

# YōkaiZen

Revolutionizing Mental Health  
in Japan Through Manga and AI





# SUMMARY

**YōkaiZen is an innovative mental health platform tailored for Japan's younger generations. Fusing on captivating manga storytelling & AI-driven coaching.**

**Seeking ¥30 million to launch a high-impact marketing campaign. featuring collaborations with tier-1 manga artists.**



**Vision:** To become Japan's leading mental wellness platform by making mental health support accessible, engaging, and culturally relevant.

**Mission:** To bridge the gap between traditional culture and modern technology, empowering users to navigate their emotional journeys.



# PROBLEM

- **Prevalence of Mental Health Issues:** Recent studies reveal that approximately 20% of Japan's population suffers from mental health issues, including anxiety, depression, and stress-related disorders.
- **Accessibility Gap:** Traditional mental health services are often inaccessible due to cost, availability, or societal pressures, especially among the youth.
- **Stigma and Access to Care:** Despite the high prevalence of mental health issues, only about 30% of those affected seek professional help. Cultural stigma and a lack of accessible mental health resources contribute to this gap.



# OUR SOLUTION

- **Manga-Based Engagement:** Leveraging Japan's beloved manga culture to present relatable stories addressing emotional challenges.
- **AI-Driven Coaching:** Unlockable AI characters provide personalized guidance, reflecting therapeutic approaches from the narratives.
- **Gamification:** Interactive quizzes and rewards enhance engagement, making self-improvement enjoyable.





# PRODUCT OVERVIEW

## Interactive Manga Stories

- Follow characters facing real-life emotional challenges.
- Stories crafted to resonate with common issues like anxiety, self-esteem, and relationships.

## Unlockable AI Characters

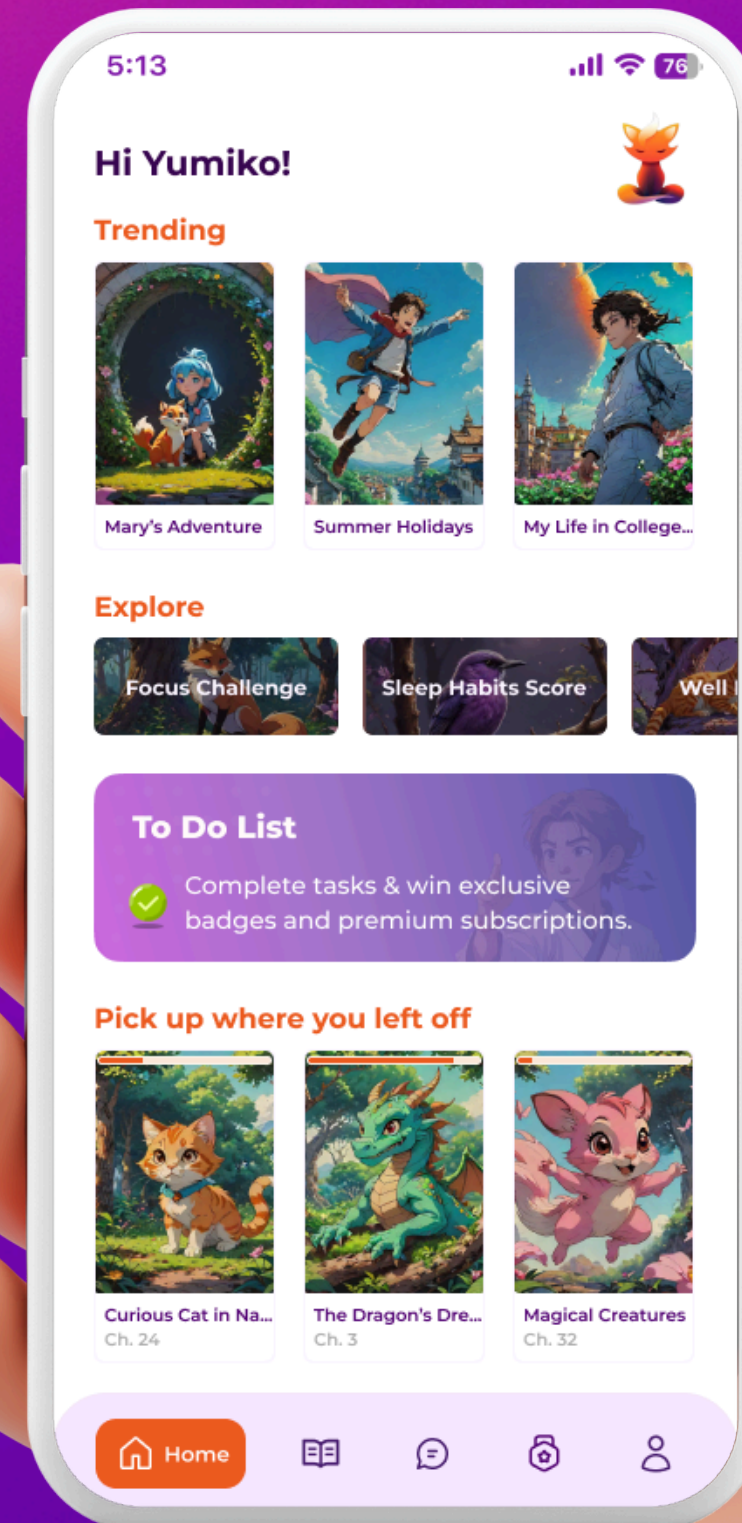
- Each character offers personalized support and tools.
- Characters are imbued with therapeutic techniques relevant to their stories.

## Proactive AI Engagement

- Characters initiate conversations and prompts based on user interactions.
- Encourages reflection and growth beyond passive reading.

## Gamified Learning

- Quizzes and activities reinforce lessons from the stories.
- Rewards and progression systems motivate continued use.

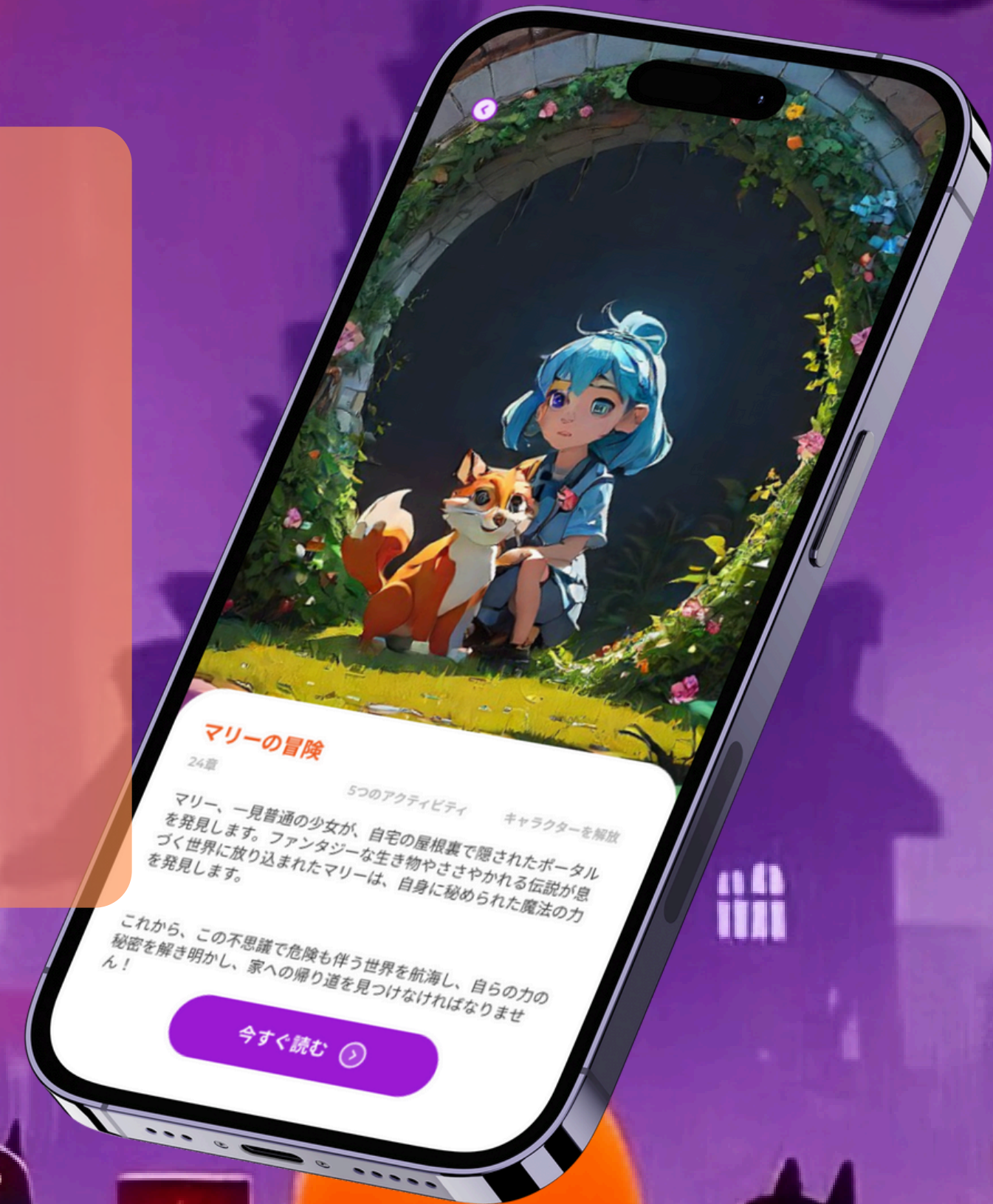




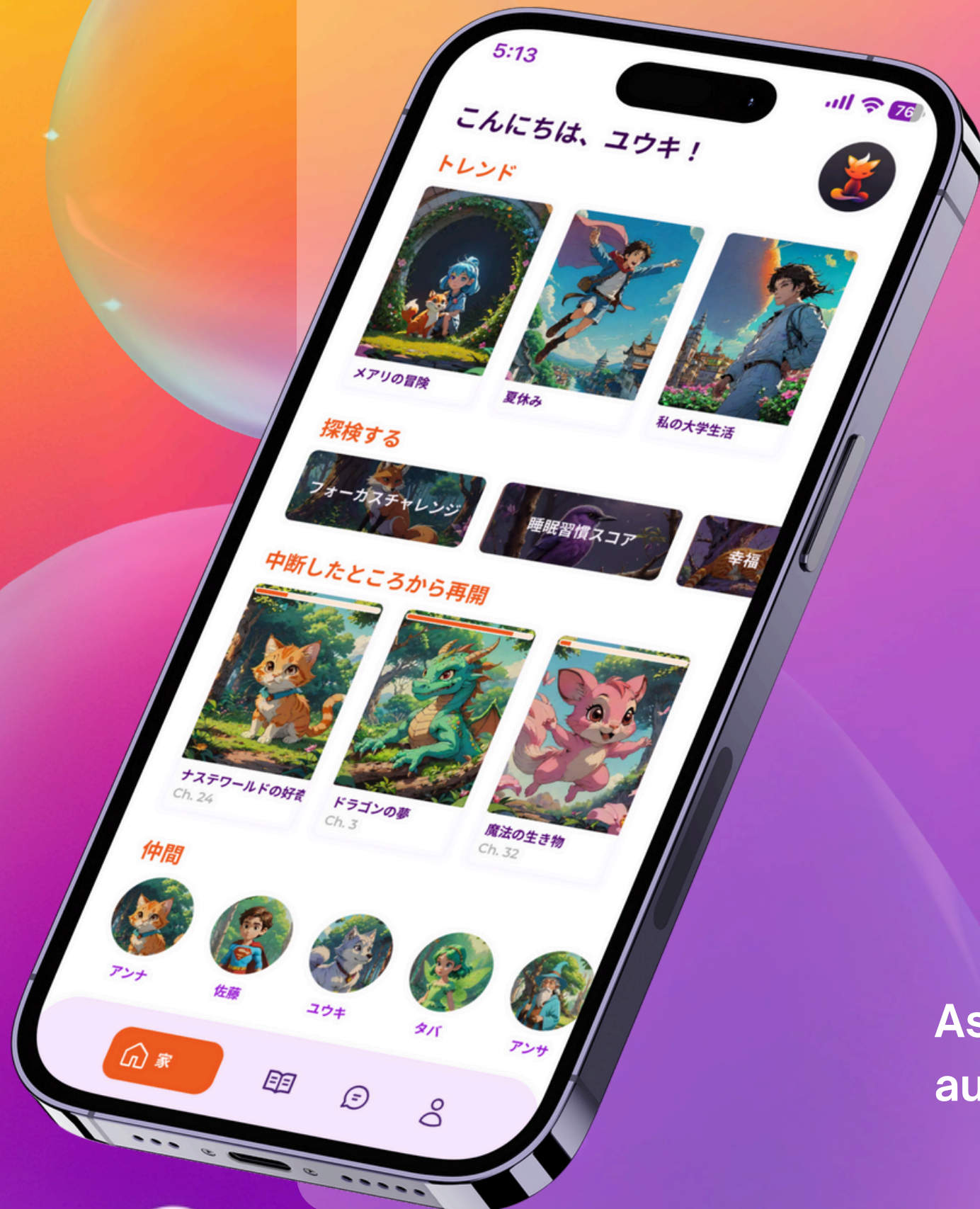
# REVENUE SHARING MODEL

## Revenue-Sharing Model in [mangaka.yokaizen.com](https://mangaka.yokaizen.com)

- Automatic system to analyse and incorporate new manga Titles into YōkaiZen App
- **Competitive Compensation:** Offer attractive revenue shares to artists based on content engagement.
- **Sustainable Growth:** Align artists' success with platform growth to incentivize high-quality content creation.







# PROCESS

1. How Yokaizen Works
2. Overview: Step-by-step process
3. Upload your manga
4. AI analyzes content
5. AI companions creation
6. Interactive features integration
7. Showcase and support

As creator, you have the power to make a significant impact on your audience's mental health journey. Let's explore how we can collaborate.



# REVENUE SHARING TABLE

- Up to 70% revenue share based on manga works and engagement
- Fair and transparent compensation

Number of Manga Works	Revenue Share (%)	Description
1-5	50%	Ideal for new or part-time creators starting their journey on Yokaizen.
6-10	60%	Rewarding creators who have expanded their portfolio and engaged more users.
11+	70%	Top-tier creators with a substantial number of works and high engagement, maximizing their earnings.

#### Logic Behind the Tiers:

- 1-5 Manga Works: This tier is designed for new or part-time creators who are just starting to build their presence on Yokaizen.
- 6-10 Manga Works: As creators expand their portfolio and engage more users, their revenue share increases to reward their growing contribution.
- 11+ Manga Works: Top creators with a significant number of manga works and high engagement receive the highest revenue share, recognizing their substantial impact on the platform.



# FOUNDERS



Núria Anglés  
CSO

PhD Psychology  
Coordinates the definition  
and generation of  
measurement algorithms,  
logic, dynamics and R&D



Naiyanan Srisarakham  
COO

COO Naiyanan Srisarakham  
brings extensive experience in  
operations and management  
from her previous roles in  
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Tabaré Majem  
CEO & CTO

Led by CEO Tabaré Majem,  
a seasoned entrepreneur  
with a track record in  
successful startups such as  
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**REACH US**  
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# APPENDIX

## Market Research Reports

### A. Mental Health Statistics in Japan

#### 1. High Stress Levels and Mental Health Issues

- Ministry of Health, Labour and Welfare (Japan)
  - Title: "Comprehensive Survey of Living Conditions 2019"
  - Link: Ministry of Health, Labour and Welfare - Comprehensive Survey of Living Conditions
  - Key Data:
    - 60% of workers reported feeling significant stress or anxiety related to their jobs.

#### 2. Mental Health Stigma

- Research Article
  - Title: "Attitudes Toward Mental Illness Among the Japanese Public"
  - Authors: Ando, S., Yamaguchi, S., Aoki, Y., Thornicroft, G.
  - Journal: Psychiatry and Clinical Neurosciences, 2013
  - Link: Wiley Online Library - Attitudes Toward Mental Illness Among the Japanese Public
  - Key Data:
    - A significant portion of the Japanese population holds stigmatizing attitudes toward mental illness.

### B. Digital Mental Health Market Size and Growth Projections

- Statista
  - Title: "Digital Health Market in Japan"
  - Link: Statista - Digital Health Market Japan
  - Key Data:
    - The digital health market in Japan was valued at approximately \$2.8 billion USD in 2021.
    - Projected to grow at a CAGR of 6.5% from 2021 to 2025.
- Grand View Research
  - Title: "Japan Mental Health Market Size, Share & Trends Analysis Report"
  - Link: Grand View Research - Japan Mental Health Market
  - Key Data:
    - The mental health market in Japan is expected to witness significant growth due to increasing awareness.
- Deloitte Insights
  - Title: "Digital Mental Health in Japan: Opportunities and Challenges"
  - Link: Deloitte - Digital Mental Health in Japan
  - Key Data:
    - Emphasizes the potential for digital solutions to address gaps in traditional mental health services.

