



LOHA

THE FUTURE OF FAMILY



LOHA is a unique hybrid therapy platform designed specifically for parents whose child is self-harming. With immediate access to evidence-based therapeutic activities, facilitated by AI, we empower parents to learn the skills needed to help their child regulate their emotions and improve their mental health.

30+ years in Family therapy, Health-tech
and AI interventions

THE LOHA TEAM



Gemma Bell
Co Founder



Prof Alison
Metcalfe
Co Founder



Richard Moore
CTO



MISSION

OUR NORTH STAR IS FOR ALL CHILDREN AND YOUNG PEOPLE TO LEARN FROM THEIR PARENTS, THE SKILLS THEY NEED TO MANAGE THEIR EMOTIONS SO THEY HAVE LIFE-LONG GOOD MENTAL HEALTH – THROUGH SELF HARM AND BEYOND

THE PROBLEM

We are in the midst of a self harm epidemic where 25% of teenagers in the UK & US are self harming.

01

The waiting list
for CAMHS is 1
to 3 years

02

Current therapy
only treats the
symptoms

03

Untreated
trauma causes
problems occur
into adulthood

SOLUTION

The cause of self harm is emotional distress, and the solution is **Systemic Therapy**.

It is a evidence based form of psychotherapy which has a unique relational approach that focuses on the individual in the context of their relationships with others.

It supports parents and carers in helping young people recognize their emotions, thoughts and feelings and address the cause of distress.



PRODUCT

Parents and carers are best placed to help their child but can not get the help they need.

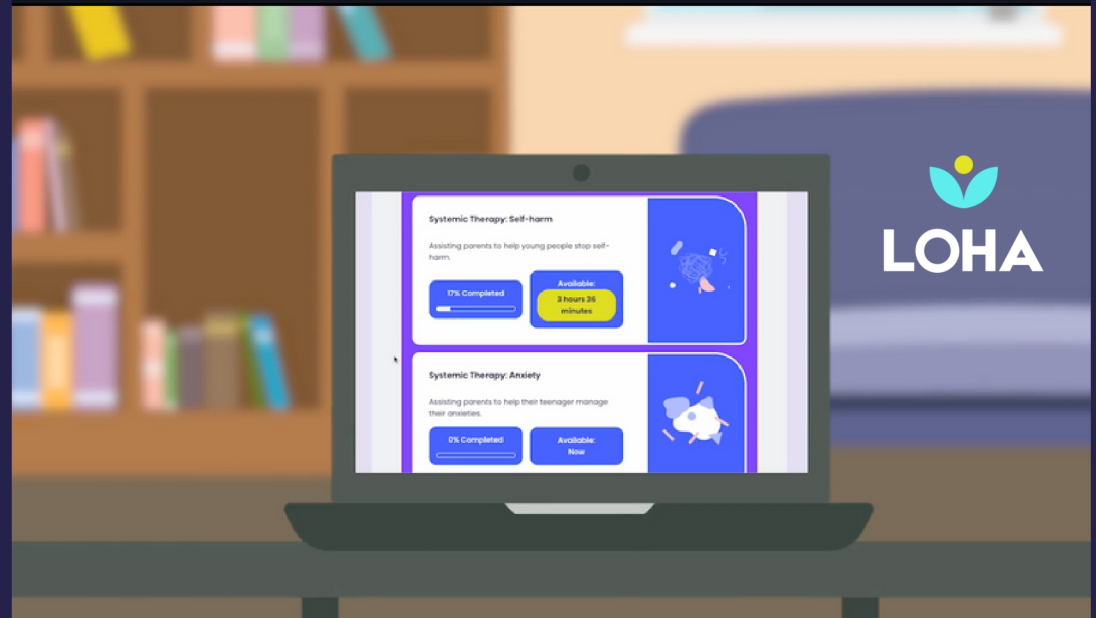
Loha are digitising Systemic Therapy to address the problems of waiting lists, accessibility and affordability for parents and Healthcare.

- **Immediate**
- **Accessible**
- **Affordable**



CONNECTION, UNDERSTANDING, RESILIENCE, EMPATHY

HOW IT WORKS



- Families sign up to platform and buy a therapy programme
- Receive 6 creative + engaging activities to their laptop or phone
- Optional online support from a LOHA therapist or coach
- Subscription to the LOHA platform + WhatsApp group
- Continued support to sustain progress + LOHA coach
- Access to personalised programmes facilitated via AI

TRACTION

We now have our first paying customers, and are ready to launch our Beta product in June

Tested MVP with 20 families
100% positive outcome

Strategic partnerships with
Schools + Universities + LEA's



BETA testing
100 families
First paying customers

Early conversations
with Healthcare
systems

£165M

This is what is being spent annually by the NHS on self harm treatments. That is just the reported cases and it is getting worse. Self-harm hospital admissions were up 22% for children aged 8 to 17 in 2023.

TARGET MARKET

12.5M

10 to 19 year olds self harming in Europe, North America and Australasia but the potential market is enormous.

40M

Young people with mental health struggles in Europe, North America and Australasia.

2.3M

Healthcare Professionals working in the mental health field not just in The NHS but globally - including 500 therapists

COMPETITION

01

Private
Therapists are
unaffordable
for many and
time consuming
to find

02

Self harm
charities are
under funded to
meet demand or
deal with crisis
situations

03

NHS mental
health provision
is massively
under resourced
and only treats
the symptoms

**Healthcare systems can not cope any longer
LOHA can support The NHS with our immediate
intervention**

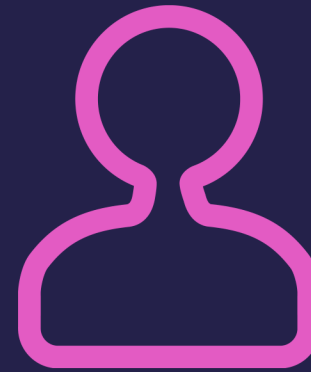
BUSINESS MODEL



6 week acute self
harm programme at
£300 per family



One year subs for
sustained support at
£150 per year



Sell LOHA Systemic
therapy license to NHS,
Schools + Charities at
£300 per year



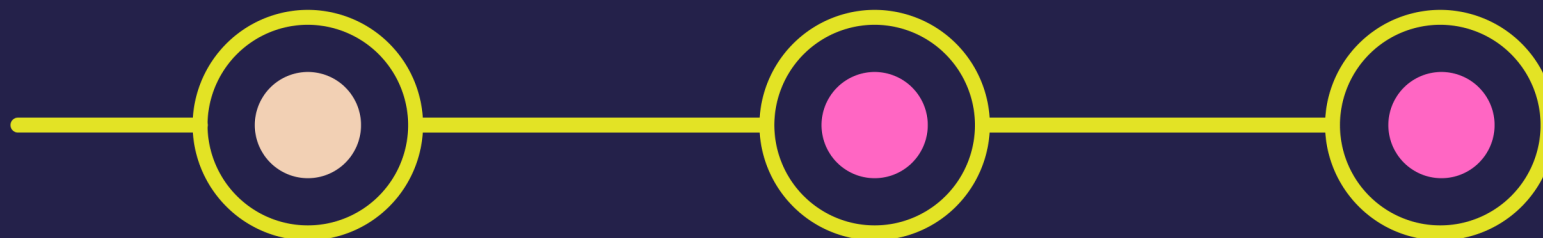
5 YEAR GOALS

- Deliver to 500 families in the U.K +build evidence base
- Develop product/ expand into Europe and Intl market
- Personalise + develop product as an intervention tool
- Expand AI capabilities to predict needs of healthcare
- Sell product licenses to therapists, school and The NHS

By the end of year 5 we aim to have a product that is innovative, scalable and sustainable.



TECH ROADMAP



Develop new and enhance existing interventions such as generative AI and advanced voice recognition.

Sophisticated in-home smart machine designed to provide personalised, interactive support to families.

Personalised Prediction model employing advanced ML techniques to predict need and provide most effective support for families.

FINANCIALS

Total income at year 5: £660million

360M

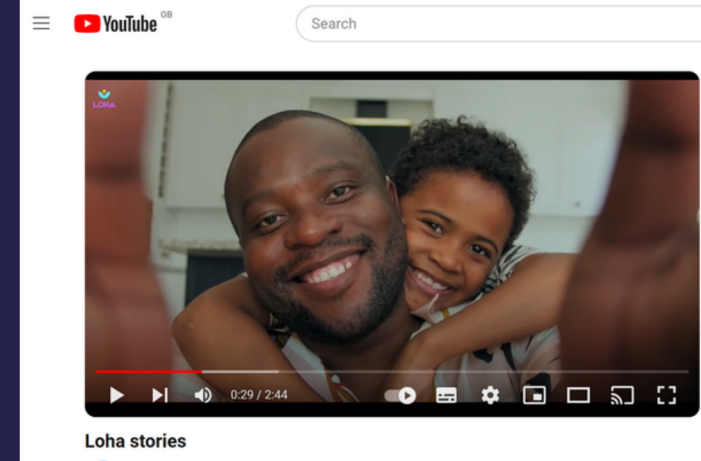
Just 10% of our target audience is 1.2million families. 1.2m x £300 for the **programme**

150M

If we retain 1m families to sign up for our **subscription** x £150 that is 150 million

150M

500k **licenses** for therapist to use the LOHA platform with their client = 150 million



MARKETING

LOHA create unique pieces of content to resonate with families and build trust including: **Evidence based eBooks/Parent Case studies/Animation demos/School newsletters**

We will distribute these assets in creative ways on our website, social media, LinkedIn, podcasts, speaking events and live workshops. But also through strategic partnerships and signposting.

AMBASSADORS

WE WILL COLLABORATE WITH **HIGH PROFILE JOURNALISTS + PODCASTERS IN THE FIELD OF MENTAL HEALTH** WHO SHARE OUR VISION AND CAN HELP US BECOME SCALABLE.

PARTNERS



We are co-creating and strategically developing our product with top Universities, leading charities and trusted brands

PEOPLE



We have a diverse Board of Advisors, a 50 strong team of therapists and are building alliances with key influencers in business, psychology, healthcare and technology

THE RAISE

£1.5M MILLION

1ST TO MARKET WITH THIS DIGITISED TYPE OF SYSTEMIC FAMILY APPROACH AND THE WIDER OPPORTUNITY IS IMMENSE. LOHA SYSTEMIC THERAPY CAN BE APPLIED TO ANY MENTAL HEALTH CONCERN, GLOBALLY. FUNDS WILL BE USED TO DEVELOP PRODUCT, TEAM + MARKETING SO WE CAN SCALE AND BE SUSTAINABLE.



GET IN TOUCH

Our intervention will be lifechanging for families worldwide

It extends beyond self harm for any family in distress

Please help us with our mission

gemma.bell@loha-community.com