

Two Mountains Psy-Tech



Two Mountains

**Plan and Prepare, Support and Encourage
In order to Successfully Quit Smoking**

2 Easier, Manageable Parts: Like Climbing Two Mountains

1st - Break the Smoking Habit

2nd - Beat the Nicotine Dependency

The Problem



Smokers Need Help to Quit Smoking

- 8 million+ smokers die prematurely each year (WHO)
- Smokers are 20x more likely to get cancer (1 in 20)
- Smoking cessation rates are terribly low
3% without help - 8% with help

Opportunity



At least 20% of the world smokes - 1.6 billion people

75% of Western smokers want to quit = 300 million people

Western smokers make 1 or 2 attempts to quit each year

20% of urban Chinese smokers want to quit = 50 million people

Smokers need help to quit smoking –

Two Mountains has an effective, affordable solution

The Solution



1. Patented Features: On Timer, Off Timer and Use Counter

1 use = 1 cigarette

A substitute product that smokers can readily adopt,
with features that imitate the smoking habit more realistically.

2. The Two Mountains Stop-Smoking Program (delivered via App)

90 Smoke-Free Days + 90 Nicotine-Free Days + 90 Vape-Free Days

Vape Unit and APP



2MTNS is the anti-JUUL.



2MTNS is the Apple of smoking cessation.

Mobile APP

Cognitive

Behavioral

Social

Gestalt

Using the best and latest psychology



Our Stop-Smoking Program

1. Teaches smokers to plan and prepare to quit smoking.
2. Provides support and encouragement to help smokers quit successfully.
3. Uses 26 psychologists' theories and the latest psychological research.

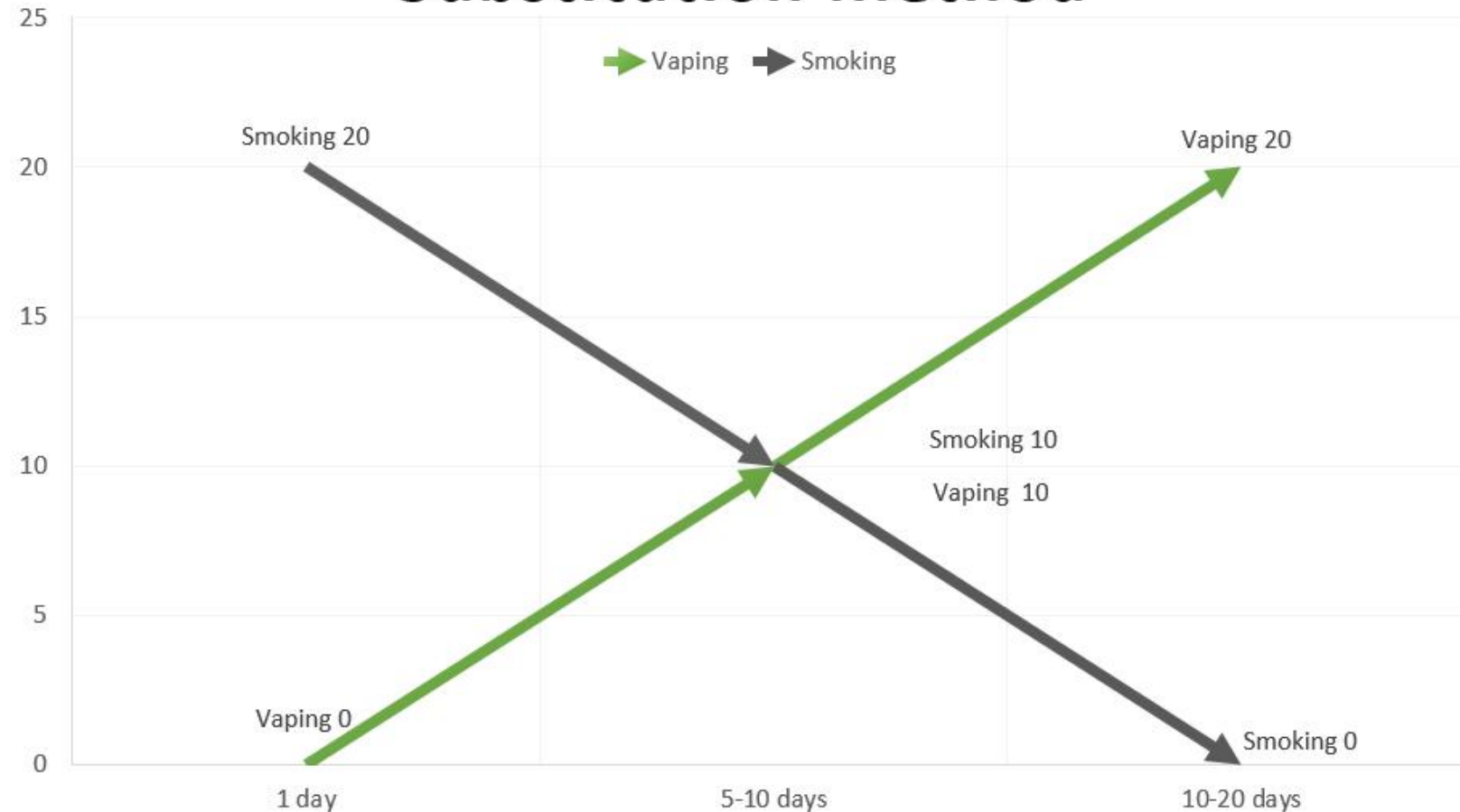
The First Mountain



To get smokers to
Quit Day
within 10 to 20 days

and count 90
Smoke-Free Days

Substitution Method



The Problem

Without teaching, support and encouragement, smokers do not get any farther than smoking and vaping equally.

60% of vapers continue to smoke.

32% go back to smoking.

Only 8% successfully quit.



Substitution Method



The Second Mountain



- Reduce and eliminate nicotine and count 90 nicotine-free days
- A 3-step reduction process and stop vaping
Regular → to medium → to low → to zero nicotine
- Reduction schedule can be set by client preferences

Awards

**Ningbo International Smart City Expo
Best Innovation in HealthTech 2018**



**Hong Kong Techathon
Best Innovation in HealthTech 2019**



Revenue Model



Profit Generation – A Value-Added Product and Service

20% of profits from vape unit sales <razor>

80% of profits generated by sales of cartridges <blades>

Revenue streams: D2C and B2B

also Corporate Stop-Smoking Programs and Bespoke Services

Target Markets



China – Successful Professionals (Professionals and Yuppies)
20% of these people have some motivation to quit smoking.

1 pack/day @ 20 RMB/pack = 7,300 RMB/year

Western Nations – 75% of all smokers want to quit.

Western smokers pay more for cigarettes

USA \$8/pack = \$2,920/year UK £15/pack = £5,475/year

Revenue Projection



Two Mountains Starter Kit - \$200 USD / 1,400 RMB

240+ cartridges/unit/year

1,000 units = 240,000+ cartridges/year

5,000 units = 1.2 million+ cartridges/year

China: 5 million units @ 7,300 RMB/program = 36 billion RMB

America: 5 million units @ \$2,920/program = \$14 billion

Canada: 5 million units @ \$5,150 Cdn/program = \$26 billion

UK: 5 million units @ £5,560/program = £27 billion

Goal



40%+ Smoking Cessation Rate – Not 3% - 8% - 15%

Free e-cigarette vouchers help two in five smokers to quit in pilot study

Of the 340 who redeemed a voucher, 143 participants (42%) had quit smoking by four weeks.

Lead researcher Dr. Caitlin Notley, from the University of East Anglia Norwich Medical School, said: “Research shows that vaping is an effective way of quitting smoking, compared to nicotine replacement therapies like patches and gum.”

<https://uk.news.yahoo.com/free-e-cigarette-vouchers-help-230100099.html>

Team



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