



# intentions

## EXECUTIVE SUMMARY

### PROBLEM

1 Since 2020, illegal drug usage has increased year-over-year by 3.8%. Substance abuse issues are on the rise, and while individuals overcome substance issues by seeking treatment to get sober, staying sober is even more difficult with triggers all around society. The American Medical Association studying relapse rates cited that 40-60% of people relapse after substance use treatment. 70% of those who relapse cite an absence of a strong support network like they once had in treatment.

### SOLUTION

2 Outpatient treatment and support groups can be time consuming and expensive, but the value of them is there. In a study by the National Library of Medicine, People who stayed in peer support groups after treatment reduced their relapse rates by a range of 7-24%. Intentions aims to cultivate these support groups by making being intentional effortless.

### HOW INTENTIONS WORKS

3 We have developed a mobile app that:

- Powerful summary and transcription tools to be used after connecting with peers, to keep notes on them, which will later be used to generate tailored, meaningful messages to start a conversation.
- Allows users to create encouraging messages for members and sponsors of their community using AI message generation technologies
- Sets reminder systems to reach out to peers in your support groups and keep in touch with them.

### MARKET

4 Based on Go-To-Market Strategy will start in Seattle. Swedish Health Services (Seattle, Wa) demonstrated a commitment to community welfare, allocating \$7 million to provide free services. Intention seeks to collaborate by requesting modest contributions from their budget. With around 258,000 people in the Seattle-Tacoma area are classified as having a substance use disorder.

### FINANCIAL PROJECTIONS

5 Based on Go-To-Market Strategy of approaching Rehab Centers, building strategic partnerships with them, and onboarding their patients during treatment, we believe we can onboard users for \$10 a user. In Year 1, we will have partnerships w 5 treatment centers, based in Seattle-Tacoma Area, estimating around 50 users a center adopt our program, we will have 250 users, and be generating \$36000 in revenue. We aim to grow this number by 20% annually as we onboard more centers, while our existing centers onboard new patient