



Mentara

For every storm a
place of calm

Introducing Mentara: A New Era in Mental Wellness

Why?

- 1 in 4 young people suffer from anxiety, yet most never access support
- Scale of conflicts and emergencies around the world
- Over 900 million people globally suffer from mental health disorders



WHAT?

Mentara is a digital platform that provides a safe space for young people to access mental health support. It offers a range of resources, including self-help tools, peer support, and professional advice, all accessible 24/7.



The Need for Accessible Support

Young people face unique challenges when it comes to accessing mental health support. Many feel stigmatised or overwhelmed by traditional services, making it difficult to seek help when they need it most.



Mentara's Mission and Vision

Mentara's mission is to provide a safe, accessible, and effective platform for young people to access mental health support. Our vision is to create a world where mental health is a topic that is openly discussed and supported.

Why?

- 1 in 4 young people suffer from anxiety, yet most never access support
- Raise of conflicts and emergencies around the world
- Over 970 million people globally suffer from mental health disorders
-



WHAT?

- A mobile-first app providing real-time mental health tools, platform for learning and supportive community.
- What if your teenage child had a panic attack and didn't know who to call, what to do, or how to calm down? SOS button in one pocket-sized lifeline.
- Wellness rooms as physical safe havens offering yoga, meditation, and group therapy. This supports SDG 3 (Good Health & Well-being) and SDG 10 (Reduced Inequalities).

HOW?

Market and clients

Over 370 million people globally suffer from mental health disorders.

The youth mental wellness market is projected to surpass \$20 billion by 2030.

We're here for youth and adults who feel overwhelmed, alone, stressed. The youth wellness market is growing fast, and financing is ready to invest it.

Strategy

We start small and scale with care.

- Launch MVP of the app and pilot wellness rooms in 1 major city.
- Collaborate with universities and employers for onsite adoption.
- Expand to other urban areas and launch our AI-driven features.
- Partner with schools and mental health NGOs.
- Go global by year 5 with scalable app infrastructure and franchise model for wellness rooms.

Revenue

- We monetize through simple and sustainable means: Data, 3 tiered pricing and 100% self service with premium upgrades for deeper support.
- We partner schools and therapists as a way to offer go-to partnerships with schools and mental health providers.
- A limited range of tailored, wellness-based products.
- We grow with the people we serve.



Resources

A team who believe in what they're building. All already used the app, building, testing, and all believe who can think about our product.

Good funding for tech development and testing, testing.

Money

Angel, VC, and bank.

Team: 100% equity, 100% ownership, 100% control.

Revenue from the app, data, and services, personal coaching, consulting, onboarding, and more.

Partnership with schools, employers, NGOs, and therapists.

Partnership with schools, employers, NGOs, and therapists.

Partnership with schools, employers, NGOs, and therapists.

Partnership with schools, employers, NGOs, and therapists.

Market and clients

Over 970 million people globally suffer from mental health disorders.

The youth mental wellness market is projected to surpass \$20 billion by 2030.

We're here for youth and adults who feel overwhelmed, alone, stressed. The youth wellness market is growing fast, and Mentara is ready to meet it.



Revenue

- We keep it simple and sustainable: (main:SDG 3, secondary:SDG 17,10,16)
- Free access with premium upgrades for deeper support.
- In-person classes and therapy on a pay-as-you-go basis. Partnerships with schools and mental health providers.
- A curated shop of calming, wellness-based products.
- We grow with the people we serve.

Strategy

We start small and scale with care:

- Launch MVP of the app and pilot wellness room in 1 major city.
- Collaborate with influencers and educators to boost adoption.
- Expand to other urban areas and introduce AI-driven features.
- Partner with schools and mental health NGOs.
- Go global by year 5 with scalable app infrastructure and franchise model for wellness rooms.

Resources

A team who believes in what we're building.

We already have the vision, branding, roadmap, and advisors who care deeply about our mission.

Seed funding for tech development and facility leasing.

Money

Budget: \$35,000–40,000

Focus: Mobile App MVP, brand foundation, basic marketing

Develop MVP of the App (\$20K–25K)

Focus on core features: SOS button, emotional tools (breathing, journaling, calming techniques), and simple education content.

Community Building & Marketing (\$5K–7K)

Focus on social media, Gen Z mental health forums, TikTok, and Instagram.

Next Funding Round Goal: After 6–9 months, raise additional capital (\$250K–\$500K) with MVP, based on user feedback, partnerships, and pilot results.

Why you should care?

Because Mentara isn't just a product — it's a purpose-driven movement. We're building the safe space that today's youth urgently need. With your investment, we can turn moments of panic into peace, silence into support, and stigma into strength. Join us in creating a calmer, stronger generation.