinical patient data that will be useful in projecting treatment effectiveness.

Sales/Marketing Strategy

Addicaid will tap into a constant stream of new users through partnerships with treatment centers, which will make us the social platform of choice for recovering addicts. Our meeting finder will be featured on high-traffic 12-step fellowship sites such as aa.org. On a more creative note, Addicaid is already generating interest from celebrities and other prominent members of the recovery community. These connections will help maximize exposure and spur adoption.

Company Profile

Founded: March 2013

Employees: 3

Industry: Health & wellness

Contact

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