lisson

Solving Mental Health @ Scale

Intelligent Tech, Human Touch, Massive Reach

India faces a deepening mental health crisis

30M children

& 270M adults

need help# for their

mental health &

developmental

needs

1 in 8
have a neuro-developmental disorder

~30%
of global depression, addiction, and sucide cases

#Source

PUBLIC HEALTH FOUNDATION OF INDIA

6As of mental health impact lives with varying burdens

	Children (0 – 14 yrs)	Teens & Adults (15+ yrs)	
AWARENESS	Visible Symptoms	High in GenZ	SOCIETAL CHALLENGES
ACCEPTANCE	High in children	Medium	
ANONYMITY	No major stigma	Higher stigma	
ACCESS	**Low**	**Low**	**LISSUN SOLVING NOW**
AFFORDABILITY	**Expensive**	**Expensive**	
ASSURANCE	**No Standards**	**Few specialized psychologists**	

Our scalable solution targets the actionable 3As

Children (0 – 14 yrs)

Teens & Adults (15+ yrs)

	Children (0 – 14 yrs)	Teens & Adults (15+ yrs)
ACCESS	Multidisciplinary care under one roof	B2B2C GTM
AFFORDABILITY	Best in-market pricing	Innovative business models
ASSURANCE	Certified in-house therapists	Clinical psychologist leadership
Our impact so far ...	**~20** Child Centers across India	**500+** B2B partners served
	21% Operating Profit at mature centers	**Low CAC** business model
... which will scale hugely due to AI	Sunshine-AI copilots for parents and therapists	Google maps of mental health from being by lissun

LISSUN SOLVING NOW

Sunshine by LISSUN
Solving Children's Mental Health at Scale

In 2 years ~20 centres across 10 cities;
Profitability in each center within 6 months

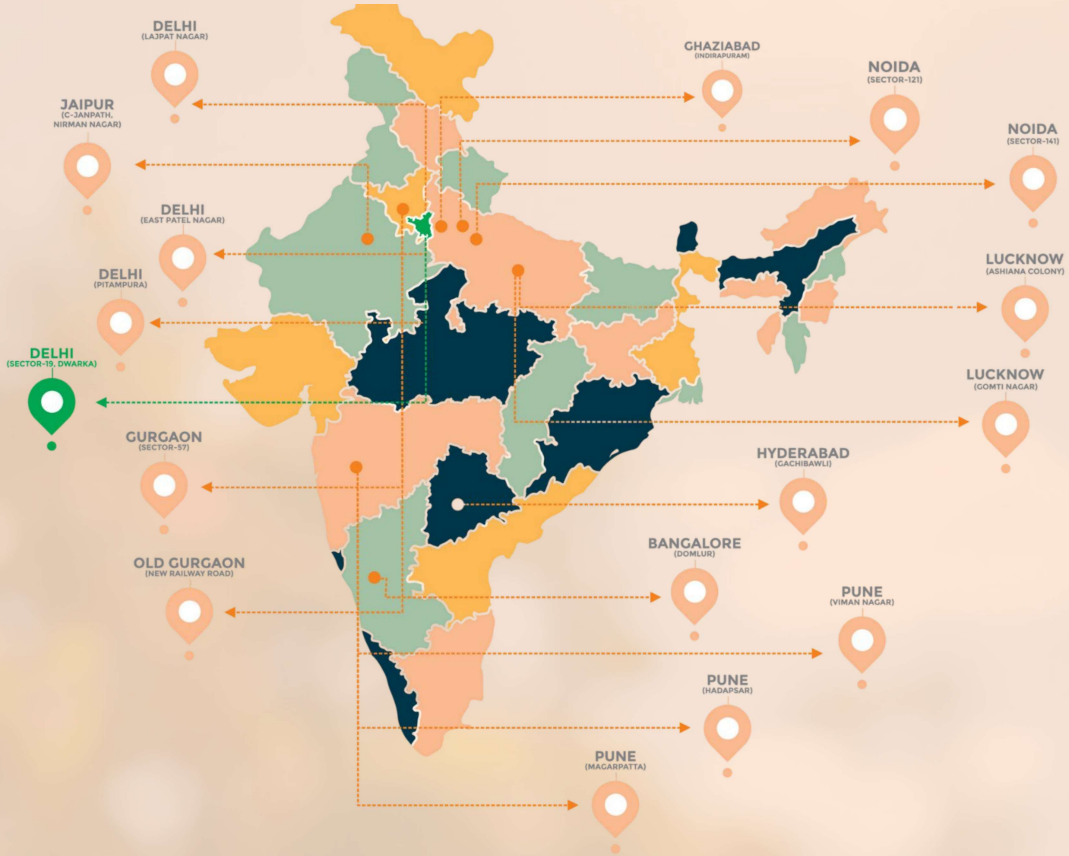
Learn How a CDC Work

Some Key Growth Metrics

By fixing the broken journey in child development care

Other Centers	v/s	Sunshine by LISSUN
Diagnosis Disarray: Limited/no standardization		Comprehensive standardized diagnosis
Solution Scramble: Fragmented care, exhausted parent		Multidisciplinary care paradigm under single roof
Treatment Turmoil: Chaotic & unclear goals		Transparent, goal-based standardized treatment
Progress Peril: Treatment & Therapist Quality		Rigorous Training & Hiring Protocols, Digital Support

So we built a way out: Sunshine for 6,000+ families



UNMATCHED REACH

20

Sunshine by Lissun Centers
up 5x

SUNSHINE-AI

$1.9M

ARR
~4.3X growth

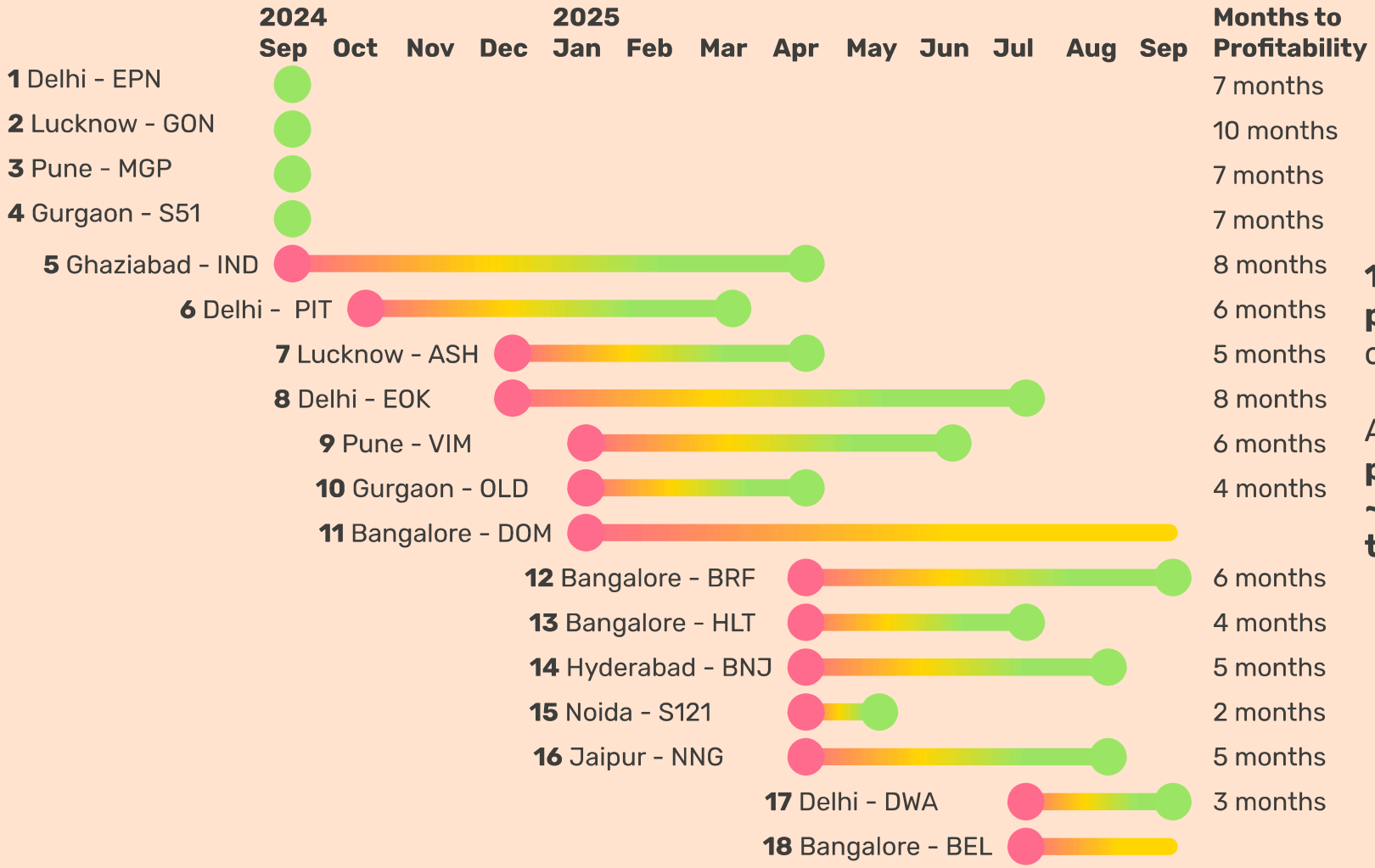
CLINICAL EXCELLENCE

4.7+

Google Rating
for our Centers

**All data is referenced to/from Aug'24, $1 = INR 85*

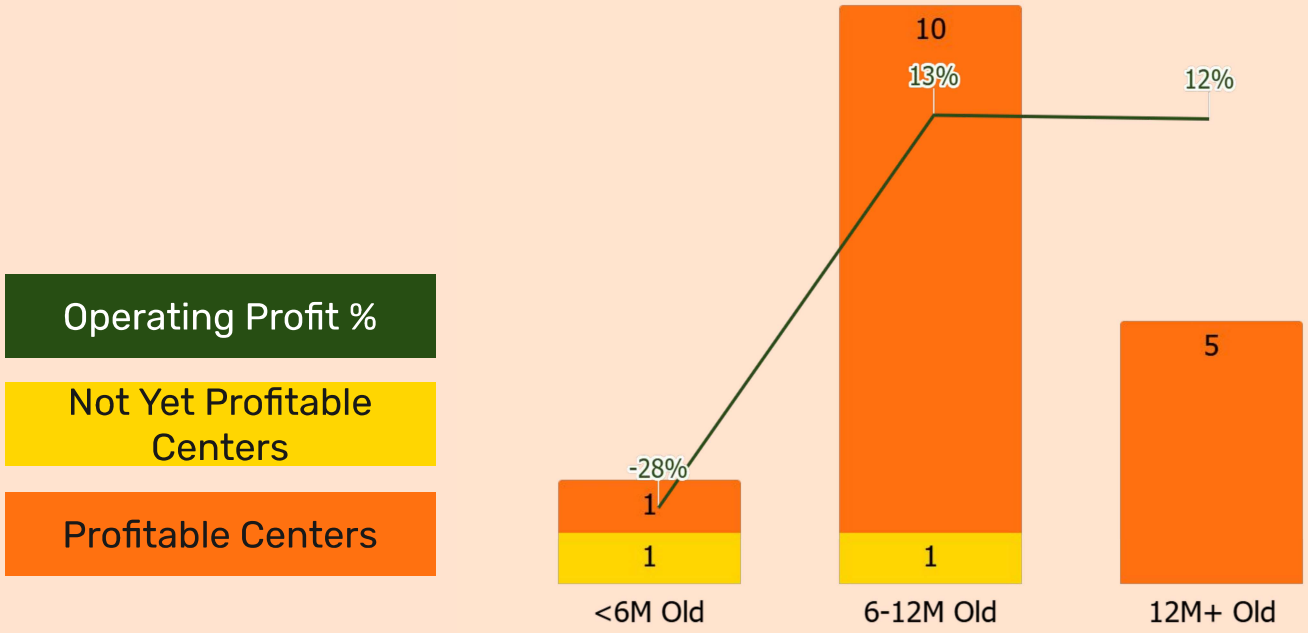
Our latest centers achieve profitability in under six months



16 of 18 centers profitable; 2 more coming soon

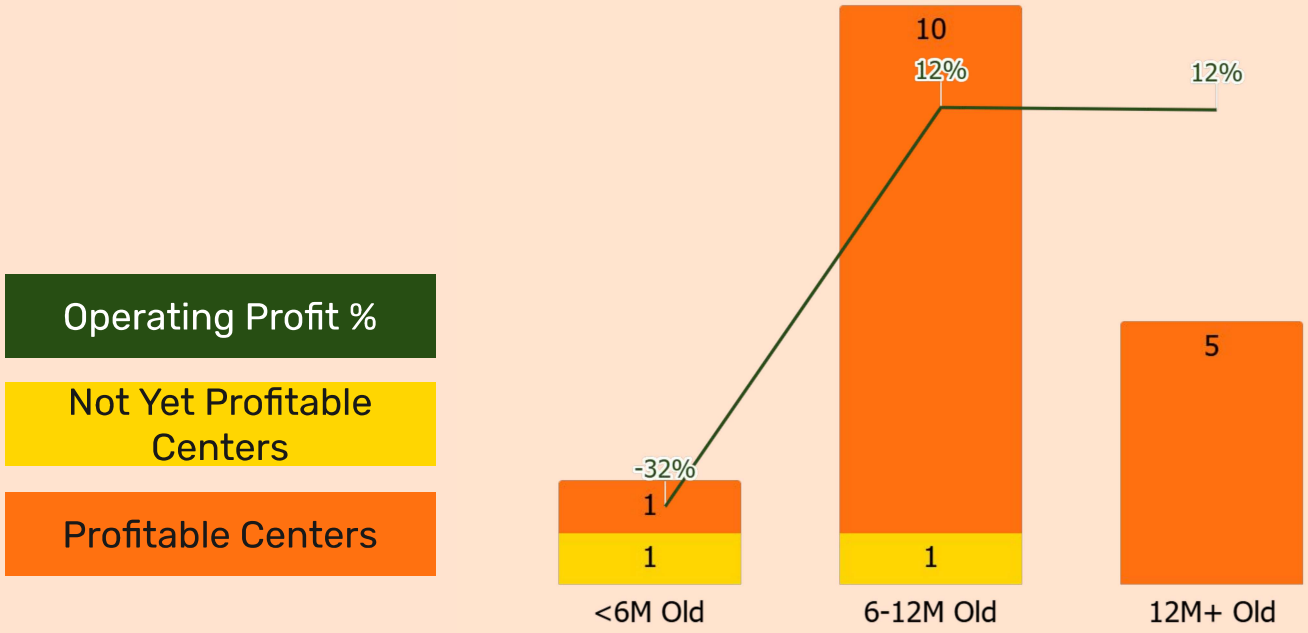
Avg. **time to profitability** cut from **~7 mo pre-last raise to ~5 mo** today

And this profitability continues to grow consistently



Total Centers	2	11	5
~ Revenue per Center (in ₹L)	3.2	6.4	11

And this profitability continues to grow consistently



Total Centers	2	11	5
~ Revenue per Center (in ₹L)	3.2	6.3	10.7

Powered by proprietary data, we can launch centers at scale

Before

parents discover sunshine

get detailed child histories manually

take follow up appointments via phone calls

check therapist availability via phone calls

schedule recurring calendar for 100s of therapists manually

offline billing coordination

document initial and in session findings manually

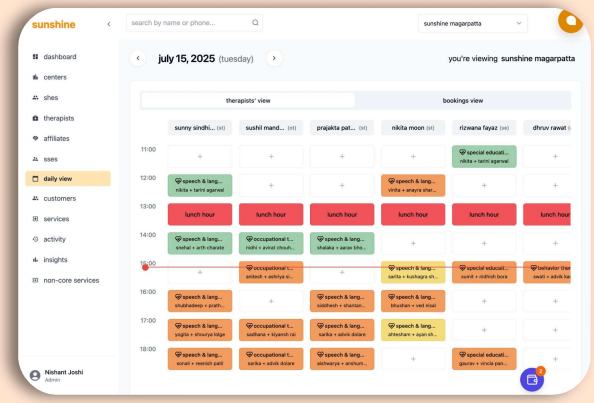
therapists provide proper care

Now!

parents discover sunshine

Say 👋 to **spark** sunshine coordination hub ...

- ✓ detailed child history
- ✓ auto appointments
- ✓ therapist utilization
- ✓ session management
- ✓ billing system
- ✓ notification system
- ✓ business insights



... the smart OS for CDCs that scale

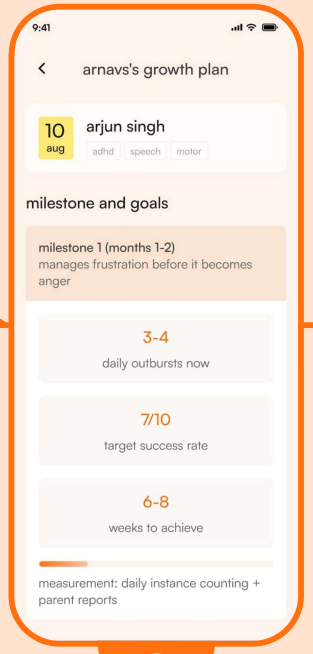
therapists provide proper care

And enable Sunshine-AI to unify care across center and home

1

Smart Assessments

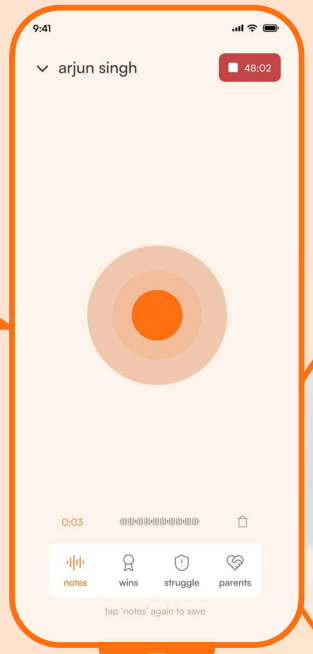
Parents start assessments through video call or at Sunshine



2

Personal Growth Plan

Combination of interventions, session frequency, and pricing



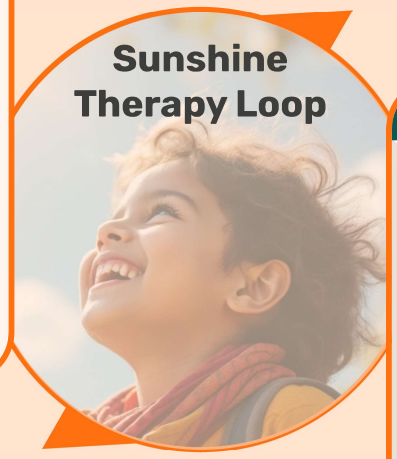
3

Therapist Copilot

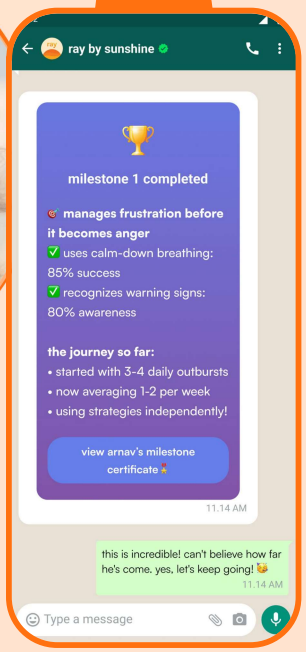
Therapist focuses on child while ai handles all other documentation & insights

Parent Copilot

Parents receive customized activities & coaching. AI tracks progress at home



4

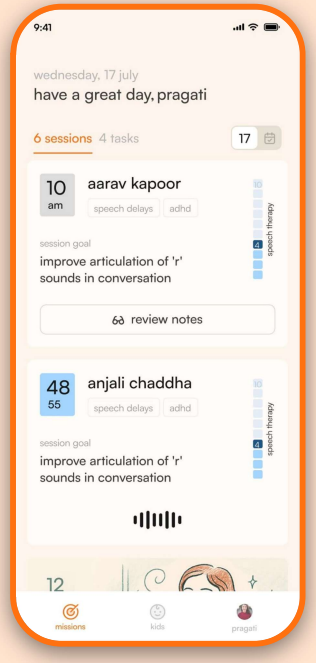


Our AI copilots are already revolutionizing every child's journey

Scan and say "Hi" 👋 to
ray our parent copilot
on WhatsApp

Parent copilot aka **ray**

Parents receive customized activities & coaching.
AI tracks progress at home



Scan and try out our
therapist copilot

Therapist copilot

Therapist focuses on child while ai handles all other documentation & insights

Sunshine AI (Current) Demo

Resulting in exponential scaling of Sunshine

PHASE 1
12 months

10K families — Center-led care

PHASE 2

100 K families — Center-led + AI-assisted home care

PHASE 3

1 M families — Complete omni-channel care

Core AI copilots

👩‍⚕️ **therapist copilot:** ai recordings, note-taking, session insights

👨‍👩‍👧 **parent copilot:** journey tracking, progress visualization, interactive content

Home-First platform

📱 **smart assessments:** ai-guided screening

🎯 **personalized journeys:** customized activity plans

🤖 **specialized agents:** initial versions

AI agent therapists

🧠 **proactive agents:** ai that anticipates needs

🤖 **autonomous agents:** initial versions

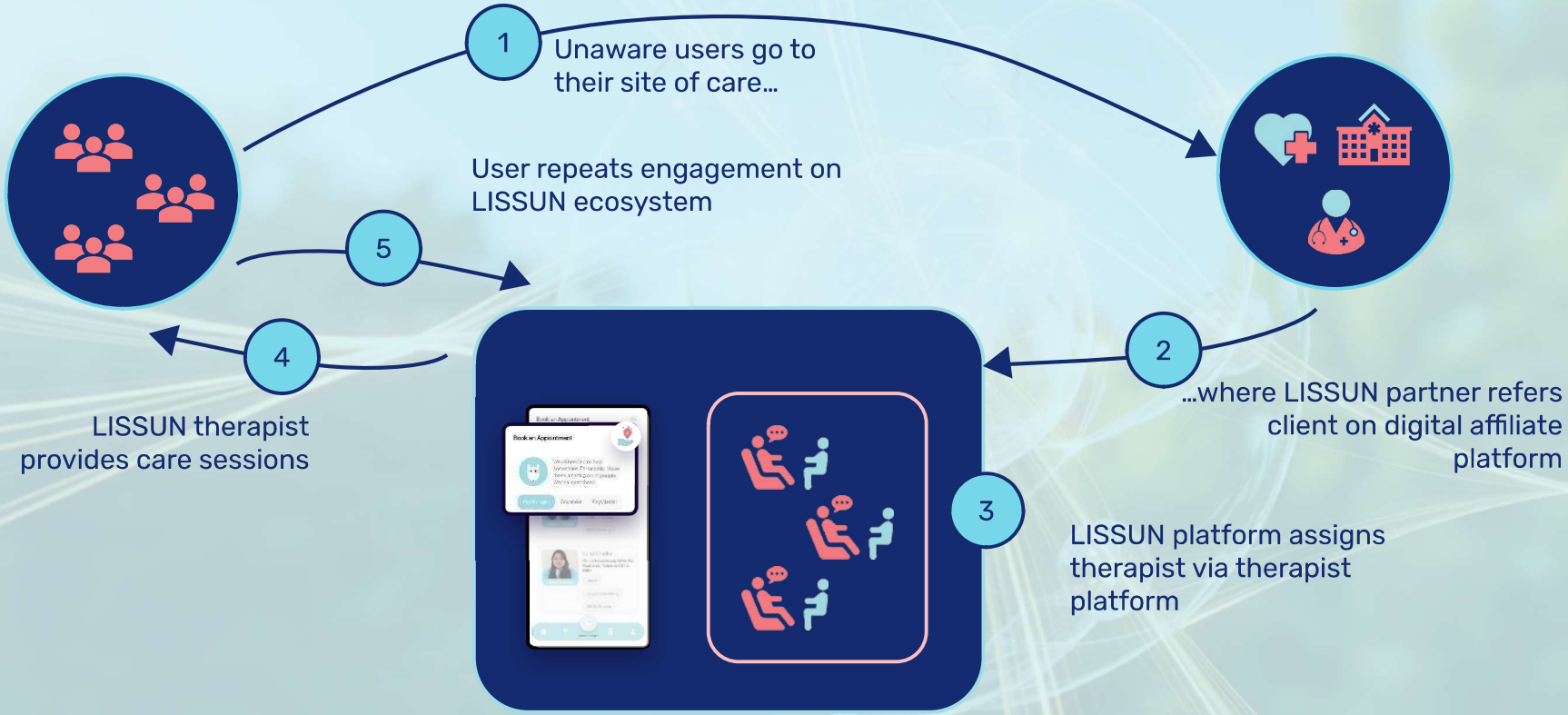
[Sunshine AI (Future) Demo]

being by LISSUN
Solving Adult Mental Health at Scale

Partnered with 500+ Enterprises
Impacted 1,50,000+ people
Scaling through AI

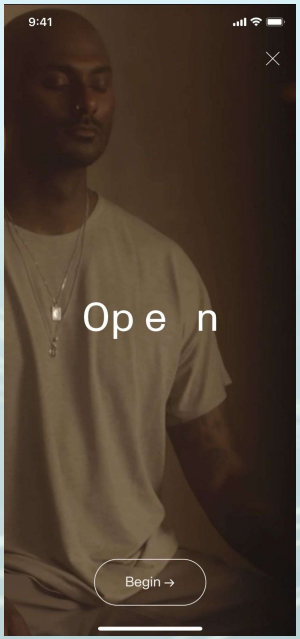
GTM | Technology

Low CAC B2B2C partnerships help in wider reach & use cases

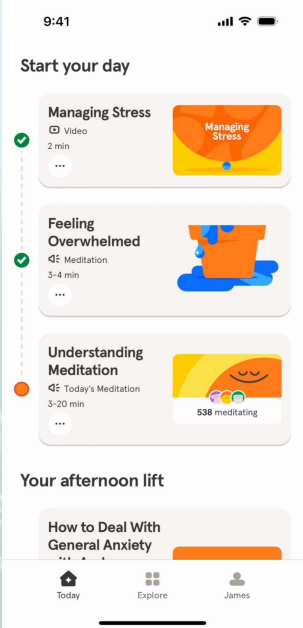


Efficiently retain customers acquired from partner and digitally engage them

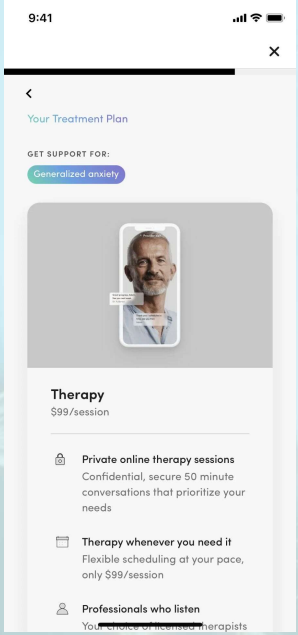
And these partners are served digitally by “being AI”



Mental Health Map
40+ issues, 2500+ causes/effects, 10k+ real challenges



Specific Interventions
1200+ mini - therapies for specific scenarios



1:1 therapy support
unlimited therapy with **150+ in-house therapists**

Hyper Personalization
real-time AI-recs based on individual’s response & context

90%
positive feedback

60%
retention on usage of 5+ mini therapies

See our demo
“being by lissun”

Download the app here

Android **iOS**

Making LISSUN the end-to-end ecosystem for mental health needs of employees & students

Hyper Personalized Self-Care

being AI

LISSUN

Complete in-person support

AI native personalization

Mental Health API

Enterprise Analytics

Family Ecosystem

Preventive Insights

Higher B2B Conversion

Better Insights from large data

Subscription Model

Since last fundraise ...

Company has grown 2.2X

Shown PMF with profitability with “Sunshine by LISSUN” Centers

Acquired “Being” and invested in technology resulting in CAGR of 195% in FY 2025

Our Key Metrics

Business Plan

We've turned early traction into full PMF

~₹22.5 Cr

ARR

~2.2X growth

65%

GM

Post Cost of Delivery

4.7x

LTR/CAC

up 61%

2.6

ROAS

~8X improvement

6000+

Sunshine Parents

~3X growth in New Users

250,000+

Interventions

Conducted till date

~4.8

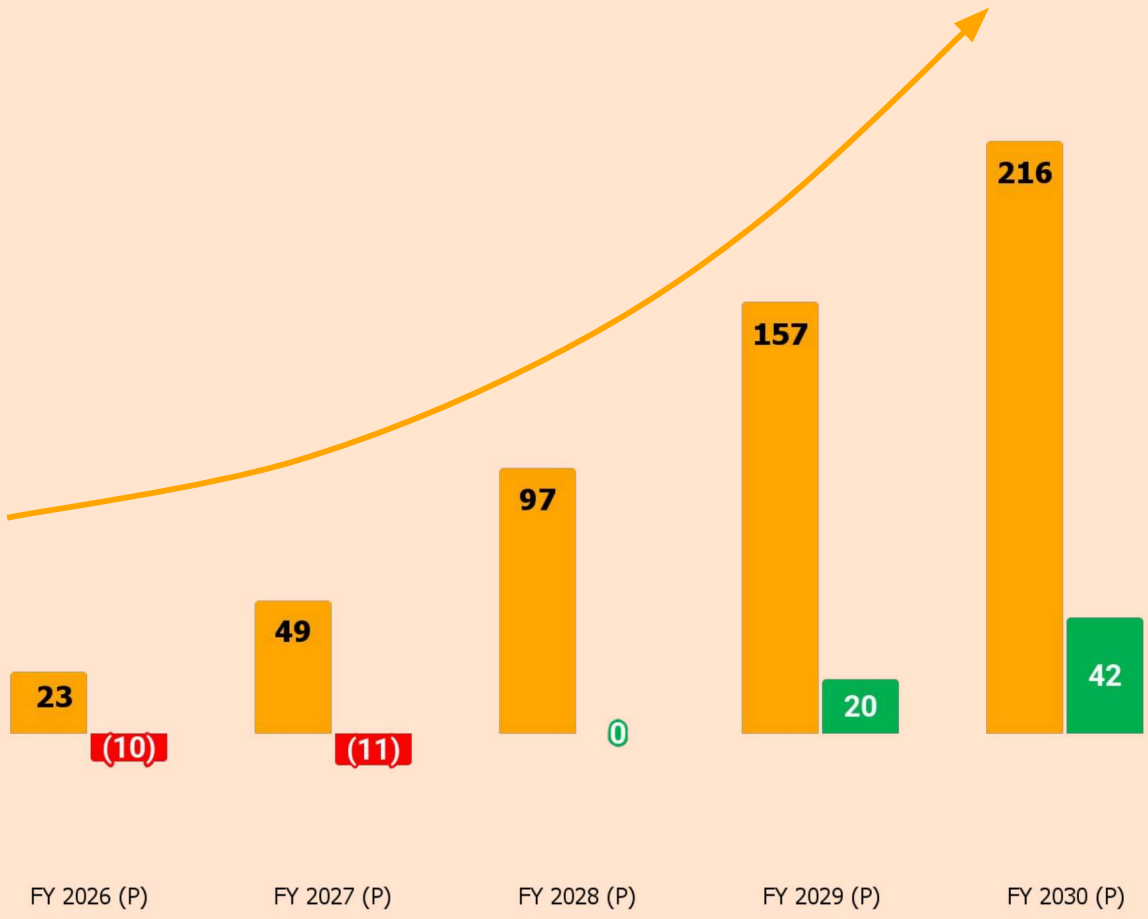
Avg. Google Rating

For our Sunshines

All data is referenced to/from Aug'24

Now, AI flywheel will drive 5× center growth & 2× B2B clients

Projected to grow by 1.8x YoY & reach profitability by Jan'28



Revenue (in Cr)

~75 Centers

~200 Active Monthly B2B Accounts

EBITDA (in Cr)

Business Plan

We invite you to join us on this growth journey

50 Cr

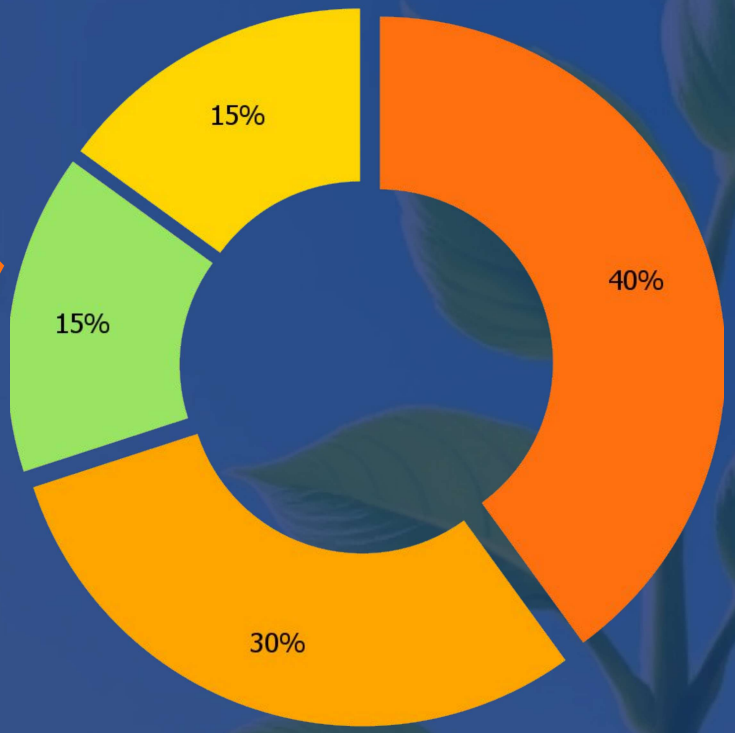
Key Investors

RPSG CAPITAL VENTURES

IvyCap Ventures

Rainmatter

multiply ventures



- Tech & Product
- New Launches
- Branding
- SG&A

Our Key Angel Investors:

Pradeep Parameswaran
VP at Uber

Pavan Vaish
Founder of Daksh
Ex-Director Uber

Harsh Jain
Co-Founder of Groww

Meet the team building lissun

Founders

Dr. Krishna Veer Singh

LISSUN started with a clear mission to Solve Mental Health @ Scale

IIM Ahmedabad · UC Riverside · Flipkart · intel · Uber

Tarun Gupta

At LISSUN, our strategy is to deliver quality care affordably backed by technology

ISB · OYO · snapdeal · ZS · Uber

Complete Core Team with the company since inception!

Business Heads

Child
Sumit Safaya

Adult
Gaurav Sirohi

Core Function Heads

Strategy & Marketing
Nishant Joshi

Clinical
Dr. Preeti Singh

Technology Heads joined from being

Product
Varun Gandhi

Technology
Abhishek Sharma

CONTACT LISSUN

Krishna Veer Singh

krishna@lissun.app

+91 - 88009 44366

APPENDIX

The child market is massive from every angle

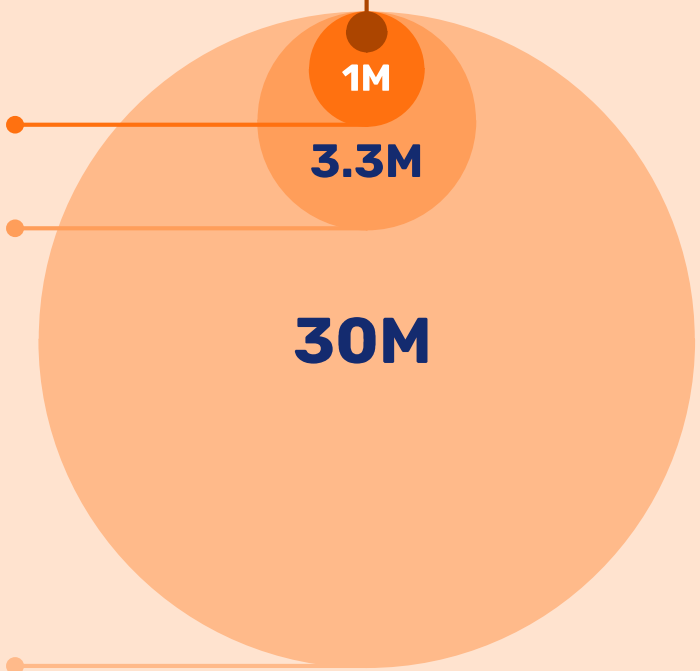
1. Bottoms Up Market Size

$1B
@ ₹1500
per session
(60 / year)

C. Children in Top 15 Urban Cities with family income >15L

B. Children affected in Top 15 Urban Cities

A. Children affected by Neuro Developmental Delays in India



10% of Serviceable Obtainable Market

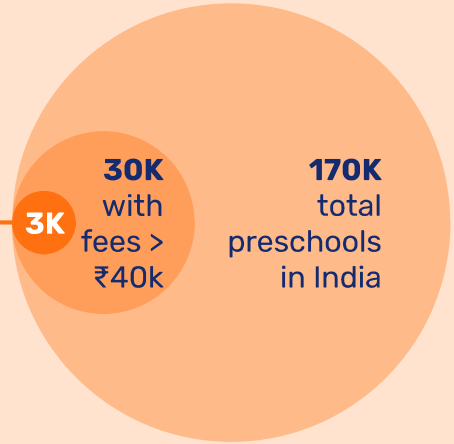
2. Top Down Market Size

0.1M users per year for **500 Sunshine centers**

200 users per year per Sunshine required in steady state

~16% of known urban branded preschools

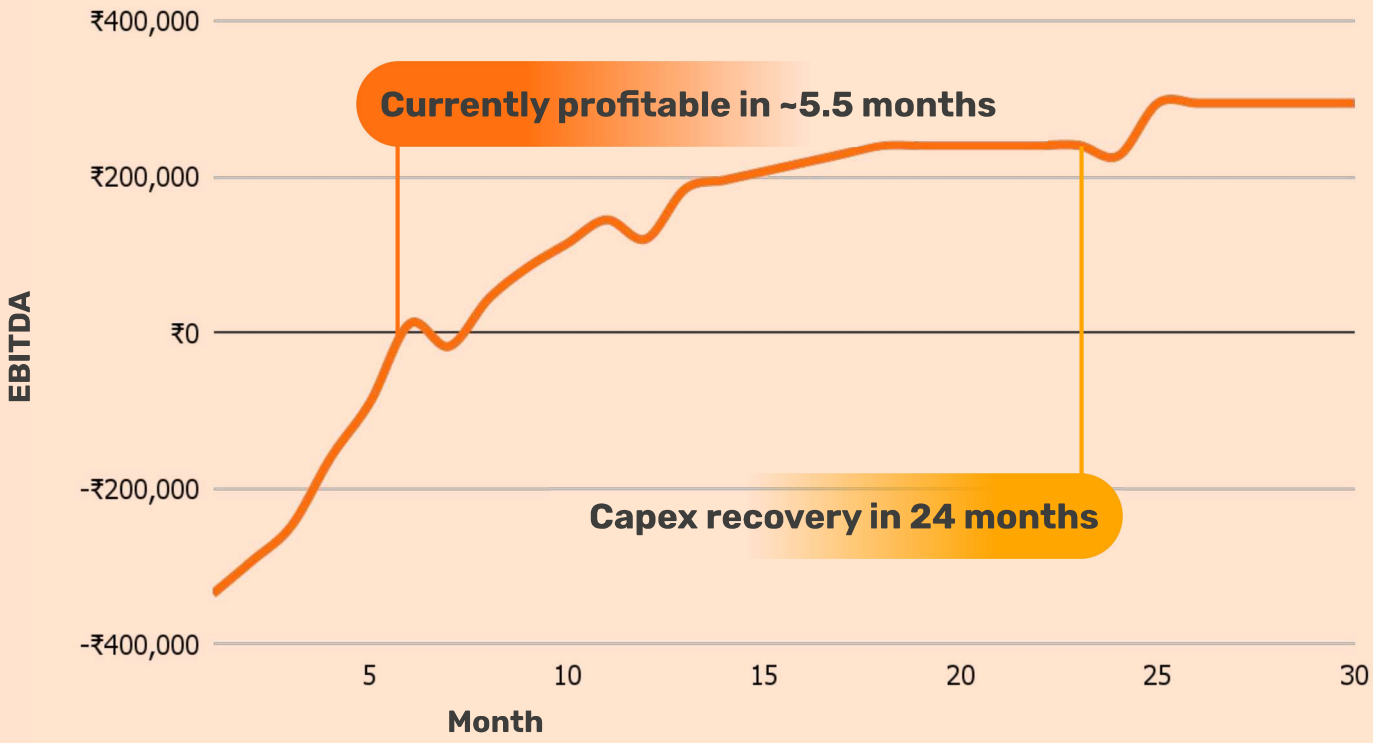
known branded preschools in Top 15 Urban Cities



3. Benchmarking v/s Preschools

Child Mental Health Market Sizing

Our sunshines recover capex in 24 months & have 20% EBITDA



UNIT ECONOMICS	Sample Mature Sunshine		Existing Mature Sunshine (July 25)	
Per Transaction Revenue	**₹1,342**		**₹1,393**	
Cost of Delivery (78% utilization)	₹331		₹423	July Util = 79%
GM: CM1	**₹1,011**	**75%**	**₹970**	**70%**
Cost of Acquisition (incentive + performance marketing + sales salary)	₹528		₹523	
NM: CM2	**₹483**	**36%**	**₹447**	**32%**
GnA + Opex	₹203		₹174	
EBITDA	**₹280**	**21%**	**₹272**	**20%**

Enabling, Building & Training In-House Therapist Supply by...

Talent

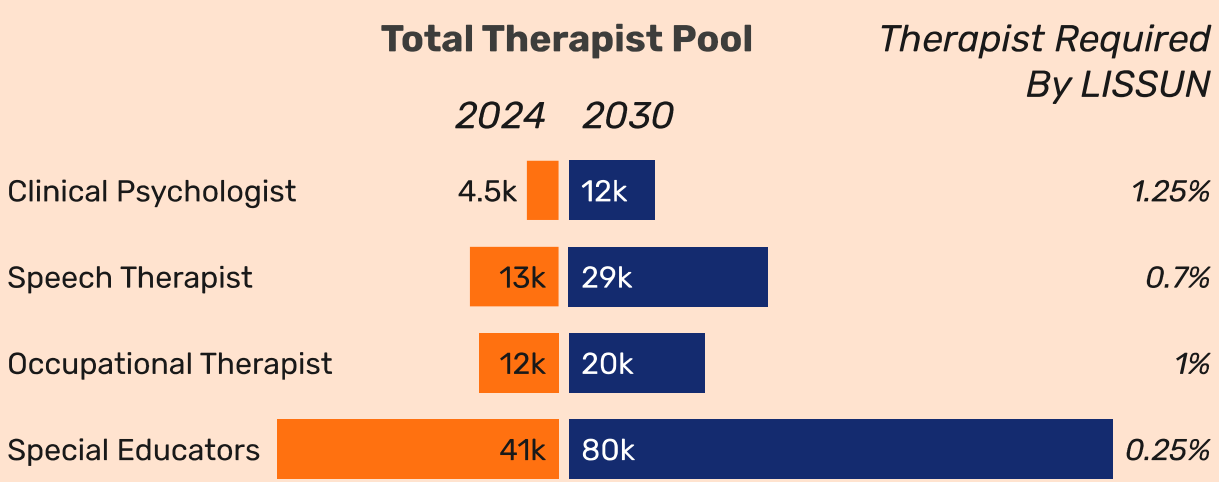
- Campus Connect
- Defined Career Growth
- ESOPs

Training

- Community Building
- Specialty Focused Onboarding
- Digital Onboarding platform

Technology

- 0 admin overhead
- AI driven documentation
- AI driven recommendations



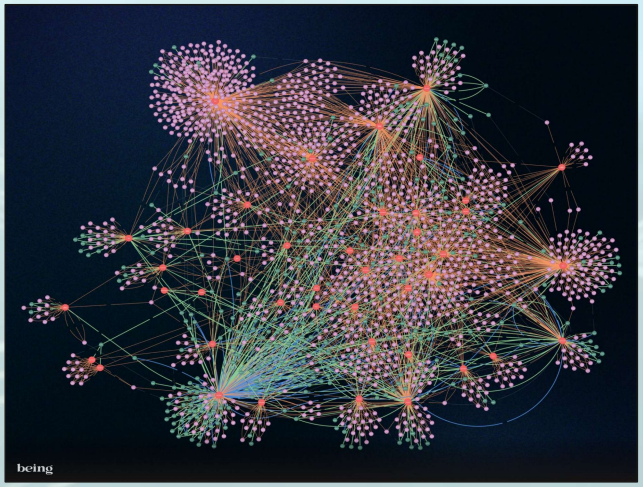
Quality Protocols

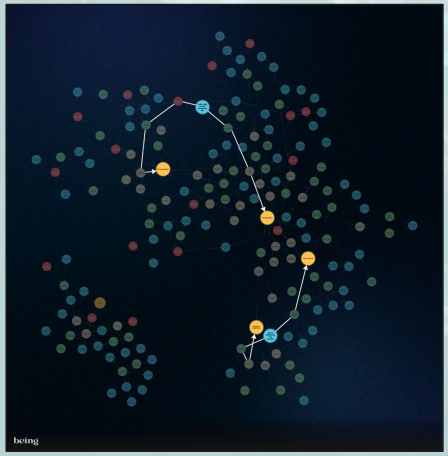
- Ongoing Training and Professional Development
- Peer Review and Collaboration Every Week
- Supervision and Mentorship Programs
- Client Feedback Mechanisms
- Bi-Annual Performance Reviews
- Case Consultations of Complex Cases

Indian Therapist Supply

And our mental-health map deepens with every user interaction, fueling smarter personalization

each user journey → more graph connections → better collaborative filtering → more precise recommendations → higher engagement → richer data → exponentially smarter system





graph database
neo4j implementation with multi-hop discovery algorithms vs simple category trees

collaborative filtering
learns from similar user journeys to surface interventions

sentiment analysis
analyzes tone and mood to trigger targeted follow-up interventions

curated by clinicians & AI
combining last 50 years of research with 1093 papers & smartest AI models

In future our plan is to put Sunshine in every parents' hand

Breadth of Assessments

Range of issues: autism, adhd, speech delays, etc.
Multiple therapy types: occupational, speech, behavioral, special ed etc.

Quantum of Data

600 hours daily of session recordings
1000s of daily parent interactions

Sunshine Autonomous Agents

- Speech AI agent
- Behaviour AI agent
- Learning AI agent
- Functional AI agent

Depth of Interactions

Patterns over time across individual children
Patterns across different children, issues, interventions

Lissun identified 6A's, the core to this crisis

AWARENESS	Lack of knowledge of issues, symptoms, and treatments
ACCEPTANCE	Not always acknowledged due to self-projection of strength
ANONYMITY	Due to social stigma, need privacy
ACCESS	Due to a low supply of trained mental health professionals (MHPs)
AFFORDABILITY	50% dropout due to expensive & long treatment
ASSURANCE	Lacks treatment standards & strict professional certification

A crisis touching every life, in many forms

Children
(0 – 14 yrs)

Autism
ADHD
Speech Delays
Locomotor Issues
Learning Disabilities

TAM#

$3.1B
rising at 7.3%

$2.3B
rising at 11.1%

Teens & Adults
(15+ yrs)

Stress
Anxiety
Depression
Peer Pressures
Relationship Issues

In last 5 years, autism related searches rose 3X and online psychologist demand increased 1.8x

#as of 2024: Source