

STATE OF MIND

Enabling Organisations Get Real Pulse of the Workforce

By Manoj Kumar | Founder & CEO

Sowjanya Shetty | Mentor

THE PROBLEM

Employee surveys data is not enough because of a lack of trust

Proof points:

4 out of 5
Employees don’t share their honest feedback with the company

Meta analysis (2020-22)

5M
professionals share their experience on third-party platform

BlindApp (2022)

59%
of organizations use engagement data from sources other than formal surveys

Gartner (2019)

*Meta Analysis – Gallup, HBR, SHRM, Prudential, Owl Labs, Flexijobs, Envoy, Microsoft Work trends report, WSJ, OECD

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SEEMA (CEO, ACME CORP)

Company size: 1000 (Jan'2022)

Growth: 1500 (Dec'2022)

Attrition: 30%

WHY NOW

THE GREAT RESIGNATION IS HERE

Impact:

Missed Revenue

+

Increased Workforce Cost

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Our Approach | Build Trust with Employees

1

Listen to employees when they want

2

Help employees when they need it

3

Close the feedback loop

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Our Product: State of Mind AI Chatbot



Employees can:

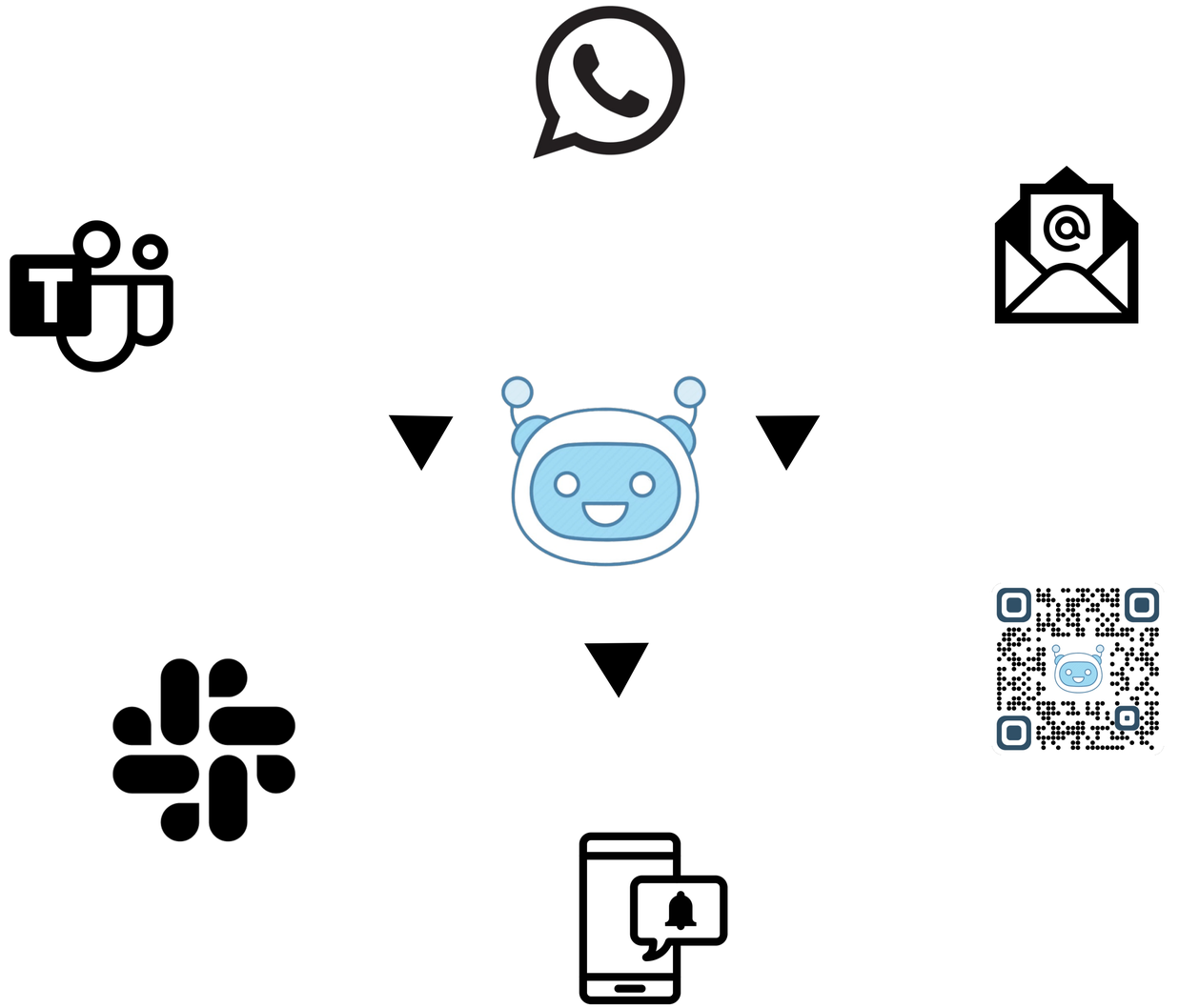
Talk (semi) anonymously what matters the most to them at 300+ moments and get help if needed

Organization can:

Retain Talent by transforming into employee-centric organization culture

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Bring It In Flow of Work



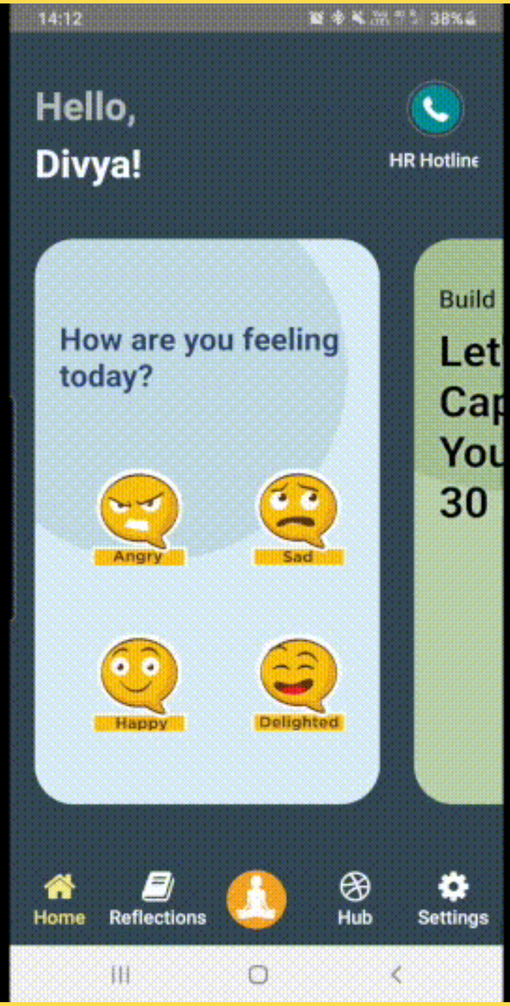
Empower Each Employee to Talk What Matters the Most

Features

Work

Well-being

Lifecycle



Event–linked

Micro-coaching

Action-planning

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Insights that help Leadership team transform organization culture

Customer Impact

Participation

(500 employees)

90% of employees shared their sentiment

Strategic Value

(1800 employees)

Tracking employee sentiment now part of Board meeting

Development Intervention

(9000 employees)

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Our Customers

Blitzscale (Paid)

TATA PLAY

CareEdge RATINGS

agshealth
revenue cycle *reimagined*

CMA CGM

BITLA SOLUTIONS SIMPLIFIED

niveus

Brinton®

imss
An Integra Group Company

OPTUM®

Bootstrap

APEX HOSPITALS

CorroHealth

IKS HEALTH
Quality Practice. Quality Care.

PROWESS SOFT

NetApp

Paloma
Turning Co. Pvt. Ltd.

TekMonks

CLOVER

castaliáz®
Inspire your business

ALKEM

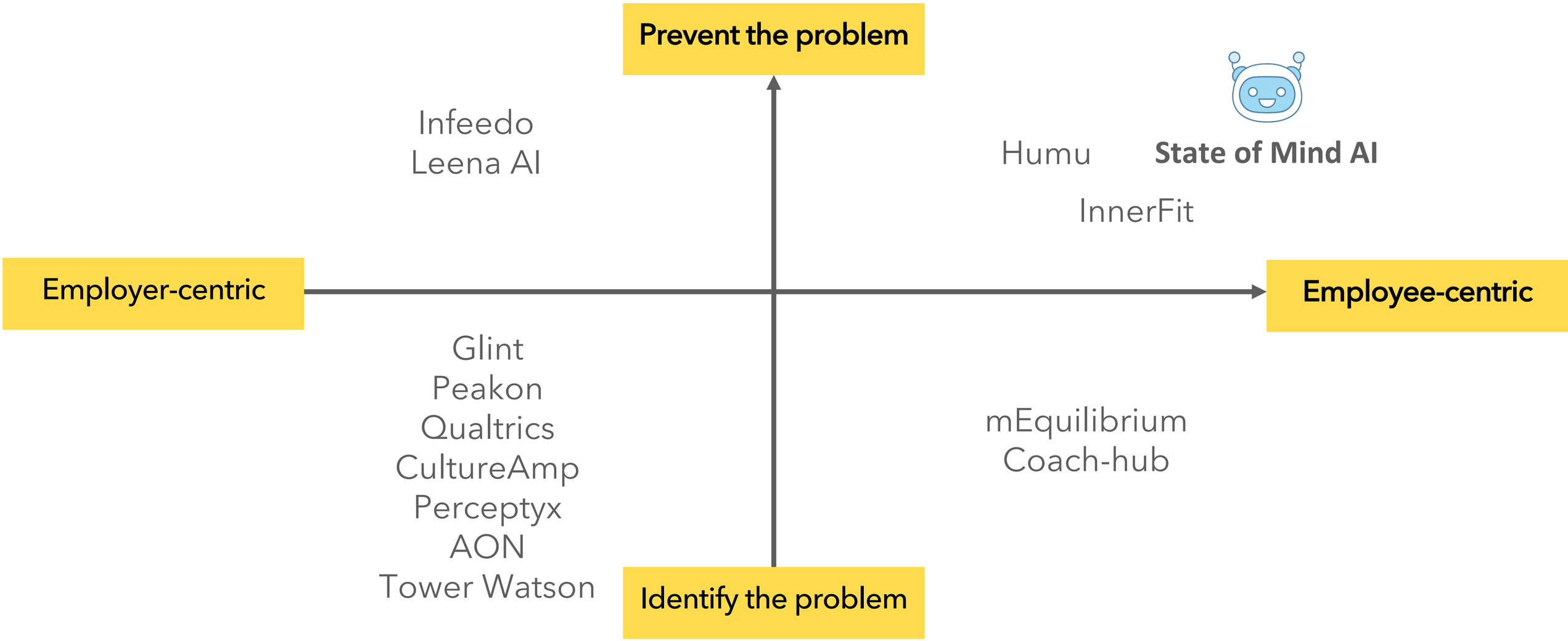
preludesys

Winuall

intelliswift
love the new

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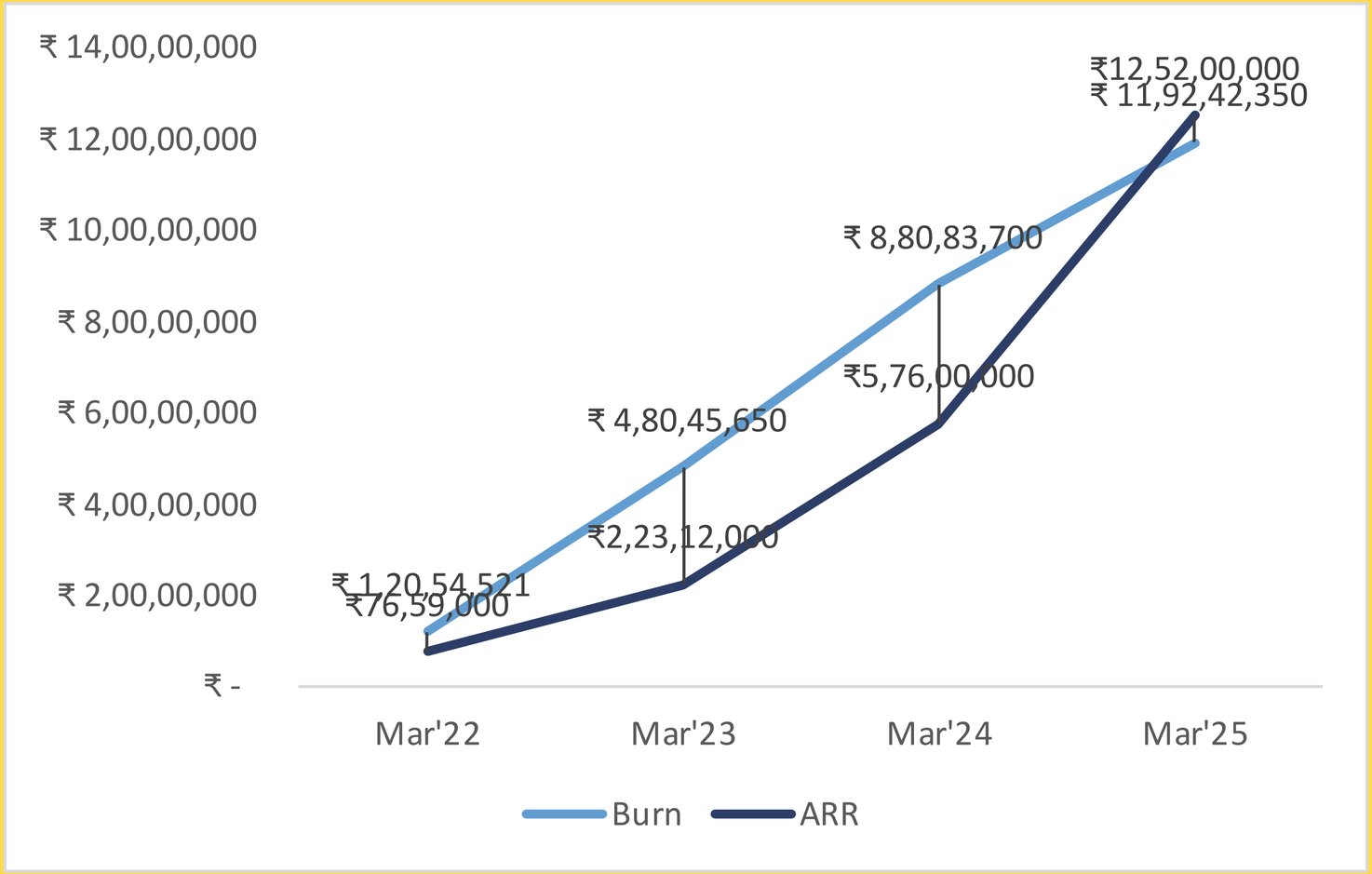
Our Market Position



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Projections

20 to 200 High LTV customers in 2 years



Story So Far...

Founded	Total Customers	Paid Customers	Booked ARR	Raised
Aug'20	20+	11	INR 75L	INR 40L

GTM

- CHROs of companies <5000 employees
- IT/ITES/Pharma/Consulting/BFSI
- India (current)

Business Model

- Annual Subscription
- Bucket pricing
- Paid in advance

Industry Recognitions





NETAPP EXCELLERATOR

THE 10 MINUTE MILLION

iit STARTUPS

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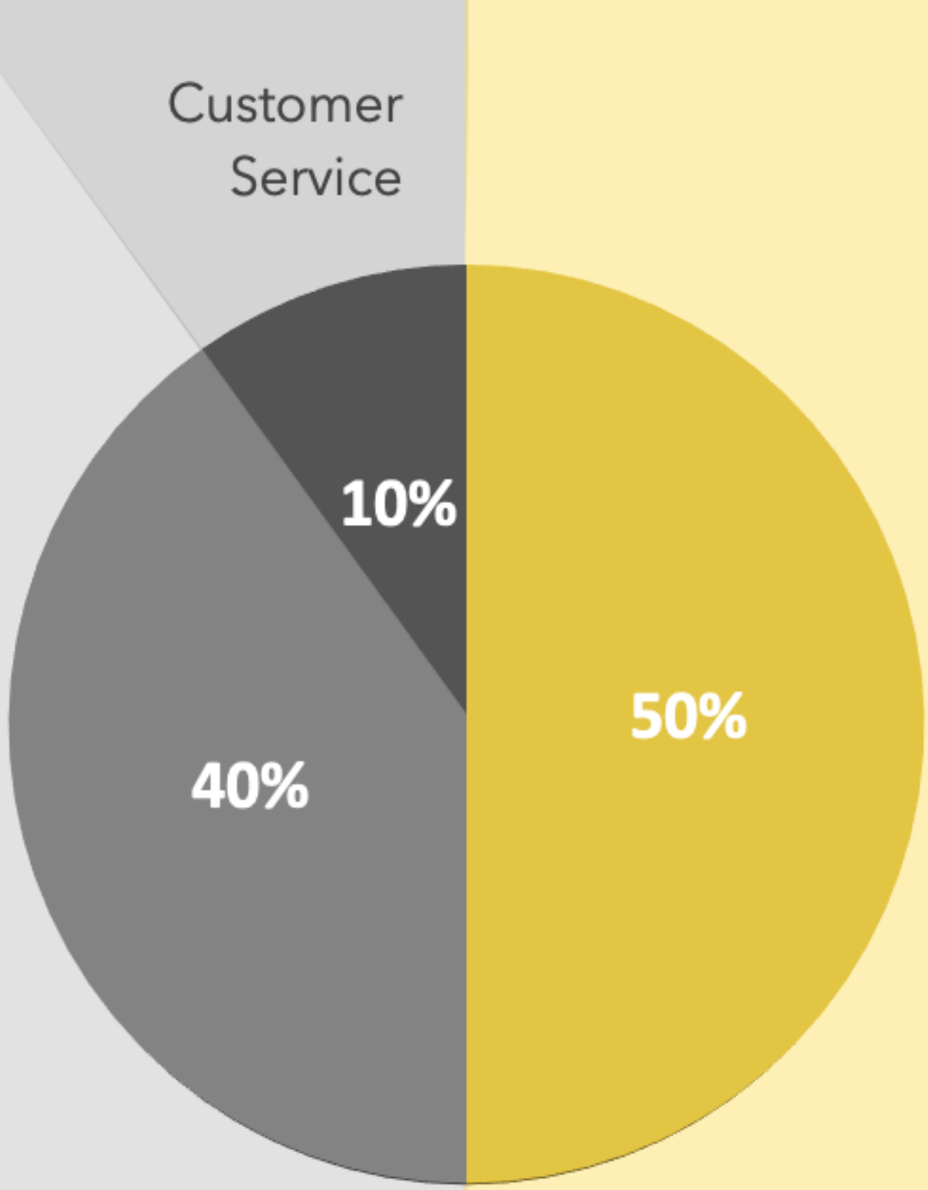
We are raising a seed round of **7.5Cr**

5Cr Committed	2.5Cr

Scale to

200 Customers

In the next 24 months



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THE TEAM

Manoj Kumar CEO	• People Analytics Leader – Ex VP, People Analytics – HSBC • IIT Kanpur | IIM K alumni	
Vivek Chadha VP, Customer Growth and Engagement	• Founded EYL (acquired by Superseva) • DCE | UCLA Anderson alumni	
Ankit Gupta Product	• Co-founded Rentoys.in • IIT Mumbai | Carnegie Mellon alumni	
Girishprasad KS Tech Lead	• Co-founded BIZEX • Computer Science engineer	
Sindhu Rani Customer Success Lead	• A customer-centric professional with product mindset • Computer Science engineer	

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Ready when you are!

Manoj Kumar | 98867 14431

STATE OF MIND

www.stateofmind.ai



Protima Achaya
Sr Director HR & India HR Head, NetApp

NetApp

"The insights from the analytics produced by State of Mind were eye-opening"



Ekta Singh
Global CHRO

agshealth
revenue cycle *reimagined*

A simple conversation generates lots of data that gives proactive intel about how employees are feeling and what one manager is doing well/ not so well."



NetApp Employee (user)

"I've been using this App for the past one month. Overall, I've been impressed with how easy it is to use this App."