



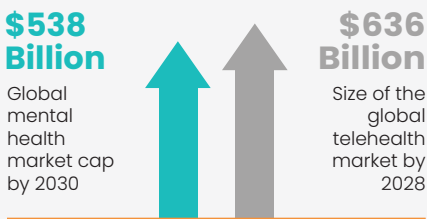
# Removing Borders to Mental Health Access, Globally

## Company Overview

Fueled by the impact of Covid-19, the global demand for mental health services has surged to unparalleled levels, straining providers' time and technological capabilities. We're facing a critical juncture in mental health care but with over 20,000 mental health apps trying to solve the growing problem there continues to be insufficient infrastructure for behavioral health services that can cater to culturally and linguistically aligned needs. This is where Trova comes in. Driven by Dana Allison's personal experience and the realization of untapped potential in global markets for accessible mental health care and companies transitioning to remote, culturally diverse workforces, the urgency for accessible global mental health services is mounting. Propelled by encouraging product/market indicators, Trova is set to launch in October, in its inaugural international market of South Africa.

## Market Opportunity

Trova is building the infrastructure to support the massive market growth, globally.

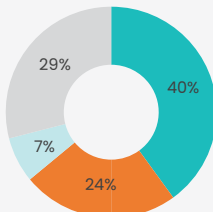


## Investment

- raise: \$550,000
- milestones:
  - \$620,000 ARR
  - Onboard 2000 customers
  - Cash flow positive April 2025

### Use of funds (Sept 2023 –Feb 2025)

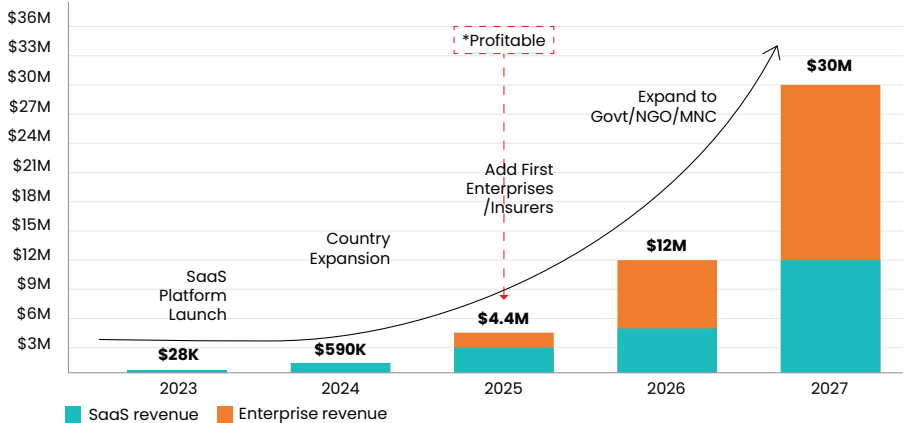
- Product Development
- Sales/Marketing
- Compliance & Legal
- G&A



## Business Model

- **Monthly subscription** to license Trova platform (providers, organizations, government)
- **Enterprise** per member per month fees for services from global provider marketplace

### ARR



## Traction

**1 Enterprise** largest private provider in S.Africa

**1 Government** Psychiatric Hospital

**South Africa University** practice management contracts

**Coach Trainer Funnel** Affiliate contracts with 3 ICF trainers

**Global Insurer** for Digital Nomads

**50+ Pre-Launch Beta Users** Providers around the globe. Word of mouth only

## Competitive Advantage

Cloud-native internationalized platform for language and currency

International compliance and security leveraging cloud infrastructure

Deploying in global market green field

## Financial Projections

		2023	2024	2025
Gross Revenue	SaaS	\$4,045	\$257,897	\$809,579
	Enterprise/NGO/Govt	-	-	\$4,095,360
	<b>Total Gross Revenue</b>	<b>\$4,045</b>	<b>\$257,897</b>	<b>\$4,904,939</b>
Expenses	Development	\$50,605	\$257,654	\$1,337,893
	Sales/Marketing	\$19,100	\$154,042	\$1,060,715
	G&A	\$18,127	\$184,970	\$1,153,037
	Compliance & Legal	\$8,600	\$51,650	\$64,800
	<b>Total Operating Expense</b>	<b>\$96,432</b>	<b>\$648,316</b>	<b>\$3,616,445</b>
Net Revenue		<b>\$(92,387)</b>	<b>\$(390,419)</b>	<b>\$1,288,494</b>

## Team

Deeply experienced, world-class team that has shipped healthcare platforms globally.



**Dana Allison**  
CEO, Founder



**Balaji Varanasi, MSc**  
CTO/ Software Architecture



**Red Gillen, MBA**  
Product Dev and Partnerships



**Truida Botha, PhD**  
Director of Clinical Product and Partnerships

## Contact Information

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