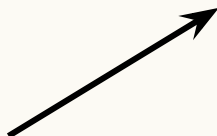


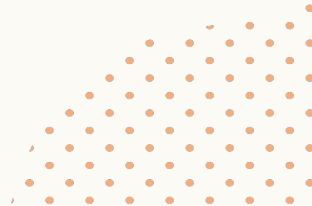
happypillar

# NLP Parenting

dad joke



Learn how ML, NLP, and 5 minutes of playtime  
help parents and children enjoy life together





Why we started

## Two friends started talking about the challenges of parenting in a pandemic



### Mady Mantha, CTO + Co-Founder

ML engineer and product leader. As **Director of Conversational AI at Sirius**, lead the team that built **Walmart's conversational AI**, featured in the **Wall Street Journal**. Led a successful exit of a consumer app startup.

### Sam Gardner, CEO + Co-Founder

Built high-performing customer success teams at **Rasa** and **Sauce Labs**. Over 10 years of experience in startup revenue growth and GTM strategy. Made 2 humans.

Problem

# Young children are facing a mental health crisis



# 1 in 5

2 to 8-year-olds have a mental,  
emotional or behavioral disorder

# \$26B

Youth mental health  
market size

Problem

# But behavioral therapy is inaccessible and expensive

Recommended by experts...

“**Poor mental health** among children continues to be a substantial public health concern... **behavioral therapy** is likely to **reduce symptoms**”

— CDC Children Mental Health Guidelines



...but inaccessible for millions

## Availability

Multi-year waitlists

## Price

\$200+ hourly rate

## Location

No nearby providers



## Our Solution

**An AI + human-powered  
platform to provide instant  
access to behavioral  
intervention**

No, kids don't use the app :)



# AI and mental health?



Solution

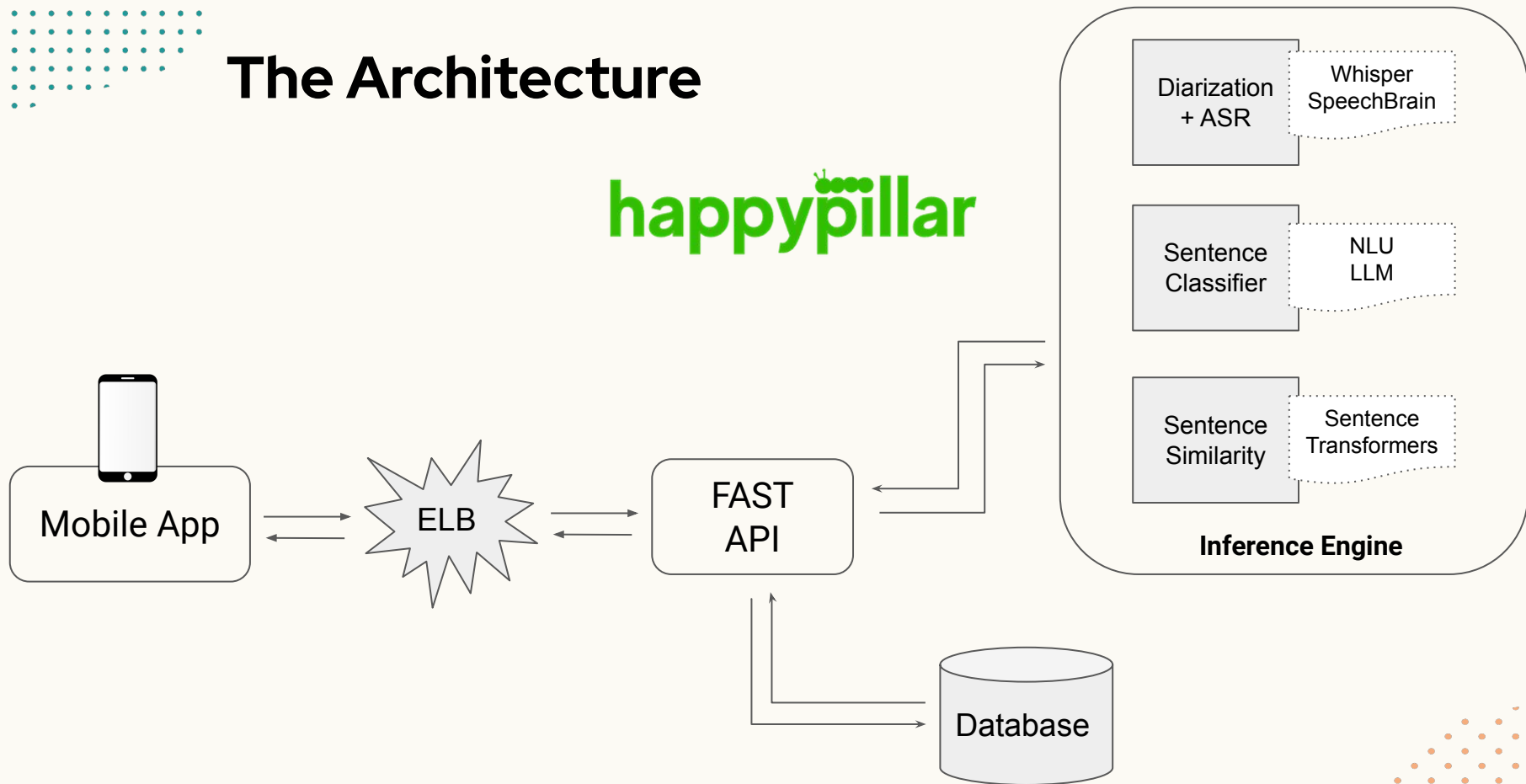
# We replicate the therapy mechanism using AI for a scalable solution with identical benefits

Developed by our resident licensed mental health professional, overseen by our clinical advisory board, and supported by our proprietary ML technology



# The Architecture

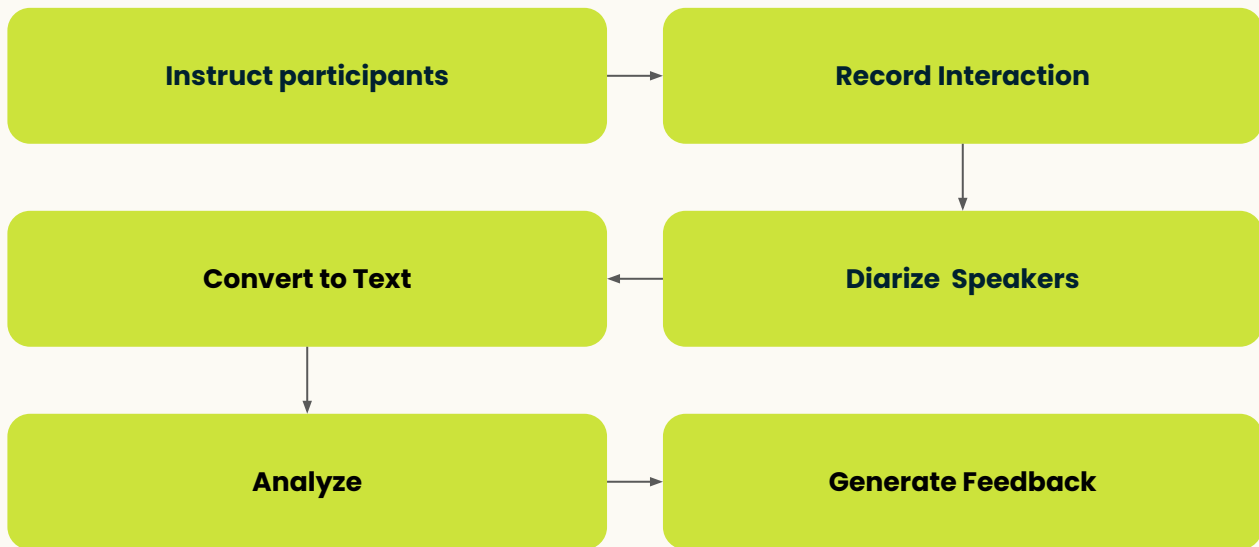
happy<sup>pill</sup>lar

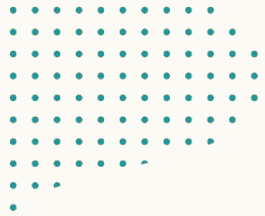




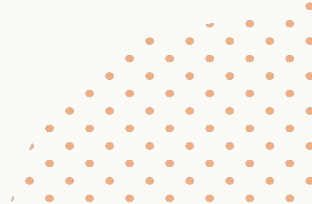


# The Process



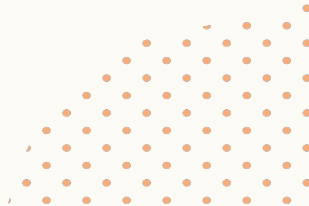
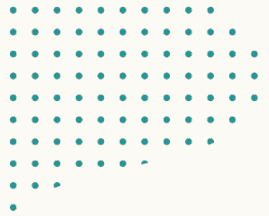


# Instruct





# Record





# Diarize





## Convert to text





# Analyze



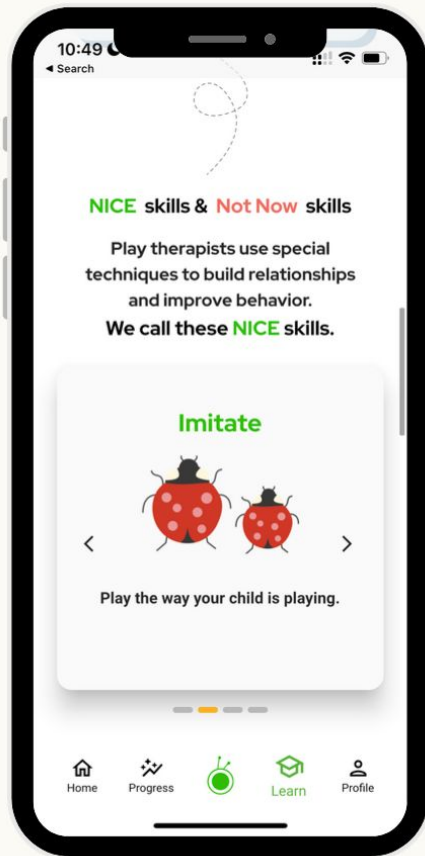


# Generate feedback





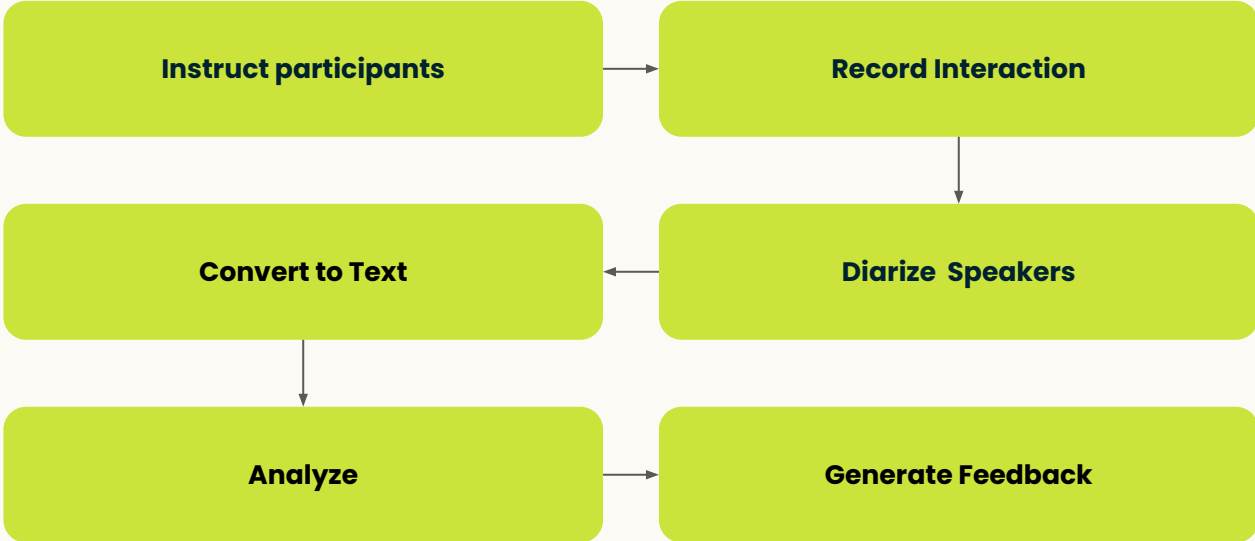
# Wait, what?



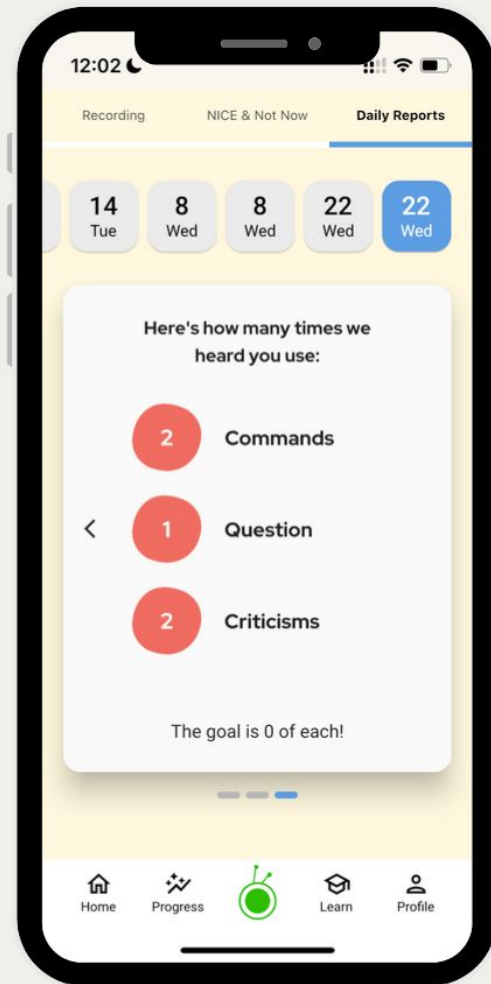




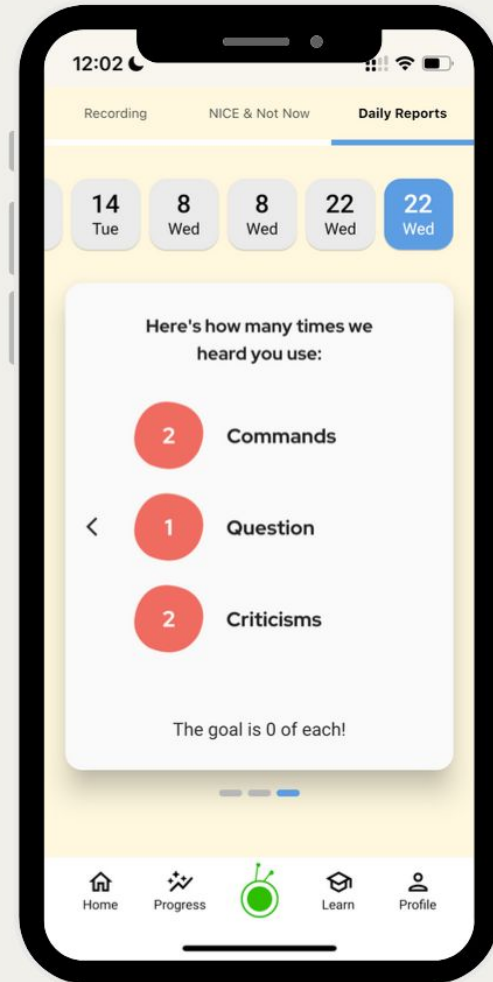
# OK, now I get it



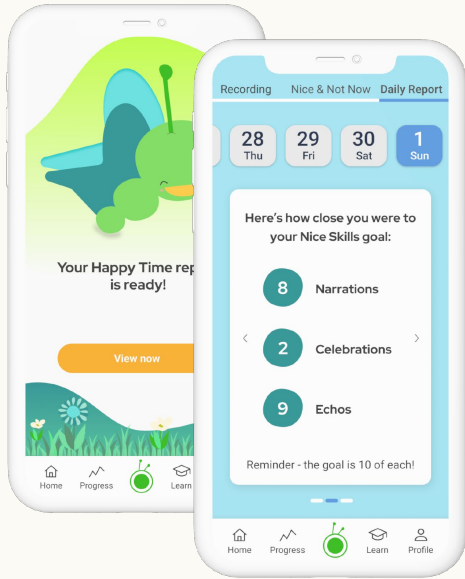
OK, then what's  
the feedback?



# Personalized recommendations with actionable feedback



# Leveraging LLMs, trained on over 13,000+ minutes of proprietary data



**3000+**  
Downloads

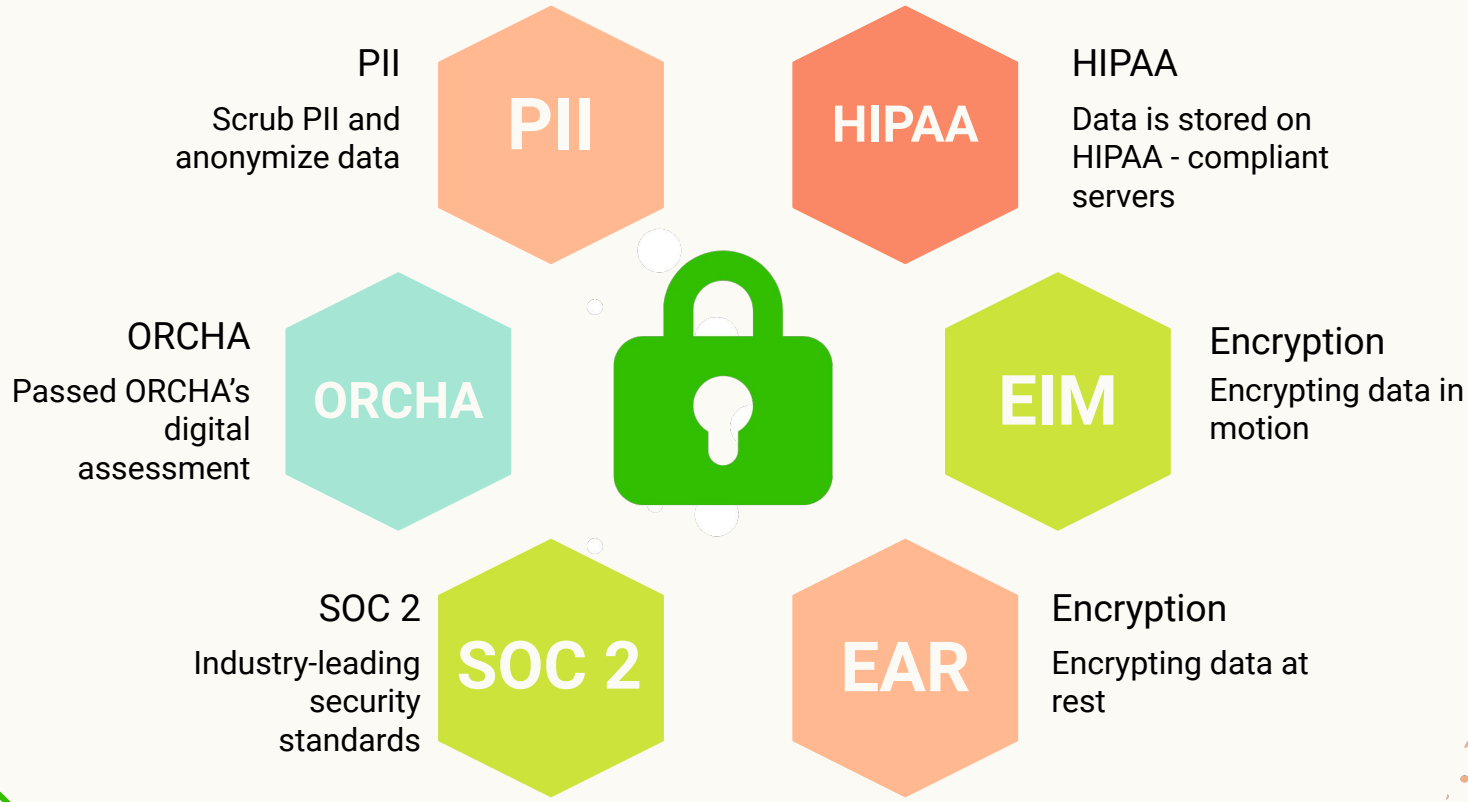
**98%**  
Weekly Usage

## Winner

- ★ 2022 National Parenting Product Awards, **“Best App”**
- ★ 2023 **Mom’s Choice Awards**
- ★ **KidSAFE Seal**
- ★ **Passed ORCHA Health App Assessment**

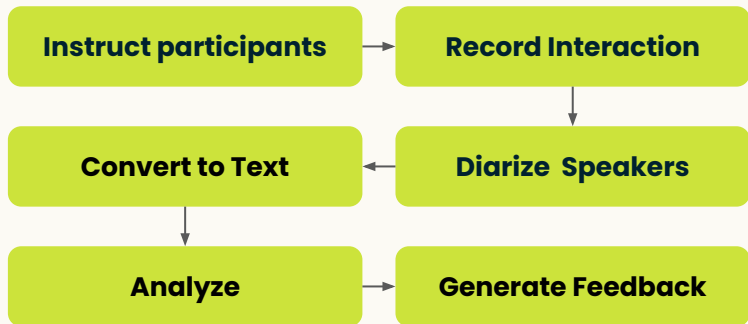


# How secure is it anyway?

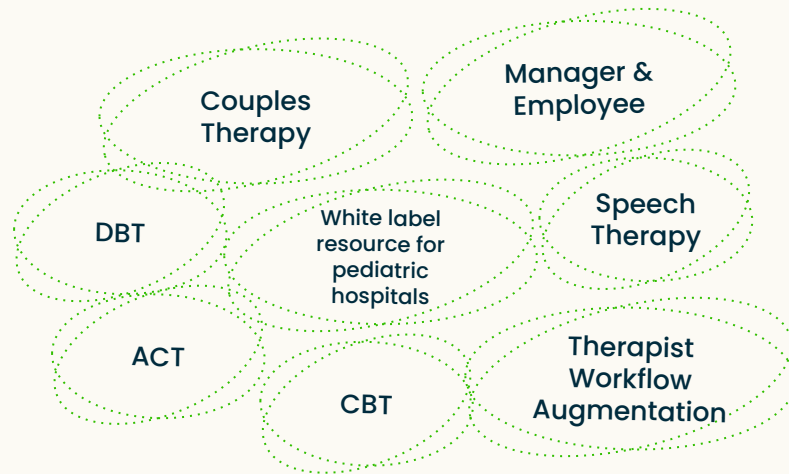


# But we're most excited about the extensibility of our ML/NLP technology

Our NLP platform is improving by the day...



...and can analyze the content of any conversation





**Thank you**