House of Grace Initiatives

Technology that heals, for those society has forgotten.

Min Lee, CEO & President | **minlee@ipmdinc.com**

ipmd

Human Centered Agentic Emotional AI Platform - EchoAI

Vision A world where technology restores dignity, communication, and emotional health for marginalized communities.

Mission Harness Emotional Agentic AI and creative expression to empower individuals with disabilities, trauma survivors, and caregivers—building inclusive systems of healing and resilience.

EchoAI Human Care | Restore | → | Individual | Dignity |
| Caregiver | Communication |
| Society | Emotional Health |

Problems Statement

■ Crisis and Exclusion

- An estimated **1.5 billion global population with "unspoken emotional worlds"** (ASD, ID, DD, Dementia, Abused Children)
- **Support systems** remain <u>limited, reactive, and overly dependent on caregivers</u>
- Chronic burnout and financial strain lead to **instability in the care system**

■ Systemic Isolation & Technological Vacuum

- Neurodiverse individuals and family systems experience **emotional, social, and economic isolation**
- Lack of tech-driven Human Care platforms means this population is **excluded from the benefits of technology**
- Tailored AI for this group represents the **first breakthrough where technology contributes equitably to all humans**

Solution Overview

New AI Human Care Model & Expanding Technological Value

: *Emotional AI × Art × Dual-Healing × Economic Empowerment*

■ Core Platform: AI-Driven Therapeutic Care

- **Generative AI art creation** combined with human mentoring
  → enables deep self-expression and artwork creation beyond verbal limitations

- Emotional AI (**EchoAI**)
  → emotion-aware interaction, reduces relational isolation, continuous emotional support

- Agentic AI Interaction System
  → to strengthen focus, restore communication abilities, and dramatically reduce the burdens carried by caregivers.

■ Differentiators

- Dual-Healing Model: Simultaneously supports the recovery of both the individual and the family/caregiver

- Revenue-Sharing Model: Exhibition, publication, and creative-output revenue shared with participants
  → transforming creative expression into real economic value

ipmd

Technology Differentiation

ipmd

EchoAI: The World's Most Advanced Emotional AI

■ **96% Emotion Recognition Accuracy**

- Trained on 130,000+ hours of multimodal emotional interaction data
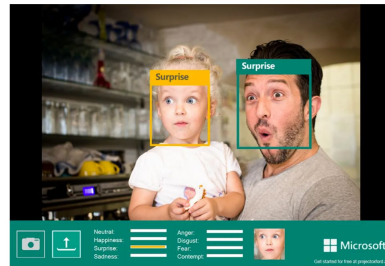

Image: Microsoft

"**Microsoft to retire controversial facial recognition tool that claims to identify emotion.**" - James Vincent, Jun 21, 2022

■ **Outperformance**

- EchoAI outperforms Microsoft, Google, and Amazon in key emotional AI benchmarks

■ **Advanced agentic AI communication system**

- enabling real-time, adaptive, and context-aware dialogue that recognizes situational needs

■ **The Next Frontier: Medical-Grade Emotional AI for Neurodiversity**

- **Interpretation of atypical emotional patterns**, Identifies emotional distress
  → **Provides tailored prompts** to caregivers and clinicians

Program Valuation

Successful Launch: *First AI & Art Exhibition* (Nov 15, 2025) : Virtual Gallery

■ **Market & Business Model Validation**

- **All artworks sold out** → Clear market demand and revenue validation
- **Revenue-sharing model executed** → Direct, fair income delivered to neurodiverse creators.
- Art Sales Proven as **Sustainable Engine** for Ongoing Operations

■ **Artistic & Clinical Validation**

- Deep public emotional resonance, proven creation of **culturally recognized artworks**
- Participants showed **increased sense of achievement, self-esteem, and program engagement**

■ **Community Validation & Support**

- **Secured public support** from local leaders, educators, and community organizations
- Recognized as a **platform for social connection and inclusion** for neurodiverse individuals

Market Opportunity

ipmd

The World's Largest Unmet Care Market

■ Market Size

- Total Addressable Population(**TAP**)**: 1.51 Billion +**
- When **including families and caregivers**, this becomes the **largest unmet care market in the world**

■ 🇺🇸 U.S. Market Opportunity: Total Addressable: 28.95 million

■ Why now?

- **Market Unaddressed** Due to Lack of Integrated AI Human Care Platforms
- **EchoAI's Emotional-AI Human Care: The Only First Mover** Ready to Capture the Underserved Global Segment
- **Significant Expansion Potential** into Government/Insurance Markets

Competitive Advantage

Category - defining Innovation

: EchoAI is the only platform integrating **AI × Therapy × Art × Care × Empowerment**

Company	Focus Area	Emotional AI–Driven Care & Interaction	AI-Powered Art Therapy	Income Potential for the Individuals with Disabilities
Akill Interactive Labs	Gamified cognitive therapeutics	✖	✖	✖
Cortica	Clinical neurodevelopmental therapy	✖	✖	✖
Eleos Health	AI platform for behavioral health	✖	✖	✖
EchoAI	**Emotional AI – Driven Human Care**	✔	✔	✔

Business Model

ipmd

Scalable, Sustainable Business Model Architecture

■ **Core Revenue Model: Institutional Subscriptions**

- Recurring monthly revenue from institutions **(MRR model)**

■ **High - Growth Expansion Streams (2029+)**

- **B2B contracts** with hospitals, schools, care facilities
- **Insurance reimbursement adoption** for medical-grade EchoAI modules
- **Accelerating expansion** across clinics, aging, and broad care needs

■ **Social & Economic Value Generation**

- **Creative Revenue**: Income generated from exhibitions, publications, and creator-centered programs(IP licensing)
- **Empowerment**: Revenue shared directly with neurodiverse participants and families
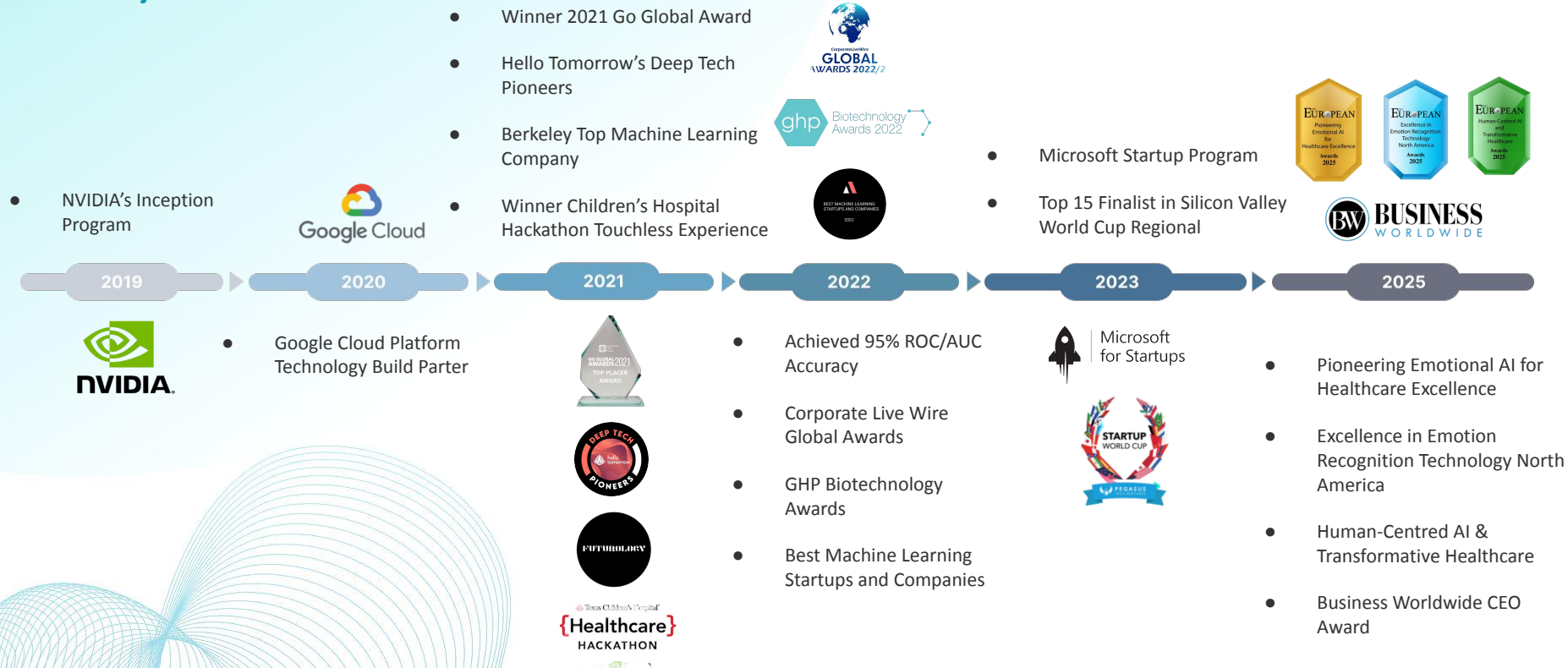
Financial Projection (2026 – 2030)

ipmd

5-Year Cumulative Revenue Projection: ~USD $295M

Year	Institutions Onboarded	Revenue(USD)	Key Growth Drivers
2026	10	$0.12 M	Seed round $5M / initial pilot programs
2027	50	$0.6 M	Early institutional expansion
2028	150	$1.8 M	Scaling EchoAI-art therapy programs
2029	300	~$71M	U.S. market adoption (~0.1%), B2B contracts, Initial Insurance reimbursement
2030	600	~$221M	Global scaling + U.S. Adoption (~0.3%), Insurance & Enterprise Expansion

Awards & Recognition

ipmd

2016 Project M launched

- Winner 2021 Go Global Award

- Hello Tomorrow's Deep Tech Pioneers

- Berkeley Top Machine Learning Company

- Winner Children's Hospital Hackathon Touchless Experience

- Microsoft Startup Program

- Top 15 Finalist in Silicon Valley World Cup Regional

- NVIDIA's Inception Program

2019	2020	2021	2022	2023	2025

- Google Cloud Platform Technology Build Parter

- Achieved 95% ROC/AUC Accuracy

- Corporate Live Wire Global Awards

- GHP Biotechnology Awards

- Best Machine Learning Startups and Companies

- Pioneering Emotional AI for Healthcare Excellence

- Excellence in Emotion Recognition Technology North America

- Human-Centred AI & Transformative Healthcare

- Business Worldwide CEO Award

Team

ipmd

Exceptional Team: Vision, Technology, and Execution

Vision & Strategy

Min Lee – Founder & CEO

Scott Alexander – CRO

Technology & Innovation

Chengyang Ni – CTO

Kevin Choi – CFO

Ae Sun Jung – Creative Director

Program & Execution

Rimma Ten – COO

Angela Bae
– Director,
   House of Grace Initiatives

Dexter Slinn
– Brand Manager

Call to Action

ipmd

- **Seed Funding: USD $5M**
  - **use of Funds:** Expansion of art-therapy centers & institutional partnerships, EchoAI platform development, Clinical data collection & analysis, Regulatory preparation (FDA pathway), Operational infrastructure build-out

- **Investment Terms**
  - **Post-Money SAFE / 20% Discount / $20M Valuation Cap**

- **Seeking Strategic Partners**
  - Philanthropy & social-impact investors
  - Healthcare institutions
  - Disability & care-support organizations
  - Educational institutions & mission-driven corporations

Join us in defining the next era of compassionate AI Human care and technological breakthrough. Thank you.

Competitors

ipmd

Project M outperforms all the other emotional intelligence solutions.
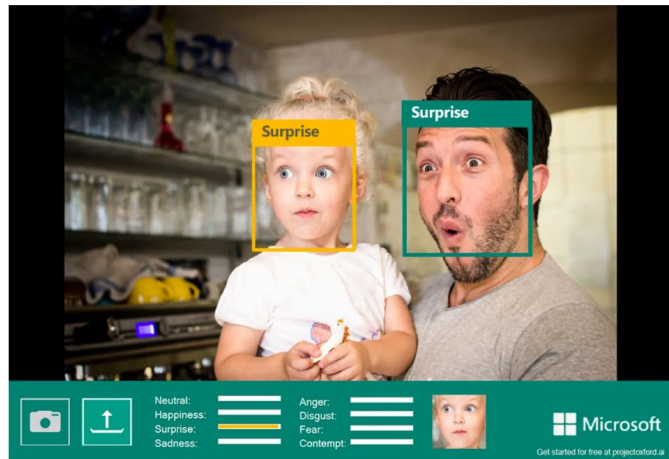
Image: Microsoft

"Microsoft to retire controversial facial recognition tool that claims to identify emotion."
-James Vincent, Jun 21.2022

Founding Reason of Project M

ipmd

Bones of missing UC Berkeley student found in Marin

Shuqin Zhang. Photo: BPD

A 22-year-old UC Berkeley student who had been missing since January has been confirmed by authorities to have died in Marin County.

Two sets of bones found on a beach in April were recently confirmed to have been a DNA match for Shuqin Zhang, who disappeared about a week after New Year's, authorities said this week. Police described the young woman at that time as "missing and at risk" and were concerned for her mental health based on reports that she had been struggling with depression.

7

By Emilie Raguso,
July 27, 2016, 12:57 p.m.

Mission

Build a privacy-aware, bias-audited emotional-intelligence layer that turns moments into measurable outcomes.

Our Solutions

EchoAI: Detects micro-expressions with high accuracy

Voice Tone Emotion Detection: HuBERT-Large (open-source transformer trained by 60,000 hours of training data)

Text Sentiment Analysis: Hugging Face Transformers (BERT, RoBERTa, DistilBERT)

Deployment Channels:

WebApp (already launched)

Mobile App (launching in October 2025)

WhatsApp (ready for Qatar pilot)

Competitive advantage

ipmd

96%
ROC/AUC score

On benchmark tasks; stable across test folds.

130k+
Expert-hours

Of labeling across diverse cohorts.

500k+
Faces/Frames

With rigorous quality controls.

Privacy & Edge

Near-real-time inference; configurable on-device processing

Result

superior accuracy where buyers care—clinical reliability, fairness, and deployment options.
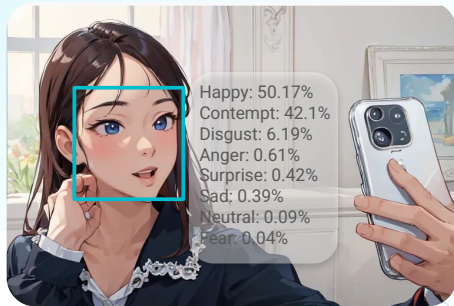
* Outperforms against the industry leader: M vs Microsoft

* Data labeling is done by expert in Emotional Intelligence
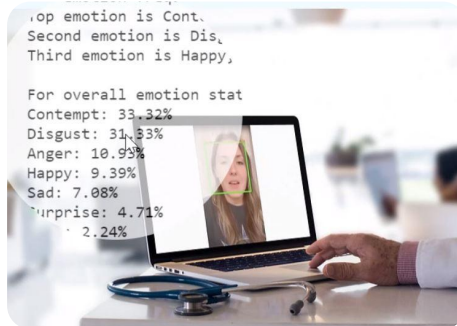
Product │ Why We Ship & For Whom

·ipmd

1 EchoAI:
Mobile Companion

- Mobile Companion App (Monthly Subscriptions)

- Value-Added Services: Emotional Coaching

2 Emotional Wellness Platform

- Emotional Wellness Integrations for Healthcare Systems

- EchoAI RESTful API (SaaS Subscriptions, Usage Tiers)

3 Workforce Well-Being
Employers/schools

- Emotional Wellness Integrations for Healthcare Systems

- EchoAI RESTful API (SaaS Subscriptions, Usage Tiers)

Business Models

API
Plug-in emotion detection for apps & platforms
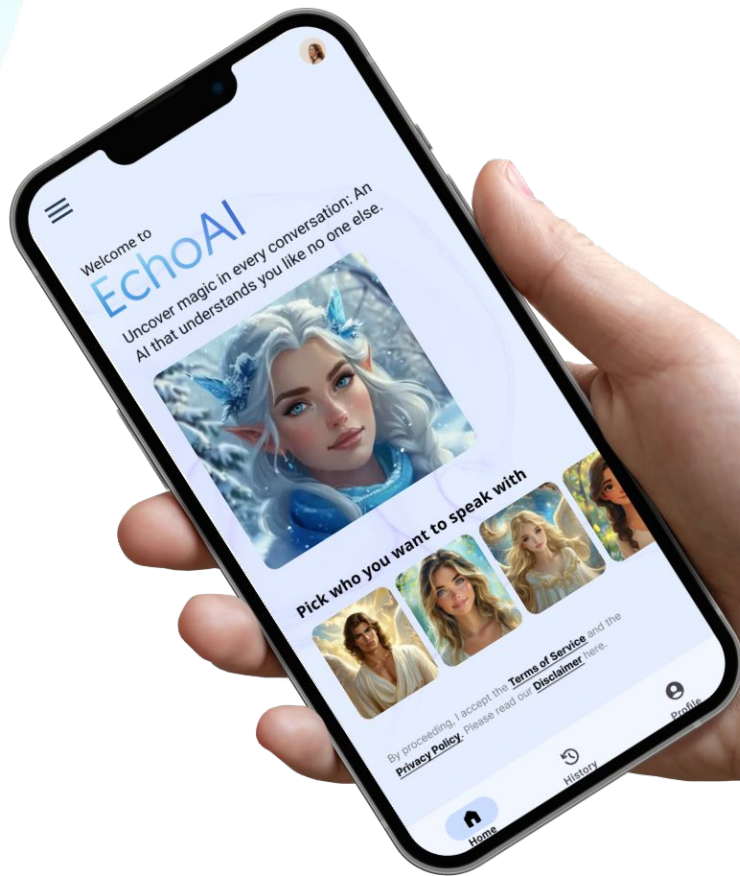
Enterprise Licensing
Private, secure deployments for large orgs

SaaS
Subscription access with recurring revenue

Joint Development
Co-create solutions with governments & partners

ipmd

Competitive Positioning & Advantage

ipmd

	IPMD (EchoAI)	Affectiva	Soul Machines	Realeyes	Beyond Verbal	Empatica	Wysa/Woebot/Youper
Micro-expression accuracy (96%+)	✓						
Clinical telemedicine tryout	✓						
Multiple industry use cases (Healthcare, HR, Avatars, Consumer app)	✓	Ad/auto focus	Avatars/brands	Ads/media only	Voice health focus	Healthcare/wearables	Mental health chatbots
Real-time (≈10 sec updates)	✓	✓	✓	✓	✓	✓	✓
Multimodality support (face, voice, text)	Face + sentiment + text	Face/gaze	Face + voice	Face	Voice only	Physiology	Text + sentiment
Avatars & non-verbal behavior	✓		✓				
Privacy posture	Strong (healthcare compliance)	Enterprise data use	Varies by client	Data consent focus	Medical data sensitivity	Strong (FDA devices)	High (HIPAA compliance)
Integration ease	API + SDK	SDK/API	Custom integration	Web API	API	Device SDK	App integrations

Why Now?

THE ANNUAL COST OF UNTREATED MENTAL ILLNESS

EMERGENCY ROOM CARE
$38.5 billion [1]

INCARCERATION
$37 billion [2,3]

MEDICAL COMORBIDITIES
$132.6 - $351 billion, est. [4]

LOST PRODUCTIVITY
$193.2 billion [5]

Rising global mental health crisis: Depression and anxiety disorders cost the global economy over **$1 trillion annually** in lost productivity.

COVID-19 and its aftermath accelerated demand for **digital mental health and telehealth solutions**.

Mainstream AI adoption (ChatGPT, Gemini, Claude) has created consumer familiarity with conversational AI—yet these systems lack true **emotional intelligence**.

Governments, healthcare systems, and employers are prioritizing **emotional wellness** as a strategic initiative, making now the inflection point for scalable solutions.

Transition

From **reactive mental health care** (therapy after crisis) → to **preventative, continuous support** via AI-enabled emotional monitoring.

From **generic AI assistants** → to **empathetic, multimodal AI** that listens (voice, face, text) and understands emotional context in real time.

From **single-channel health apps** → to **integrated ecosystems** where emotional AI plugs into telehealth, HR systems, and wellness platforms.

From **pilot stage** (MVP launched 2025) → to **commercial scaling** with B2C subscriptions, B2B licensing, and healthcare partnerships.
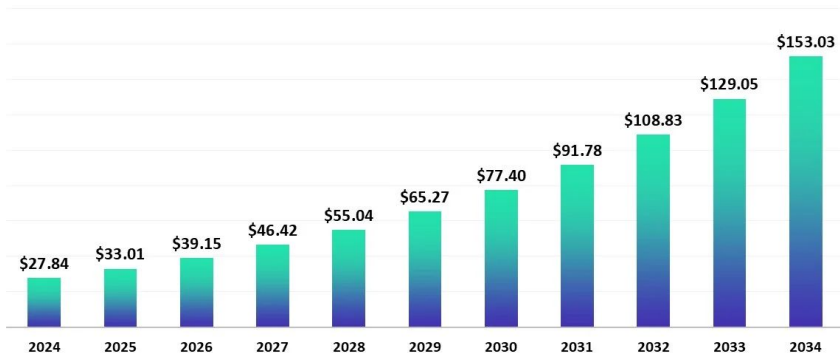
Market Size

ipmd

Digital Mental Health Market Size 2024 to 2034 (USD Billion)

Source: www.towardshealthcare.com

The **global emotional wellness and AI-assisted mental health market** is projected to surpass **$150B by 2030s**.

IPMD sits at the **intersection of Emotion AI, telehealth, and personalized wellness**, giving access to multiple high-growth sectors.

Serviceable Available Market (SAM):

- $20B+ enterprise demand for AI-driven HR wellness & healthcare integrations.
- $10B+ consumer demand for subscription-based emotional wellness apps.

Serviceable Obtainable Market (SOM):

- With B2B licensing and premium subscriptions, IPMD can realistically capture **$500M–$1B in annual revenues within 5–7 years** given early traction and lack of direct competitors

Projected Revenue Following Funding

ipmd

Drivers (12–24 months)

- Customers
- Seats/usage per customer
- Price/seat or per-analysis
- Churn
- Upsell

Targets

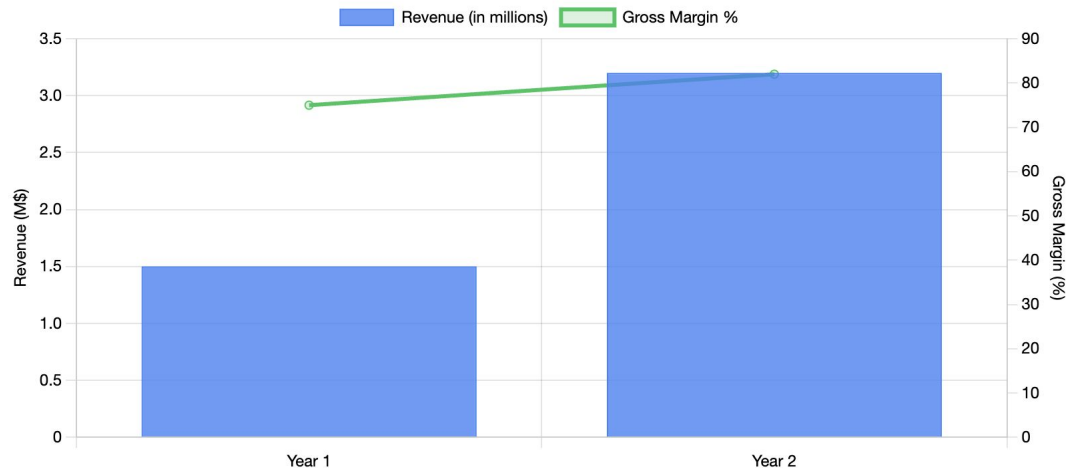Year 1 exit run-rate: **$1.5M ARR**

Gross margin: **>70%**

CAC payback: **≤12 months**

LTV/CAC: **>3x**

Sensitivity

Base / Low (-30%) / High (+30%) bands

Projected Revenue & Gross Margin

Legend: Revenue (in millions) — Gross Margin %

Funding Ask: $10M to Accelerate Global Emotional AI Leadership

ipmd

Funding from founder

$500,000

Cloud resource credits from industry partners

$631,000

Jump start funding

$150,000

Funding Raised to date

$ 1,281,000

Current Ask

$ 10,000,000

Strategic Use of Funds:

- Develop Interview & Telemed Platforms
- Enhance Mobile Companion App
- Expand Market Penetration

Financial Strength:

Profitable Since Mid 2025 | Zero Debt | High Capital Efficiency

Proven Traction & Esteemed Industry Validation

ipmd

Key Achievements:

- High-Value Licensing Deal with a Major Healthcare Partner

- Revenue Commenced in Early 2025 & On Upward Trajectory

- Already Reached Profitability & Zero Debt

Leadership Recognition:

Min Lee, CEO, Awarded "**Most Visionary CEO**" by Business Worldwide Magazine.

Strategic Partnerships:

Over **$500,000** in Cloud Credits Secured

Microsoft for Startups   aws   Google Cloud   nVIDIA   IBM **Cloud**

Milestone

2016 Project M launched

- Winner 2021 GoGlobal Award
- 1st Place in the Texas Children's Hospital Hackathon
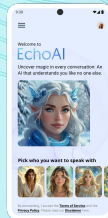- Invited to NVIDIA capital Connect Program

- Top 15 Finalist in Silicon Valley World Cup Regional
- IPMD & Brex billboard in Time Square NY
- JSF Pre-Seed Funding
- Microsoft Startup Program

- Google GCP Surge Startup Partner Program
- NVIDIA's Inception Program

Microsoft for Startups

ghp Biotechnology Awards 2022

| 2019 | 2020 | 2021 | 2022 | 2023 | 2025 |

NVIDIA

- Google Cloud Technology Build Partner
- Hello Tomorrow's Deep Tech Pioneer
- AWS Active Member

CorporateLiveWire GLOBAL AWARDS 2022/23

- Achieved 95% ROC/AUC Accuracy
- The best Telemedicine CDSS platform in North America
- Best Emotional AI Treatment: IPMD

STARTUP WORLD CUP
PEGASUS
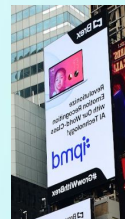
- Google funds EchoAI to develop a cutting-edge RESTful API
- Emotional AI Web App successfully launched
- EchoAI featured in Worldwide Business Magazine

Google Cloud   aws   DEEP TECH PIONEERS

BW BUSINESS WORLDWIDE