

We put mental health support in the pocket of every worker

Proactive wellbeing, made simple

FOREMIND

The Problem.

Workplace **mental health** is in a state of **crisis**.

The Stats.

9

Australians die by
suicide every day.

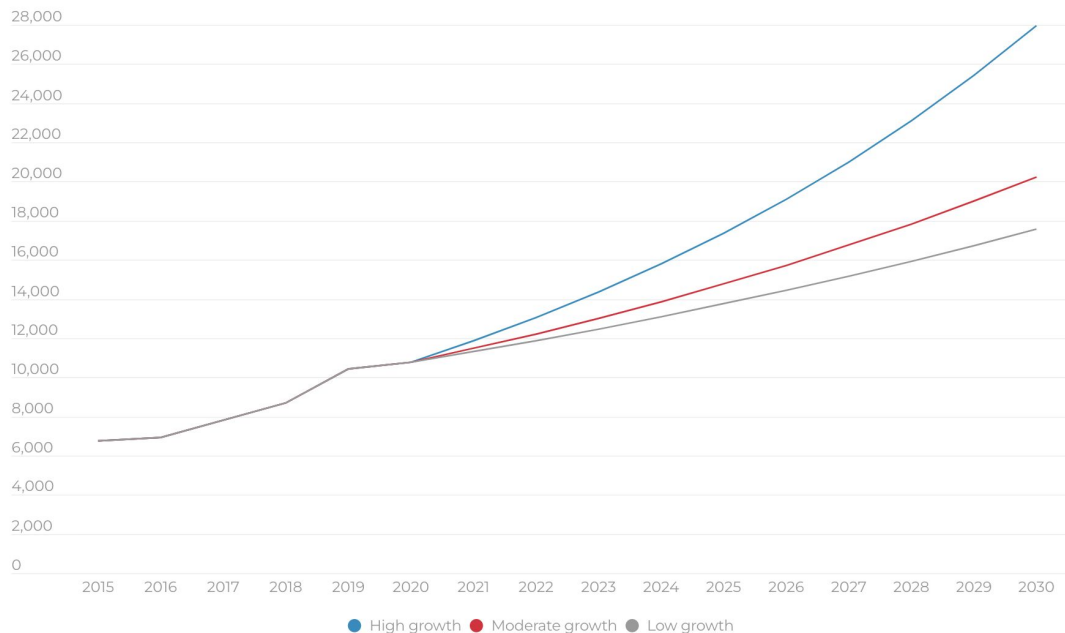
93%

Of those who died by
suicide either didn't ask
for help or didn't know
where to find it.

9%

Of all compensation
claims are now mental
health related.

The Silent Pandemic.



Australian Mental Health Compensation Claim Forecast

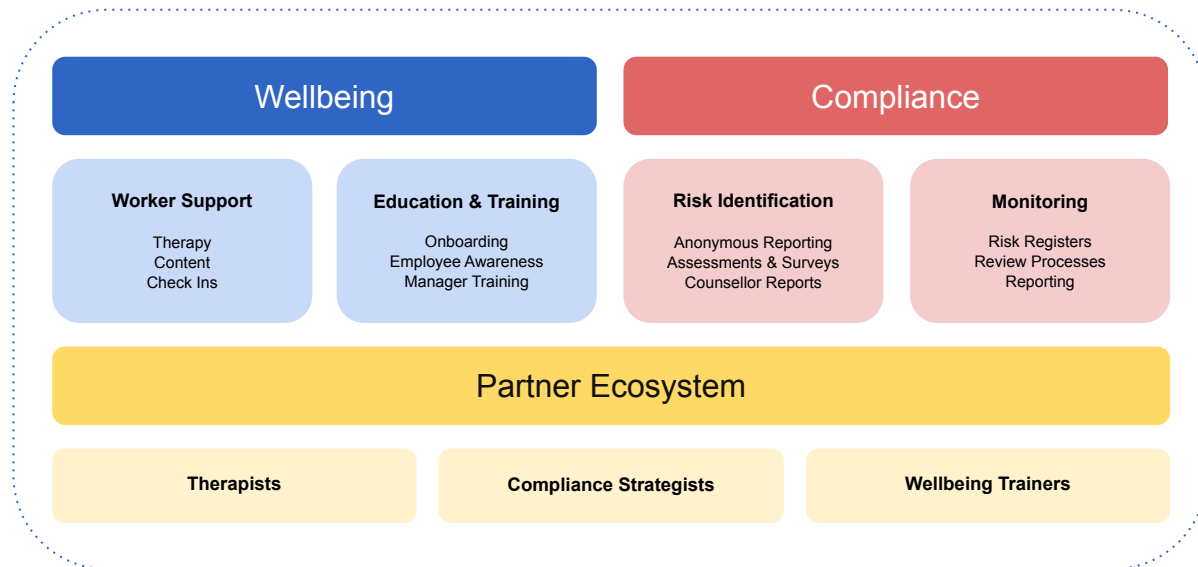
Mental health compensation claims are forecast to **triple** in Australia within **7 years**.

New Psychosocial Hazard Legislation requiring businesses to manage psychological risks was released in 2023 and is now a legal requirement.

Our Mission.

To make it simple for businesses to support worker **retention**,
productivity and **mental health** while navigating their
compliance obligations.

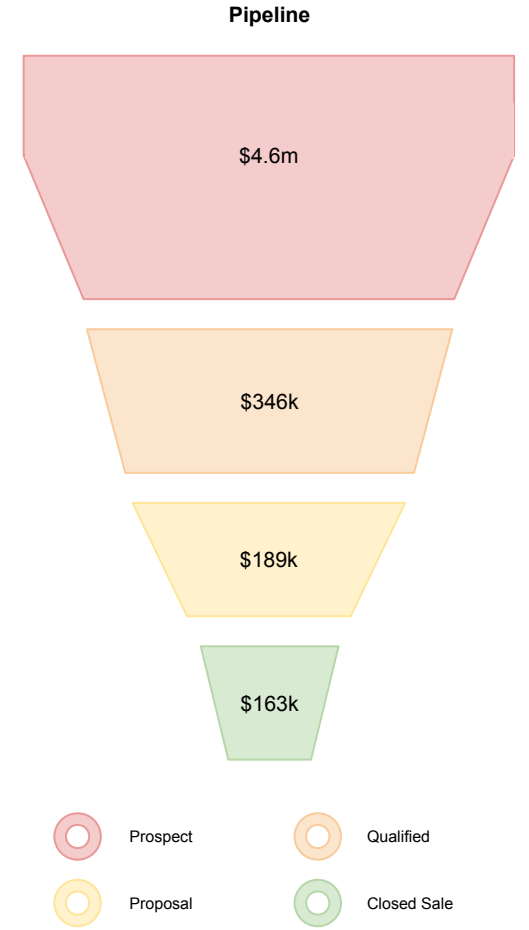
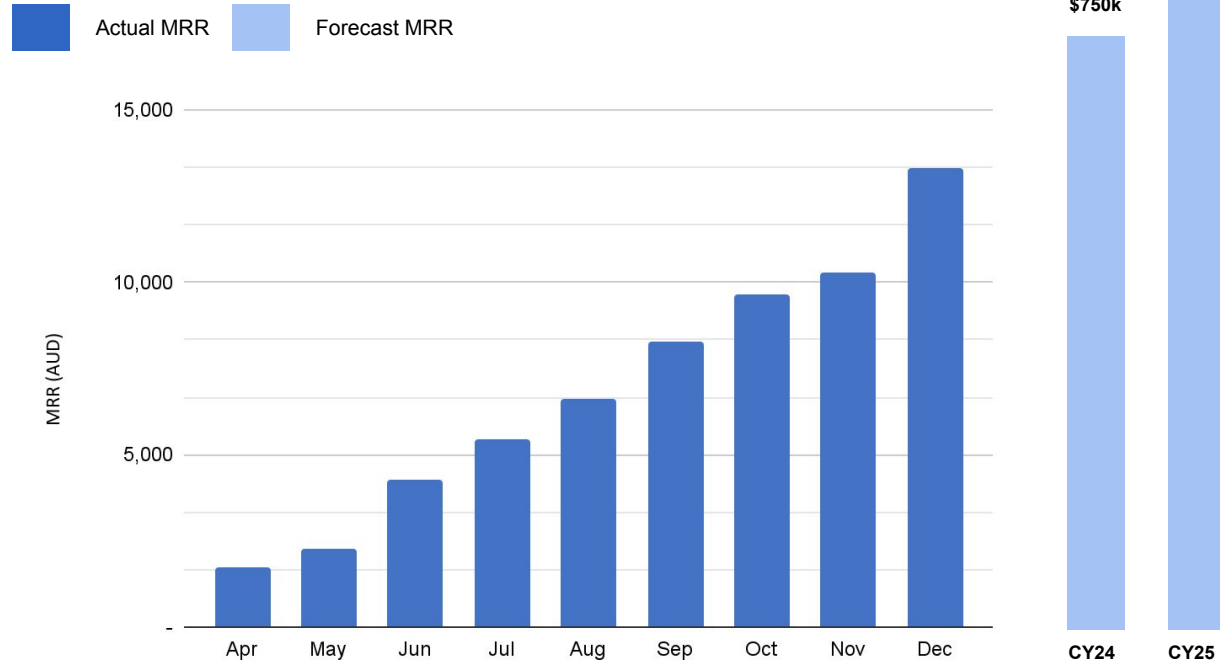
The Solution.



One platform linking worker **wellbeing** and **compliance**.

Traction to Date.

947% YoY Growth in 2023. Cash Flow positive by 2025.



Traction to Date.



We have **never** lost a client.

Impact So Far.

18

The number of companies who had never utilised an EAP before Foremind.

0

Suicides across any of the 28 companies we support since utilising Foremind.

2.4k

The number of individuals supported by Foremind in the past 24 months.

Go To Market.

We are capitalising on a **structural shift** in workplace **well being**.

Where mental health support is no longer a **nice to have**.

Go To Market.

Pillar 1

Construction Expansion

Prove product market fit and continue developing sales approach in the construction industry.



Pillar 2

Develop/ Test Playbook

Validate a sales playbook in a new Engineering vertical through rapid marketing experimentation and outbound sales.

Pillar 3

Increase ACV

Expand our product offering to increase Net Revenue Retention (NRR) on client renewals to be above 100% and Average Contract Value (ACV) for new clients (\$10k average).

Pillar 4

Expand Target Market

Expand thought leadership presence and establish product market fit in 4 new key verticals. Finalise self-sign up process to reduce sales overheads for smaller clients.

10 Year

- \$100m+ ARR
- Global market leader
- 5000 customers

5 Year

- \$10m+ ARR
- Oceanic market leader
- 666 customers
- Tier 1 client (Lendlease)
- 50 employees
- US sales team
- Giant Leap Investment
- Research partner

1 Year Plan

- \$750k ARR
- \$120k Counselling Revenue
- 75 Customers
- Average utilisation > 10%
- Insights & Intervention Engine
- 6 employees, 30+ counsellors
- Team Profile:
 - CEO
 - CTO
 - 1 x Mid Engineer
 - 1 x Jnr Engineer
 - 1 x SDR
 - Wellbeing Director
 - Fractional CFO

Our Team.



Joel Anderson

Founder & CEO

Joel started Foremind after lived experience with mental health which started an unwavering passion to create a structural change in the way businesses approach wellbeing.

Joel started his career in the construction and engineering sectors before joining tech.

Joel's operational experience spans both product and enterprise sales, with highlights including being employee #30 at Seeing Machines (current \$500m valuation), the first sales hire at Acorn (currently raising series A in the US) before working at Dentsu selling software to Global enterprises.



Corey McIntyre

CTO

Corey has an enterprise software background gained from experience at DXC building scalable large scale platforms and Xero as an application developer.



Louise Thompson

Wellbeing Director

Louise is an expert in leadership and burnout prevention services having lead the lifeline counseling practice before becoming the clinical services manager at headspace.



Glenn Smith

COO

Glenn brings an exceptional level of operational and sales experience to the team having worked for 7 years as CFO at Housing Industry Association before running his own construction business for 12 years.

Our Vision.

To make compliance **simple** for every **business** and mental health support **accessible** for every **worker**.

Thank You.

Find me at the Snow Foundation
stand in the Foyer on Day 1 of
the Impact Investment Summit

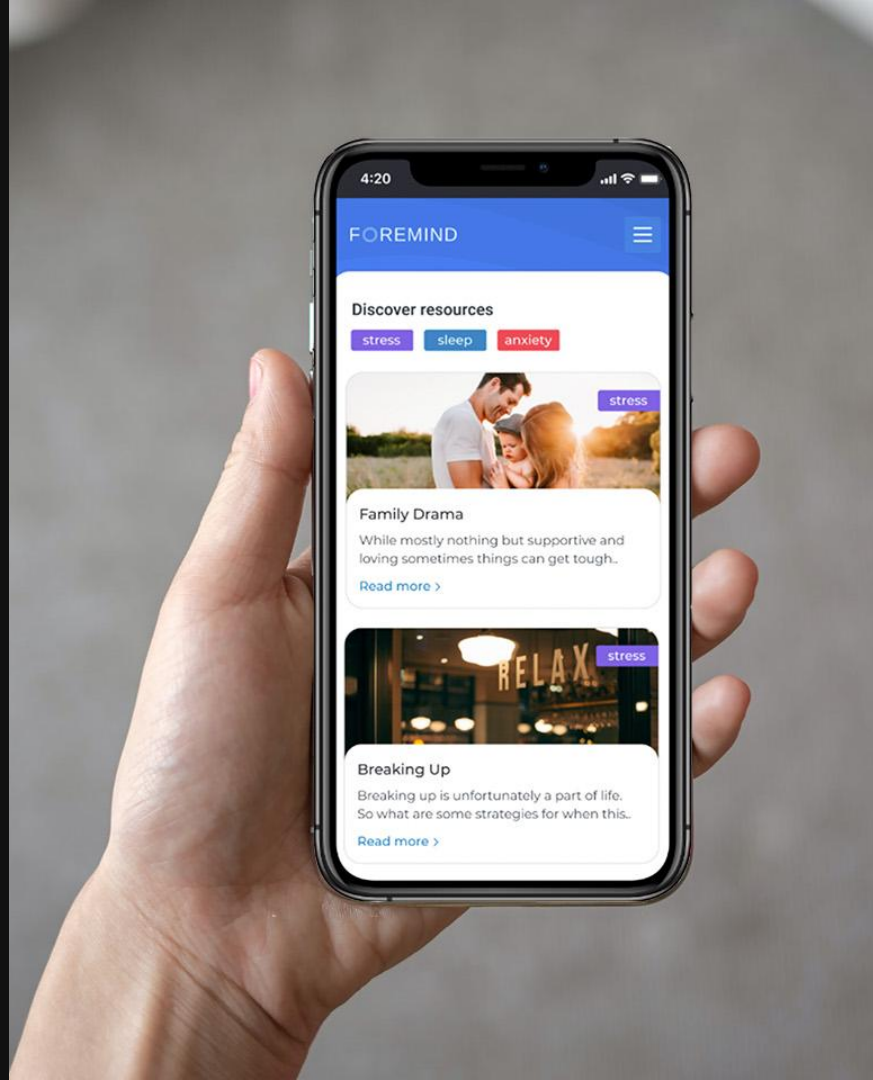


Joel Anderson - CEO

0411 290 575

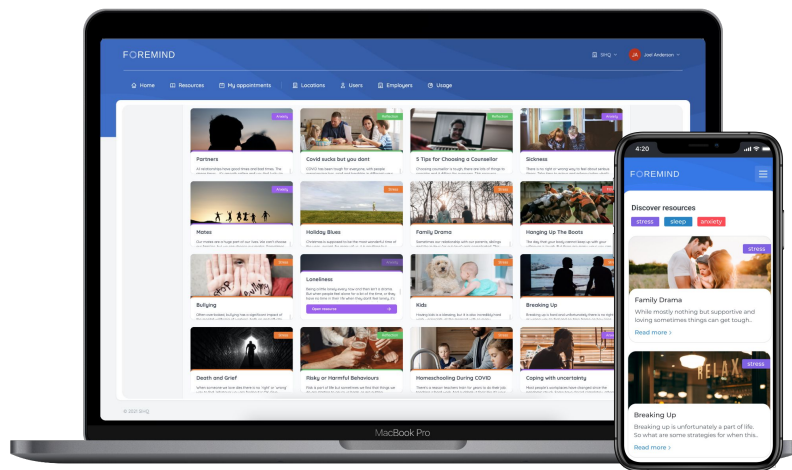
Joel@foremind.com.au

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Appendix.

Foremind for Workers.



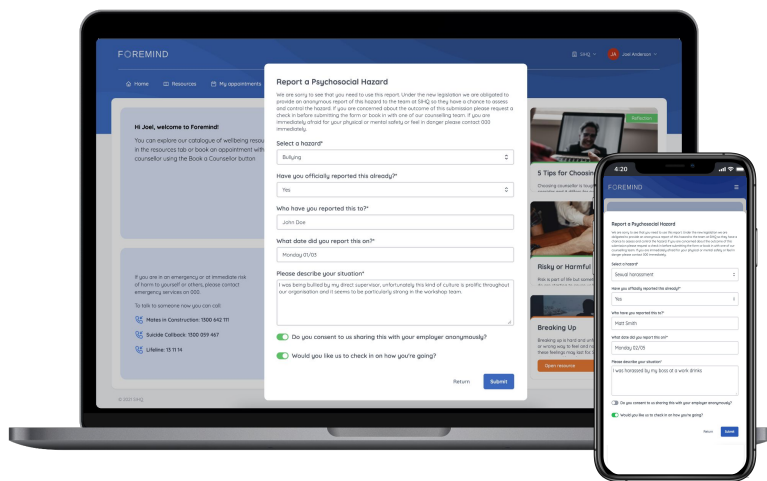
1 Proactive Resources



2 Video Stories

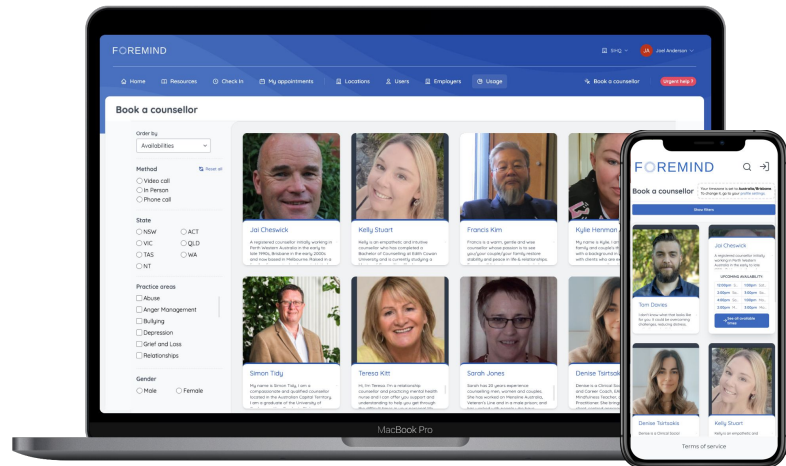
Foremind for Workers.

Combining **preventative** resources and **counselling** to prevent the point of **crisis**.



3

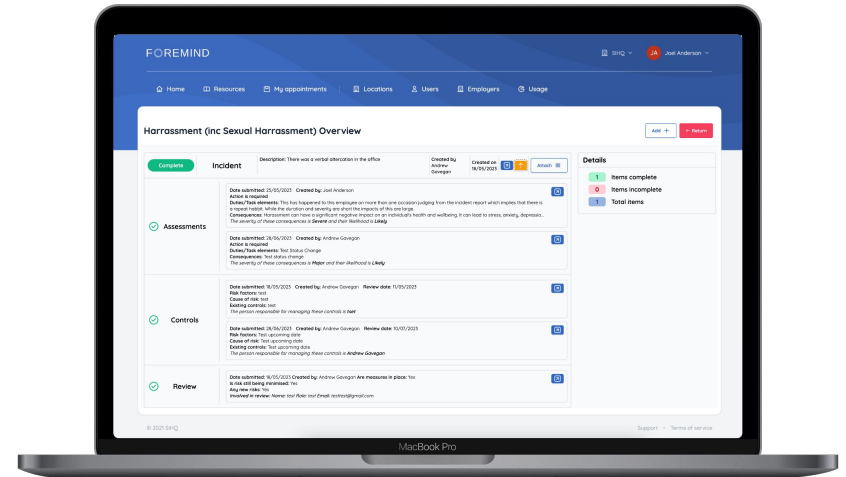
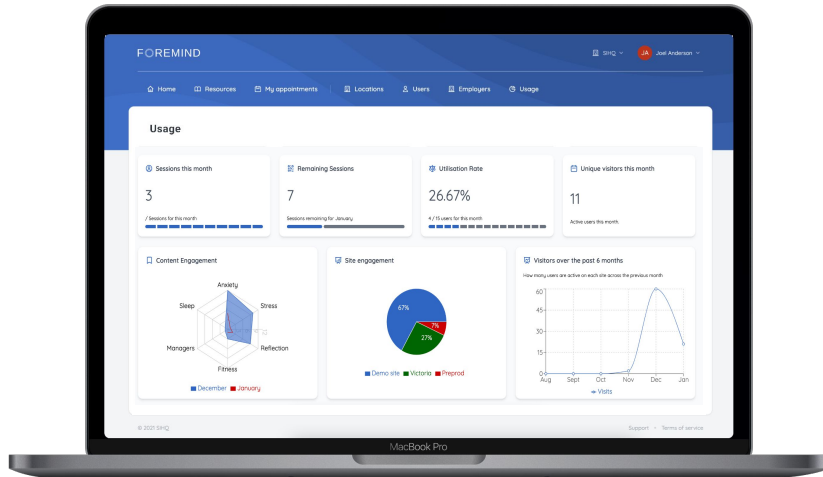
Hazard Reporting



4

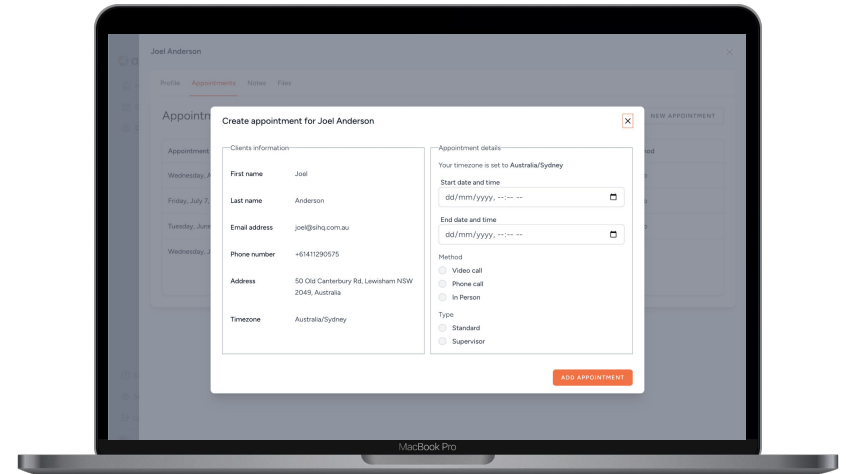
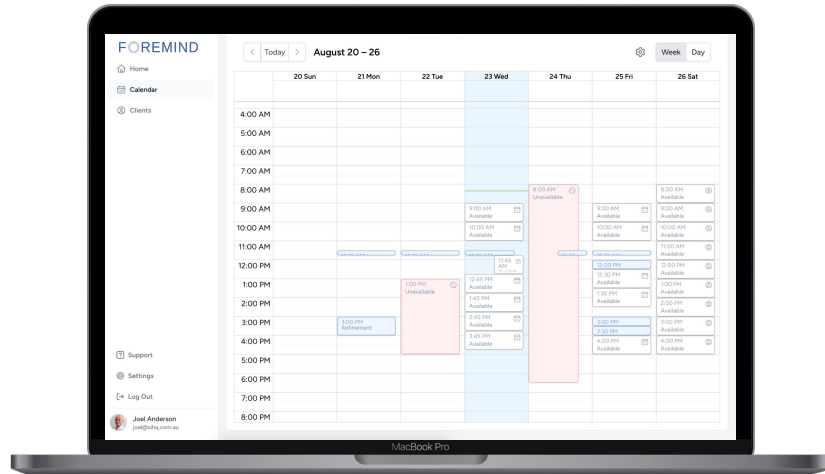
Counselling

Foremind for Business.



Providing data to increase **retention and productivity** while managing **compliance** requirements.

Foremind for Therapists.



Providing a single platform that **generates leads** allowing therapists to **manage and grow** their individual practice.

Advisory Board.



Blake Proberts Director

When Blake realised that HR and learning & development was the land that time forgot, he developed Acorn, the first platform that links learning to performance. His first contract was for the Australian Government in 2013, and since then Acorn has been rolled out to over 1,000,000 users worldwide, servicing enterprise organisations across APAC and North America.

Blake is currently exploring a series A round in the US and brings a level of expertise when it comes to scaling successful software companies, build successful sales & marketing funnels as well as building strong executive teams and maintaining client relationships.



Felix Blumer Director

Felix has a strong passion for the legal, medical and mental health fields. He was a Director and Solicitor of Blumers Lawyers who specialise in medical negligence, workers compensation, motor vehicle and public liability claims where he learned first hand the lucrative nature of mental health compensation claims.

Felix currently works at FundAPPS in the U.K as the regulatory lead where he is responsible for ensuring compliance in a constantly changing global regulatory landscape, presenting on the topic at conferences across the world.



Pippa Baker Advisor

Pippa Baker is a passionate educator looking to bring mental health and good wellbeing education to communities and workplaces. Pippa is a Principal Master Instructor of MHFA, and has completed: Positive Psychology at the University of Pennsylvania and The Science of Wellbeing at Yale University.

Pippa has worked for various mining, construction and corporate companies including Qantas, Rio Tinto, the Parramatta Eels and Roberts Co and bring a level of expertise to Foremind as well as being our primary trainer for any workplace education that can support our clients.



Dr Ellie Kirk Advisor

Dr Elizabeth Kirk has is responsible for our clinical approach and operations. Ellie specialises in the crisis intervention sector having worked extensively with lifeline and relationships Australia and will continue to be a counsellor on our platform as well as advise the Foremind team moving forward while on maternity leave.