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**We help people impacted by addictions.**

**Sex Workers and Pink Cloud**

JULY 2025

TEAM

# Pink Cloud Team



## Jason Varughese

### CEO and Founder

Product Management & Software Engineering @ 3M Health Information Systems, PRGX, Advent Software, Cogency Software, Financial Engines, E\*TRADE, and TubeMogul (Product Owner of UI during IPO).

BS from Stanford University in Symbolic Systems, with a concentration in Biomedical Informatics.

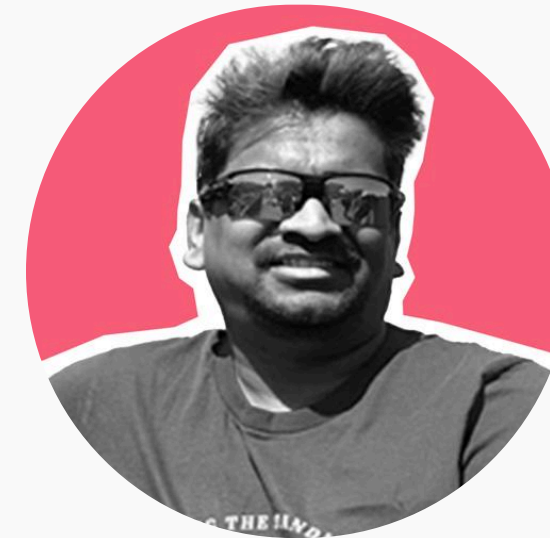


## Michael Zenaty

### Chief Product Officer

Product Management & Design @ Goldman Sachs, BHG Financial, United Capital Financial Advisors, Totum, Sophia Learning, and various agencies and startups.

Bachelors Degree from Itecom ArtDesign / Paris in Visual Communications.



## Mugunth Kumar

### Chief Technology Officer

Software Engineering @ PaperCut Software, Education Horizons, Openpay, Xero, RMIT University, AIA and AGL Australia.

MS from Nanyang Technological University Singapore in Information Systems and BE from Amrita Institute of Technology & Science in Information Technology.



## Max Micallef

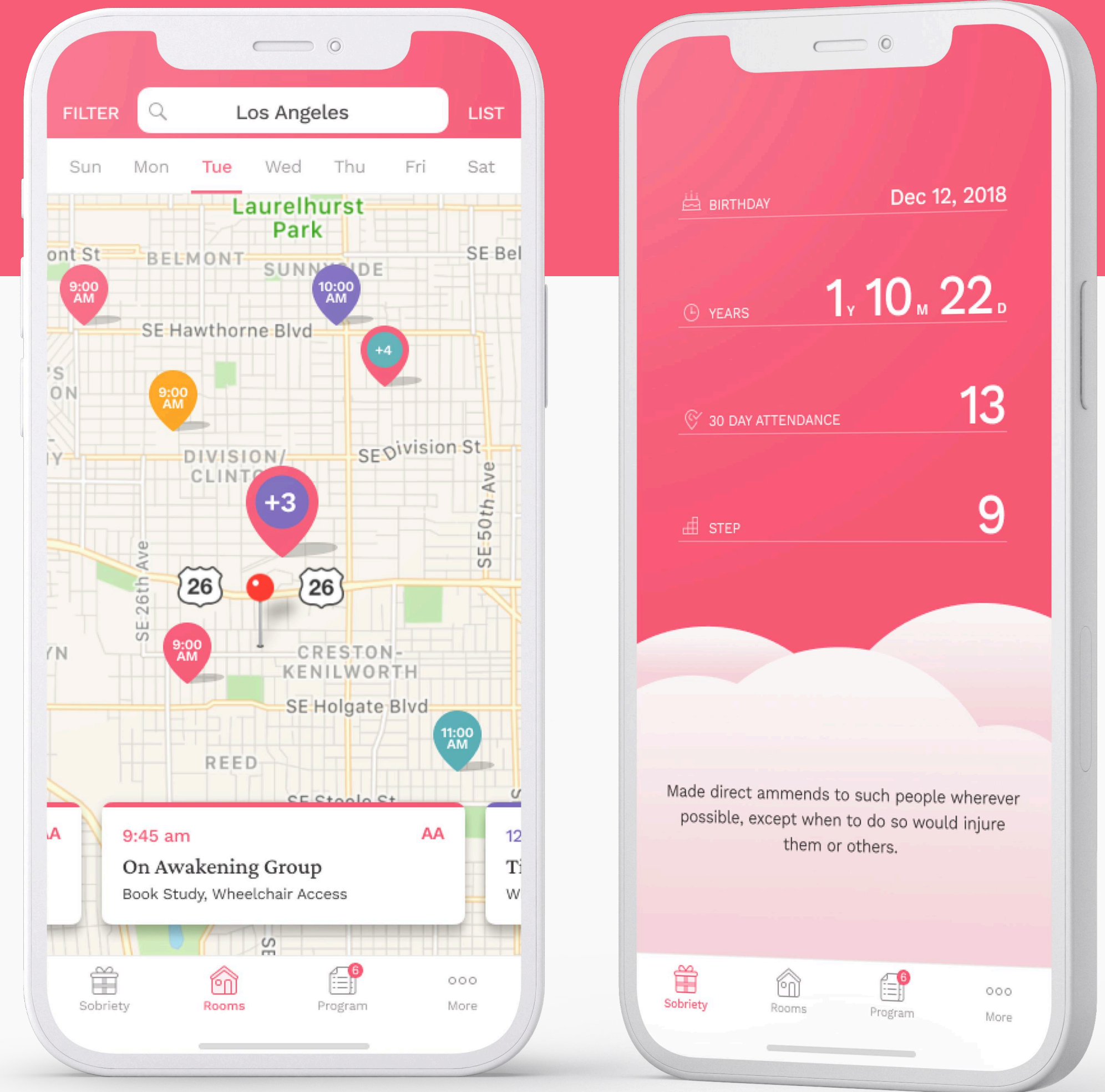
### Chief Business Officer

Public Policy, Writer, & Editor @ American Lung Association and various non-profits. Certified Opioid Overdose & Naloxone First Aid.

BS from SUNY Purchase in Political Science and Sociology.



Launched in 2016, we're helping people impacted by addictions, both substance and behavioral, thrive by creating access to care and recovery adherence tools.





# Sex Workers & Addiction

## Statistics

- Hazardous Drinking: 47.1% of WSW, and 46.5% of MSW experienced drinking levels during the study that impaired their decision-making abilities, resulting in higher STI rates.
- WWUD & Sex Work: 43% of the study participants had at least one overdose during the study.
- Intersecting violence: WSW who used drugs during the study faced an increased risk of domestic/intimate partner violence as well as overdose.
- Health Implications: WSW with addiction experienced higher rates of health issues (heart disease, lung disease, liver issues, etc.) due to existing disparities in access to healthcare.

- Springer Nature - BMC Public Health
- Science Direct - International Journal of Drug Policy
- JAMA Network - Substance Use & Addiction
- Science Direct - Journal of Substance Abuse Treatment



## PRODUCT DESIGN &amp; DATA

# Access to Care & Adherence

## Superior Coverage

- 200k+ meetings worldwide
- Coverage in all 50 states
- 24,000+ online meetings
- AA, NA, CMA, Al-Anon Programs
- SMART Recovery Meetings

## Social Support Focus

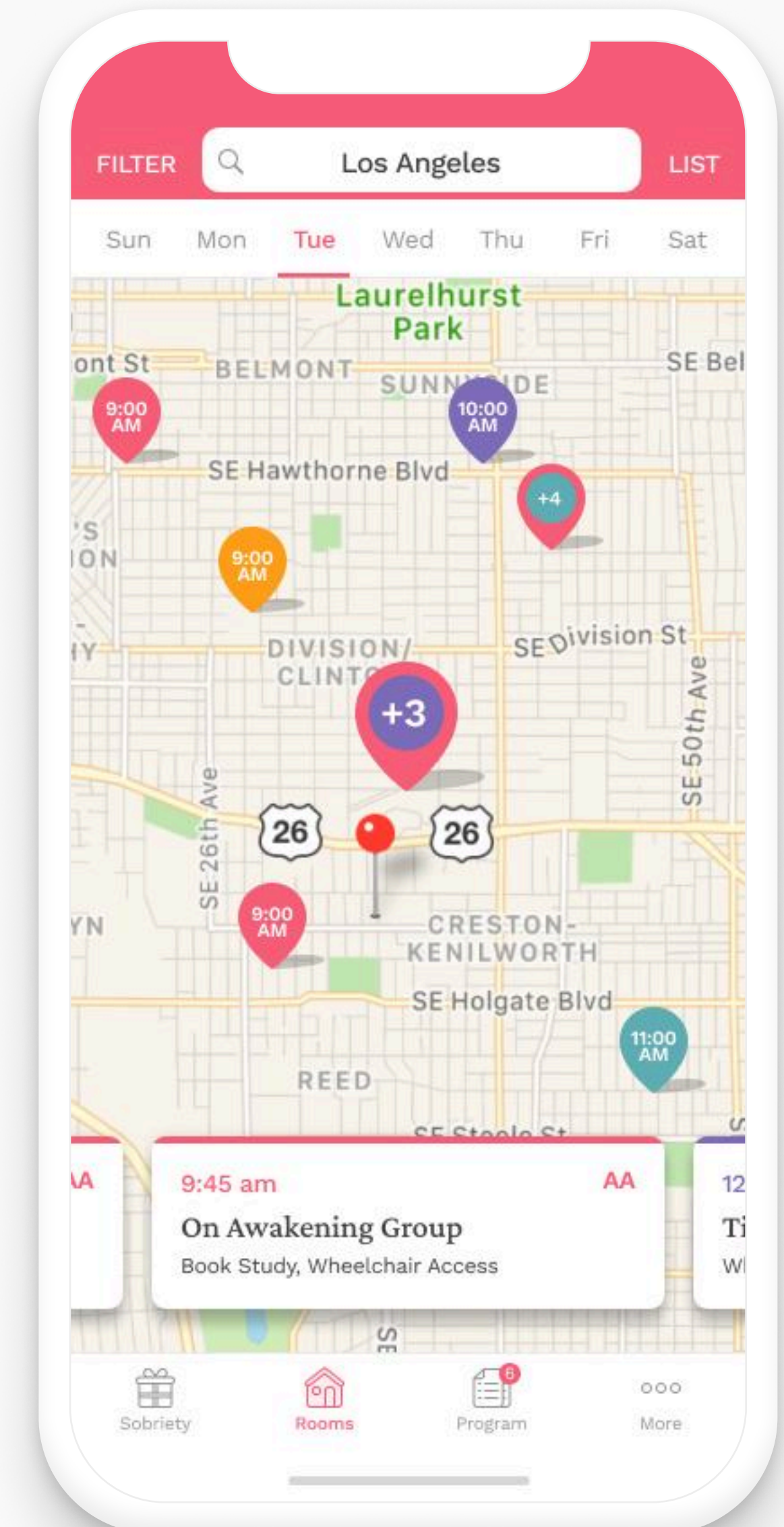
- Search LGBTQ, Spanish, Young Adults, special focuses
- Support network contact list
- Journaling tools

## Premium User Experience

- Bookmark favorites
- Check in to track attendance
- Filter by location & time
- Complete anonymity & privacy

## Success Metrics

- 350k+ real mobile app installs
- 107 countries worldwide
- Largest Twitter following for SUD
- American Society of Addiction Medicine and American College of Emergency Physicians listed Pink Cloud as a COVID resource

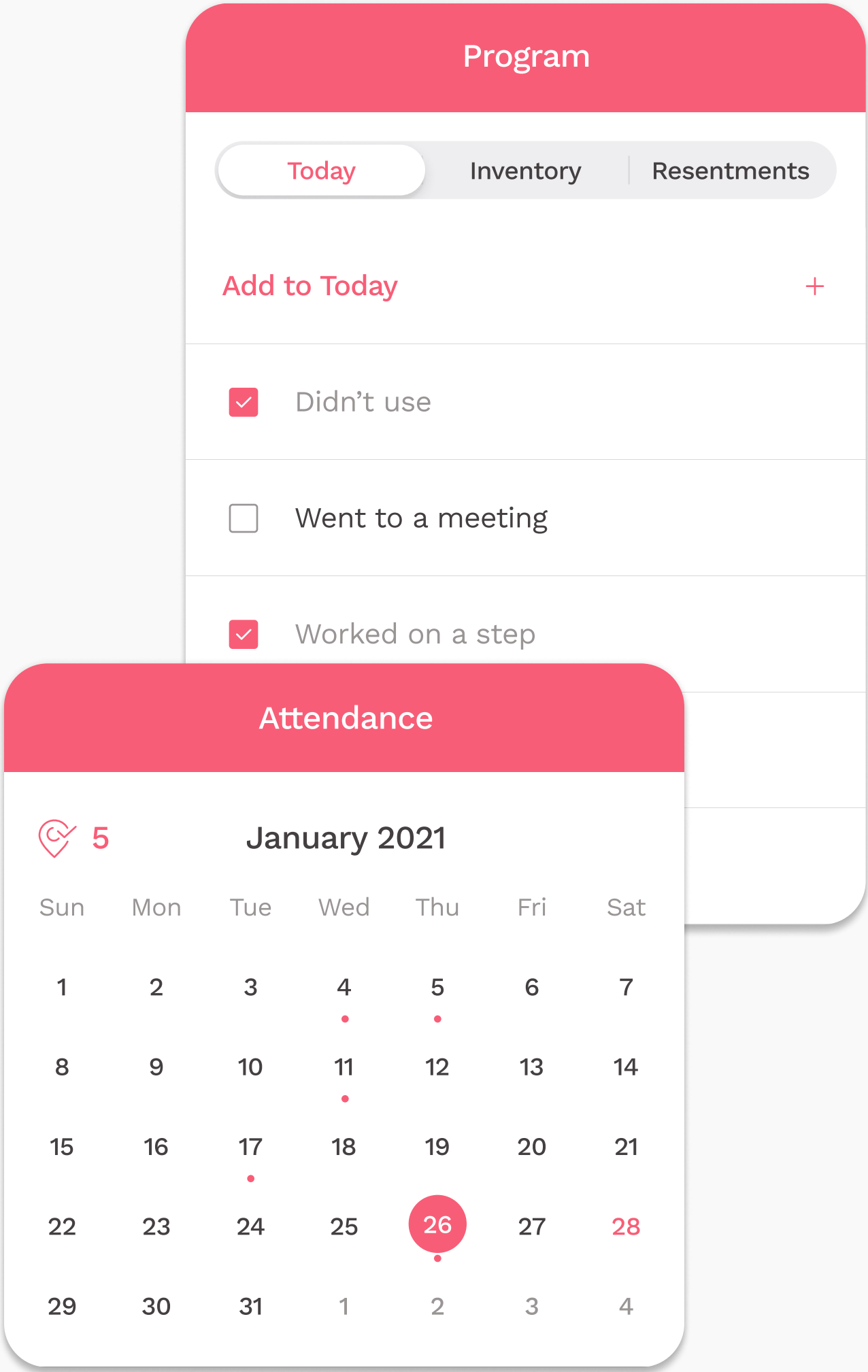


PRODUCT DESIGN & DATA

# Recovery Tracking

Pink Cloud tracks your recovery time, meeting attendance and provides a suite of 12 step and non-12 step tools to help users work the program

- Sobriety Date
- Time
- Attendance
- Step
- Program



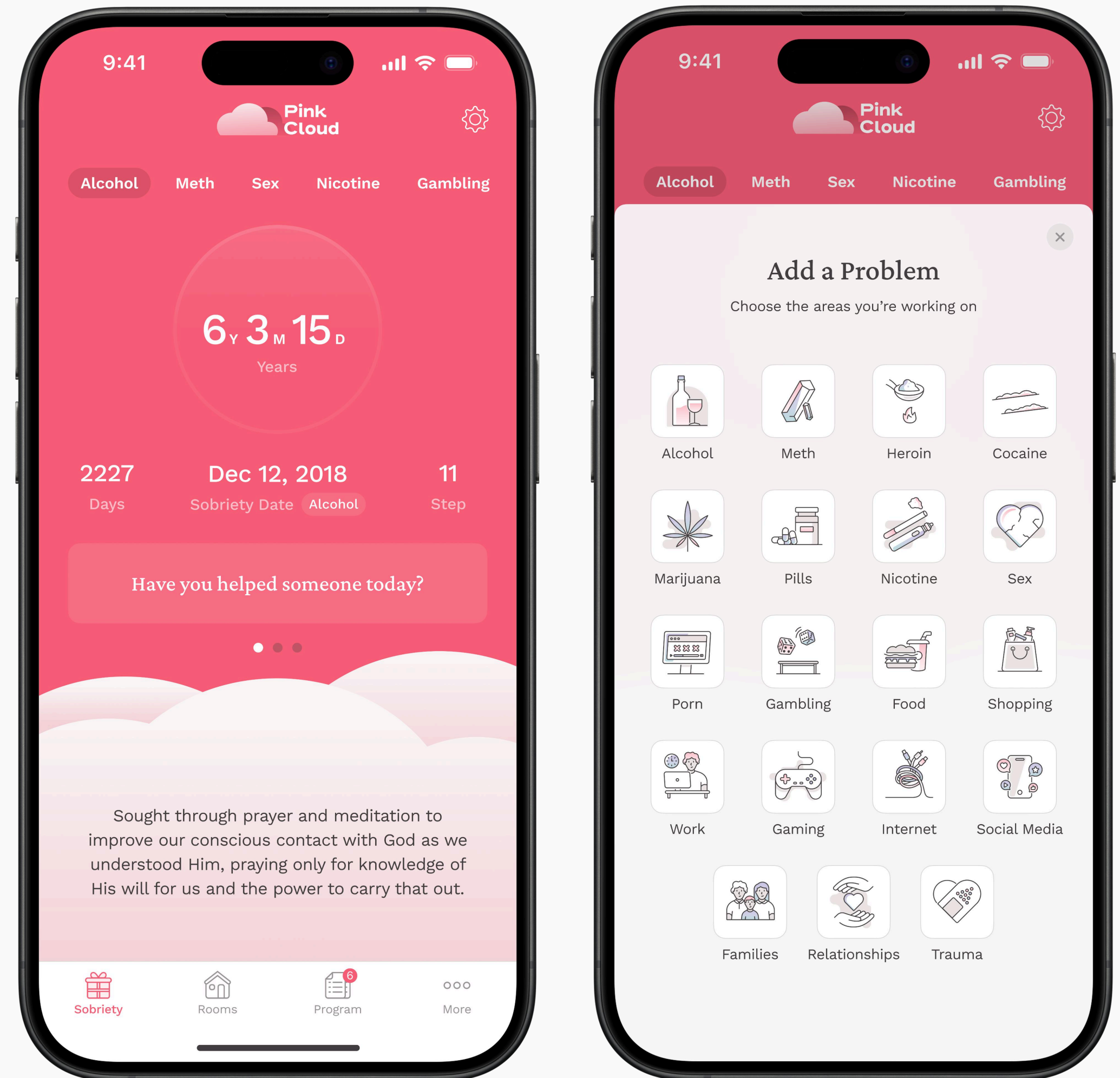


## PRODUCT EXPANSION

# Expanding Addiction Recovery Resources

## Cross addiction support

- Customers able to enter reduction dates for up to 19 types of substance or behavioral addictions.
- Parallel tracking support for each type of addiction
- Foundation set for tracking consumption load and managing harm reduction or abstinence





PRODUCT EXPANSION

# Expanding Addiction Recovery Resources

Quickly locate verified clinics & providers

- Phase 1: In-person public and private options
- Phase 2: Virtual options
- Phase 2: Insurance verification
- Phase 3: Appointment scheduling

CLINICS & PROVIDERS

PU Public

PR Private

SEARCH RANGE

2 km

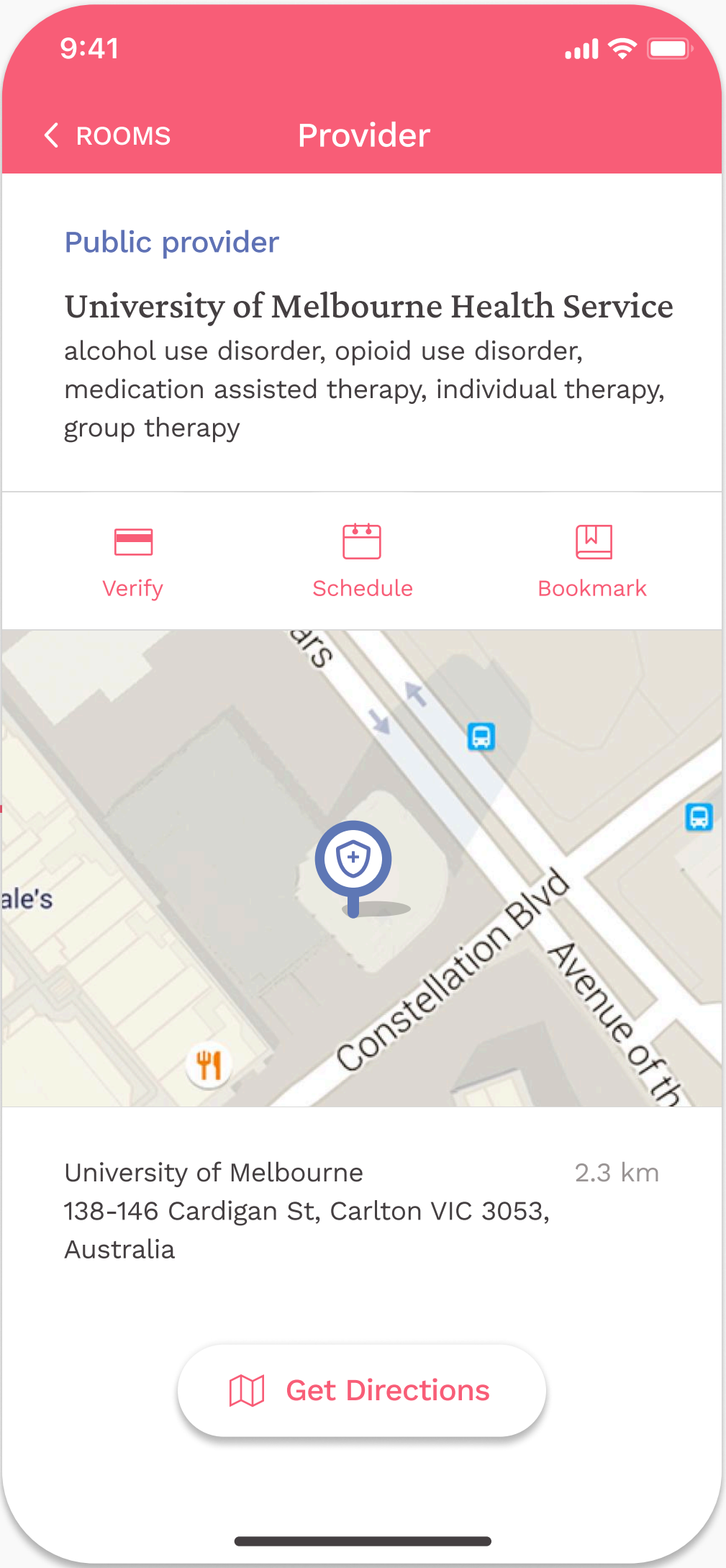
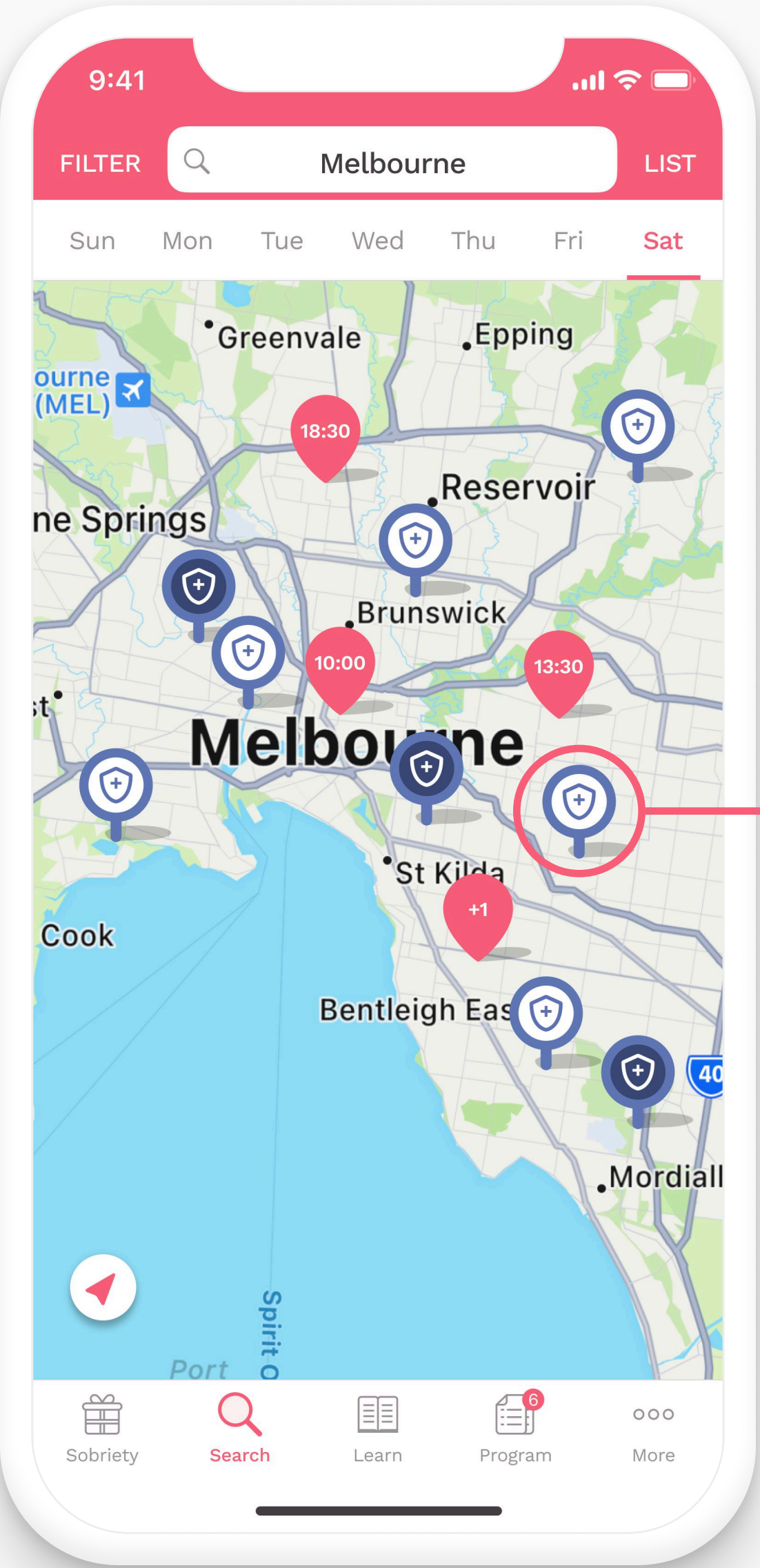
8 km

16 km

32 km

miles

kilometers





PRODUCT EXPANSION

# Education

## Learn about addiction & recovery

### Phase 1

- Branded audio content by addiction and recovery experts

### Phase 2

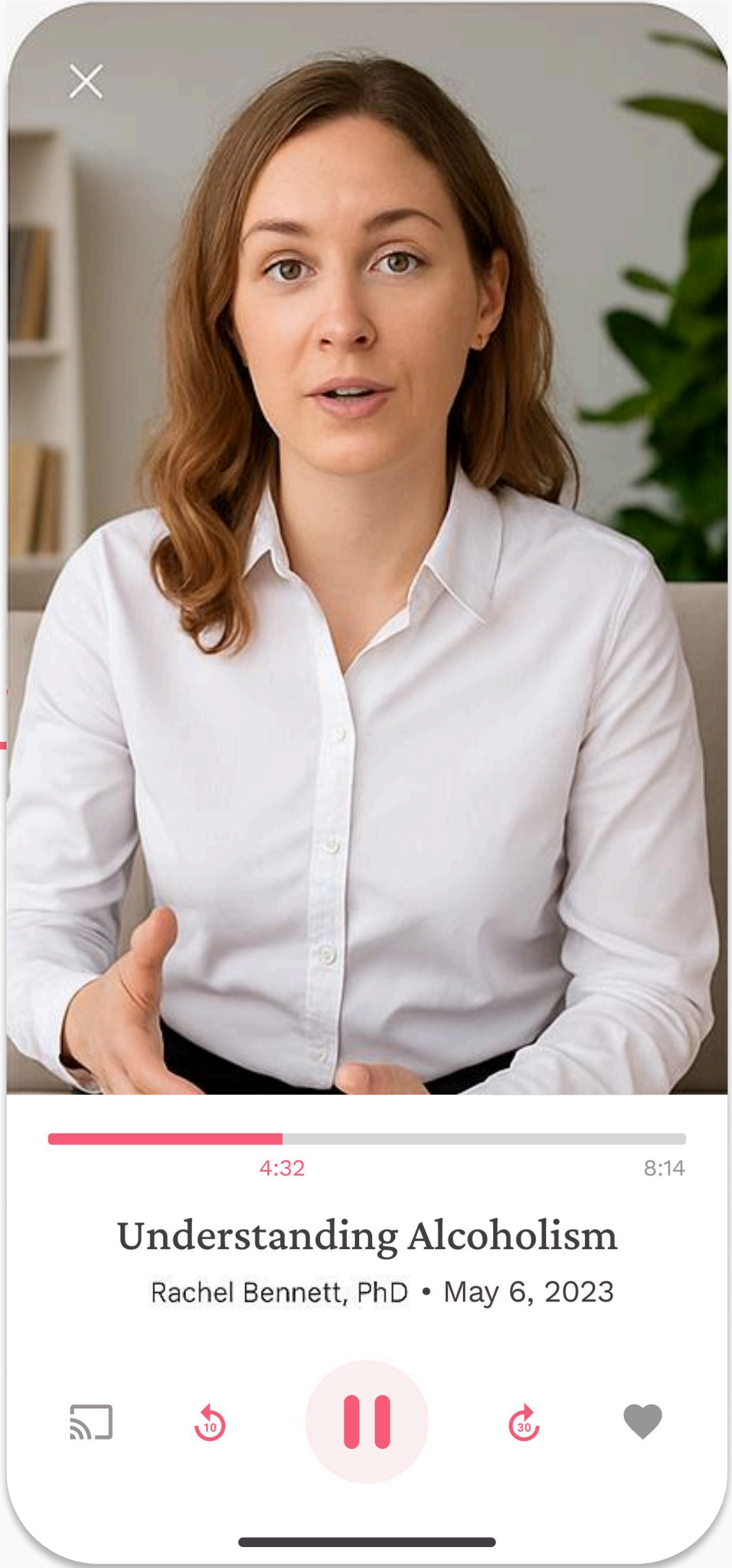
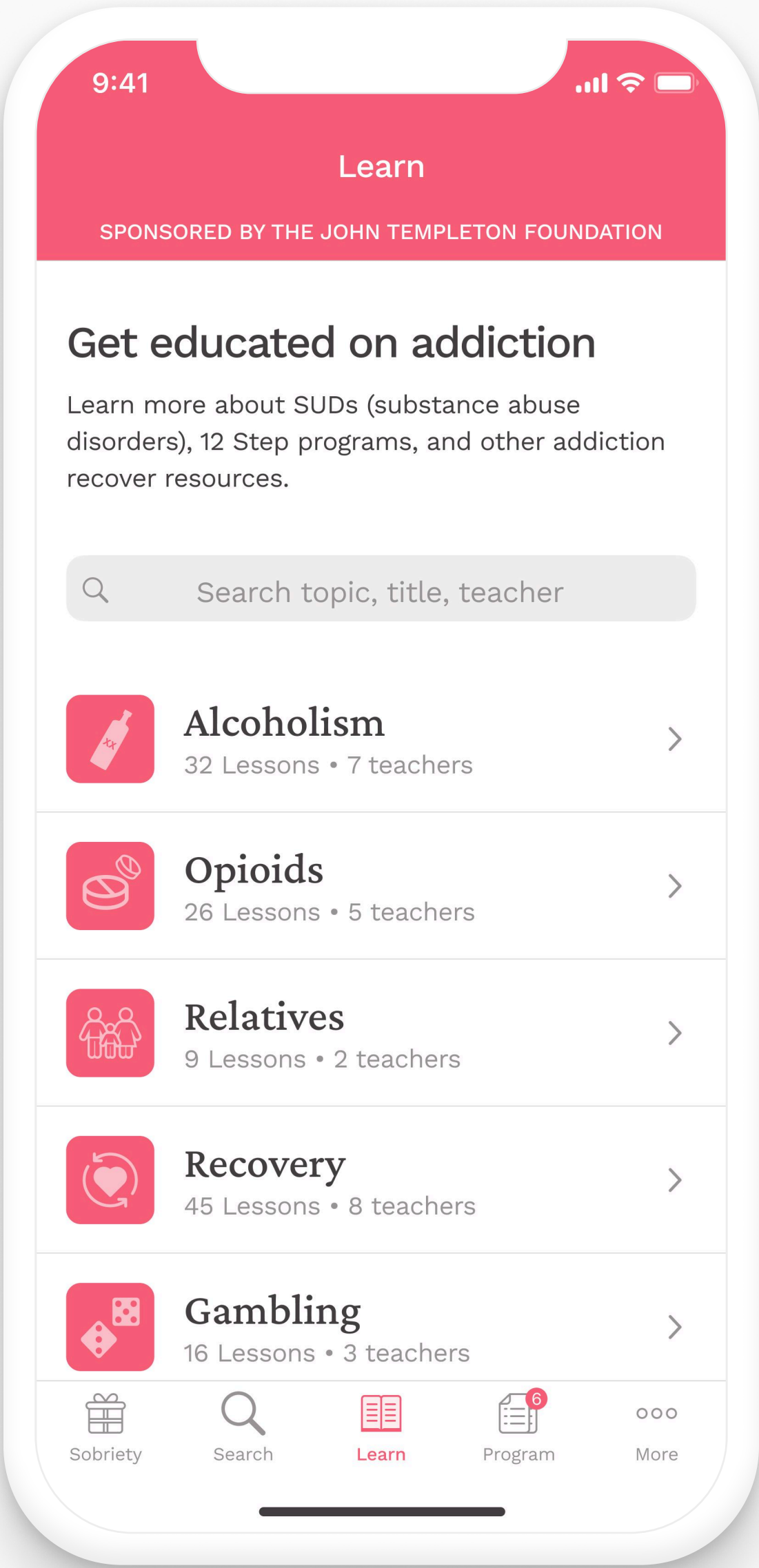
- Branded articles or slideshows by addiction and recovery experts

### Phase 3

- Members in recovery post audio and blog post content

### Phase 4

- Branded masterclass videos by addiction recovery experts



## PRODUCT EXPANSION

# Overdose & Suicide Prevention

## In-app resources to aid in overdose and suicide prevention

### Phase 1

- Use on device machine learning to detect overdose and suicide risk
- Ability to quickly chat, text, or call national or local suicide hotlines within app
- Resources in the Learning Channel focused on overdose and suicide prevention

### Phase 2

- White glove chat with customer support and Telehealth provider options







Thank You.