

CoInt.AI: Empowering Employees Through AI-Driven Assistance

Revolutionizing Employee Assistance Programs with Scalable, AI-Powered Solutions to Boost Productivity and Well-being

<https://www.linkedin.com/company/cointai>

<https://www.coint.ai>



Rijksdienst voor Ondernemend
Nederland



Proud to partner with
Microsoft for Startups



What the Problem is?

The need for support

Overwhelming



Since 2020, the number of meetings has grown by 30%, leading to a significant rise in work-related stress.

Mental health



Over 30% of employees report that mental health challenges are affecting their productivity and overall performance.

Work-life imbalance



Results in significant costs for employers, both in terms of employee well-being and financial impact.

What current solutions are

A Market Ripe for Disruption



EAP services market

- was valued at \$7.1 billion in 2022 and is expected to expand at a CAGR of 5.54%, reaching \$10.9 billion by 2030
- Highly competitive, low margin



Digital Transformation in Employee Support

- Shift to AI-Powered Solutions
- AI rapid adoption in key industries like tech, finance, and healthcare;
- Europe market alone AI market expected to grow by \$190 billion by 2030 (Statista)



Untapped Potential in Employee Engagement

- Low Current Engagement Rates ~3%
- Barriers to EAP utilization include stigma, lack of awareness, and the belief that services are not confidential



Key Trends Driving Demand

- Work-Life Balance & Mental Health Awareness
- Integration with HR & Wellness Tech
- New Regulations in Europe

What is wrong

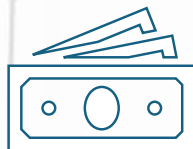
Employee Well-being & Productivity Challenges

3

Low engagement

~ 3% within employees

Leads to increased
productivity lost and
employee churn



High cost

~ 90\$ per interaction

Employers cannot afford due
to high price



Ad-hoc support

No personalization

No integration with existing
systems

Leads to lack of assistance
effectiveness

What we want

Employee Well-being & Productivity Opportunities



Maximum engagements

For all employees



Decreased cost

9\$ per interaction



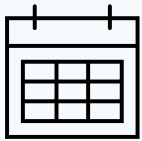
Ad-hoc support

Integration with corporate services
Personalization

What we propose

Coia – AI-Driven Employee Support

24/7 Availability



Empathy & Non-Judgmental Interaction

Tailored to Individual Needs

Integrated & Secure Platform



Seamless Integration with Existing Systems

Data Privacy & Security

Enterprise ready

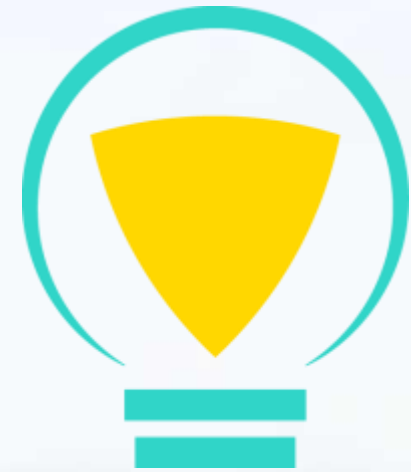
Cost-Effective & Scalable



Optimized for Cost Efficiency

Flexible & Scalable Solution

Global scalability



Empathy & Emotional
Intelligence

Real-Time Feedback

Seamless Integration with
Human Support


Why we are unique

Empowering People to Become Better Versions of Themselves



What is our market

We expect to get 5% of the EU market in 5 years



SOM

Targeting early adopters, tech-forward industries, and large enterprises prioritizing AI

Companies that prioritize employee well-being and are willing to invest in premium AI-driven solutions



SAM

Targeted EAP Market (Digital/AI-Powered Solutions)

Estimated SAM could be around \$5-7 billion.

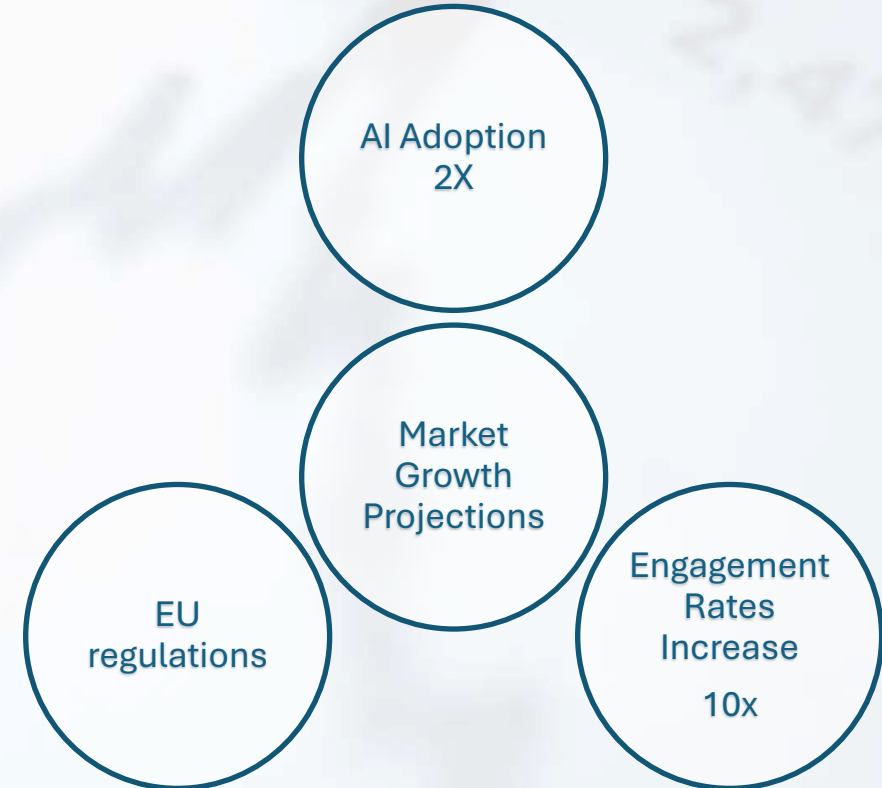
The SAM includes companies that are moving towards digital transformation, HR integration, and mental health tech.



TAM

Global EAP Market: \$7.1 billion in 2022, projected to reach \$10.9 billion by 2030 with a CAGR of 5.54%.

Countries with progressive work environments and large corporate sectors contribute significantly to this TAM.



Europe \$200-400M

\$1.2-1.5B

\$1.75-\$2.1B

Business model

Scalable and Profitable AI-Driven Business Model

Target Markets

Medium to large enterprises

Small Businesses and startups

B2C

Revenue streams

Subscriptions

Integration

Premium features

White Labeling

Key Partners

Employee Assistance Providers

Technology Partners

Corporate System Vendors

Industry Consultants

Research Institutes

Cost Structure

Technology Costs

R&D

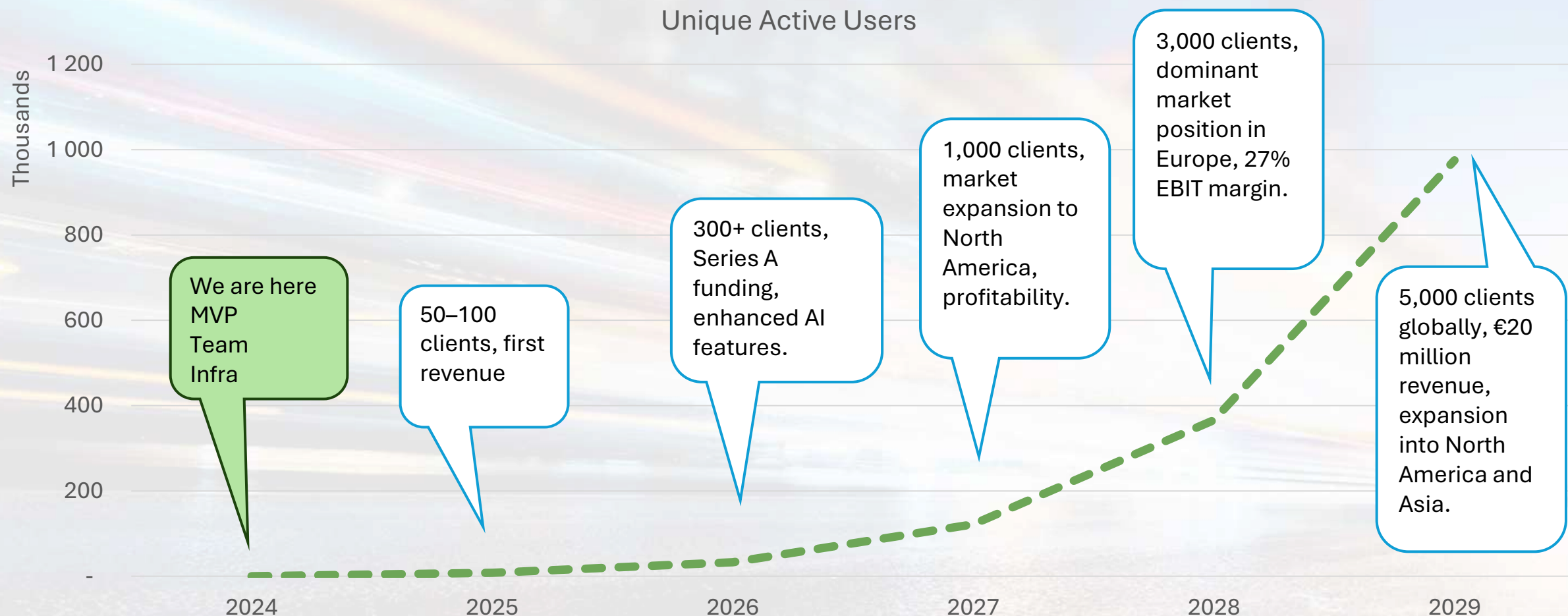
Sales and Marketing

Support

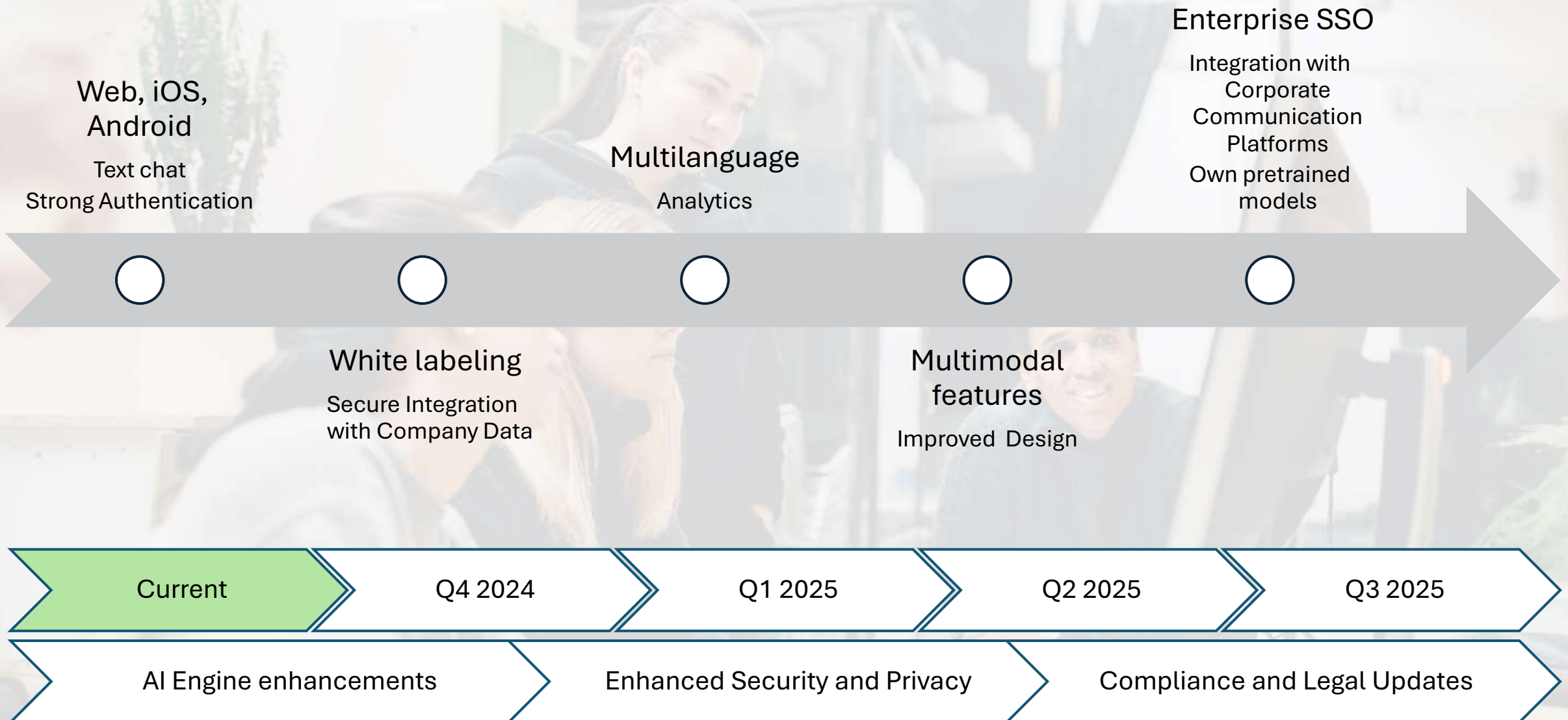
Operations

Business roadmap

1M Unique Users, €20M revenue in 5 years



Product roadmap



Team

We a seasoned professionals uniquely positioned to revolutionize the coaching industry through AI



Vladimir Tsitovtsev

Technology Leader and Implementer

Tech Trailblazer: Over 25 years in technology, driving innovation and execution.

Business Strategist: MBA holder with a past at Microsoft, specializing in transforming tech into commercial wins.

Core Skills: Leading authority in Cloud Technologies, Cyber Security and AI, with a history of strategic advisory and implementation.



Max Burlaka

Concept & Vision Leader

Seasoned Leader: Leveraging experience as an ex-Microsoft Sales Director (15+ years) to drive our startup's strategic vision and go-to-market strategy.

Coaching Expertise: Executive and Organizational Coach (5+ years), infusing expertise of hands-on coaching wisdom into our AI algorithms for deeply personalized guidance.

Wellness Advocate: Established wellness practitioner dedicated to integrating holistic well-being into professional growth trajectories.

Extended team

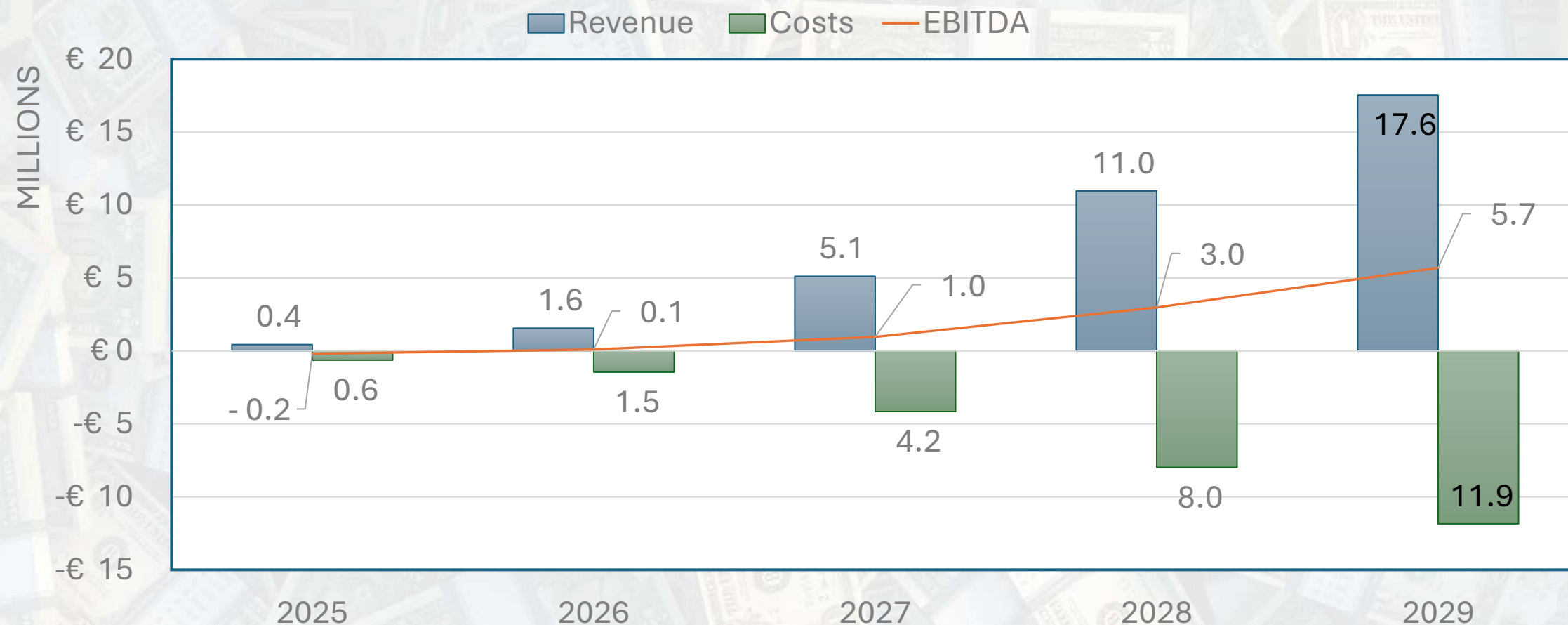


- Professional coaching
- Accounting and administration
- Risk and compliance



Financial projections

Break-even in 2026



Request for funding

€250K is requested to support innovation and expansion



R&D €80K

Invest in continued enhancements in new product features according to product roadmap to maintain competitive advantage and align with customer requests.



S&M €125K

Expand sales efforts to target medium-to-large enterprises across Europe, driving customer acquisition.



Support &
Infra €25k

Scale support operations and infrastructure to serve an expanding user base with high-quality customer service.




Operations
€20K

Strengthen internal teams and processes, including hiring in key areas such as sales, engineering, and customer success to manage scaling operations.

This funding will enable CoInt.AI to scale rapidly in 2025, driving innovation in AI-powered employee assistance, expanding our client base, and achieving long-term profitability.

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