



# Menti

## Therapy by Women of Color for Women of Color

## Seeking Therapists to Register for Platform

**COMPANY OVERVIEW:** Menti is an online platform that connects diverse therapists with diverse therapy seekers for both individual therapy and, uniquely, for 8-week-long, identity-based group therapy sessions - 1/3 the price of individual sessions but proven to be just as effective for disorders such as anxiety and depression.

**CHALLENGE:** Women of Color receive mental health care at 1/3 the rate of their counterparts. When they receive care, misdiagnosis is common. Only 12% of therapists identify as BIPOC (Black, Indigenous, People of Color). And only 5.5% of therapists speak Spanish, leading to a care gap and misdiagnosis crisis in the Spanish-speaking community. There is a need to create a pipeline to culturally competent care for BIPOC women seeking therapy.

**SOLUTION:** Menti is an online platform that connects diverse therapists with diverse therapy seekers for both individual therapy and group therapy sessions. Menti empowers through educational modules created by Women of Color (WoC) therapists that users can trust and use to take control of their care.

**MARKET:** There are ~330M people in the US, 20% of whom are WoC, so there are ~66M WoC in the US. Of the 66M, we have decided to focus on millennials and Gen Z because they are more receptive to therapy. If ~33% of the 66M WoC are in our target age group of Gen Z and millennials, there are ~22M WoC in our target age group. Because 21% of millennials are actively engaged in therapy, our TAM is ~440,000 WoC. There is potential for our TAM to increase as stigmas surrounding mental illness lessen and we educate people on alternate pipelines to therapy like identity exploration for marginalized groups and Group Therapy, which is more affordable.

**MILESTONES:** We have partnered with therapy organization the Indigenous Circle of Wellness to increase our Native American therapist representation. We have also partnered with Ayzha Corbett-Wilson, a Baltimore-based therapist, to host our first structured 8-week Sister Circle series for beta users.

**REVENUE MODEL:** We operate as a two-sided marketplace where we make the money from those who make the money (therapists, wellness practitioners). We have two user profiles: therapists of color and therapy-seekers who identify as women of color or non-binary people of color.

Therapists will pay us a monthly subscription fee of \$15 to reach clients. There are ~106,000 therapists in the US\* and 14% are BIPOC (Black, Indigenous, People of Color), meaning there are ~14,840 therapists of color in the US. We plan to reach therapists through therapist of color networks, such as email listservs and direct outreach.

Therapy-seekers can access the therapist database and essential content for free, but will have the option for a tiered subscription model for access to their desired number of therapy group sessions and premium workshops.

After proving our model, we will partner with companies and universities to provide greater access to mental health for their diverse stakeholders.

**COMPETITIVE ADVANTAGE:** Menti was built with trust from the communities of color that it serves, and creates pipelines to care, such as identity exploration and non-western mindfulness tactics, that larger telehealth platforms like BetterHelp and TalkSpace have neglected due to their broad focus. Our structured Therapy Groups and Sister Circles uniquely provide a more affordable and community-centric option for mental health care that is missing in larger, more mainstream platforms.

### COMPANY NEEDS:

- Are you a therapist or know a therapist who might be interested? Register for the Platform: <https://bit.ly/3sJ1f8e>
- Therapy-Seekers: Register for first Sister Circle starting June 1.

### Menti

**E-mail:** [menti.community@gmail.com](mailto:menti.community@gmail.com)

**Website URL:** [www.menti.community](http://www.menti.community)

**Social Media Accounts:**  
[instagram.com/menti.community](https://www.instagram.com/menti.community)

### ■ KEY PERSONNEL

**Meghna Kumar, Co-founder & CEO**

**Edoghogho Ighodaro, Co-founder & COO**

**Nicole Muhleisen, CFO/Marketing**

**Ayzha Corbett-Wilson, Therapist Advisor**

**Dr. Sara Johansen, Advisor**

**Madison Marks, Advisor**

**Total # Employees/Team Members: 3**

**Total # Advisors: 3**

### ■ COMPANY STATUS

**Founded:** 2021

**Industry:** Healthcare, Technology

**Company Registration Status:** Not yet incorporated.

**Total Funds raised to date:** \$10,000

### ■ RECOGNITION

#### Awards

Stanford BrainStorm Pitch Competition Winner

HerCampus Business Plan Competition Winner

Ballard Spahr BASE Program recipient

#### Press

[This New Platform Is Innovating The Industry With Identity-Specific Therapy](#), *HerCampus*, Nov. 2020

[Meet the Entrepreneur: Menti](#), *Johns Hopkins Tech Ventures*, April 2021