Violet

Improving health outcomes for the queer community.

Gaurang Choksi
March 2020

Problem

Queer individuals are twice as likely to suffer mental health disorders as non-queer individuals in a given year -- that's 37% of the LGBTQ+ community experiencing a mental health disorder each year[1].

While there are many root causes that contribute to this poor health outcome, two notable ones include: accessibility and affordability. Queer individuals often have a hard time finding queer-competent mental health providers. And, once an appropriate therapist is located, affordability is often an issue since an increasing number of therapists do not accept insurance.

We're building violet to improve health outcomes for the queer community, starting with mental health care.

[1] National Alliance on Mental Health (NAMI)'s research

[2] 2019 Survey by Glassdoor x The Harris Poll

violet

Solution

We're improving health outcomes for the queer community by focusing on three key pillars: care routing, care delivery, and queer-competency education.

Care Routing -- our immediate focus is on connecting queer patients to queer-competent providers. These are providers that have expertise helping at least one facet of the queer community, either due to the provider being queer themselves or being an ally.
- Starting with care routing also enables us to be revenue generating from the onset, since we collect 10% of each transaction. This also enables us to build a better understanding our providers and members.

Care Delivery -- our secondary focus is on building value-adding tooling for our providers. We want to enable our providers to focus on what they do best -- deliver care. These tools include: a booking platform, member income verification, lead generation services, member churn analysis, and more.
- Having value-adding tooling also enables us to reduce risk of disintermediation.

Queer-competency education -- our long-term goal is to also provide engaging queer-competency education for all providers. The queer community is a diverse community, and providers often want educational content about other facets that they may not be close to. By offering a queer-competency framework, we can enable providers to effectively serve more facets of the queer community.

violet

Differentiated Care Routing

We launched our Care Routing MVP in January 2020 and provide the following unique value propositions:

A better aligned pricing structure -- we only charge when care is delivered. Most other websites charge providers a listing fee and a lead-generation fee; but, this was suboptimal for many providers. To better align incentives, we charge a 10% booking fee per booking; this aligns everyone to focus on what matters -- delivering care.

An embedded sliding scale -- we've formalized and embedded income based discounts within Violet. Having conducted hundreds of member and provider surveys, it was apparent that there's insufficient support for low-income individuals. Many providers were willing to offer discounts to low-income individuals and many low-income individuals wanted to invest more in their mental health. In addition to increased bookings, we now offer income verification as a service to our providers.

A queer-competent network of therapists -- we've curated and onboarded therapist that specialize in working with one or more facets of the queer community. By focusing on the queer community, we're able to more precisely triage and route care, and help make longer-lasting connections between our members and queer-competent providers.

Total Addressable Market (TAM)

violet

2020 Mental Health Spend in US: $280.5 Billion

"M/SUD treatment spending from all public and private sources is expected to total $280.5 billion in 2020, which is an increase from $171.7 billion in 2009. These amounts include the effects of the Affordable Care Act."

-- US Dept. of Health and Human Services

Total Addressable Market:

$280.5 Billion [Annual Mental Health spend] x 4.5% [LGBTQ+ population[1] [3]] x 33% [out of pocket payers[2]] =

$4.17 Billion

Notes:

[1] It's estimated that 4% - 6% of the population is queer. We're using 4.5% to be conservative.

[2] We're estimating that a third of all therapists do not accept insurance. Anecdotally, this is an underrepresentation for queer-competent therapists. The majority of queer-competent therapists in NYC do not accept insurance since ample demand.

[3] We're estimating that queer-community members consume mental health care at the same rate as non-queer individuals, which is yielding a conservative TAM.

MVP traction

Since launching our MVP in January 2020, here's what we've accomplished:

12
Sessions routed

$1,720
Monthly Recurring Bookings

$21K
Annual Gross Booking Value (GBV)

100%
Retention

violet

Growth and Roadmap

We're anticipating our monthly bookings to increase 1.5x each month, which should yield ~$450K in cumulative 2020 bookings, and $45K in revenue for violet.

Bookings with Violet

Legend: ■ Monthly Bookings ■ Cumulative Bookings

The team

Gaurang Choksi (Founder)

- Rx Strategy and Ops, Oscar Health
- Insurance Product, Oscar Health
- Internal Consulting, CNA Insurance
- Consulting Intern, Aon
- Consulting Intern, West Monroe Partners

Part-time Consultants

Phoenix Mandala
- Engineering

Emerson Mendieta-Castro
- Brand Design

Advisors

Alessandro Cetera
- Marketing, Clara Insurance
- Digital Acquisition, Oscar (former)

Daria Brauner
- Data Science, Oscar Health

Kay Nikiforova
- PhD Student, Clinical Psychology, St. John's University
- Behavioral Health Lead, Oscar Health (former)

violet

Our Asks

🤝Introductions to angels, pre-seed institutional investors, and advisors that are interested in supporting mission-driven startups focused on underserved communities.

💰$150K in funding for design, engineering, legal counsel, and customer acquisition.

🛠️This will take us through Q4 2020, by which we'll have been able to:
- Launch an evolved care routing platform
- Quantify the value of our product differentiators (i.e. the degree to which queer community wants queer-competent providers and the effects of price transparency)
- Substantially grow our NYC provider network
- Build an advisory council focused on queer healthcare
- Fundraise a pre-seed round

🙇Thanks,
Gaurang