reflect
reimagining in-person therapy through data

Jonathan TranPham
founder/ceo
I HAVE ANXIETY
Too hard to get help

80% do not find the right therapist

# of sessions per person

Source: Mental Health America's State of Mental Health in America Report, 2017; Gibbons et al., 2011
$35 Billion
lost therapy revenue

Source: Mental Health America’s State of Mental Health in America Report, 2017; APA 2015 Stress Report
In-person therapy, driven by data

- network of top therapists
- data-driven matching
- feedback between sessions

90% success rate
Better therapy relationships

avg length of therapy per client

1 month

7 months

teletherapy

reflect
Recurring revenue model

$95 per session
gross booking

$15 per session
reflect take rate
Significant traction in the Bay Area

$50k monthly bookings

20% monthly growth
Healthcare and consumer experience

Jonathan TranPham  
founder/ceo

Libby Friede  
operations

Daniel Huang  
engineering
7x length vs. teletherapy

$50k monthly bookings

20% monthly growth

Let’s reflect.