

**Let's
Brighten Lives!**



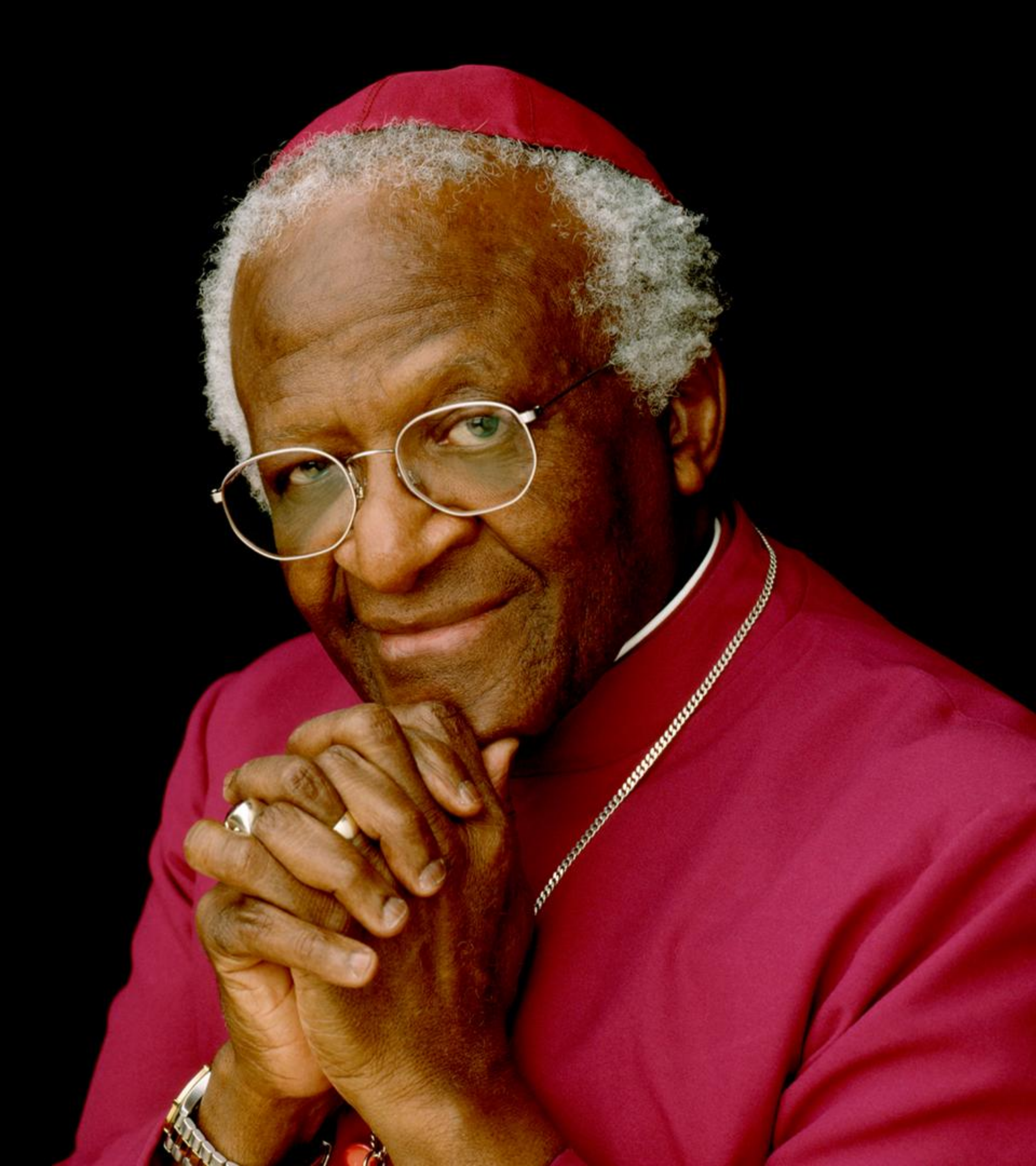
Through death and tragedy from the loss of his son and wife, Founder Jeff Johnston has dedicated his life to improving the wellbeing of young adults through an engaging and empowering AI driven mobile app. Three weeks after his son Seth died, Seth's daughter was born. Her name is Brighton. For Jeff, "purpose becomes passion when it gets personal." This is personal.



66

There comes a point where we need to stop pulling people out of the river. We need to go upstream and find out why they are falling in.

- Desmond Tutu



The Young Adult Mental Health Crisis

1 in 5

Young Adults

(20%) are currently
experiencing a
mental health crisis

50

Years

highest suicide rate
among this demographic
over this period

37%

more Gen Zers

are seeking mental
health treatment

A Booming Market for Youth Mental Wellness

Market Size and Growth

✦ Current value	\$6.1 billion (2023)
✦ Projected to reach	\$17.52 billion by 2030
✦ CAGR	15.2%
✦ Total Addressable Market (TAM)	2.56 billion (Global Gen Z population)
✦ Serviceable Addressable Market (SAM)	68 million (U.S. Gen Z population)
✦ Serviceable Obtainable Market (SOM)	13.6 million (20% of U.S. Gen Z experiencing mental health challenges)

Financial Impact

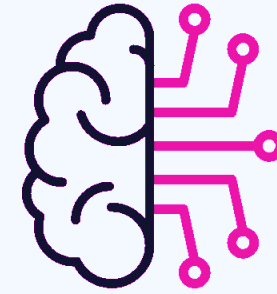
- ✦ 42% of mental health spending in 2020 was from Gen Z

- ✦ \$77 billion spent on mental health disorders by employers and workers in 2020

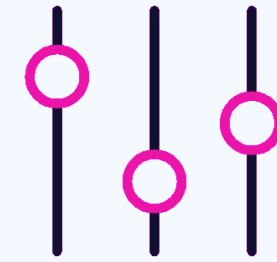
- ✦ Gen Z's purchasing power projected to increase by 400% over next two years

Comprehensive AI-Driven Mental Wellness Platform

Brightn is a mobile app that leverages AI to provide personalized, engaging, and effective mental wellness support for young adults.



AI-Supported Journaling
("Deep Dive")



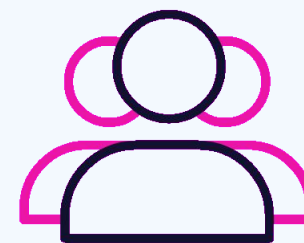
Personalized Mental
Wellness Plan



Mood and Habit
Tracking



Customized Challenges
and Opportunities



Community Support
(#brightnwall)

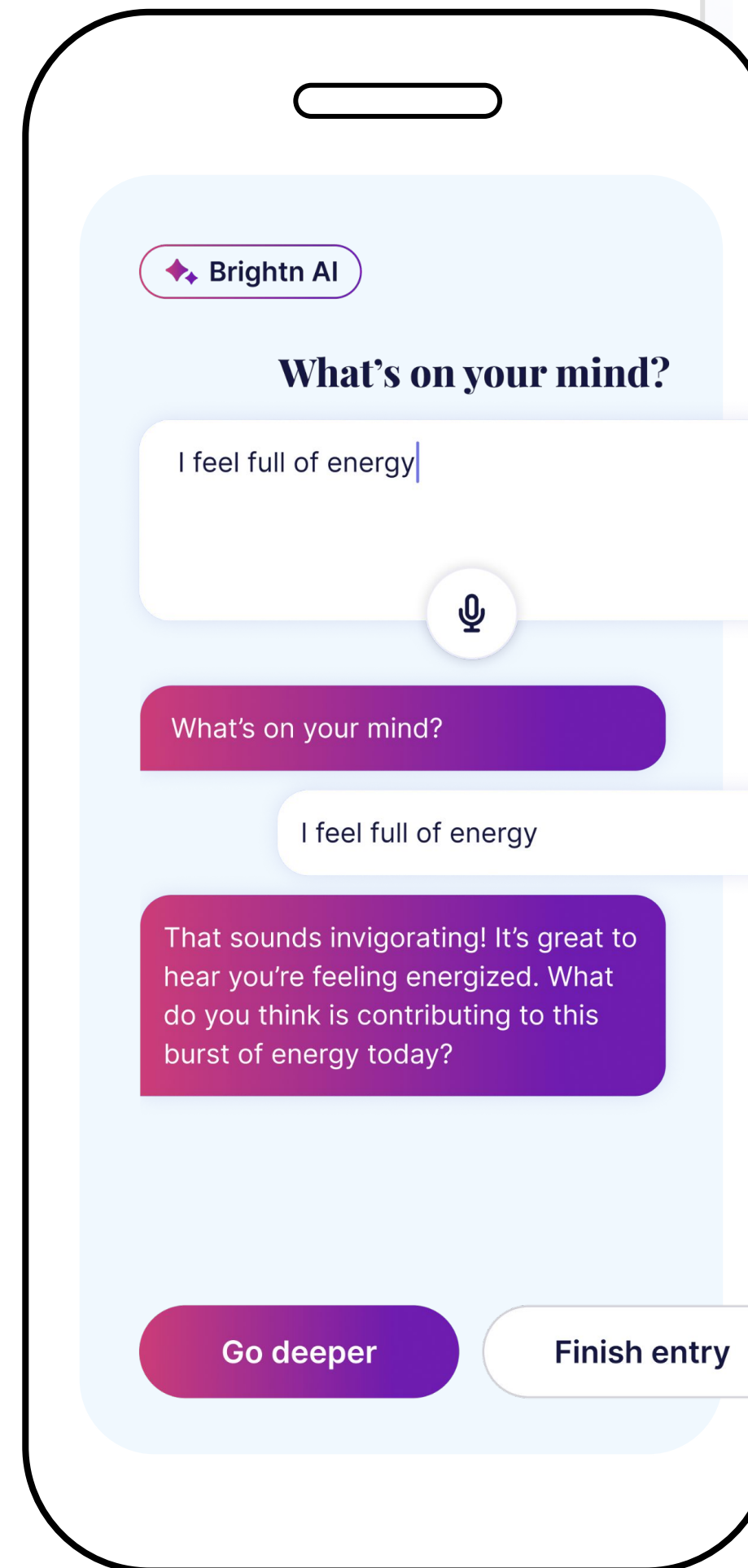


Progress Visualization

Key Features

AI-Supported Journaling ("Deep Dive")

- Empathetic AI responses based on person-centered therapy
- Sentiment analysis for emotional trend tracking
- Thought-provoking questions to encourage self-reflection



I Feel Full Of Energy
It sounds like you're feeling really energized today, and it's great that a simple cup of coffee can have such a positive impact on your mood. Recognizing the small things that boost our energy can be very empowering.

Creating a coffee ritual could be a wonderful way to enhance this experience, giving you a moment of calm and intention in your day. Consider incorporating activities that you enjoy and that help you feel centered, whether it's reading a book, listening to music, or simply taking a few deep breaths.

 Share it!

 Save to long-term memory

Brightn can retain this entry for deeper, connected reflections in the future.

Upgrade to Premium

Continue

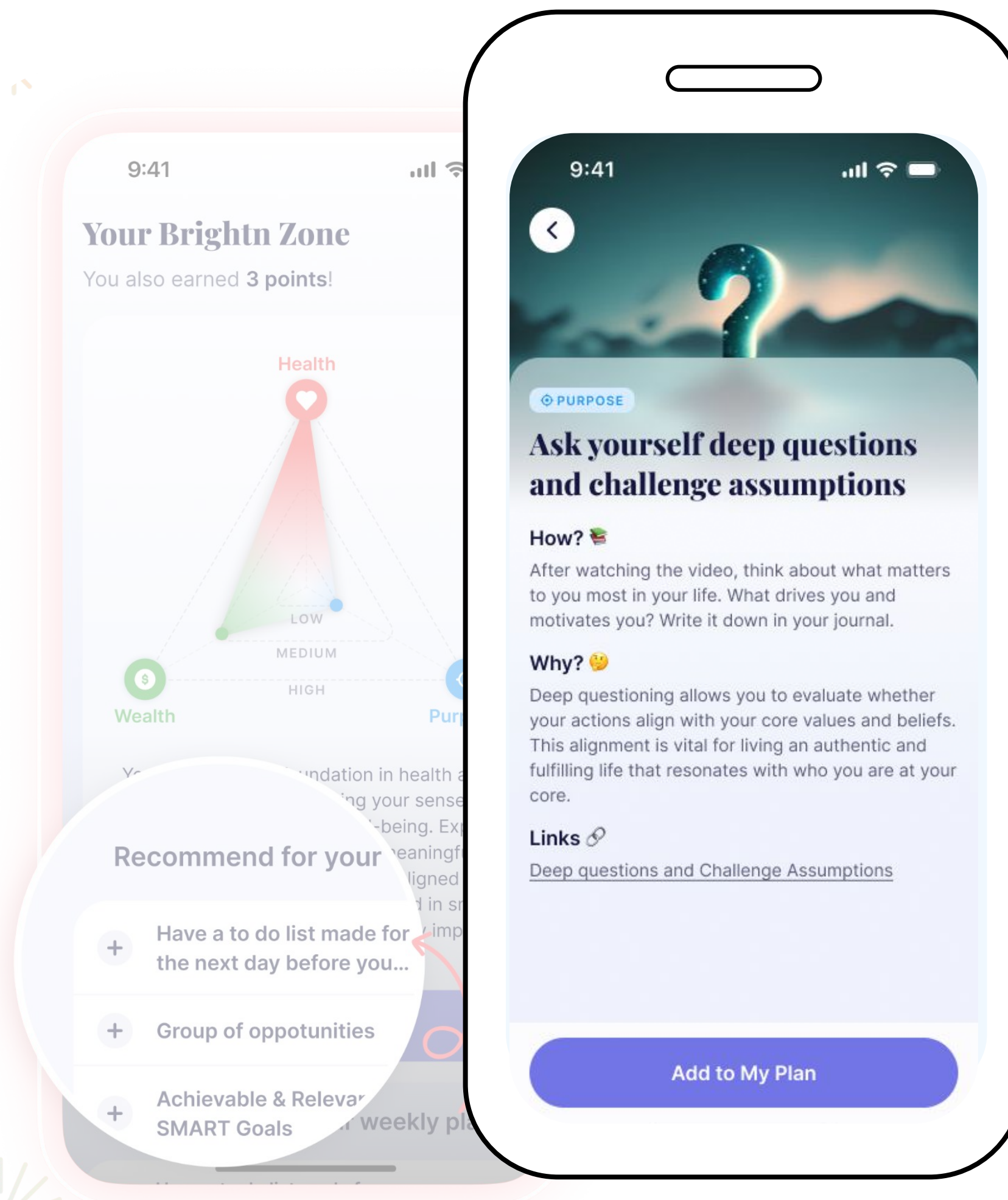
Suggest

Suggest some ideas >

Help me think through this >

Offer different perspective >

Suggest next steps >

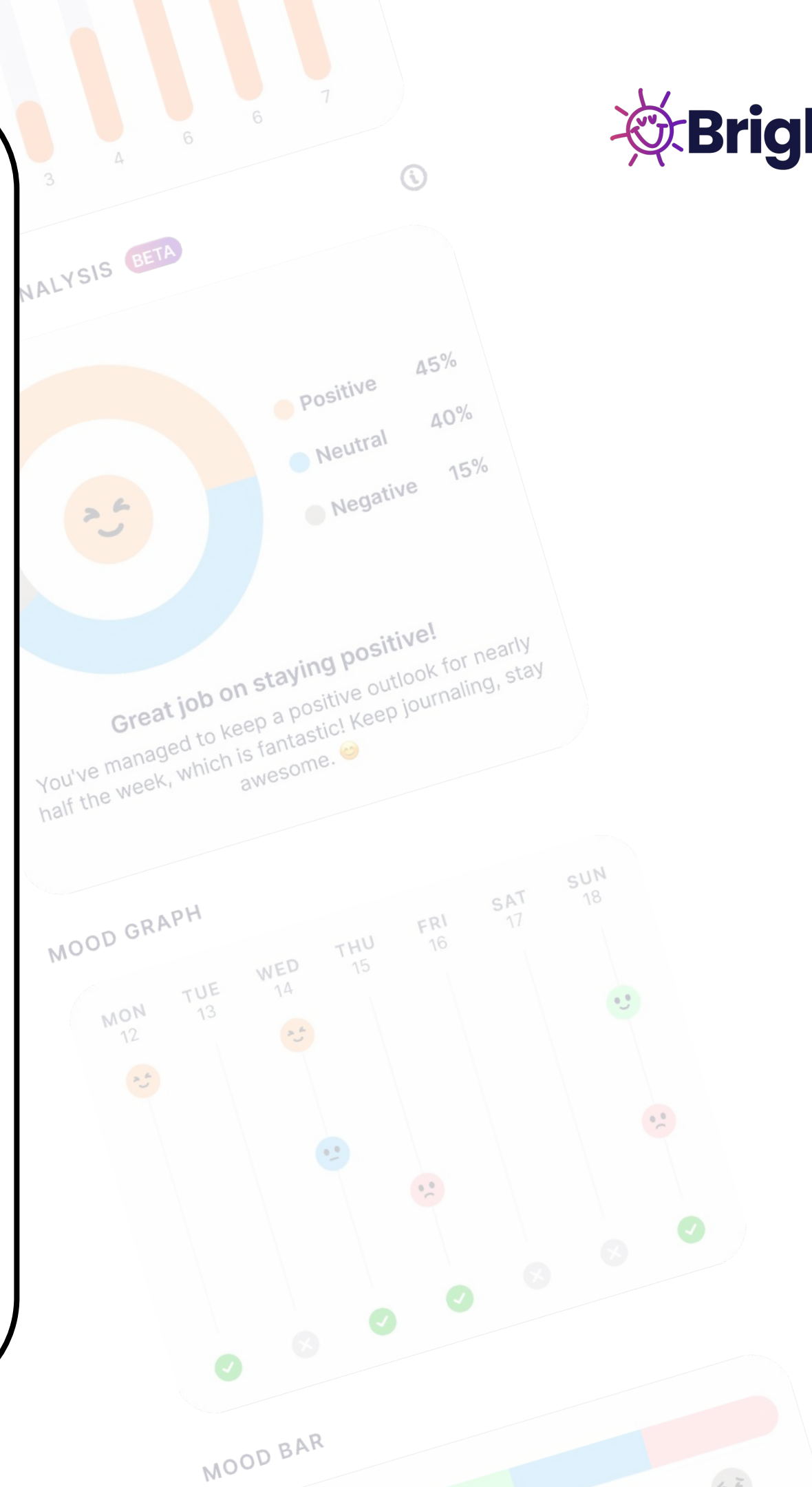
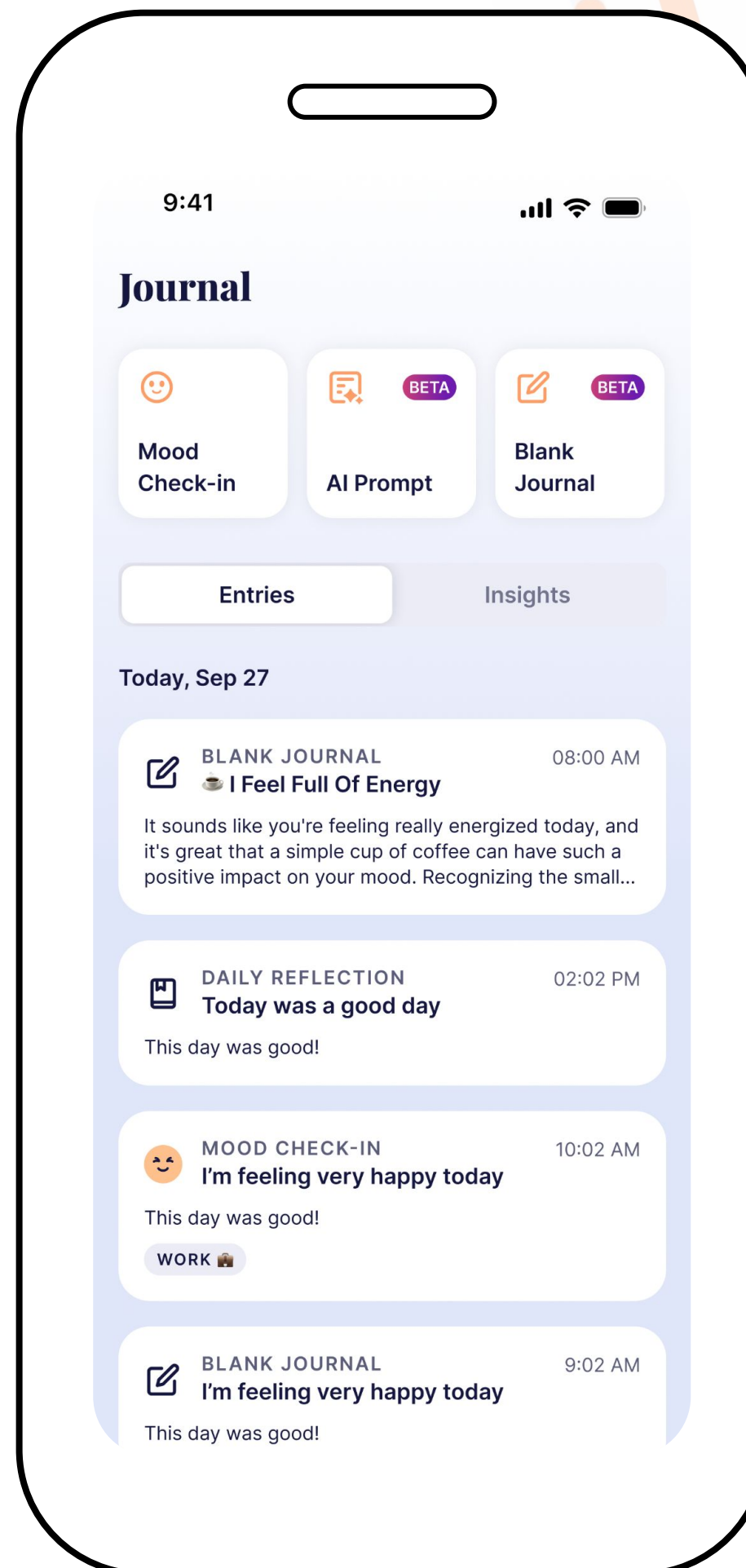


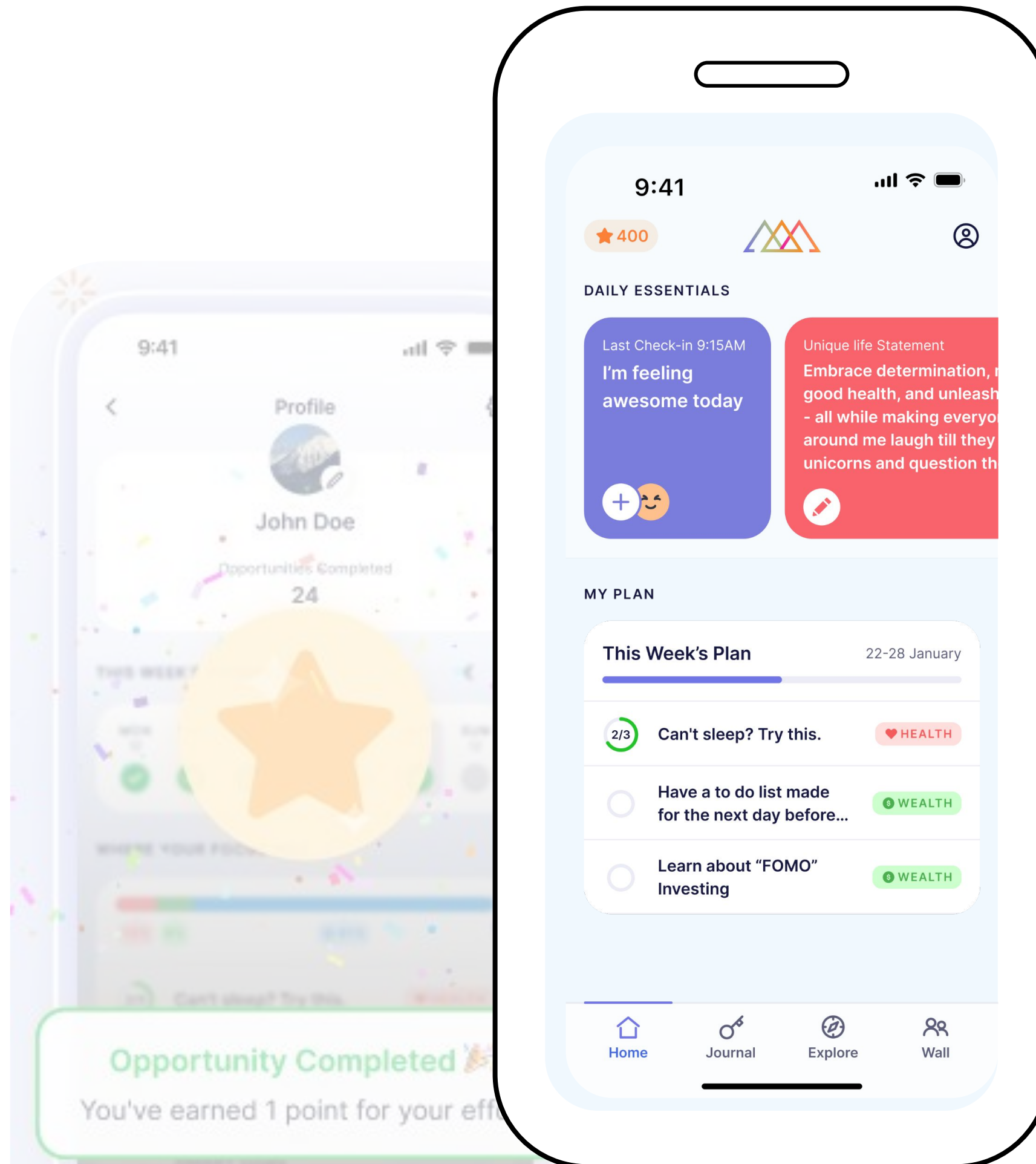
Personalized Mental Wellness Plan

- AI-generated Unique Life Statement (ULS) as a personal mission guide
- Daily action plans balancing health, wealth, and purpose
- Adaptive interventions evolving with user progress
- 300+ video library featuring mental health professionals and influencers

Mood, Journal, & Habit Tracking

- Daily mood check-ins with context logging
- Habit formation tools and progress visualization
- Interactive charts and metrics to showcase growth
- Motivational milestones and achievements





Customized Challenges and Opportunities

- Gamified experience with points and rewards system
- Tailored activities to build resilience and positive habits

Health

Wealth

Purpose

The three

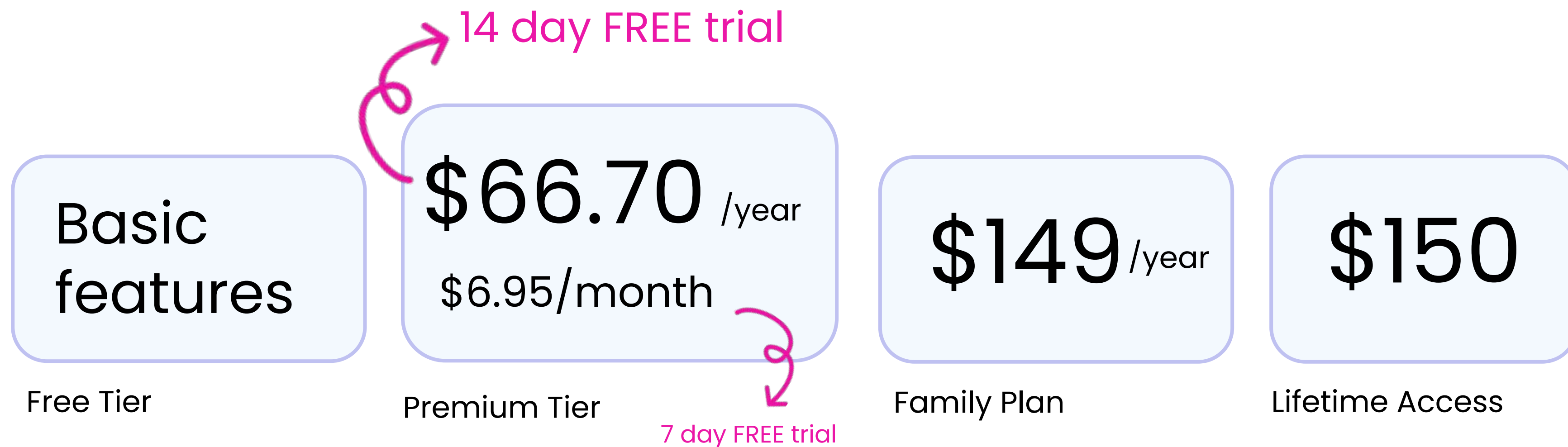
areas



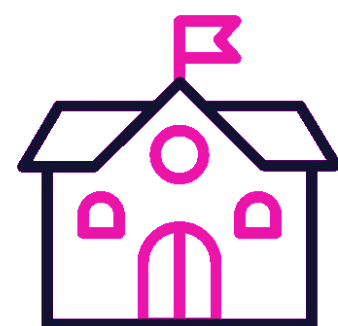
Multi-Faceted Revenue Model

Brightn employs a freemium B2C model with B2B partnerships, creating multiple revenue streams while ensuring accessibility and scalability.

B2C Subscription Model



Educational Institutions



Custom pricing based on
student population
(\$2-\$5 per student/month)

Corporate Wellness Programs



Tailored pricing based on
company size and needs
(White-label options)

B2B Partnerships

Other revenue streams



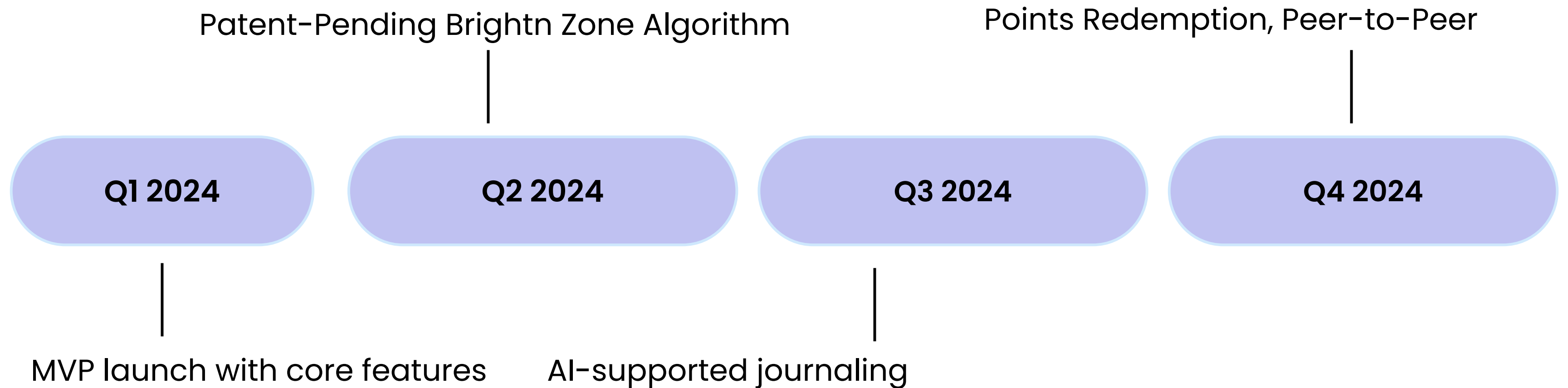
Mental Wellness
Merchandise by Brightn



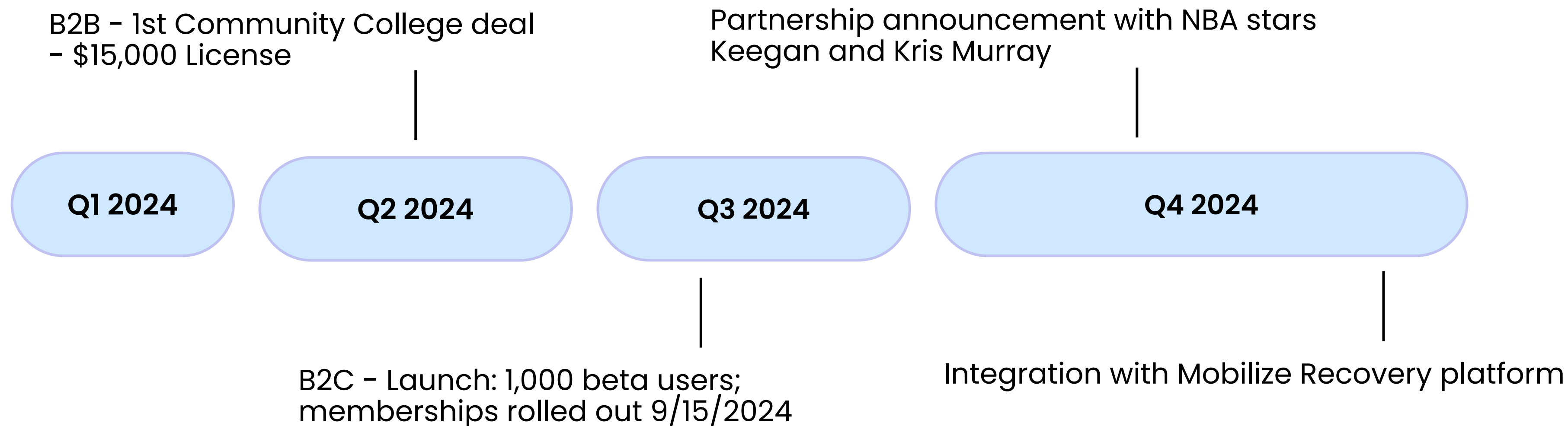
Keynote Speaking
Engagements from Jeff

From Concept to Impact

Product Development



User Growth / Partnerships



How we got here

Accomplishments

✦ Patent-Pending

✦ 1,000 thrivers

✦ Lead Investor - Carson Family Office

✦ First Early Adopter College - RCC

✦ Brightn Thriver Council

✦ New Website & Brand

✦ AI-Powered Wellness App

Who?



Jeff Johnston
Founder & CEO



Carson Goodale
CTO



Emilie Mauricio
Director of Curriculum



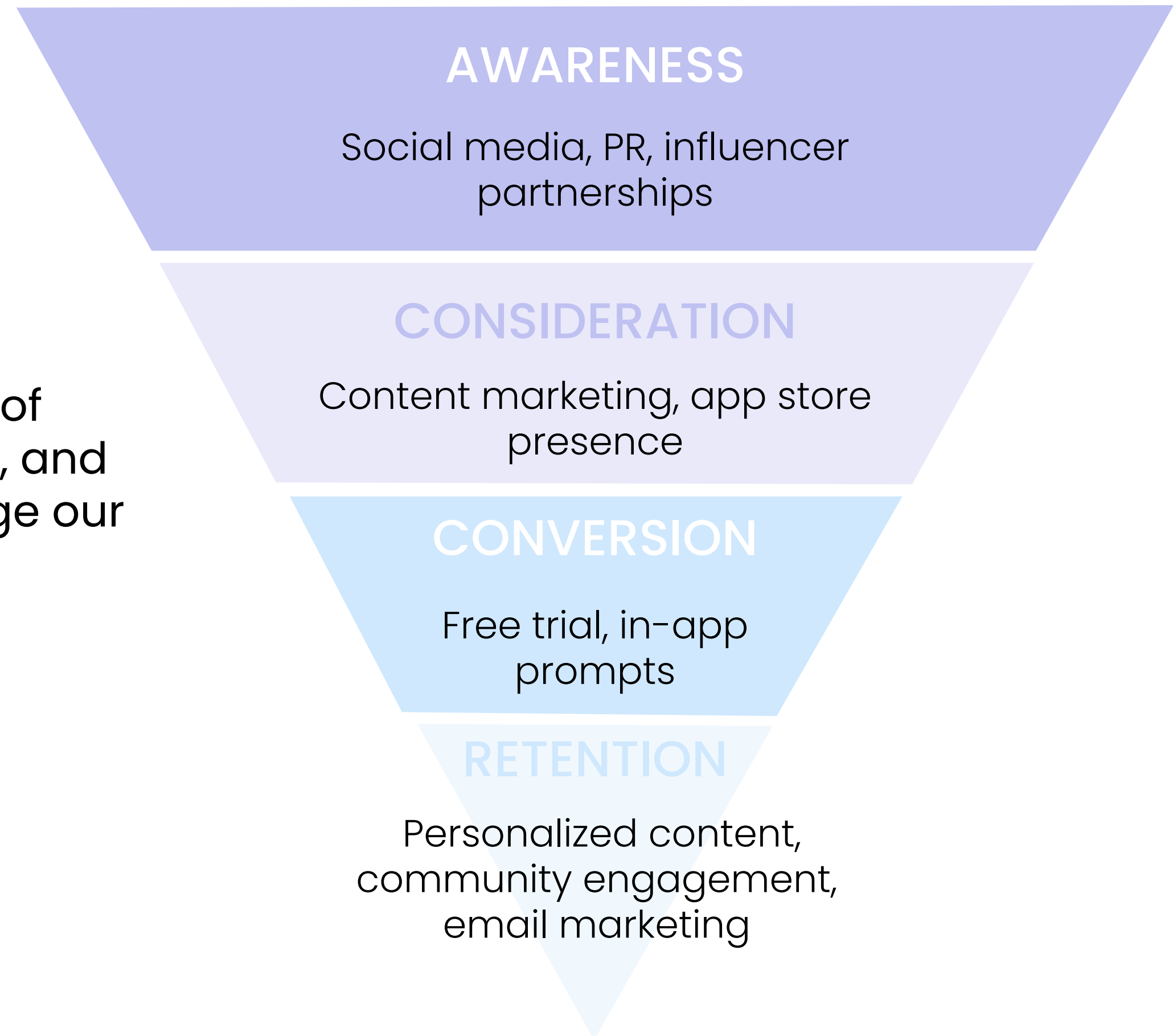
Kenyon Murray
Partner

Multi-Channel Growth Strategy

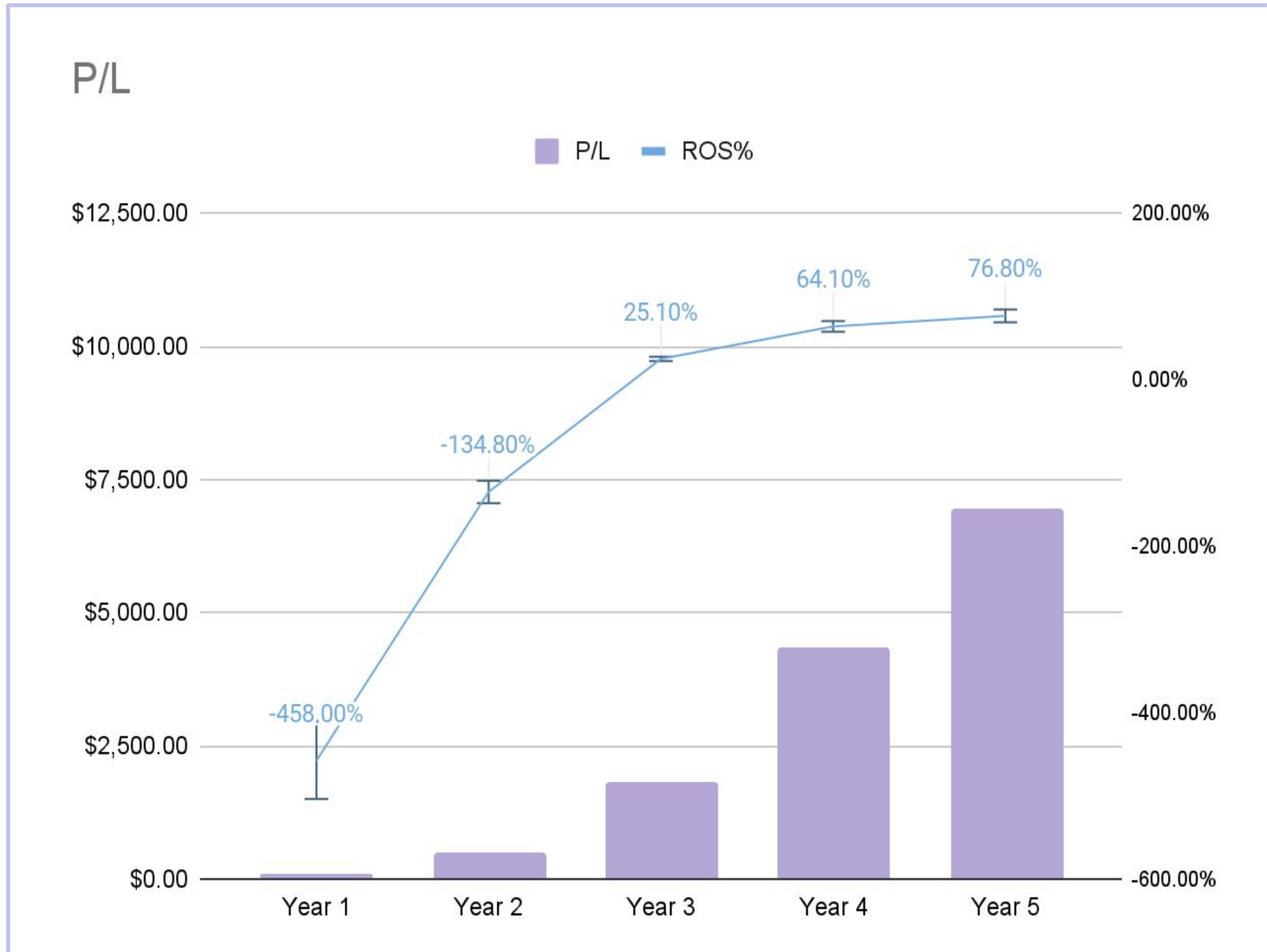
Our marketing strategy leverages a mix of digital marketing, strategic partnerships, and community building to reach and engage our young adult target audience.

Key Marketing Channels:

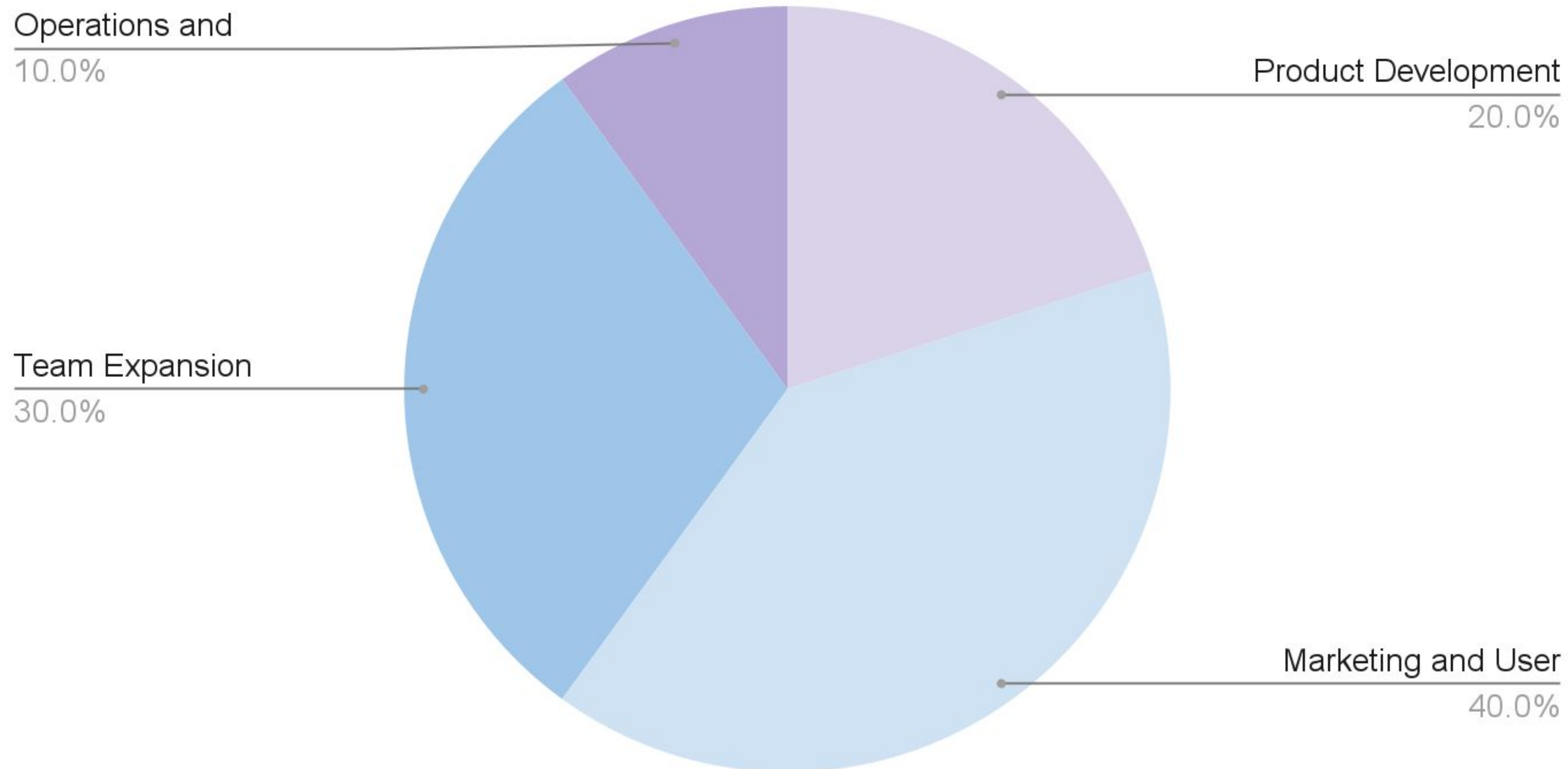
1. B2C Affiliated Marketing Program
2. Digital Marketing
3. B2B – Intermediary Partnerships



Financial Projections



Brightn Pro Forma 2024	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
B2C	59,229	253,080	511,238	775,770	981,691
B2B	10,575	204,733	1,238,693	3,453,110	5,818,175
Marketing	16,879	56,407	86,690	116,337	171,661
Total Revenue	\$86684	\$514,220	\$1,836,621	\$4,345,217	\$6,971,526
Employee Compensation					
Total Payroll	132,000	813,600	1,139,040	1,423,800	1,530,585
Operating Expenses					
Sales & Marketing	92,940	182,162	236,811	266,413	286,393
Technology	213,804	258,703	284,573	334,373	409,607
Operations	36,708	52,860	58,145	62,506	65,632
G&A	16,896	22,303	23,418	24,003	24,003
Total Operating Expenses	360,348	516,027	602,948	687,296	785,636
Total Expenses	492,348	1,329,627	1,741,988	2,111,096	2,316,221
EBIT	-\$405,664	-\$815,408	\$94,633	\$2,234,122	\$4,655,305
ROS%	-468.0%	-158.6%	5.2%	51.4%	66.8%
D&A	8,655	122,411	367,233	552,236	697,577
EBITDA	-\$397,010	-\$692,997	\$461,866	\$2,786,358	5,352,882
ROS%	-458.0%	-134.8%	25.1%	64.1%	76.8%



Use of Funds

Fueling Brightn's Growth & Impact

We are seeking to raise \$700,000 to complete our pre-seed round of **\$1.5 million** to accelerate our growth and expand our impact in the youth mental wellness space

Thank you!

Jeffrey Johnston

Founder & CEO

Jeff@brightnapp.com

319-899-3400