



Elevator Pitch: Tiatros provides safe and engaging resilience and behavioral health programs that improve participant’s health and productivity while lowering healthcare costs, leveraging scientifically-proven therapeutic methods and the power of peer communities to foster healing and healthier, more successful behaviors.

Customer Problem/Opportunity: Thirty million Americans cannot access and complete a safe and effective treatment for the most common behavioral health problems, including anxiety, depression, trauma and insomnia. Often this is because of the associated stigma and no qualified local therapist is available.

Business Summary: Employing a robust, scalable, easy-to-use SaaS platform, Tiatros creates a unique HIPAA compliant private social network for a peer group of 8-20 participants, where they learn and practice CBT skills together over eight weekly sessions. We employ several social media-styled methods to encourage the members of the peer group to form a supportive and nurturing community that is itself therapeutic, acting to encourage every participant to actively engage in and to complete the treatment program. In effect, the peer group becomes the “guide” as in “guided self-help.” Our programs incorporate evidence-based CBT methods, including Narrative Therapy and storytelling, journaling, and mindful meditation. The CBT exercises used in each of our programs are created by experts, who carefully tailor them to resonate with the participants.

Each peer group is facilitated by a trained moderator under the oversight of an expert CBT therapist and, if desired, a Physician of Record. Participants access their programs asynchronously, from anywhere on any device, when it is most convenient for them. This approach greatly increasing the number of therapeutic touch points, with most participants engaging daily, and some up to several times per day, which creates a psycho-therapeutic milieu with more frequent and active engagement compared to traditional psychotherapies.

The Results: Top academic medical researchers studied Tiatros’ novel care delivery method for over three years, showing evidence that over 70% of participants successfully completed programs with high levels of participant engagement; positive clinical outcomes, growth and recovery; dramatically lower somatization rates; greatly decreased levels of fear, sadness and isolation and greatly increased levels of joy, hope, agreeability, openness, connectedness, authenticity and analytic thinking. Participants consistently report self-assessments that they feel healthier and happier, and that the skills and tools they learn in the Tiatros programs relate directly to their life experience.

Management Team: *Kimberlie Cerrone*, MS (neuroscience), MBA, JD, 30 years deal-making and IP strategy, 9 venture-backed companies, 2 IPOs. *Seth Norman*, MBA, 10 years of CBT program design, development and delivery. *Warren Smith*, MBA, CPA, 20 years of product and marketing. *Marco Barcella*, MBA, 20 years of product management experience.

Target Market: Behavioral health and general medical care providers, health plans, and private and public sector employers offer Tiatros’ affordable, evidence-based CBT resiliency and behavioral health programs to patients, employees and family caregivers, enabling them to access and complete effective, expert-quality CBT-based treatment conveniently and from the comfort of their own homes.

Products: Tiatros offers a portfolio of safe and affordable peer group psychotherapy and resiliency programs that each target a specific group of participants who share the same life and health challenges, e.g., peer groups of military veterans with combat- or sexual assault-related PTSD; oncology patients with anxiety and depression; employees with work-related stress and sleep disturbance; or family caregivers of chronically ill patients at risk of ‘caregiver burnout’. Our programs incorporate evidence-based CBT methods, including Narrative Therapy, storytelling, journaling and mindful meditation, that are relatable, interesting and highly effective. Programs cost \$700/participant.

2018 Sales/Marketing Strategy: Sell to well-known large employer/behavioral health provider/ general medicine provider and health plan customers generating early revenue and proof of market acceptance.

Competition: (i) 1:1 Telemedicine with a therapist, e.g., *Joyable* (\$1000/year), *AbleTo*, *Concern*; (ii) Consumer focused mobile apps, e.g. *Pacific*, *Lantern*, *Sleepio*; and (iii) AI solutions, e.g., *Happify* (\$400/year)

Company Profile
 Website: www.tiatros.com
 Industry: Healthcare Technology
 Employees: 18
 Founded: 2017

Contact:
 Name
 Title
 Email
 Phone Number

Financial Information
 Company Stage: Early Revenue
 Monthly Net Burn: Available on request
 Capital Seeking: Available on request

Management: Kimberlie Cerrone, Seth Norman, Warren Smith, Marco Barcella

Partners: IBM Watson and Amazon
Customers: Salesforce, UCSF, IBH

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Financials	2018	2019	2020	2021	2022
Available on Request					