



MEET CALMI

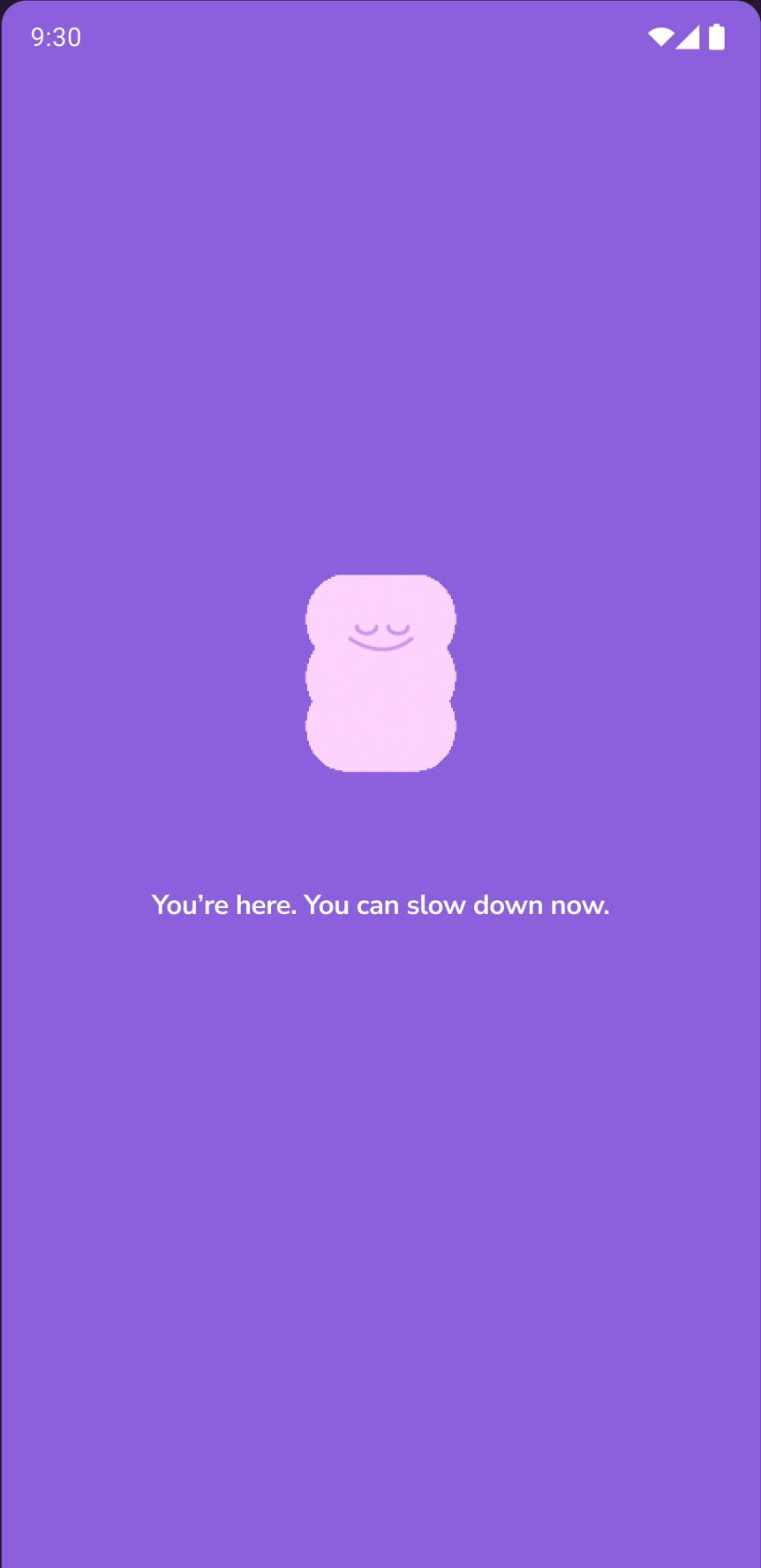
Your mind deserves a place to breathe.

Calmi helps you understand your mood, build self-awareness, and find the right support — before you feel overwhelmed.



Pitch Deck | 2026

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THE PROBLEM



We check everything. Except ourselves.

Overwhelm often goes unnoticed until it becomes hard to manage.

People struggle to see the patterns in their own moods.

Support feels intimidating, costly, inaccessible and reactive.

[National Mental Health Survey](#)

Millions need support. Most don't get it.

Nearly 150 million Indians are estimated to need mental-health care, while access to appropriate support remains severely limited.

84.5% Treatment Gap

The estimated treatment gap for mental-health conditions in India remains extremely high.

1.93 / 100K Mental Health Workforce

WHO's India profile reported only 1.93 mental-health workers per 100,000 population.

High Cost Barrier

Private therapy and specialist mental-health sessions can cost thousands of rupees per session, depending on professional, location and experience.

The result: care remains expensive, difficult to access, and often sought only after problems become difficult to manage.

THE SOLUTION

Meet Calmi.



Understand

Know how you're feeling in the moment.

Track

Identify emotional patterns over time.

Reflect

Turn daily moments into real self-awareness.

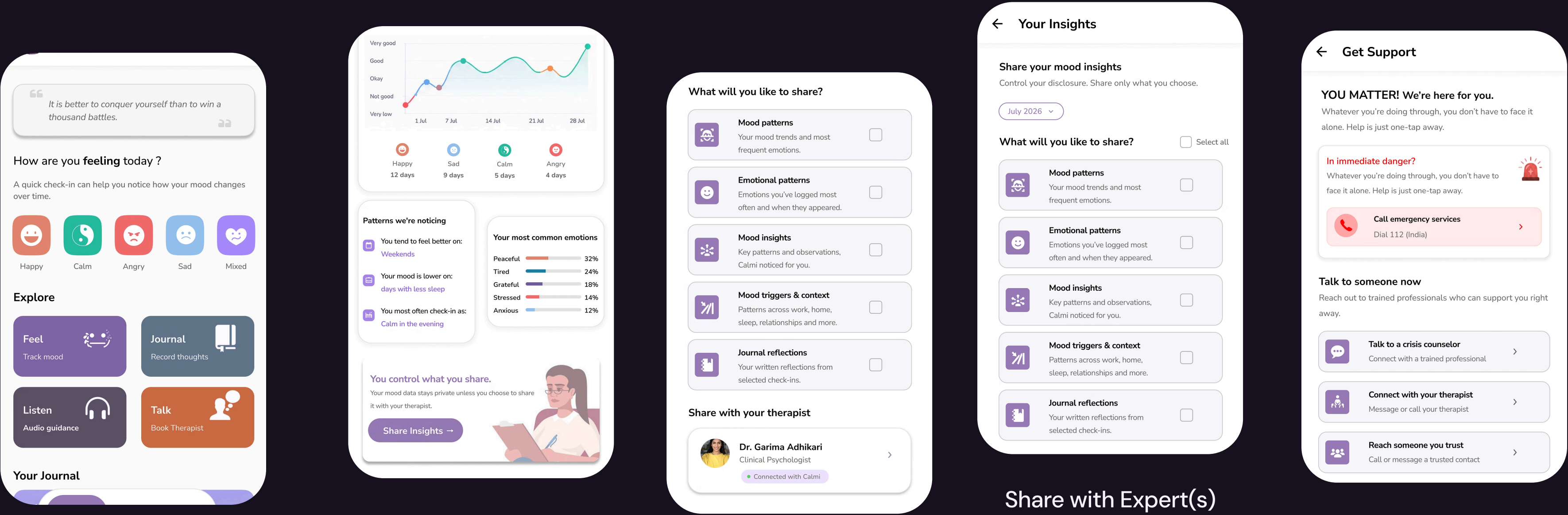
Support

Reach the right resources and professionals when needed.

From a single check-in to a clearer understanding of yourself.

THE PRODUCT

Everything you need to understand how you feel, in one place.



Daily Check-In
Check-in

Mood Patterns
Understand

Mood Insights
Reflect

Share with Expert(s)
Share what you want

Support
Get help

MEET RUMI AI

Meet Rumi. A little more clarity, whenever you need it.

A calm reflective AI companion that helps you make sense of your thoughts, emotions and everyday experiences.

Reflect

Guided reflection prompts

Organise

Make sense of thoughts and emotions

Journal

Turn thoughts into meaningful reflections

Guide

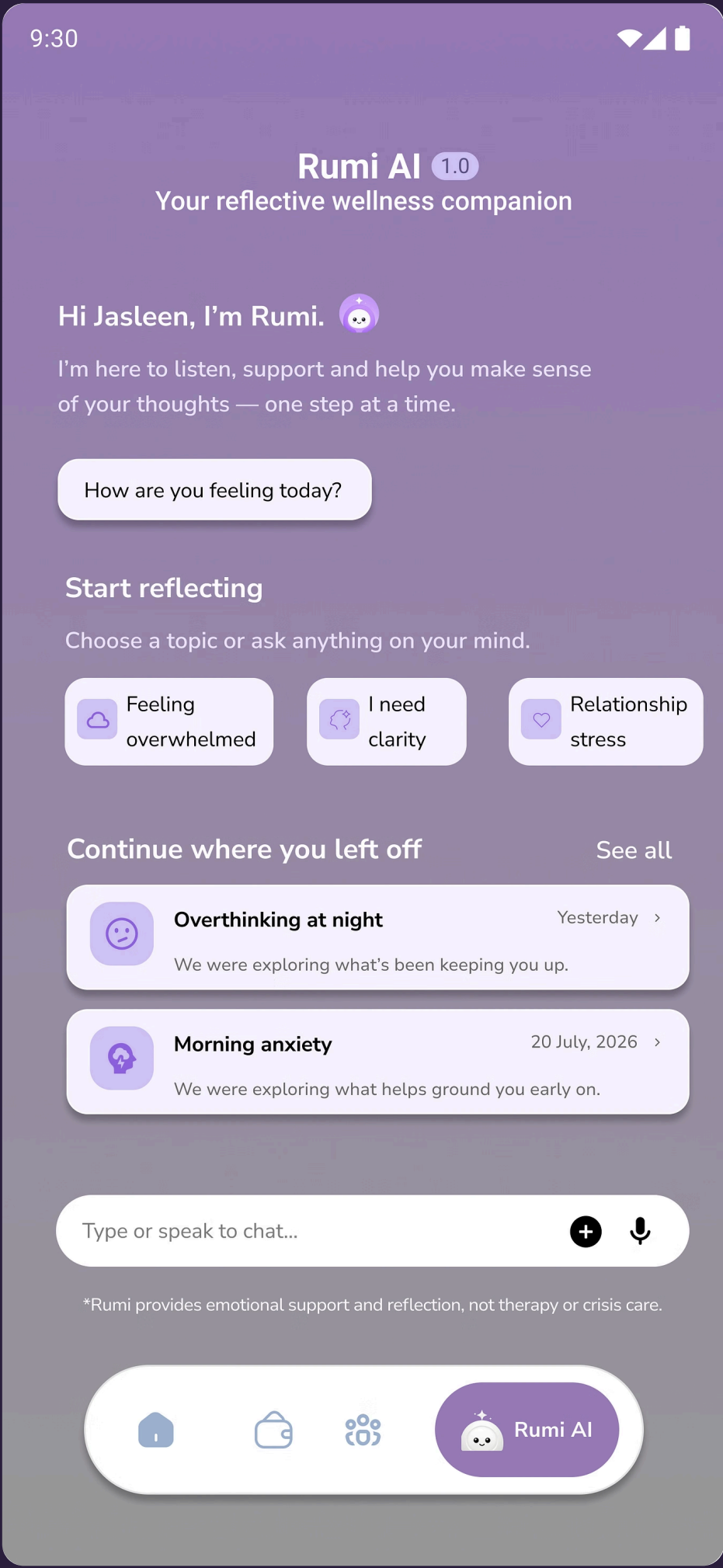
Suggest wellness resources or next steps

Reflection

Mood

Journal

Try Pitch



WHY NOW?

Mental wellness is becoming everyday infrastructure.

Awareness is mainstream

Mental health is now an everyday conversation, not a taboo — demand for accessible digital tools is rising fast.

AI is changing how people access everyday emotional support.

A digital-first, underserved audience

Students and young professionals want wellness built for their phones — yet most tools aren't designed for them.

Mental-health awareness is moving upstream.

The shift to prevention

Wellness is moving from reactive crisis care toward daily, preventive self-awareness — exactly where Calmi lives.

Digital-native users increasingly expect private, low-friction support.

India is Calmi's initial beachhead: ~150M people are estimated to need mental-health interventions, while fewer than 30M seek care.

So1MARKET OPPORTUNITY

A Growing Market. A Massive Unmet Need.

\$13.6B

Market estimated at \$13.62B in 2025, projected to reach \$58.4B by 2036

Global Digital Mental Health Market

1B+

Market estimated at \$13.62B in 2025, projected to reach \$58.4B by 2036

People Living With Mental Health Conditions

24.6%

Global AI in mental health market projected to grow at 24.6% annually from 2026-2034

AI in Mental Health CAGR

Sources: WHO World Mental Health Today 2025; Meticulous Research, Digital Mental Health Market 2026; VPA Research, AI in Mental Health 2026; NIMHANS NMHS 2015-16.

Not just another wellness/meditation app.

Traditional wellness apps

1. Meditation apps → help you relax
2. AI companions → help you talk
3. Therapy marketplaces → help you get care

VS

Calmi → helps you understand yourself, then guides you toward the right level of support

1. Mood tracking · Emotional self-awareness
2. Emotional patterns · Personalized insights
3. AI-reflection · Guidance tailored to you
4. Therapist insights · Share what matters
5. Professional support · When you need it
6. Safety & crisis resources
7. Preventive mental wellness

Accessible by design.

Free

₹0

- Daily mood check-ins
- Basic mood history
- Reflection tools
- Rumi AI

Calmi Plus (For individuals seeking deeper support)

₹249/mo

- Everything in Student
- Personalized insights
- Full sound & sleep library
- Expanded guided sessions
- Enhanced Rumi AI
- Priority access to new features

Student (For verified college students)

₹99/mo

- Journaling tools
- Everything in Free
- Guided sessions
- Sleep Mode & calming sounds
- Journaling tools
- Rumi AI

PROFESSIONAL SUPPORT

Therapy & counseling through Calmi

Connect with independent, verified mental-health professionals when you need it.

HOW WE'LL MONETIZE?

- Platform fees on professional sessions
- B2C Premium subscriptions
- *Future B2B SaaS for workplaces

GO-TO-MARKET

Starting with the people who need it most.

College students + young professionals



Discover → Try Free → Build Habit → See Progress → Upgrade → Refer

EARLY VALIDATION + TEAM



Akshay Nishad

CEO · Product &
Design



Debanjan Sumar

CTO · Full-Stack
Engineering



Jyotiprakash Lenka

AI/ML
Engineering

Meet the Clinical Advisory Team



Gargi Yadav

Counseling
Psychologist



Yukta Bansal

Counseling
Psychologist

& adding more...

*Early Signals

Live

Calmi website + waitlist

1,500+

Instagram followers

8000+

Top organic Reel views

From self-awareness to intelligent wellbeing.

Now.

- Mood tracking
- Self-awareness
- Reflection
- Progress

Next..

- Professional support
- Personalized insights
- Well-being resources
- Deeper analytics

Future...

- AI-assisted emotional insights
- Passive mood signals
- Adaptive emotional insights
- Personalized preventive support

Future AI capabilities are part of our long-term vision, not current functionality.

FUNDING ASK

Building the next layer of intelligent mental well-being.

Ask

₹10L

Pre-seed funding

Valuation

₹1Cr

Post-money valuation

Equity

10%

Proposed dilution

Use of Funds: Product development • Launch & user-acquisition • Expert network • 8-12 months runway



Join Calmi in making proactive emotional care accessible to all.

Calmi isn't here, to tell you how to feel.

It's here to help you understand how you feel —
and what to do next.



Calmi Founding Team | 2026

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9:30



Enter your calm space!

Access psychologist-led support, guided reflections, and personalized wellness tools.



Continue with Google



Continue with Apple

