

Two Mountains Psy-Tech



2MTNS is a For-Profit, Social Enterprise:

We help people to stop-smoking

“2MTNS is the Apple of smoking cessation”

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The Problem



Smokers Need Help to Quit Smoking

- 8 million+ smokers die prematurely each year (WHO)
- Smokers are 5x more likely to get cancer (1 in 20)
- Smoking cessation rates are terribly low

Only 3% succeed without help – Only 8% succeed with help

The Opportunity



Smokers Want Help to Quit Smoking

75% of UK smokers want to quit (4.5 million people)

and make 1 or 2 attempts each year to quit

1.8 million (30%) smoke 1 pack/day, costs them £375/month

and no one is helping them effectively!

Only 3% succeed without help (75%+ do not seek help)

Only 8% succeed with help

The Solution



1. A comprehensive, 1-year long stop-smoking program
using a patented vape, a Smartphone app and social media groups

2. The Two Mountains Stop-Smoking Program

“Stop Smoking + Stop Nicotine + Stop Vaping, in 3 manageable steps”

You can learn to quit smoking permanently.



The Solution



Program addresses all crucial factors for improving smoking cessation:

1. **Accessible:** able to easily join, desirable to join and affordable
2. **Personal:** support for those who need it, when they need it
3. **Nicotine Replacement Product:** vape is 'go-to' NRP product
4. **Community:** community self-support via social media group
5. **Long duration:** to prevent recidivism back to smoking

This has never been done before.

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 and stay quit.
2. Provides support and encouragement to help smokers quit successfully.
3. Uses 26 psychologists' theories and the latest psychological research.

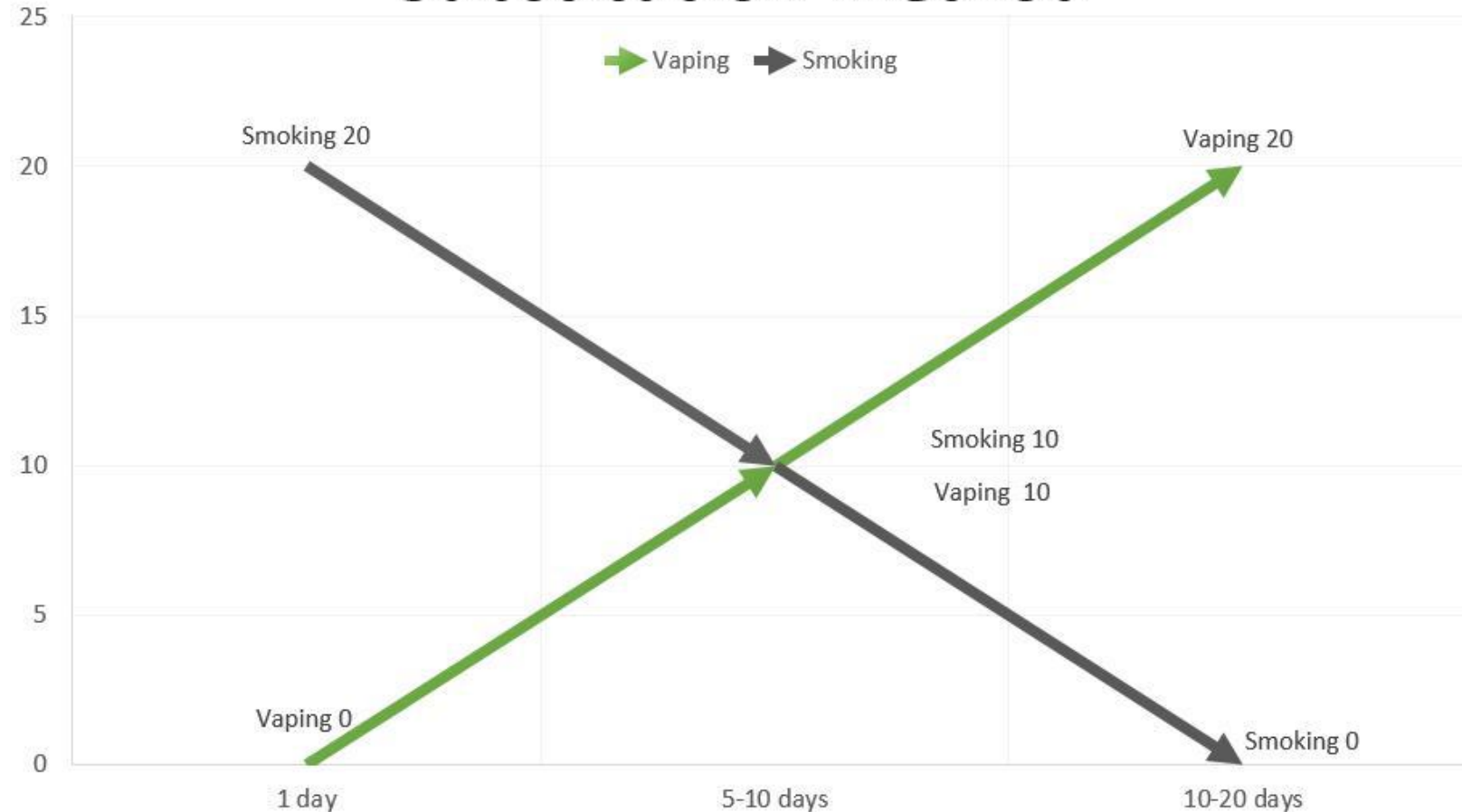
The First Mountain



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% smoke and vape equally

32% go back to smoking

8% switch to nicotine vape
(at least quit smoking)



Substitution Method



The Second Mountain



Reduce and eliminate nicotine and count 90 nicotine-free days

A 3-step reduction process:

Regular → to medium → to low → to zero nicotine

The final step, to get full health

Reduce and eliminate vaping and count 90 vape-free days

3 Stages of 120 days = 1-year comprehensive stop-smoking program

Awards

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



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

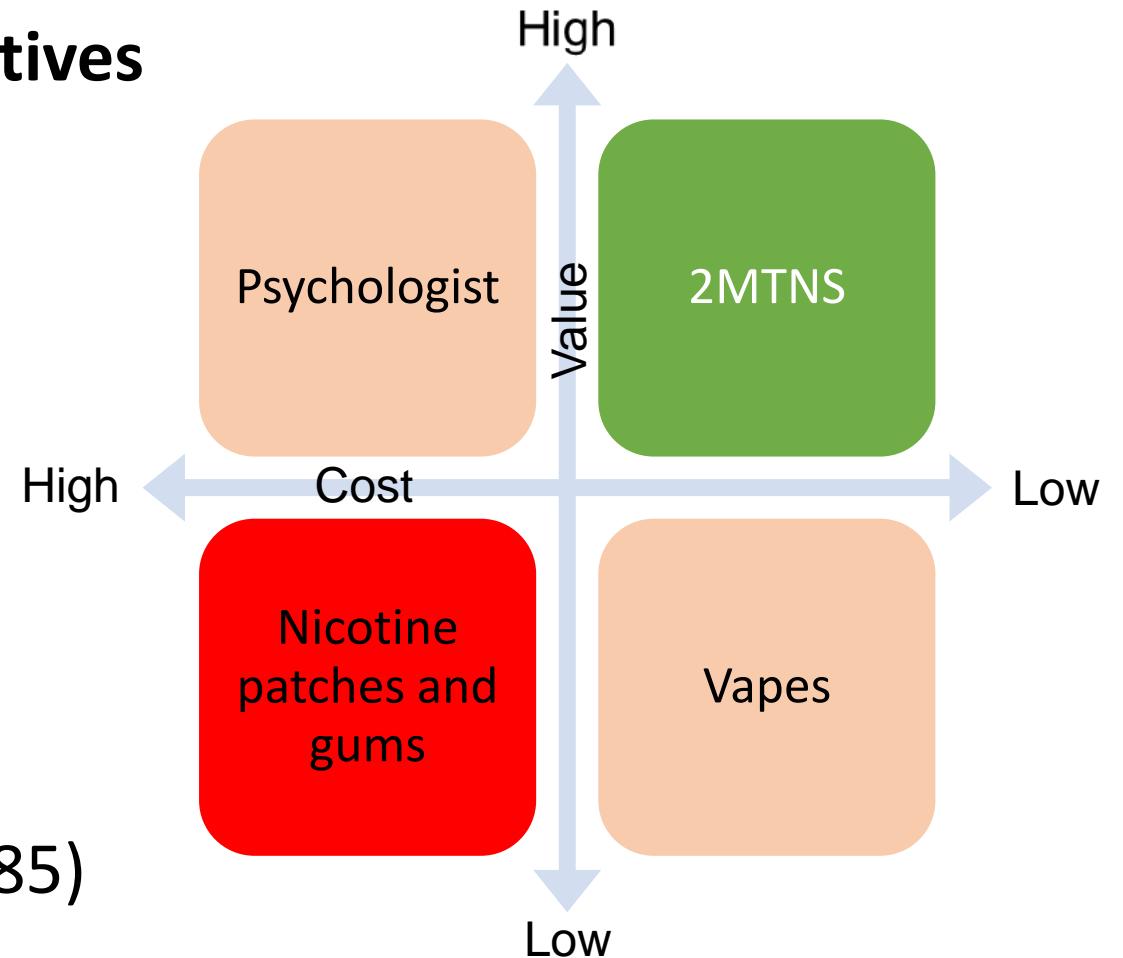


The Alternatives



No effective stop-smoking alternatives

1. Regular vapes - 92% fail
\$30 billion/year market
2. Nicotine patches and gums
\$4 billion/year market - 92% fail
3. Psychologist
4. Self-help books: Alan Carr's
The Easy Way to Stop Smoking (1985)



Target Markets



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

Western smokers pay more for cigarettes

EU €8/pack = € 2,920/year

UK £12.50/pack = £4,560/year

USA \$8/pack = \$2,920/year

Canada \$14/pack = \$5,110/year

200 million x 30% smoke 1 pack/day x 75%= 45 million smokers

Revenue Model



Profit Generation – A Value-Added Product and Service

£3,800/client delivered at £800 cost = £3,000 gross profit/client

Revenue streams: D2C and Corporate Stop-Smoking Programs

1 weekend promotion event at local shopping center gets 100 to 650 clients. Online questionnaire results let us choose 50 best clients for 1st group. 4 months later 150 clients start next 3 groups. 4 months later 450 clients start next 9 groups, all through Word-of-Mouth referrals.

**1st year gross profit = £1 million 2nd year gross profit = £9 million
@ 900%growth/year**

The Ask and Spend



2MTNS is seeking an investment of £100k to £200k for fair equity to run the 1st 2MTNS Stop-Smoking Program in UK.

650 vape units = £19,500 and 36k cartridges = £36k Total= £55,500k
£20,000 R&D + £24,500 to start stop-smoking program and launch App

Revenue 1st year £1 million

Revenue 2nd year £9 million

Break-Even Point: 54 clients

Growth Rate: 900%

40%-65% Smoking Cessation Rate – Not 3% or 8%

(with continuous improvements using AI data and corpus linguistics analysis)

Revenue Projection



2MTNS SSP - £200 for vape + 12x £300/ month subscription
£3,800 program/client

EU: 10 million clients @ €2,600/program = €26 billion

UK: 1.5 million clients @ £3,800/program = £5.7 billion

America: 10 million units @ \$2,600/program = \$26 billion

Canada: 750k units @ \$5,000 Cdn/program = \$3.7 billion Cdn

"1% of the cigarette market is a unicorn company"

The Goal



40%-65% Smoking Cessation Rate – Not 3% or 8%

(with continuous improvements using AI data and corpus linguistics analysis)

Free e-cigarette vouchers helped 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>

The Team



**Manfred Hall, B.A.(psy), B. Ed.
and 14-years ex-smoker**

- **Founder / Inventor**

**Yassine Jaouad, B.Sc.(CS), M.Eng.
in ICE**

- **CTO**

and YOU!

Two Mountains Psy-Tech



**Two
Mountains**

*A Short History of
Tobacco, Cigarettes, Nicotine and Vapes*

Manfred Hall, B Ed, secondary

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Tobacco



A New Discovery:

Columbus discovered tobacco in the New World in 1492.

He introduced tobacco to the Spanish Court of King Ferdinand and Queen Isabella several times.

Nobody liked it.

Tobacco



1586 - 1650

Sir Walter Raleigh introduced tobacco to the Court of Queen Elizabeth I in 1586.

The struggling colony of Jamestown, Virginia, took on a new life after 1610 when the first tobacco crop was grown.

The landowners of England liked smoking tobacco in pipes.

Cigarettes



1853 – 1856 Crimean War

British officers and senior NCOs often broke their pipes during this harsh and brutal, foreign war.

These officers and senior NCOs resorted to rolling their tobacco in pieces of newspaper.

These tobacco sticks were the first cigarettes.

Cigarettes



1856 – 1865 Parisian Coffee Culture

British officers and senior NCOs often took holidays in Paris. They brought their hand-rolled newspaper tobacco with them.

The Parisians liked these and created an industry of making these hand-rolled, tobacco sticks with plain white paper.

The Parisians called these ‘cigarettes’.

Cigarettes



1880 – 1890 Industrial Mass Production of Cigarettes

Allen and Ginter Co. wanted to produce more cigarettes. They held a competition to design a machine to mass produce cigarettes.

A prize of \$75,000, worth more than \$2 million today, was never awarded.

James Bonsack submitted an entry for this competition. He was awarded a patent for this machine in 1881.

Cigarettes



1880 – 1890 Industrial Mass Production of Cigarettes

James Buchanan Duke rented two ‘Bonsack machines’ in 1884.

By 1890, he was one of the richest men in America, by creating a monopoly in the mass production and sales of cigarettes.

Duke University is now a preeminent research university, searching for a cure to cancer.

Cigarettes



1900 – 1920 Cigarettes Go Global

Through Imperialism and Colonialism, ‘1st Globalism’, cigarette manufacturing was set-up on every continent.

Cigarette sales, taxes and duties provided significant revenues for governments.

Even today, 10% of P.R. China government revenues are from the sales and taxes on cigarettes.

Nicotine



1950 - 2014

For 64 years, powdered tobacco and synthetic nicotine have been used as industrial-strength insecticides.

It kills bugs dead.

Nicotine insecticides were outlawed in 2014, because it was too dangerous to the humans handling these insecticides.

Electronic Cigarette



2000 e-Cigarette Invented

Dr. Hon Lik, a Traditional Chinese Medicine (TCM) pharmacist from Shenyang, China, invented the electronic cigarette in 2002.

Both he and his father were heavy smokers and his father was diagnosed with lung cancer.

Dr. Hon Lik's father died of lung cancer from smoking.

Dr. Hon Lik still smokes.

Vapes



2002 – 2015 Global Growth as Smoking Cessation Device

Initially, 100% of ecig purchasers were smokers trying to quit.

Still now, 85% of vape purchasers are smokers trying to quit.

0 nicotine eliquid used to be 20% of the market.

Now it is difficult to find 0 nicotine eliquid. (< 5% of market)

Vapes



2015 – 2019 Vapes Pivot to ‘Life-style’ Product

JUUL is the only vape unicorn company. JUUL brought flavored vapes and nicotine-salt to the world in a little vape that looks like a USB data-key.

Underage high school students loved these.

Vapes



State of the Markets in 2023

The Cigarette Market is worth \$1 trillion/year. There are 1.4 billion smokers in the world. 8.5 million die/year. (WHO)

The Vape Market is worth \$32 billion/year. There are 140 million vapers in the world. 500 have died in total, since 2002.

The NRP Market is worth \$4 billion/year. Smokers don't like nicotine patches and gum very much.

Vapes



Smoking Cessation Efficacy of Vapes

60% of smokers who purchase a vape, vape and smoke equally.

32% throw the vape away and return to smoking.

Only 8% quit smoking. Most are vapers of nicotine for life.

EU Cancer 'Moonshot'



Conquering Cancer: Mission Possible Targets by 2030:

more than 3 million lives saved, living longer and better,
achieve a thorough understanding of cancer,
prevent what is preventable,
optimize diagnosis and treatment,
support the quality of life of all people exposed to cancer,
and ensure equitable access across Europe.

EU Cancer 'Moonshot'



Downgraded to **Mission: Cancer (2025)** objective

‘to improve the lives of more than 3 million people by 2030’.

And UK has a National Ambition; to be ‘Smoke-free by 2030’.

It is unlikely that any of these goals can be achieved.

EU Cancer 'Moonshot'



Through a for-profit social enterprise, Two Mountains Psy-Tech can, with a team and a small amount of funding (€200,000), bring to market (within 12 months) an effective stop-smoking program with 40%-65% smoking cessation success; not 3%-8% as currently; and scale this profitably to attract 3 million to 6 million (entrenched, 1 pack/day) smokers, by end of 2031 (5 years after market launch).

The Team



**Manfred Hall, B.A.(psy), B. Ed.
and 14-years ex-smoker**

• Founder / Inventor

and YOU!

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