

forgive labs

Presented by:

Clint Winter CEO

Founders:

Mark Goodman

Clint Winter

Healing is personal.

Now the forgiveness process is too.

“Houston, we have a problem”



70%

Of adults have
experienced
trauma

27%

Are estranged
from family
members

1 in 4 Women

1 in 6 Men

have experienced
sexual abuse

60%

Have had at least
one traumatic
childhood
experience

30%-40%

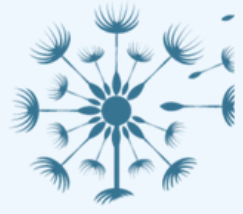
Increase in
likelihood for
substance abuse
with low self-worth

18%-28%

Suicides are
sourced to some
form of shame

24%

Of adults
experienced infidelity
in a marriage or
committed
relationship



**Freedom from
resentment, shame,
& low self-worth is
the objective.**

**Forgiveness is the
means to get there.**

Based on thousands of clinical studies, people struggle with the effects of trauma more than the event itself.

- **Guilt & Shame → Low self-worth**
- **High neuroticism → Rumination & Judgmental**
- **High agreeableness → Empathetic & Understanding**
- **Low Agreeableness → Suppression & Resentment**

The solution must be personalized to the user.

Current options:

- **Therapy (expensive, limited access)**
- **Books/podcasts (generic advice)**
- **Mental health apps (not tailored to personality)**
- **Religious guidance (not universal)**

Results in massive societal cost:

- **Anxiety, depression, suicide, relational conflict**
- **Workplace disengagement**
- **Increased healthcare usage**
- **Financial, emotional, relational, & spiritual loss**

Insights: To a Growing Problem



Forgiveness is personal — but no current app treats it that way.

- Generic tools can't heal the root wound.

The need is accelerating.

- Emotional distress is rising, therapy availability is shrinking.

A wide-open category.

- A growing problem no one else is addressing.

What if there was a solution, based on proven trials, that was personalized, effective, affordable, and available to everyone ?

Competition & Gap



Therapists

- Expensive & many just won't go
- **Unavailable when we most need them**

Self Help Books and Podcast

- Hard to remember
- **Short lasting**

Meditation Apps (Calm, Headspace)

- Focus on stress + relaxation
- Generic content
- **No forgiveness pathway**

Faith-Based Apps (Hallow, Pray.com)

- Prayer + devotionals
- Spiritually rich, but
- **No psychology or structured emotional healing**

Journaling / CBT Apps (Stoic, Youper)

- Self-reflection + mood tracking
- Helpful tools, but
- **Not personalized to how people process hurt**

“These approaches offer comfort, but they don't touch the deeper hurt or provide the tools for genuine transformation. They keep people looping through the same pain, never truly resolving it.”
-Clint Winter, CEO

Solution to Fill the Gap

(Unique and Personalized)



1. We solve the real root

The only app focused on forgiveness, not meditation or coping



2. Personalized healing

AI adapts to the user's traits — no generic content



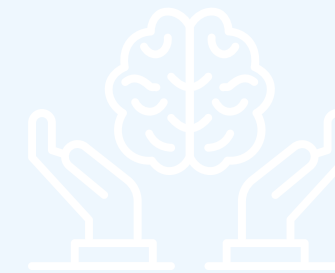
3. Active transformation

Guided conversations and exercises, not passive audio or devotionals



4. Psychology + faith together

A dual approach no competitor offers



5. Tracks real emotional change

Measures resentment, rumination, emotional triggers, and clarity — not streaks



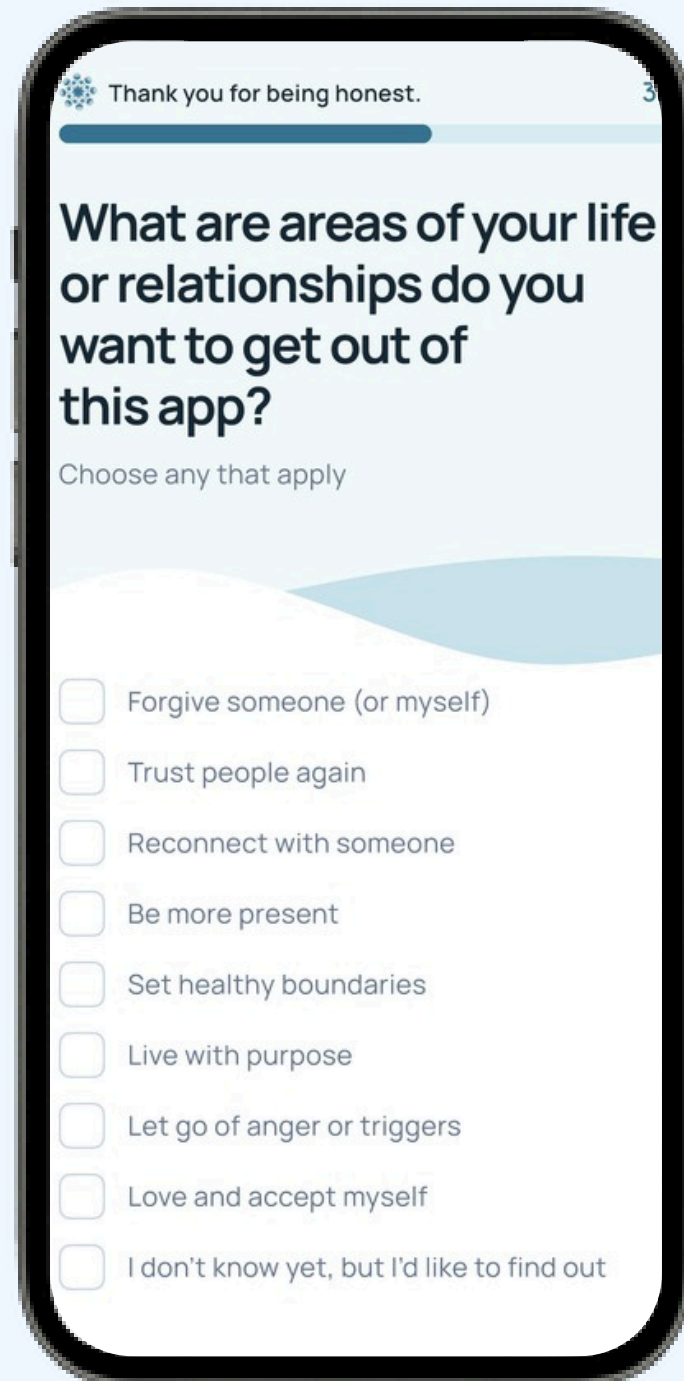
6. We own an unmet category

Forgiveness is a massive, untapped market

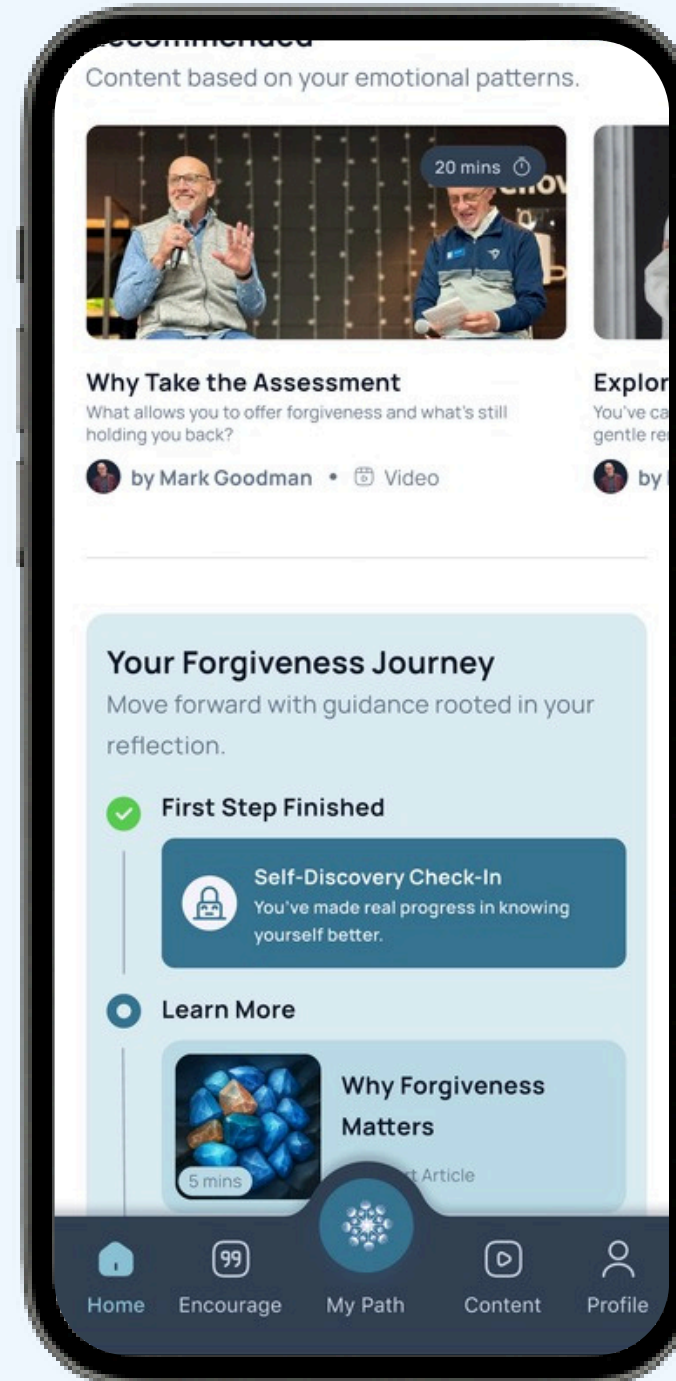


How We Do It

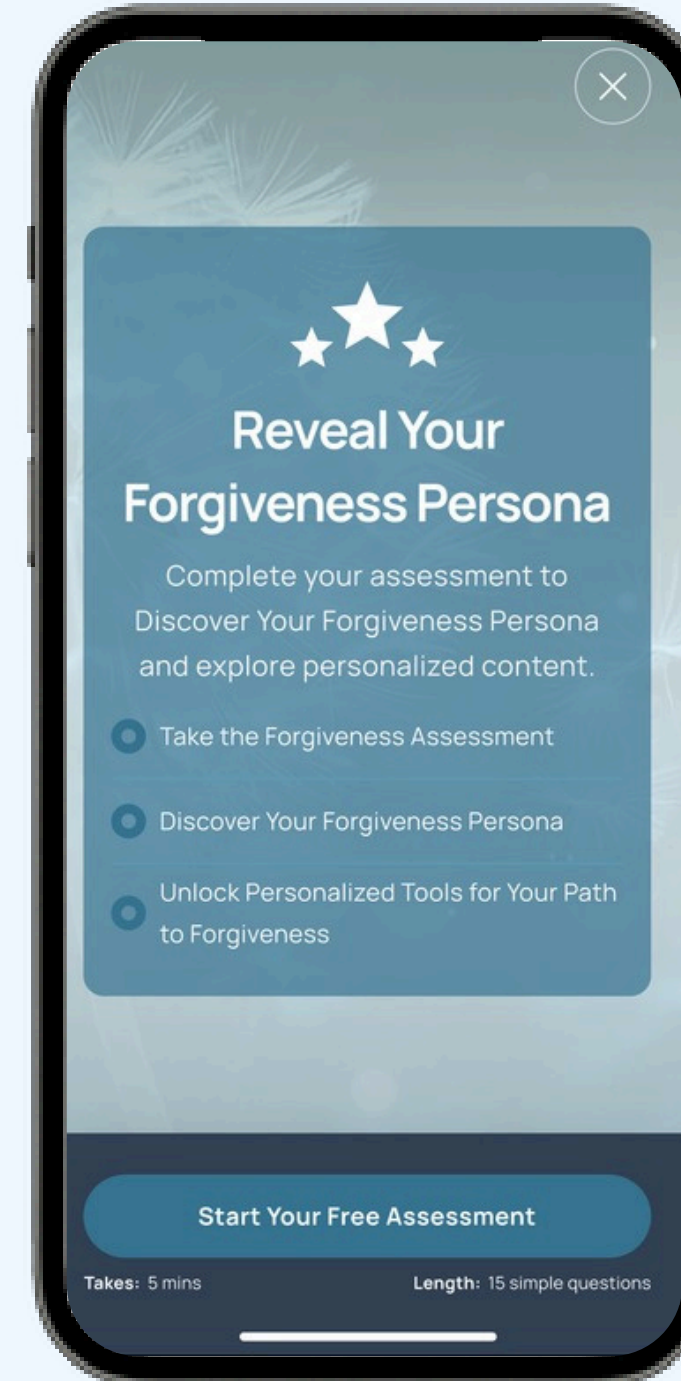
(Product Flow)



Identify Individual Traits



AI Led Personalized Conversations and Exercises



Monitor Progress Over Time



Market Opportunity

This is a large, underserved, evergreen market

Conclusion

“We are positioned to be the first leading forgiveness-focused wellness app, combining faith, mental health, and AI in a category with massive unmet demand.”

TAM (Total Addressable Market): ~\$180B

- Mental health (\$80B)
- Self-help/content (\$40B)
- Wellness & mindfulness apps (\$60B)

SAM (Serviceable Addressable Market): ~\$18B

- Digital therapy + emotional wellness apps

SOM (Serviceable Obtainable Market): Initial Reach ~\$150M

- Consumers actively seeking guided emotional healing
- People exiting therapy
- Relationship recovery & divorce users
- Trauma recovery & conflict resolution markets

Why Now

The mental health market is exploding



\$18B+

Emotional wellness
app industry

**1 Therapist/
300 Americans**

Therapist
Shortages

**AI Mental
Health
Adoption
Booming**

**Clinically
proven,
personalized,
accessible
support**

We are the intersection of:

**Mental health | AI personalization | Overcoming trauma
Self-improvement | Emotional resilience**

Technology

AI Forgiveness Path Engine



Personalized Intelligence

- Asks questions & not simply provide generalized answers to understand key traits (self-worth, agreeableness, neuroticism) to tailor tone, pacing, and guidance unique to each user.

Empathetic, Adaptive AI

- Listens deeply and responds in real time — creating human-like, emotionally aware support.

Evidence-Based Healing

- Grounded in thousands of studies and clinically aligned models, delivering safe, structured emotional transformation.

Dynamic, Evolving Pathways

- Adjusts continuously based on user responses, emotional patterns, and progress — not static content.

Real Emotional Outcomes

- Tracks resentment, rumination, clarity, and self-compassion for measurable, lasting healing.

Business Model



Subscription

Core revenue model is a simple monthly subscription:

\$14.99 per month

Includes:

- Personalized AI-guided sessions
- Daily emotional check-ins
- Long-term forgiveness pathways
- Journaling, tracking, and progress insights

High-margin, scalable, and designed for strong retention through personalized healing.

Market Expansion (Affiliates + Partnerships)

Non-profits & Ministries

- healing programs, pastoral care

Religious Institutions

- church-wide pathways, marriage support

HR & Workplace Wellness

- conflict resolution, team dynamics

First Responders & Military

- trauma-informed forgiveness tools

Mediation Professionals

- reconciliation and conflict coaching

Long-Term Vision

A multi-channel platform that serves individuals, families, workplaces, ministries, and communities — positioning forgiveness healing as a scalable emotional wellness solution across society.

3 Year Financial Projections



Year 1 – Launch

Focus: product release, early adopters, church partnerships, influencer push.

- Paid Subscribers: 10,000
- Expected outcome for a \$15/month app with strong niche demand
- Monthly Recurring Revenue: $10,000 \times \$14.99 = \$149,900$
- Annual Revenue: $\approx \$1.8$ million



Year 2 – Growth

Focus: developing partnerships (churches, counselors, influencers), brand recognition, improved retention.

- Paid Subscribers: 50,000
- 5× YoY growth – normal for mission-driven wellness apps with partner channels)
- Monthly Recurring Revenue: $50,000 \times \$14.99 = \$749,500$
- Annual Revenue: $\approx \$9$ million



Year 3 – Scale

Focus: HR wellness deals, nonprofits, first responders, military, mediation channels.

- Paid Subscribers: 150,000
- 3× YoY growth – typical after institutional adoption begins
- Monthly Recurring Revenue: $150,000 \times \$14.99 = \2.25 million
- Annual Revenue: $\approx \$27$ million

Funding Ask

Use of Funds



Funding Structure (Convertible Debt)

- Round 1: Months 1-3
\$150K – 22% discount
- Round 2: Months 3-6
\$250K – 18% discount
- Round 3: Months 6-13
\$900K – 12% discount

Total Raise: \$1.3M
Runway: 13 months

40% Development

- AI Forgiveness Engine
- App build (iOS/Android)
- Backend + infrastructure
- Security & data systems

20% Marketing / Growth

- Launch campaigns
- Influencers & thought leaders
- Nonprofit & church partnerships
- SEO + content strategy

30% Team & Payroll

- Engineering
- AI/ML specialists
- Content & psychology experts
- Operations & product

10% Operations & Legal

- Compliance & data privacy
- Admin & support
- Vendor + platform fees

Time-Line by Funding Phase



Phase 1 - Months 1-3

Funding: \$150K

Goal: Build the core MVP foundation and AI architecture.

Deliverables:

- Finalize MVP scope
- AI Forgiveness Engine skeleton
- UI/UX system design
- Text Mode architecture
- Emotional-safety & crisis framework
- Trait-based personalization logic
- Development environment & team onboarding
- Early prototypes for internal review

Phase 2 — Months 3-6

Funding: \$250K

Goal: Expand functionality and prepare for beta.

Deliverables:

- Voice Mode v1
- Face-to-Face mode prototype
- Legacy Mode (upload loved-one photo) v1
- Historical/mentor archetype mode (safe implementation)
- Integrate multi-modal system
- Safety Mode v2 (clinical + faith advisors review)
- Initial onboarding flow + assessment
- Begin small closed Alpha testing
- Early partnership building (churches, nonprofits, counselors)

Phase 3 - Months 6-13

Funding: \$900K

Goal: Full product build-out, beta launch, and pre-scale growth.

Deliverables:

- All modalities polished (Text, Voice, Face-to-Face, Legacy, Archetypes)
- Advanced AI Forgiveness Engine trained & validated
- Trait-personalization refinement
- Emotional metrics + outcomes tracking
- Full crisis + safety compliance
- iOS + Android app build
- Beta launch to first external users
- UI polish + performance optimization
- Marketing launch prep (GTM content, influencers, churches)
- Scale-up architecture
- Team hiring across engineering, content, safety, and partnerships
- Runway for continuous improvements

Go-To-Market Strategy



Phase 1 — Launch & Awareness

Targeted social ads (Instagram, Facebook, YouTube).
Content-driven SEO around forgiveness and emotional healing.
Influencer partnerships to build early trust and visibility.

Phase 2 — Growth with Community & Partnerships

Churches, nonprofits, and ministries adopt group forgiveness pathways.
Collaborations with therapists, coaches, and faith leaders for credibility and reach.

Phase 3 — Scale & Institutional Adoption

Integration with HR wellness programs, first responders, military, and mediation organizations.
Expansion into workplace conflict resolution and community-wide healing initiatives.



Unique Partnership with 70x7 Path to Forgiveness Nonprofit



Marketing

70x7's mission is to inspire people to forgive.

The nonprofit of 70x7 reaches thousands across the globe through multiple programs, including: international missions, books, speaking, curriculum, and social media. Historically, they provide one-on-one forgiveness coaching. With this partnership, 70x7 can scale their mission with the Forgiven App, while at the same time, provide us with a significant channel of users.

Content & Advisory

70x7 has a decade of forgiveness healing experience.

After years and years of research and empirical application of a proven blend of psychology, theology, and experience, 70x7 provides invaluable advice, as well as a content library, to improve the efficacy of our app.

Why Us?

Leaders in Industry



Mark Goodman
Board Member
Speaker | Author
Forgiveness Advocate



Clint Winter
CEO/ Board Member
Inventor | Entrepreneur
Forgiveness Advocate



Dave Bernard
Board Member
Investment Banker | Entrepreneur
Connector | Mentor | Advisor
Technologist | Inventor



Jeff Albert
Board Member
MD | Entrepreneur
Forgiveness Advocate



Louis Strydom
Board Member



Dual ROI Opportunity

Financial

A wide-open category with high upside.

We're building the first personalized forgiveness platform in a massive unmet market. With subscription revenue, low churn potential, and high-trust distribution channels, early investors gain front-row access to a category-defining company with strong, scalable returns.

Impact | Legacy

Healing at global scale.

Your investment helps bring emotional freedom to millions—restoring families, strengthening communities, and breaking cycles of pain. This is a chance to leave a legacy of healing, not just profit.



Thank You!

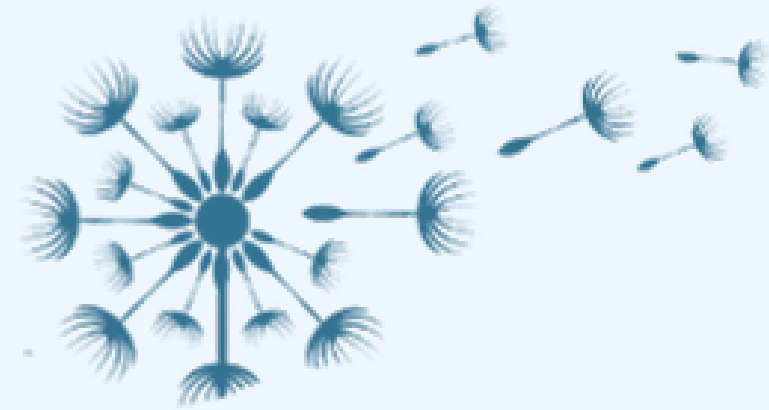
Thank you for seeing the heart behind this mission.

For a detailed business plan, financial projections, and more info:

Clint Winter, CEO

470-292-6226

clint@forgivelabs.co



forgive labs

“Heal your story. Rewrite your future.”