

INVEST IN HELP TEXTS

Expert, evidence-based, grief and mental health support. Via text.

LEAD INVESTOR ▼



Alison Cutts

I've spent decades in life sciences working to create new therapies in areas of unmet medical need. My investment in Help Texts is a natural extension of my passion for impactful healthcare innovations. I'm excited by their data driven approach to delivering scalable support that protects the physical and mental health of griever, caregivers, and healthcare providers.

Invested \$50,000 this round

helptexts.com

Seattle WA



Highlights

- 1 1st in the world to publish data on text-based bereavement care. Data shows 95% acceptability rate.
- 2 High retention rate. 86% of subscribers choose to continue receiving texts for 12+ months.
- 3 Growing demand. 4x'd the number of text messages sent from 2022 to 2023.
- 4 Head of Product led Facebook's Memorialization team.
- 5 Expanding into new sales verticals; government agencies, home health providers, employers, and more.
- 6 Public Benefit Corp on a mission to make grief and mental health support equitable & affordable.
- 7 Featured in New York Times, NBC News, Washington Post, TODAY and the MIT Sloan Management Review.
- 8 \$825k raised to date.

Our Team



Emma Payne CEO

MIT graduate. Seasoned founder who launched first web company before Netscape was born. Founded and led national organization advocating for women in technology. Published author (Harper Collins).



Vanessa Callison-Burch Head of Product

Led Facebook's memorialization team, managing how to care for the accounts of people who had died. Longtime hospice volunteer. Trained as a Buddhist chaplain. Stanford graduate.



Melissa Lunardini Head of Clinical

17 years of experience in bereavement and mental health. Developed and built bereavement programs nationally and internationally. Founder, Radical Grief.



Adrian Jones CTO

25+ years experience in data and computer science. BSc and PhD from the University of Queensland. Chesapeake Research Fellow, University of Maryland.

Help Texts



The graphic features a green background. On the left, a hand holds a smartphone displaying a text message. A speech bubble next to it contains the text 'help TEXTS' in a mix of lowercase and uppercase letters. Below this, the text 'Expert, Ongoing Mental Health & Grief Support Delivered via Text' is displayed in bold. On the right, a smartphone screen shows a text message from 'Help Texts' with the following content: 'Hi, Nikia. Right now, you may be finding even regular, day-to-day tasks challenging. That's okay. Today, we invite you to take a deep breath in and thank yourself for being willing to try getting support through texts. Together, we'll help you find ways to cope with your grief. You are not alone.'

help TEXTS

**Expert, Ongoing Mental Health & Grief Support
Delivered via Text**

Hi, Nikia. Right now, you may be finding even regular, day-to-day tasks challenging. That's okay. Today, we invite you to take a deep breath in and thank yourself for being willing to try getting support through texts. Together, we'll help you find ways to cope with your grief. You are not alone.

The need for expert mental health support is overwhelming. Our mental health and health care infrastructure can't meet the demand for quality, expert care.

Intro

Problem

Opportunity

Solution

Business Model

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Impact

Raise

At Help Texts, we're on a mission to make mental health and grief support accessible and affordable for all.

helpTEXTS




Our systems were struggling even before the pandemic. Now we have escalating mortality rates, a healthcare staffing crisis, and a healthcare infrastructure taxed and weakened at a time when demand for mental health support is the highest we've ever seen it.


Intro

| | | |
|----------------|---|---|
| Problem | Mortality rates and mental health challenges are escalating. Healthcare workers and caregivers are exhausted. |  |
| Opportunity | | |
| Solution | With 6 month wait lists & overwhelmed therapists, people are struggling to get the support they need. |  |
| Business Model | | |
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The data is clear. But we don't need data to tell us that people are struggling. We all have friends and family in need of support.

MARKET NEED

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|----------------|---|--|
| Intro |  | There are 26 million newly bereaved Americans every year. |
| Problem | | |
| Opportunity |  | 67% of unpaid caregivers report at least one adverse mental or behavioral health symptom while caring for someone. |
| Solution | | |
| Business Model |  | 89% of healthcare workers have experienced burnout within the past year. |
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Help Texts are a scalable, affordable way to meet the demand for quality, expert, grief, mental health and

caregiver support.

3 PRODUCTS ON THE MARKET

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Help Texts for Grief

Texts are rooted in scientific research on bereavement and personalized based on cause of death, age, relationship, time since death and more.



Help Texts for Caregivers

Texts address anticipatory grief and caregiver stress, and include strategies for improving patient care and navigating end of life. They are personalized based on diagnosis, relationship and more.



Help Texts for Healthcare Workers

Texts help healthcare workers improve wellbeing, cultivate resilience and combat burnout, with messages personalized based on role, healthcare setting, seniority and more.

helpTEXTS

Every subscription includes a full year of personalized support, as well as tips and date reminders for people who want to help, but may not be sure how.

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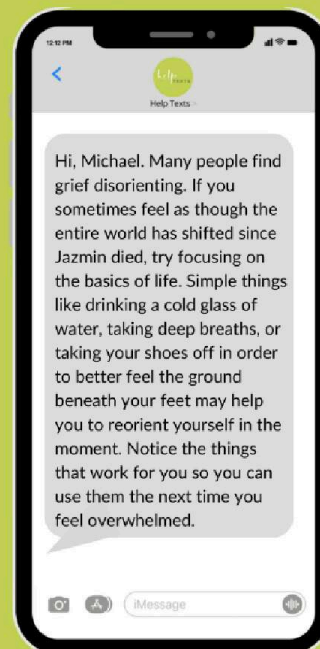
Impact

Raise

Help Texts delivers ongoing, expert grief and mental health support via text message.

Each subscription includes 2 or more texts a week for 12 months. Texts are personalized based on age, relationship, cause of death, healthcare worker role, diagnosis, and more.

Subscriptions also include tips and date reminders for up to 2 supporters who want to help.



helpTEXTS

Text support breaks through every barrier to equitable, accessible mental healthcare. From geography to technology, language, time, cost and cultural sensitivity, text messaging cuts through hurdles and gets impactful support straight into people's hands. All year long.

TEXT IS EQUITY













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| Intro | | |
| Problem | | |
| Opportunity | | |
| Solution | Accessible Reaches underresourced and vulnerable populations. Available in 20+ languages |  |
| Business Model | Affordable A full year of support for ≤\$99 | |
| Traction | | |
| Team | Convenient There's nothing to download and support comes straight to your phone | |
| Impact | | |
| Raise | | |

*help*TEXTS

Our platform is scalable and expandable. We have 2 new products launching this year, and many more on the horizon for 2024.

HIGHLY SCALABLE SAAS PLATFORM SUPPORTS NEW PRODUCT LINES

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| Intro |
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| Problem | | | | |
| Opportunity | | | | |
| Solution |  |  | | |
| Business Model | Q3 2023  | Q3 2023  | | |
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help TEXTS

90% of our revenue comes from B2B sales.

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| Intro | |
| Problem | |
| Opportunity | |
| Solution | |
| Business Model | Help Texts sells directly to consumers as well as to organizations including hospices, tissue banks, employee assistance plans, charities, healthcare providers and more. |
| Traction | |
| Team | ★★★★★ |
| Impact | <i>"Our bereavement team now has the ability to offer personalized, text-based support to the thousands of hospice families we care for each year. This service adds a valuable new communications channel to the care we currently provide." - Bill Finn, President and CEO, Hospice of the Western Reserve</i> |
| Raise | |

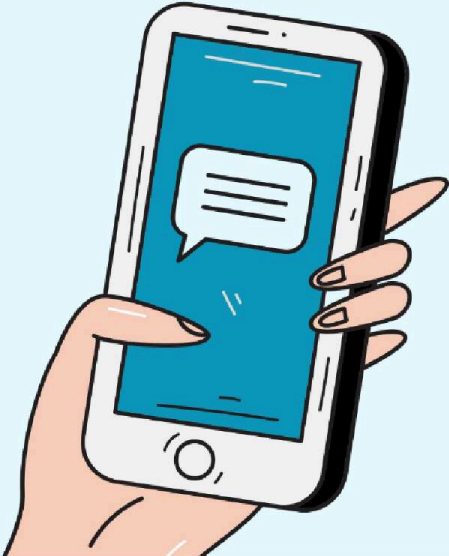
help TEXTS

Subscribers get a full year of expert support for less than the cost of a single therapy session.

CONSUMER SALES (D2C and B2B2C)

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Consumers purchase Help Texts for themselves or as a gift for \$99 directly from Help Texts or for \$89 through a link from an affiliate.

helpTEXTS

Organizations benefit from volume discounts when they purchase packages of subscriptions.

ORGANIZATIONAL SALES (B2B)

| | Package size | Annual price per subscription (USD) |
|--|--------------|-------------------------------------|
| | 50-99 | \$89 |
| | 100-499 | \$79 |
| | 500-999 | \$69 |
| | 1000+ | \$59 |

Customers include:



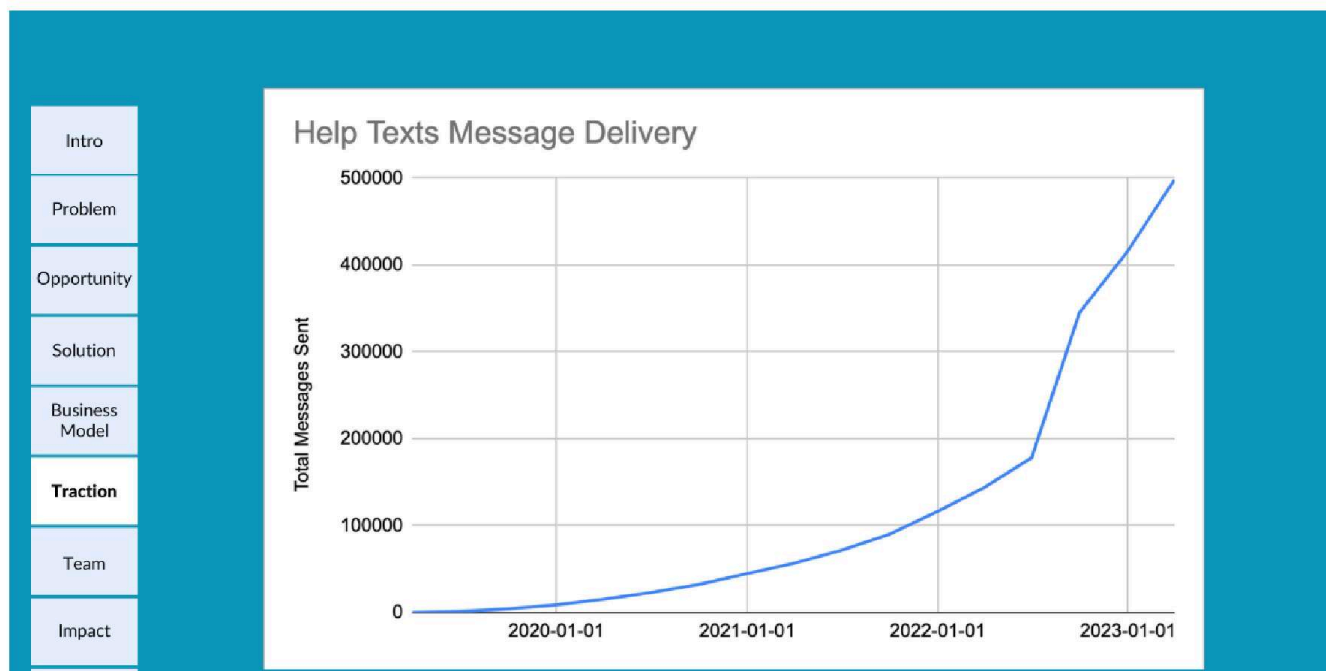
helpTEXTS

Help Texts has customers in 9 different markets, including healthcare and government. And we're just getting started. We have a strong sales pipeline in existing and new verticals

EXISTING AND NEW VERTICALS.

| | MARKETS | EXISTING SALES | IN OUR PIPELINE |
|----------------|--|-------------------------------------|--------------------------|
| Intro | U.S. HOSPICES | <input checked="" type="checkbox"/> | |
| Problem | GRIEF ORGANIZATIONS | <input checked="" type="checkbox"/> | |
| | EMPLOYERS | <input checked="" type="checkbox"/> | |
| Opportunity | NATIONAL CHARITIES | <input checked="" type="checkbox"/> | |
| | TISSUE BANKS/ORGAN PROCUREMENT ORGS. | <input checked="" type="checkbox"/> | |
| Solution | CHURCHES | <input checked="" type="checkbox"/> | |
| | EMPLOYEE ASSISTANCE PROGRAMS (EAPS) | <input checked="" type="checkbox"/> | |
| Business Model | CELEBRANTS/FUNERAL/CREMATION PROVIDERS | <input checked="" type="checkbox"/> | |
| | GOVERNMENT AGENCIES | <input checked="" type="checkbox"/> | |
| Traction | EMERGENCY RESPONDERS | | <input type="checkbox"/> |
| | PAYERS | | <input type="checkbox"/> |
| Team | HEALTHCARE/HOME HEALTH PROVIDERS | | <input type="checkbox"/> |
| | CHILDREN'S HOSPITALS | | <input type="checkbox"/> |
| Impact | NURSING HOMES | | <input type="checkbox"/> |
| | UNIVERSITIES/SCHOOL DISTRICTS | | <input type="checkbox"/> |
| Raise | DISASTER RESPONSE PROVIDERS | | <input type="checkbox"/> |
| | NON-US HOSPICES | | <input type="checkbox"/> |

We're growing quickly, as more and more organizations purchase subscriptions for their patients, clients, bereaved family members, employees and more.



Help Texts are available worldwide.

SUBSCRIBERS AROUND THE WORLD

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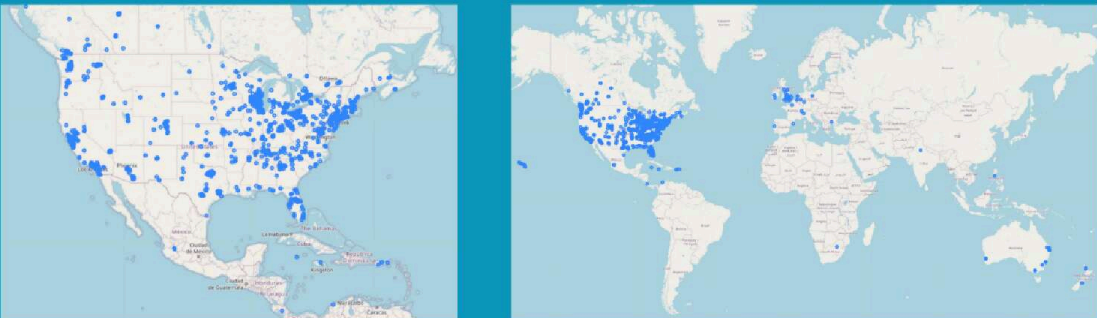
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Help Texts subscribers are in 47 states and 26 countries



Earlier this year we were the first in the world to publish data on grief-informed texting.

PRESS & RESEARCH

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OMEGA JOURNAL OF DEATH AND DYING - [Grief Coach, a text-based grief support intervention: Acceptability among hospice family members](#) - 3 March 2023

AMERICAN JOURNAL OF HEALTH PROMOTION - [Grief in the workplace: Challenges and solutions](#) - 16 February 2023

We have a small but mighty team, all deeply passionate about supporting people when life gets hard.

OUR TEAM

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Emma Payne
Founder + CEO
 25 years in mobile and tech leadership roles



Vanessa Callison-Burch
Head of Product
 Facebook product manager for memorialization



Melissa Lunardini
Head of Clinical
 Extensive experience building bereavement programs



Adrian Jones
CTO
 25+ years of experience in software development



Branden Brown
Subscriber Support Lead
 Experienced mental health provider



Sarah Khatau
Sales Operations Lead
 Help Texts subscriber with experience in psychology and sales



Deb Levesque
Head of Research
 NIH-funded research scientist



Stephen Dickinson
Engineer
 Experienced software developer



Rah Adams
Operations Lead
 Operations professional and end of life doula



Laura Ember
Client Account Manager
 Behavioral Health & Clinical Mental Health Counseling

We work with world-leading experts in grief, caregiving, burnout and end-of-life.

60+ EXPERT CONTRIBUTORS

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Megan Devine Psychotherapist, Author of *It's OK That You're Not OK*



Hope Edelman Author of *Motherless Daughters* and *The Aftergrief*



Dr. Melkel Harris Psychologist



Hui-wen Sato Pediatric ICU Nurse



Andy McNeil CEO of The Satori Group



Barbara Karnes, RN End of Life Educator and Author



Nalla Francis Grief Coach and Inter-faith Minister



Galen Goben Grief Support Director, Forest Lawn Memorial Parks and Mortuaries



Michelle Post Psychotherapist



Dr. Kelsey Crowe Author of *There Is No Good Card for This*















Mary-Frances O'Connor Neuroscientist and Grief Expert



Laurel Hilliker Founder, Bearing Loss: Grief Education



| | | | | | | |
|----------|--|---|---|---|---|---|
| Traction |  Vivian Nunez Founder of Too Damn Young |  Tara Brach Meditation Teacher |  The Dougy Center World renowned grief organization |  Red Nose Australia Non-Profit Supporting Families After The Death of a Child |  Reimagine End of Life Meaning Making Organization |  Karen Furr Founder, The Resilient Nurse Project |
| Team |  Gabby Jimenez Founder, The Hospice Heart |  Rebecca Davis-Suskind Palliative Care Provider & Consultant |  Amy Johnson Director of Education at Urban Wellness |  Sundari Malcolm Director of BIPOC Wellbeing, The Dinner Party |  Michael Levitt Chief Burnout Officer |  Hummingly Workplace Stress and Uncertainty |
| Impact | | | | | | |
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helpTEXTS

Help Texts really work! Survey data consistently shows 95% acceptability and 86% full year retention rates. Our acceptability rates are even higher with men and people aged 65+, two populations that are traditionally hard to reach.

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95%

of survey respondents say they find Help Texts messages helpful and feel more supported

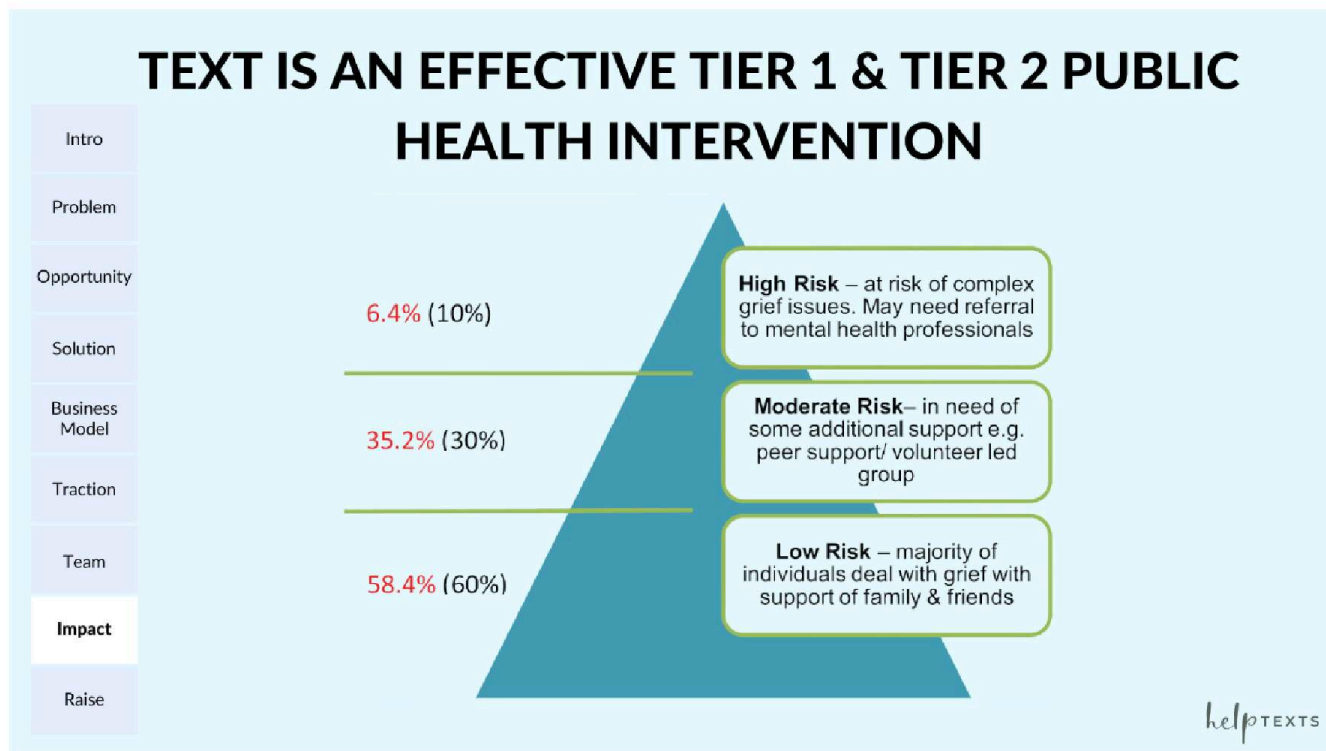
86%

of subscribers choose to continue receiving texts for 12+ months

helpTEXTS

Our sky high acceptability and retention rates are getting the attention of the world's leading bereavement researchers who recognize the potential for grief-informed texting to be the world's first

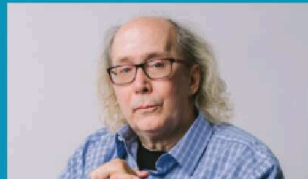
public health intervention for bereavement, effectively supporting both low and moderate risk griever.



And grief is just the beginning. With our global data set we can advance the study of grief and also the study of emotions and resilience more broadly, using AI.

ADVANCING THE STUDY OF GRIEF AND RESILIENCE

"Grief is the process our brain goes through when our lives are forever transfigured by loss. As such it is a window into change, an opportunity to learn how our brain functions when adjusting to a world we hoped never to see. This process is essential in the understanding of mental health



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and resilience in times of stress and increasing complexity. Help Texts' data from grieving people around the world provides a unique opportunity to develop AI to advance the science of grief, and the study of emotions and resilience more broadly. Techniques to better support people experiencing grief and trauma will be the end result."



-- Galen Buckwalter
CEO, PsyML

Subscribers share their gratitude and tell us - all day, every day - how much our support means to them.

SUBSCRIBER FEEDBACK

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"It has been helpful for me as no one in my family really wants to talk about my brother and it has stopped me feeling isolated and alone. Sometimes just a text message from you is all it takes to stop me feeling totally alone in my grief."

"You've held me up. I lost both my parents within a year. I was losing it until your texts. I can't thank you enough."

"It's been absolutely amazing. Just having a little supportive voice in my phone has made the world of difference."



helpTEXTS

We're excited to offer our community of clients, subscribers, followers and supporters the opportunity to own a part of Help Texts.

Intro

PREVIOUS RAISES

\$825K to date from friends, family and angel investors

\$625K to date from friends, family and angel investors.

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CURRENT RAISE

We are excited to make ownership of Help Texts accessible to our supporters, subscribers, clients and partners through a community raise.

- Platform: Wefunder
- Type of shares: Common stock
- Total raise: Up to \$1M
- Minimum investment: \$250

helpTEXTS

Thank you for considering an investment in Help Texts. We appreciate you!

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"It is unbelievably rewarding to know that our hard earned money is supporting this personal and very important work. We cannot believe the talent and drive this team brings to the global grief conversation. Supporting Help Texts has been, and continues to be, the easiest decision we've made as investors."

Jennie Kung
Vice Chair, Mayo Clinic Innovation Exchange

Howard Kung
Senior Director, Mayo Clinic Revenue Cycle

Join Us!

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