



# PeerUp's Voyage to Digital Therapeutic Platform

(Combining AI with Trusted Peers to Help 16M Military Veterans)

Peer Up Health, Inc. was inspired by human events. The founder realized technology can create connection in time of need. Rather than suffer in silence during an emotional rock bottom, action is taken on a hurting person's behalf.

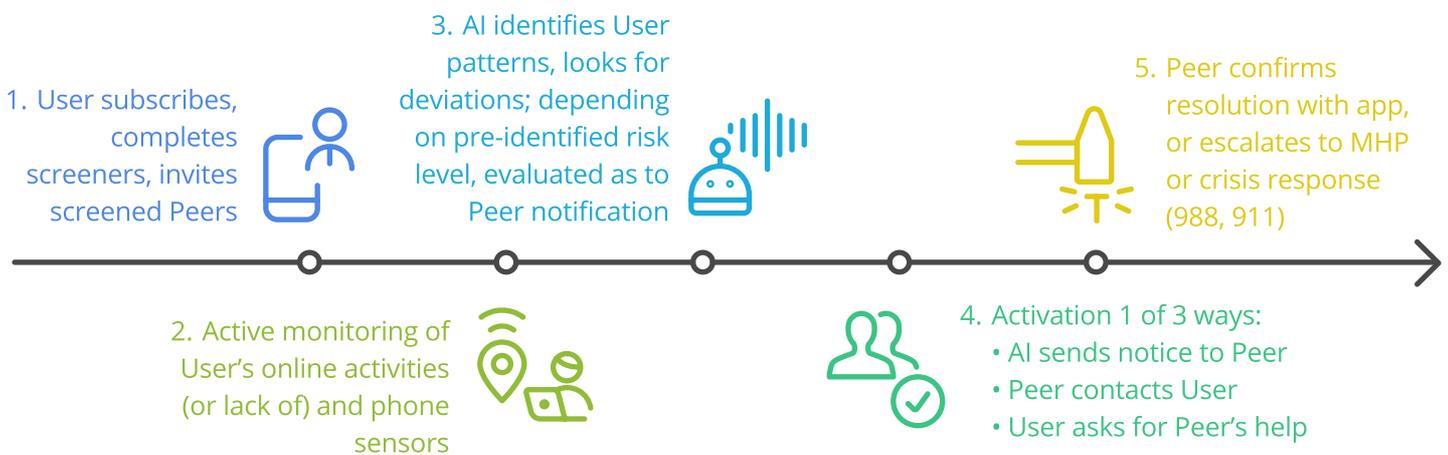
## What's the Big Deal?

**4.3X** Vets die by suicide vs. civilians

**60%** Of psychologists are not accepting new patients

**1/3** OEF, OIF vets developed PTSD

## AI + Known Peer Relationships = Mental Well Being



## Facts About Positive Peer Relationships

Trust and empathy develop from positive interactions with peers, releasing **oxytocin**, which...



Counteracts negative behaviors that may lead to suicidality



Activates the reward center in the brain, improving mood



Enhances cognitive functions and problem-solving

## 5 Takeaways from PeerUp

- 1. Concretely Addresses a Taboo Problem**  
B2C model ensures privacy and compliance
- 2. Aligns Discrete Product With User Needs**  
Less crisis escalation when known peers assist
- 3. Leverages Authenticity to Drive Adoption**  
User-first tech to stay in touch and encourage
- 4. Competitively Priced to Retain Subscribers**  
Annual rate less than 1/2 cost of 1-hr therapy
- 5. Focus on Connection-Centric Innovation**  
Takes action on User's behalf without input

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