

TrueKindred Executive Summary

Company Overview

TrueKindred is a specialized AI counseling platform developed by Sticky Pty Ltd. Founded in 2024, we provide expert AI counselors that offer compassionate, evidence-based therapy. Our AI therapists are trained in multiple therapeutic modalities and specialize in various mental health areas, providing personalized counseling that adapts to each individual's unique needs.

Mission & Vision

Mission: Providing expert AI counseling that understands, supports, and guides you through life's challenges

Vision: A world where everyone has access to compassionate, professional AI counseling anytime they need it

Market Opportunity

Global Mental Health Market Size	\$383.31B (2020)
Expected Market Size by 2028	\$537.97B
Annual Growth Rate	4.3% CAGR
People Affected by Mental Disorders	970M+ Worldwide
Treatment Gap	70% Untreated
Digital Mental Health Adoption	47% Increase (2020-2023)

Key Features

■ **Expert AI Counselors:** 7+ specialized AI therapists trained in CBT, DBT, ACT, and other evidence-based approaches

■ **Personalized Therapy Sessions:** AI counselors that remember your history and adapt to your unique needs and communication style

■ **Specialized Counseling Programs:** Dedicated AI counselors for anxiety, depression, trauma, relationships, and life transitions

■ **Couples & Relationship AI:** Specialized AI counselors trained in Gottman Method and EFT for relationship therapy

■ **24/7 AI Support:** Your AI counselor is always available - no appointments, no waiting lists

■ **Continuous Learning:** AI counselors that evolve with latest research and therapeutic techniques

Competitive Advantages

- Multiple specialized AI counselors with distinct therapeutic expertise
- AI therapists trained in 10+ evidence-based therapy modalities
- Personalized counseling that adapts to individual communication styles
- Dedicated AI counselors for specific mental health conditions
- Continuous session memory for deeper therapeutic relationships
- Research-backed AI responses validated by clinical psychologists

Revenue Model

B2C Subscriptions: Individual and family plans starting at \$29/month

B2B Enterprise: Custom solutions for healthcare providers and employers

API Access: Integration licensing for third-party applications

White-Label Solutions: Branded platforms for healthcare organizations

Data Insights: Anonymized analytics for research institutions

Contact Information

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