



## Never Give Up - Yes You Can - KEG4All

You can always overcome challenges & help yourself with your resources and KEG4All support

### Problem/pain

Millions of people around the globe suffer from **Anxiety, Loneliness & Fears**. The existing ways of coping with the problem either take a lot of time, money or are not suited for the person's needs.

### Solution

Online AI tool which helps people feel better & happier. People choose pictures and answer personalized questions. This is an integrative wellness approach enabling the user to initiate action & reach a positive result in his life.

### Market

**1 of every 3** people in the world suffers from Anxiety. Half of them can speak English & use internet or apps on phone. 1 of 6 people in the world could benefit from using KEG4All.

We will focus on early adapters: people aged 35-50 who want to improve their quality of life - 1 out of 15 which are approximately 500 Million people

### Business model - B2C

Estimated revenue per customer - **\$120** a year total of **\$ 60 Billion** a year. ; option of \$2 per session; Possibility for 1 Month free trial. Subscription - Monthly/Yearly

### Product

**Affordable** Online Service & Application that can be accessed **Anytime** from **Anywhere** on personal device of your choice **24/7**. Pick up where you left off, resume a previous session.

### Team

**Joanne Yona Silman** - CEO (BSc CS, ME, Coach), 35+ yrs experience

**Dr. Eleanor Avinor** - CPO (PhD, Msc, MA, Psychotherapist, IAOTP award winner 2018), 35+ yrs experience

**Ron Shpasser** - CTO & Architect (BA CS) 20+ yrs experience



### Opportunity ( use of money)

We are interested in Strategic collaborators for product promotion. We will use the money for paying Software Development, Marketing & Customer Support, Cloud Services.

### Milestones

Method, pictures & guiding questions are based on KEG Cards. Questionnaire Survey - 07/2020  
Market research - 08/2020  
MVP phase 0 - 08/2020  
MVP phase 1 - 12/2020

### Contact

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