

SOLANA UNIVERSITY

(SOLID USE CASE FOR MENTAL HEALTH AND BEYOND)

FROM EDUCATION TO EMPLOYMENT
THROUGH CREATIVELY DISRUPTING
THE EDUCATIONAL AND EMPLOYMENT SYSTEM

PITCH DECK

5 Minute Wingz Version

By Michael Uram, MA, LMFT, LPCC

OUR OFFER

As an Angel investor, do you want to be a part of expanding the usefulness of an immutable ledger to archaic industries? I may be out of my field of expertise, but when I see a market ripe for a revolution, I pause and make a plan to be a part of it.

If you would like 14% of this venture, we are asking for \$4 million in seed funding to create the SLM in about 6 months and the full-service mental health practice in 12 months. If the plan works, we will likely be self funded or offered to be acquired.

Would you want to be a part of the project that brings all educational degrees and business licenses onto the ledger? We will have verifiable degrees, skills badges and rankings in all industries soon. This is your opportunity to become a part of this story.

60 SECOND PITCH



We aim to repair the education and employment system by decreasing cost and time, increasing competency and verifiability, all while improving outcomes for all involved.

This is a WIN-WIN solution for Students, Employees, Employers, Consumers and us.

ABOUT THE FOUNDER

I am a creative problem solver that has evolved mental health treatment in California for the past 20 years. I see gaps in the educational and employment system that are ripe for disruption. I am driven to develop unique solutions to make life better for my clients. After 30,000 sessions, I see an opportunity to change the educational system in California and beyond. I am a feelings engineer with a desire to create profound change.

CEO, LMFT, LPCC, Influencer, Mentor,
Blockchain Enthusiast, Husband,
Father of the Year Winner 16x in a row

BIG PROBLEMS AND EASY SOLUTIONS IN EDUCATION AND LICENSING FAMILY THERAPISTS (START SMALL AND THEN SCALE)

MAKE QUALITY EDUCATION AFFORDABLE

The cost has gone up 80%. We decrease the cost through using online Moodles. We increase retention by using the Cognitive Load Theory to guide content creation. EDX already does this for Ivy League schools

BETTER VALUE

We can offer a degree for a reduced cost of \$10K per seat, which would make us and them more revenue. Minimum \$25K Revenue, plus 50% of their wages afterwards when they stay with us. Others charge more.

10/9/2024

POST GRADUATE JOBS PAY TOO LITTLE

After graduation, you have to work for low wages for 3000 hours with expensive supervision and few hours available. We replace this with AI training and unlimited hours and supervision.

TIME SAVINGS

The total length of time from starting school to practice would be reduced from 5 years to 3.

BETTER COACHES AND THERAPISTS

Coaches can use an AI tool on screen while meeting with clients that makes suggestions that would be most effective. Better coaches+ better outcomes= more revenue.

TRANSFERABILITY

This model is transferable worldwide and for most professions. There is no limit to how much revenue this can generate.



INITIAL MARKETSHARE

There are approximately 20,000 students per year in CA. At 5% marketshare, Revenue would be \$25 million/yr, profit \$15 million/yr. By year 3, if we do not exit, enrollment would increase 20x.



COST SAVINGS

Students save by learning the most relevant information sooner and retain it, all for 90% less than what a traditional degree costs. Walden University has this model, but for \$100K per degree



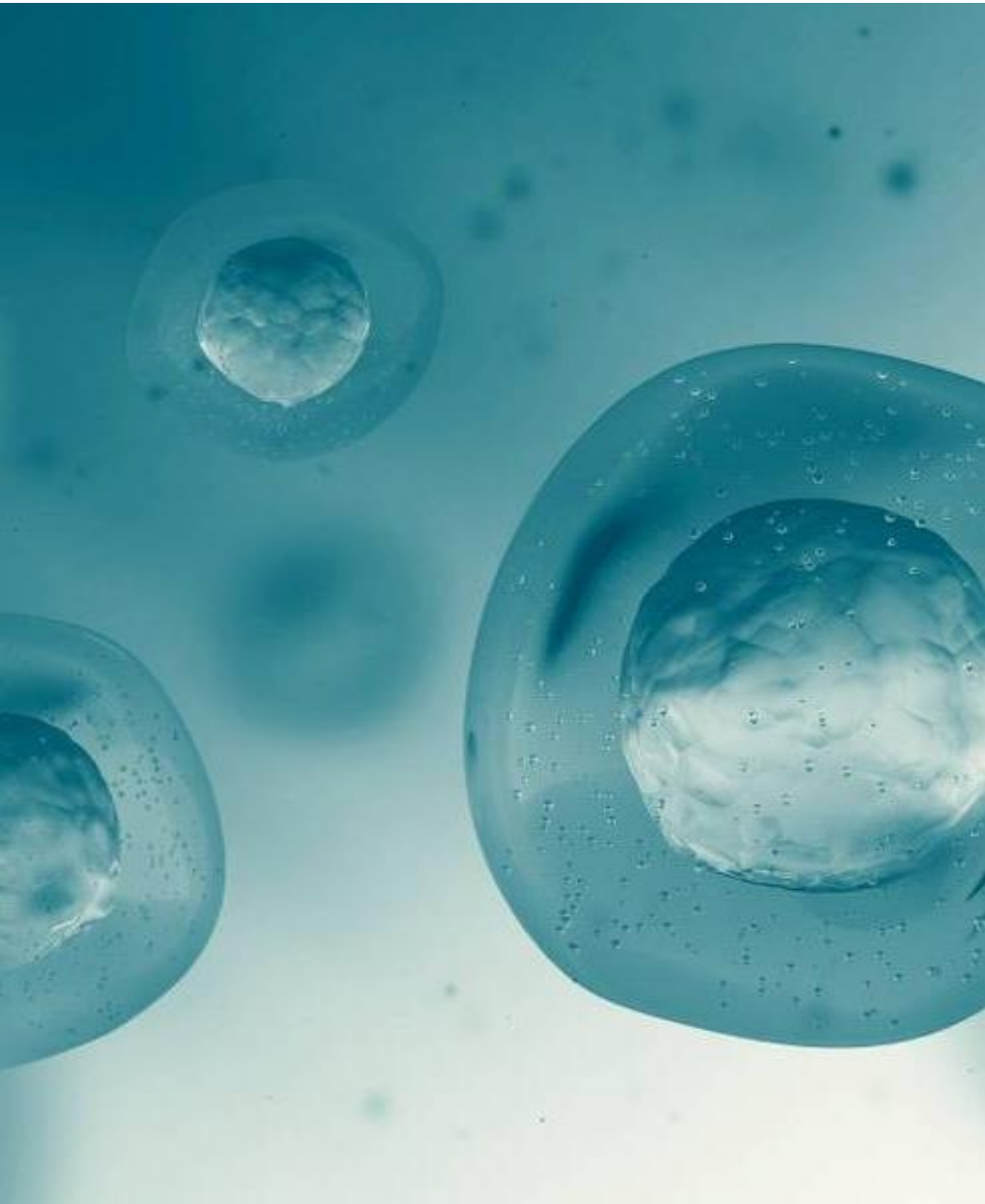
TARGET AUDIENCE

All students, but starting with grad students who are forced to work for very little pay, while paying high tuition rates.



SCALABILITY

Once we verify the model with therapists, we expand it to other locations and professions.



DISRUPTED INDUSTRIES

EDUCATION

Decreasing cost and increasing the value of education, following in the footsteps of EDX

CRYPTO AS A LEDGER

Instead of solely using cryptocurrency for NFT's and securities, they now have lifelong value to the holder with their immutable degrees and certificates, degree fraud decreases

EMPLOYMENT

Nonprofits solely rely on forced employment of graduates for a few years, we add a better option.

HEALTHCARE AI

AI facilitated healthcare is readily available. Better providers=better outcomes



COMPANY OVERVIEW



SOLANA UNIVERSITY BUSINESS MODEL

PROFITABLE TRAINING/EMPLOYMENT

Create an Internship/ Employment Pipeline for Mental Health, Significant Revenue Opportunity of \$50 million per year, \$10-20 million profit.

PROFITABLE LICENSING DEALS TO DEGREE VERIFICATION SERVICES

License our system to Employment Verification Systems like HireRight, or just make them redundant

PARTNERSHIPS

Students cheat using ChatGPT, Fake Degrees and Certifications. If we partner with an emotion tracking software company like Affectiva, not only will our training be authentic and useful, our system can evolve to make them more engaging.

PROFITABLE MOODLE

Merging EDX style education with Solana's level of immutable ledger gives legitimacy to the degrees that employers, universities, and governments would demand.

INTERNAL EMPLOYEE PIPELINE

Just like video game badges, employees would compete to improve their skill set. Employers would decrease manager recommendations value, which is often biased. Everyone gets better.

Approximate profit per employee is \$25K per year

REVENUE

External Certificates generate 50% profit, for 100,000 certificates at \$50, \$2.5 million.

Internal Employees profit is \$25K per year, 50 employees is \$1.25 million for first year.

OUR COMPETITION

MENTAL HEALTH

ALL UNIVERSITIES THAT OFFER A COUNSELING DEGREE (EXPENSIVE AND TIME CONSUMING)

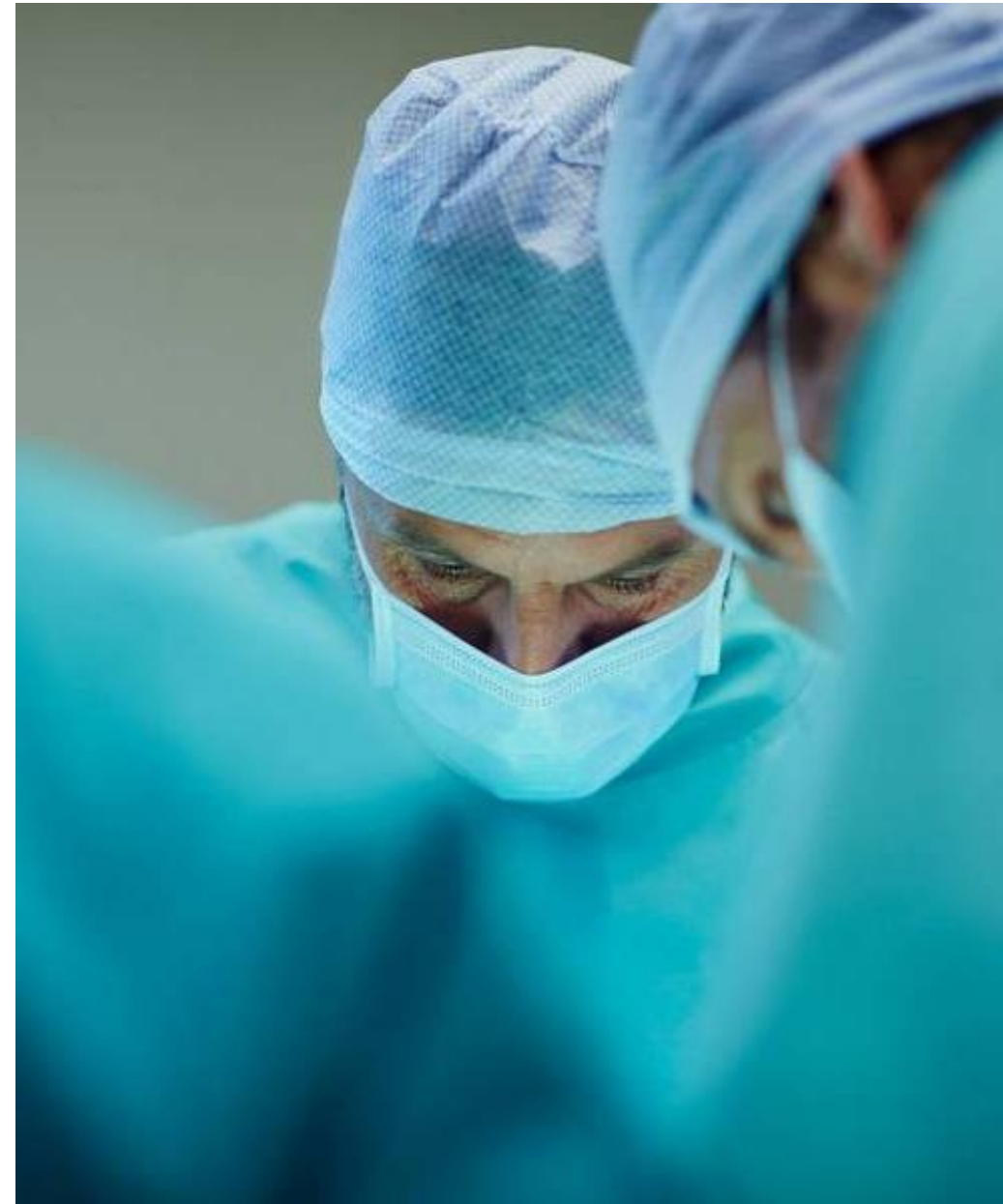
ONLINE MENTAL HEALTH APPS (LOW PAY FOR THERAPISTS AND LOW QUALITY TREATMENT FOR CONSUMERS)

CONTINUING EDUCATION PROVIDERS (LOW COST, NOT BASED ON COGNITIVE LOAD, CERTIFICATES CAN BE FAKED EASILY)

FUTURE COMPETITORS

EDX, COURSERA, INSURANCE PROVIDERS, CALM , HEADSPACE, ALMA, CHARLIE, ANTHEM, BLUE SHIELD, OPTUM, AETNA

ALL OF THESE COMPETITORS ARE ALSO POTENTIAL EXIT PARTNERS AS WELL. IF WE HAVE A GOOD IDEA, WE MUST ALSO BE OPEN TO ACQUISITION



SUMMARY

Solana University is the first full service education/ training/ internship model for educating and employing Family Therapists effectively, efficiently and profitably.

The University system is woefully behind and excessively expensive. Let's start small and expand.

Every field of education can benefit from their grades and degrees being on the blockchain and their internships aided by AI.

THANK YOU

Make Solana more useful...

For Further Discussions



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