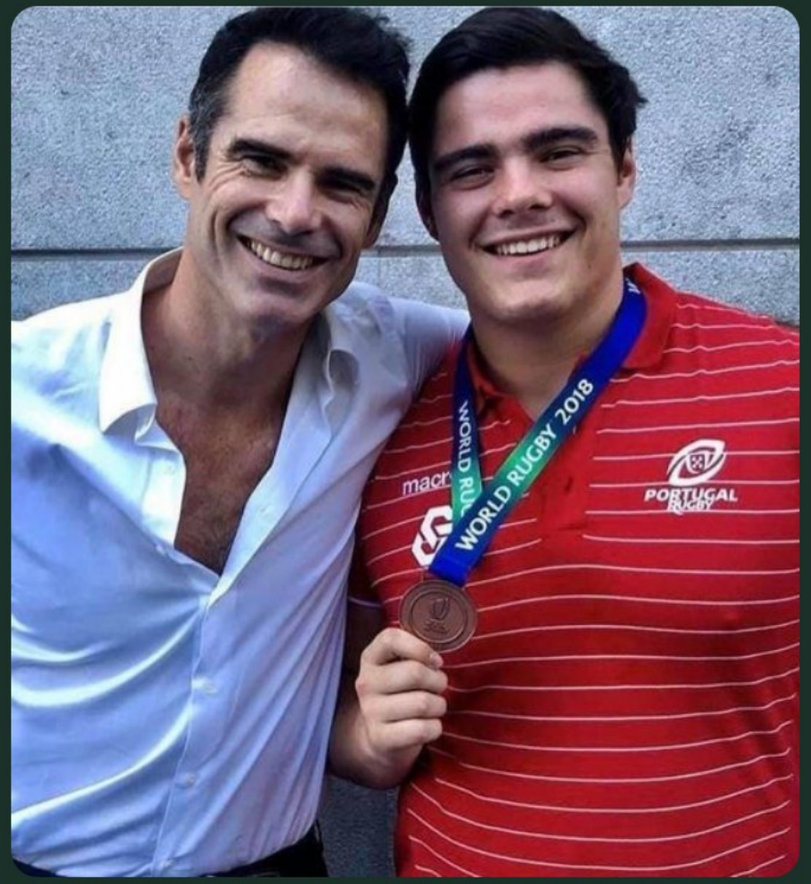


MindMatch

Personalized Mental Health Care

The Mental Health Management System where the journey is matched to each person's needs, measured, and delivered by psychologists.



720,000 suicides every year.

“To cut this number in half, one father at a time.”

João Francisco Lima, Founder

Founder and his father · Source: WHO

THE PROBLEM

50% of us will face a mental health condition in our lifetime

2 in 3 of those who need care don't get it

And for the ones who do:

PEOPLE CAN'T CHOOSE

Half
wait more than a year before asking for help

1 in 4
leave therapy early

PSYCHOLOGISTS CAN'T SEE

1 in 8
clients who got worse were recognised

<1 in 5
use measurement-based care

McGrath et al. 2023 · OECD 2026 · MindMatch onboarding survey, n = 186 · Penix-Smith et al. 2024 · Østergård et al. 2024 · Jensen-Doss et al. 2018

WHY NOW

Proof is the new premium. Therapy has little to show.

WHAT PEOPLE BUY ON

44% = 44%

Effectiveness now ties price as the top reason people buy wellness.

WHO THEY LISTEN TO

30% vs 8%

Their practitioner influences what they buy far more than an AI chatbot. AI can inform. People earn trust.

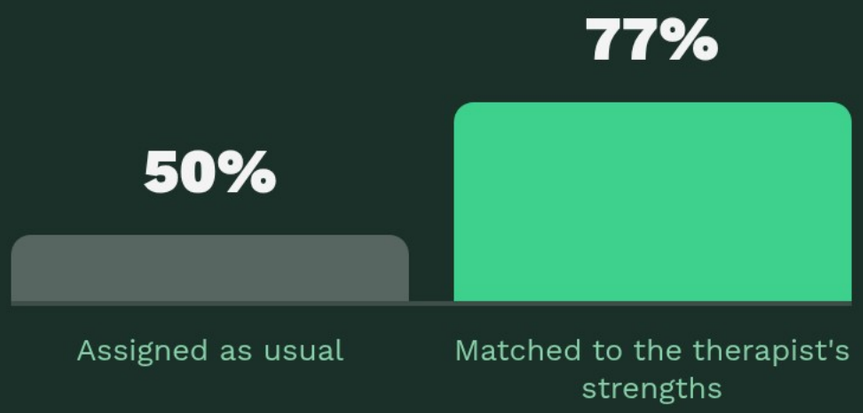
McKinsey, Future of Wellness 2027 (US survey, n = 4,002)

THE EVIDENCE

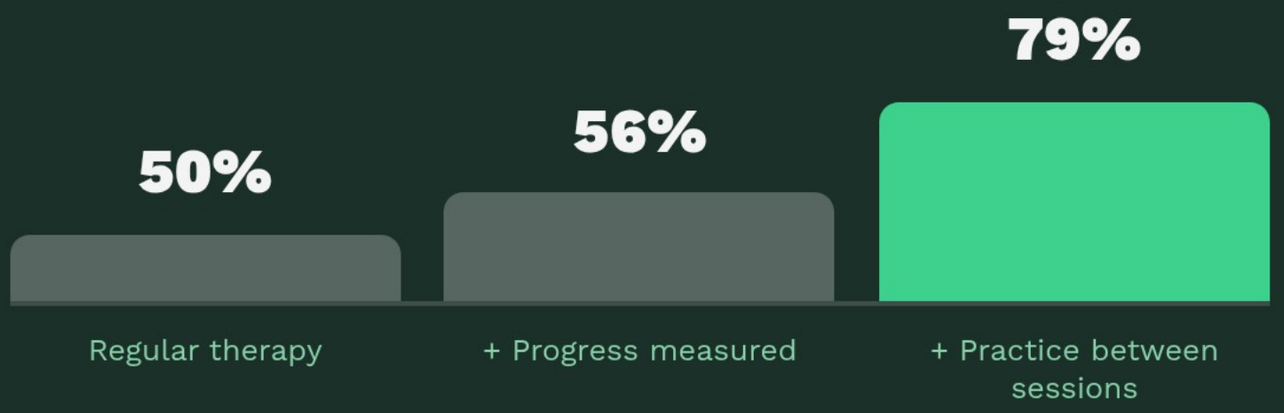
Therapy works better when it is not just therapy.

We already know what works, but the market lacks the tools to deliver it.

THE MATCH



THE CARE



Share of comparable patients the average patient ends better off than (Cohen's U3); each layer vs its own control; bars start at 40%. Constantino et al. 2021 · de Jong et al. 2021 · Kazantzis et al. 2016

THE SYSTEM

One system, two journeys.

	THE THERAPIST	THE THERAPY	THE TECHNOLOGY
Patient	AI-DRIVEN **Matched**	**Personalized**	**Friendly**
Psychologist	**Specialized**	AI-DRIVEN **Measurable**	AI-DRIVEN **Autonomous**

A web platform for psychologists and their patients. Not a clinic. Not a chatbot. Not a directory. AI-driven features support the psychologist's judgement and never replace it.

THE PSYCHOLOGIST

We work for the psychologist, never around them.

PAID SHARE OF THE WORKING WEEK

55% → 71%

Same 40 hours. More sessions, less admin.

THEIR RULES

- **Price**
- **Segments**
- **Schedules**
- **Approach**

All set by the psychologist.

Illustrative MindMatch practice model, Portugal 2026; assumes 5 more sessions a week filled and no-shows from 10% to 3%

TRACTION

Patients are already coming. Matching them well is the work.



Completed sessions a month, 2026

53

patients matched

95.7%

want to continue after the first session

190

psychologists ready to receive patients

OUR PRIORITY

Some people still end up not booking their session. Conversion is now our priority.

BUSINESS MODEL

We earn only when care happens.

PER SESSION

10%

of every session paid through MindMatch. All in, no subscription.

MATCH FEE

50%

of the session, only when a match is confirmed.

RETENTION

Usage

Our triage algorithm rewards psychologists who use the platform.

MARKET

We go where we are needed.

We have identified the European markets where our solution is most relevant.

PORTUGAL · NOW

€938M

of private therapy a year

SPAIN · NEXT

≈ €2.5B

estimate, same method

NORDICS · UPSIDE

+28%

buying power above the EU average (Denmark). Youth mental health needs rising across the Nordics.

INE 2025 · Estudo Nacional de Saúde 2025 · INE Spain 2025 · Barómetro Sanitario 2024 · Eurostat 2024 (GDP per capita, PPS) · Nordic Health & Welfare Statistics 2026

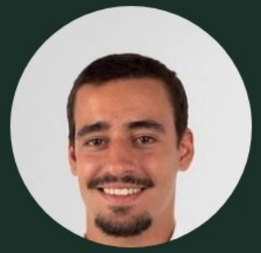
TEAM

We have felt the need, from all angles.



João Francisco Lima

Founder & CEO. Mental health advocate, author, TEDx speaker.



Duarte Almeida

Co-founder & CTO. Built the platform from scratch.

Stealth

Head of Psychology

Clinical lead. Published researcher.

Advisors · Paulo Carvalho (advisor & investor) · Tiago Pimentel · Henrique Prata Ribeiro · Carolina Almeida Cruz · João Vieira de Almeida

Every person deserves care that is matched to them, measured, and delivered by someone they trust.

Raising €400K pre-seed



Obrigado

PSYCHOLOGISTS
mindmatch.pt

PARTNERS, INVESTORS, PRESS
geral@mindmatch.pt