



**ILCHO**

**A science based  
approach to addiction**





# ABOUT US

Grounded in Harm Reduction, our approach empowers individuals and their loved ones to regain control from addiction. It makes SENSE: we teach Skills, Exercise, Nutrition, Sleep, and Equilibrium, enabling healthy coping with life's challenges.

# PROBLEM

## ABSTINENCE ONLY

Strict emphasis on abstinence hinders individuals who may not be ready or able to achieve complete cessation or who could benefit from harm reduction approaches.

## AFFORDABILITY

Insurance coverage for AUD and SUD treatment can be limited, and high out-of-pocket costs deter many individuals from seeking care.

## STIGMA AND BARRIERS TO SEEKING HELP

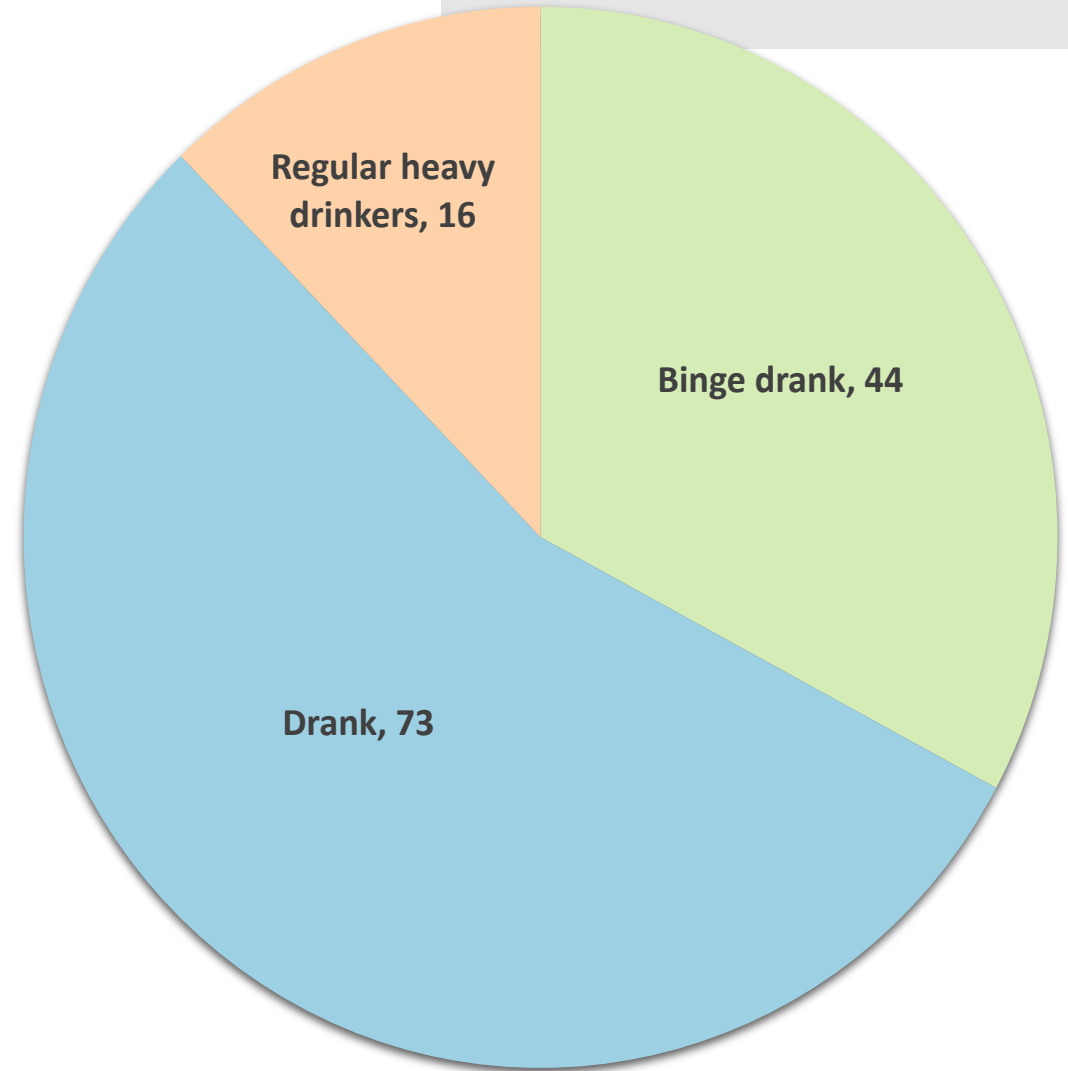
Stigma surrounding AUD and SUD deters treatment-seeking due to fear of judgment, social consequences, and legal implications.

## LIMITED ACCESS TO TREATMENT

Nationwide, there is a shortage of treatment options and facilities, especially in rural areas, leading to long waitlists and inadequate availability of services.

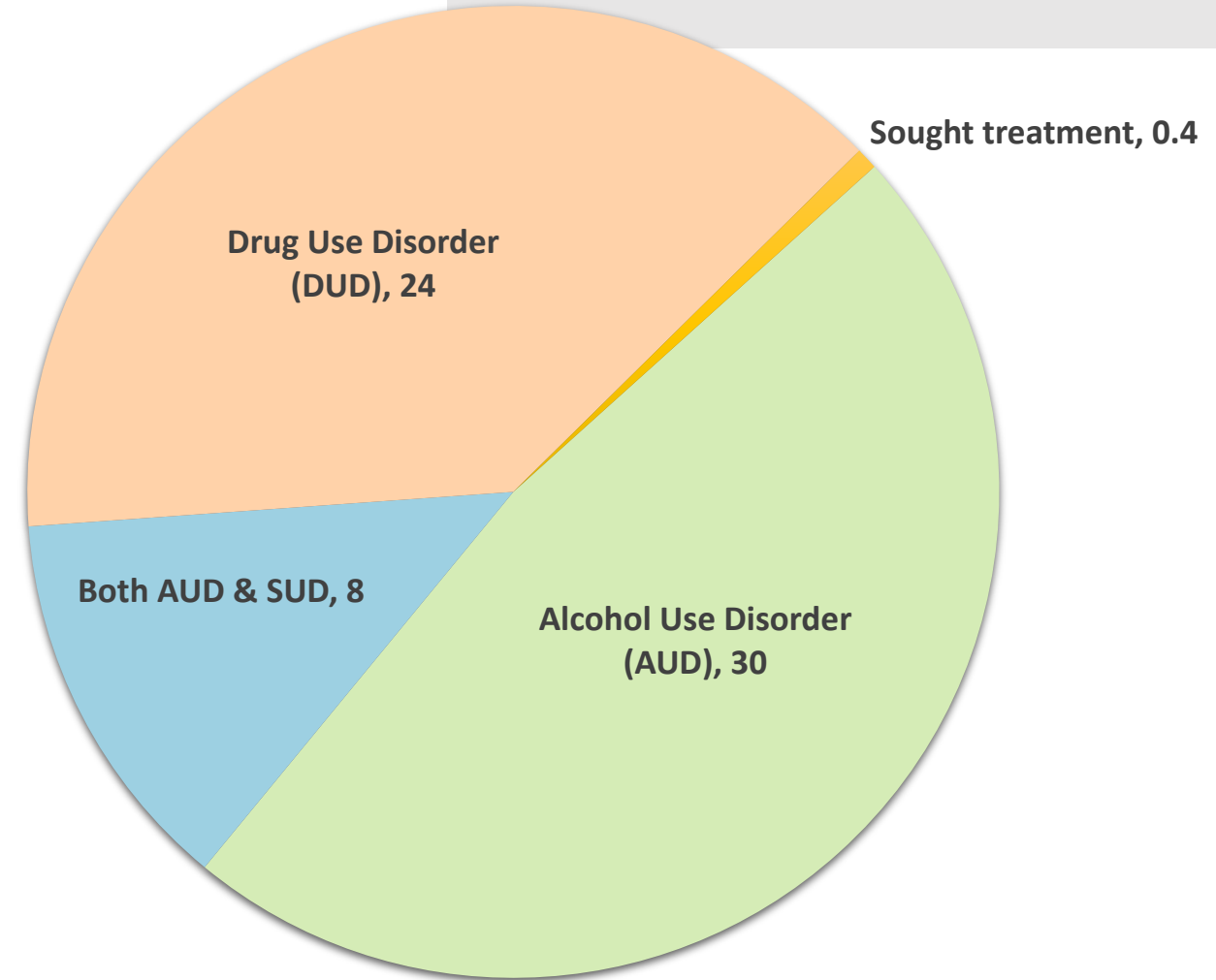
# THE NUMBERS

- 60 million Americans engage in high-risk drinking activity *every month*
- 165,000 deaths per year are attributable to drugs and alcohol
- SAMSA estimates that nearly half the US population directly experiences the harmful consequences of drug and alcohol over-use every year



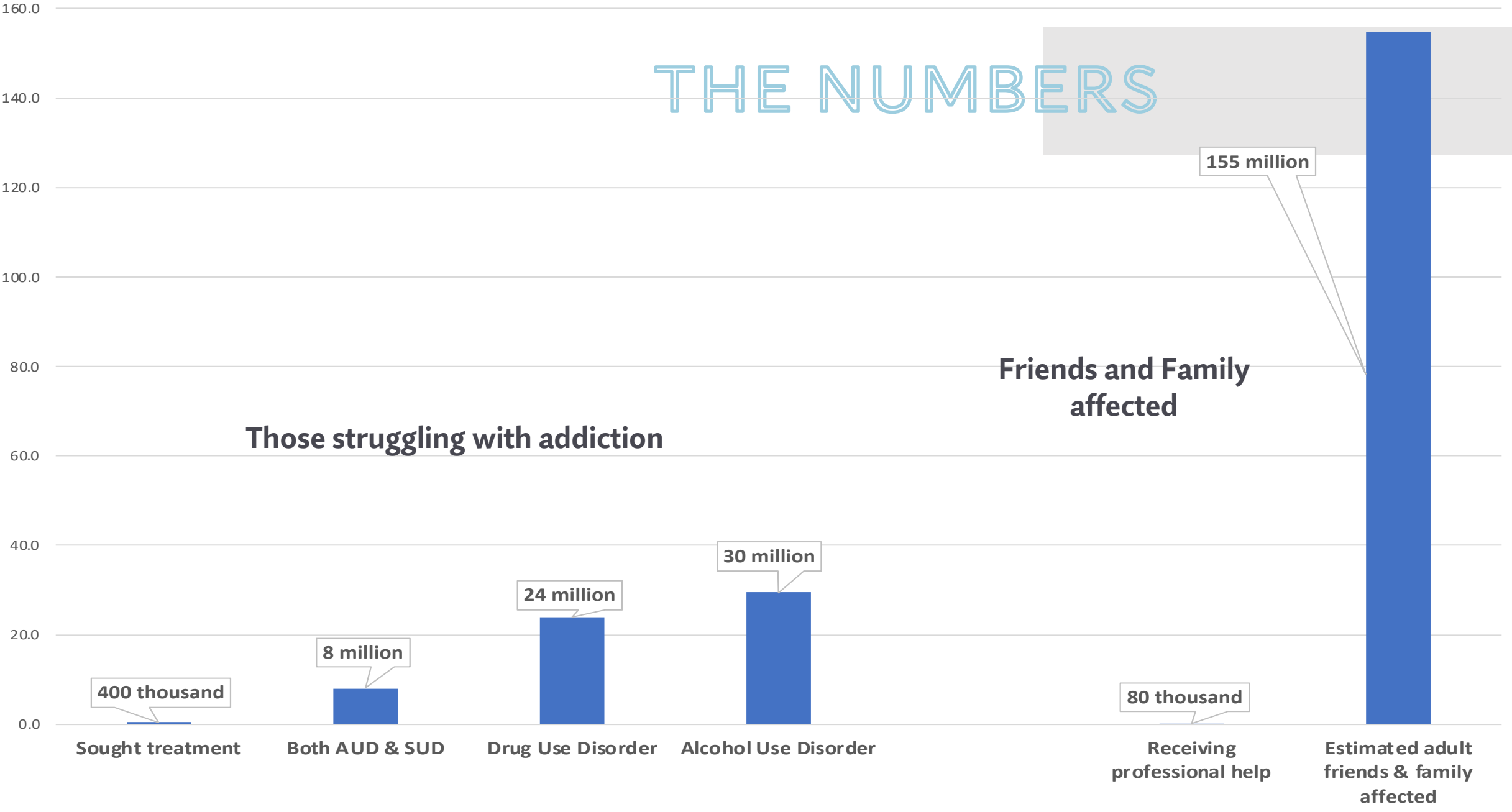
# THE NUMBERS

- 62 million Americans meet the criteria for Drug Use Disorder, Alcohol Use Disorder, or both
- Only 400 thousand sought treatment in the last year
- Despite the lack of widespread access, Americans are estimated to spend 50.5 billion dollars on AUD & SUD treatment in 2024



Number in millions in US over last year meeting DSM-5 criteria

# THE NUMBERS



Those struggling with addiction

Friends and Family affected

# THE NUMBERS

## Existing treatments are expensive and largely ineffective

### COSTS

#### FEDERAL SPENDING

The federal government spent \$238.2 billion (9.6 percent of its budget) on substance abuse and addiction.

#### INDIVIDUAL SPENDING

Treatment ranges from \$1,500 to \$80,000 depending on treatment type with an average of \$15,000 being spent by someone who receives treatment.

### RESULTS

#### 58% FAIL TO COMPLETE

Studies show that less than 42% of those that enter drug and alcohol rehab programs complete the program. They still pay.

#### 85% "FAIL"

40-60% of those in treatment return to previous behaviors within one month, and close to 85% report similar or worse use a year after treatment.

Decades of research have shown DBT based addiction treatment, Harm Reduction, and CRAFT to be highly effective at limiting the negative consequences of addiction.







## HARM REDUCTION

We offer resources to help individuals minimize the harm caused by alcohol and substance use while pursuing their own goals, including moderation or abstinence.



## REAL TOOLS

We teach DBT and CRAFT skills to individuals and their families. We provide real-time tracking, encouragement, and community support to maintain motivation.



## ACCESSIBLE

We enhance access to AUD and SUD support through our convenient platform, teaching skills and connecting users with therapists and community resources, regardless of location.



## REDUCE STIGMA

We provide a supportive environment and spread awareness about Harm Reduction through our media campaigns, promoting a compassionate and non-judgmental approach to addiction.



# FIRST OF ITS KIND

## UNIQUE

Only Harm Reduction based program that incorporates scientifically proven DBT and CRAFT techniques

## TESTING

We have relationships with multiple universities to provide scientific support for our specific product

## FIRST TO MARKET

Only robust addiction management program available online and on IOS and Android apps

## FOCUS ON FRIENDS AND FAMILY

Designed with the help and input of medical experts in the field

# EASY ACCESS

Simple and easy to use

Access on the web

A quick download in Apple or

Android store





# OUR PLAN





# BUSINESS MODEL

## SUBSCRIPTION

We based our research on market trends similar popular apps in the health and wellness sector

## INSURANCE

Early intervention offers insurance companies a low-cost alternative to traditional treatment

## COMPANIES, GOVERNMENTS & INSTITUTIONS

Companies, governments, and institutions offer a lucrative source of revenue and outreach

## REFERRALS

Charge therapists and rehabs for referrals

# MARKET OVERVIEW



**\$11B**

Opportunity to build

Fully inclusive market

Total addressable market

**\$2B**

Freedom to invent

Selectively inclusive market

Serviceable available market

**\$1B**

Few competitors

Specifically targeted market

Serviceable obtainable market

# OUR COMPETITION

## ZILCHO

Our product is priced well below that of other treatment programs

Quick and easy to use, compared to the complex requirements of the competitors

Affordability, accessibility, and confidentiality appeal to users

## COMPETITORS

### **Tracking Devices + Apps**

Product is more expensive

### **Abstinence Programs**

AA+ and SMART

### **Moderation Management**

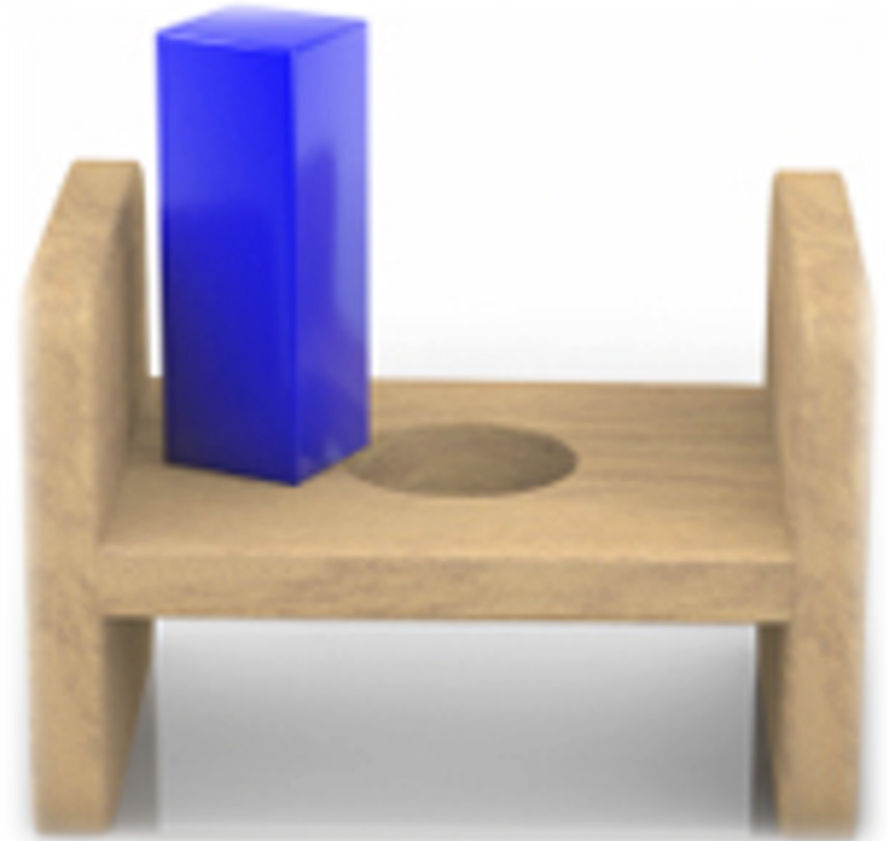
Moderation Management

### **Therapy / Skills**

Betterhelp and similar

### **Self help books**

Moderation and abstinence publications



# GROWTH STRATEGY

How we'll scale in the future

APRIL 2024

Roll out product to Austin, TX to refine marketing strategy and user experience at larger scale

MAY-DEC 2024

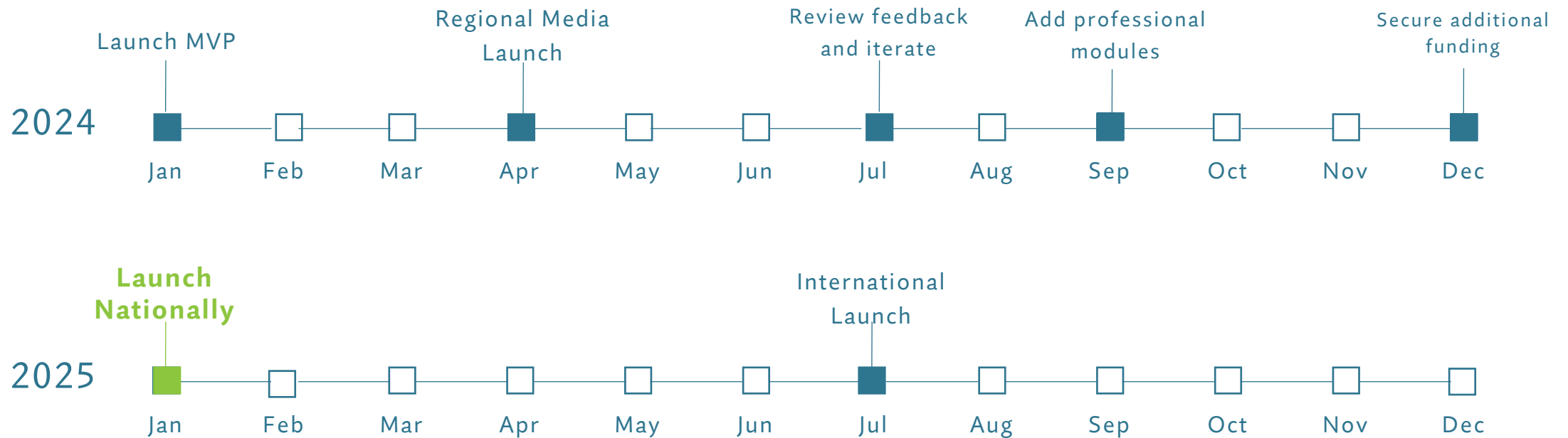
Iterate and refine product with extensive user interviews

JAN 2025

Launch product nationally with large scale media advertising push



# TWO-YEAR ACTION PLAN



# FINANCIALS

	2024	2025	2026	2027
<b>Income</b>				
Users	10,000	200,000	500,000	2,000,000
Average spend	150	150	150	150
Revenue	1,500,000	30,000,000	75,000,000	300,000,000
Average CAC	20	30	35	40
<b>Gross Profit</b>	<b>1,300,000</b>	<b>24,000,000</b>	<b>57,500,000</b>	<b>220,000,000</b>
<b>Expenses</b>				
Admin	400,000	800,000	1,500,000	2,500,000
Customer Service	100,000	300,000	700,000	1,000,000
Product Development	350,000	500,000	700,000	1,000,000
Research	200,000	300,000	500,000	750,000
<b>Total Expenses</b>	<b>1,050,000</b>	<b>1,900,000</b>	<b>3,400,000</b>	<b>5,250,000</b>
<b>NET Profit</b>	<b>250,000</b>	<b>22,100,000</b>	<b>54,100,000</b>	<b>214,750,000</b>

MEET THE TEAM



JAARON SANDERSON  
Founder & CEO



ILLICIA BALABAN  
DBT Addiction Specialist



TOMAL HOSSAIN  
Lead Programmer



ANDREW TARTARSKY  
Harm Reduction  
Psychotherapy



VIRGINIA SCHLITT  
Mindfulness Director

# SUMMARY

We are a start-up committed to developing a groundbreaking DBT-based Harm Reduction app for individuals grappling with alcohol and substance use, as well as their families and therapists. Our app utilizes state-of-the-art AI technology to deliver real-time support, encouragement, and motivation, or tailored distractions when necessary. By harnessing the power of AI, we strive to provide personalized and effective assistance to individuals and families, enabling them to achieve their goals. Our mission is to empower users with innovative tools that transcend conventional approaches, ushering in a new era of revolutionized addiction treatment.



THANK YOU



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