July 2025

hal

A support network for sobriety and mental wellness.

The Problem

Sobriety tools haven't evolved.

Designed in the 1930s, 12-step systems feel outdated

Lack personalization, emotional nuance, or privacy

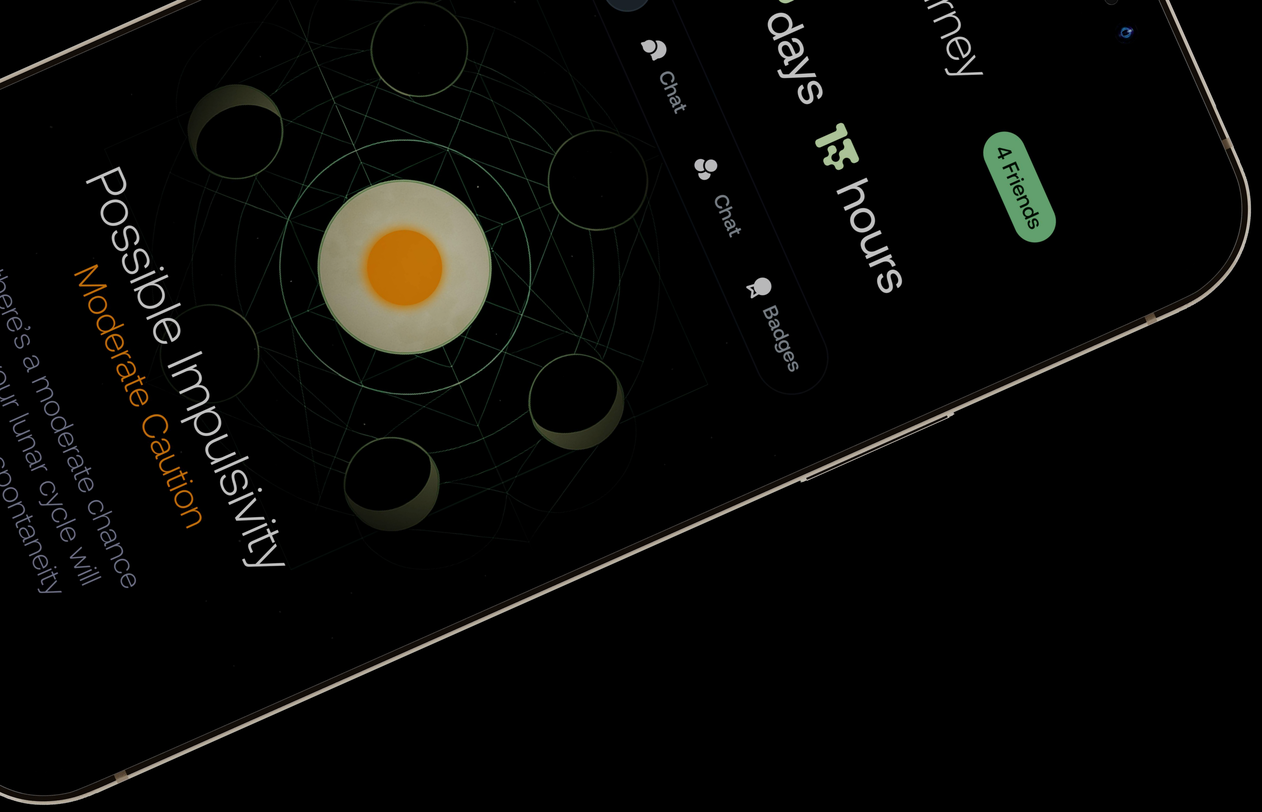
Most tools are rigid, overly clinical, and ignore digital habits

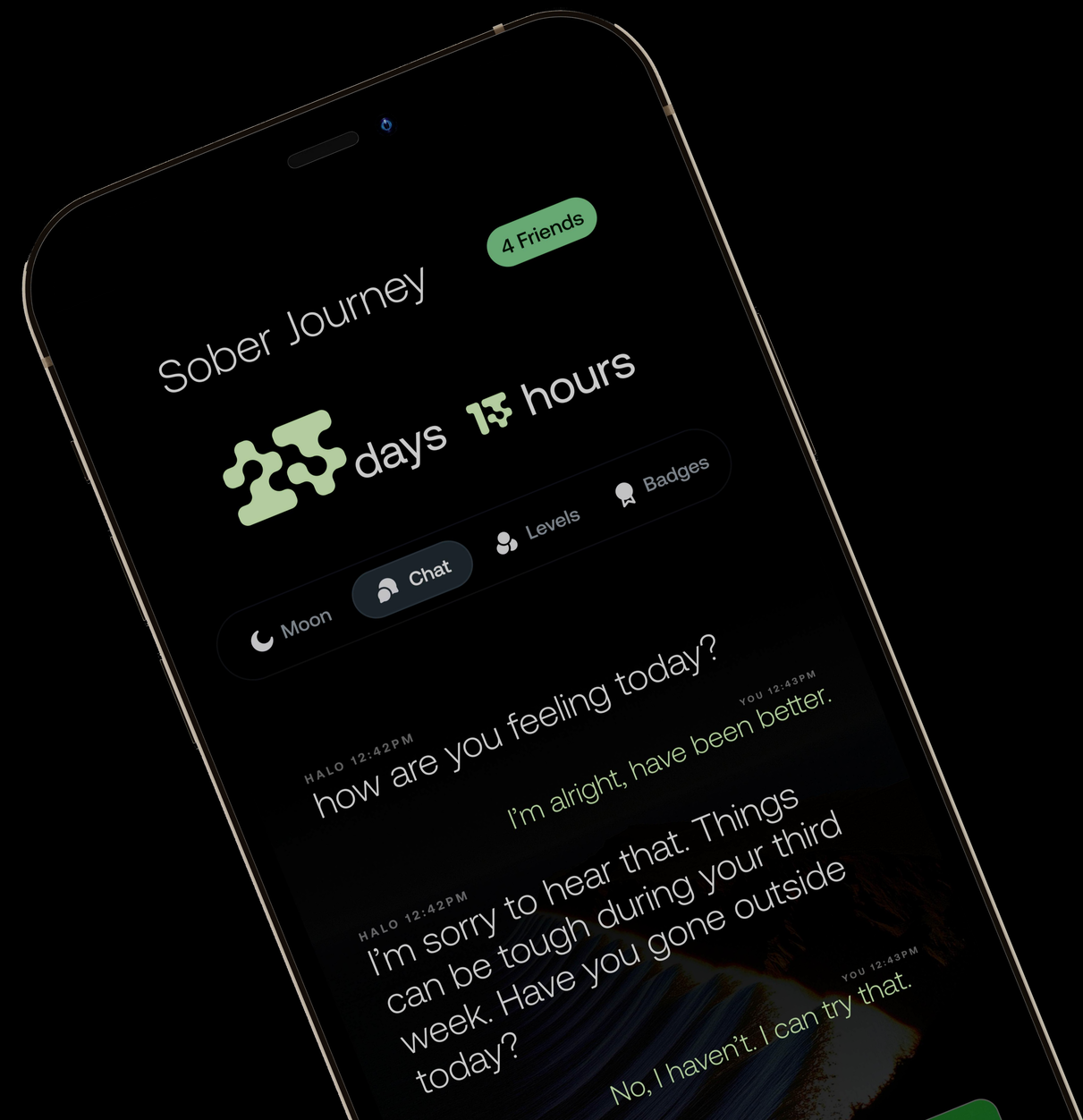
They fail to engage the modern, self-aware, community-oriented generation

The Solution

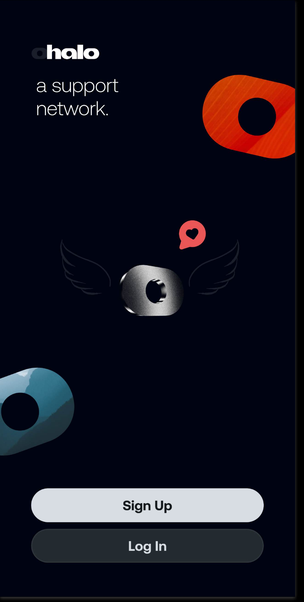
Halo is a design-first, emotionally grounded support system.

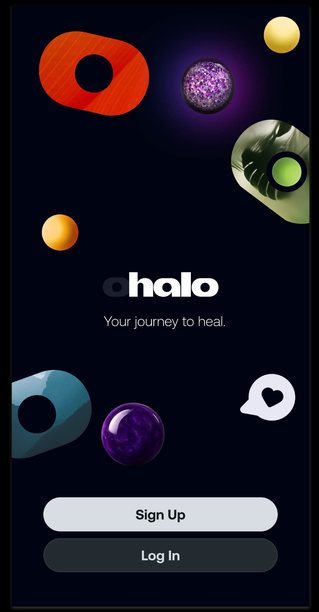
We design products to help people begin the sobriety journey, honor their streaks and stay the course.

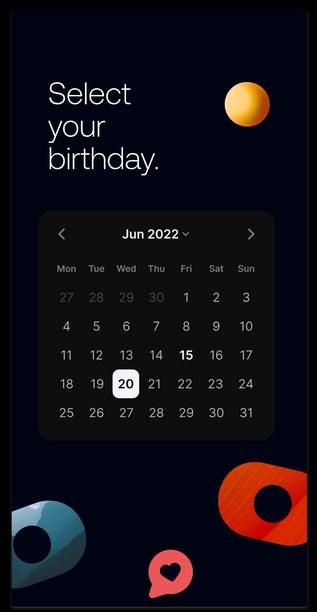


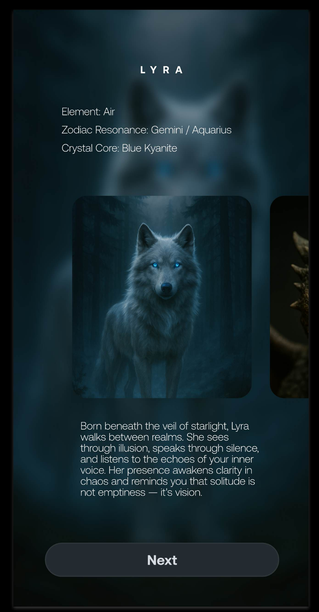


Halo creates digital journeys and platforms to incentivize success and decrease relapse



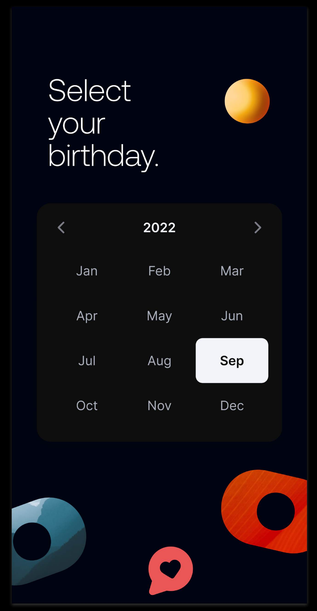


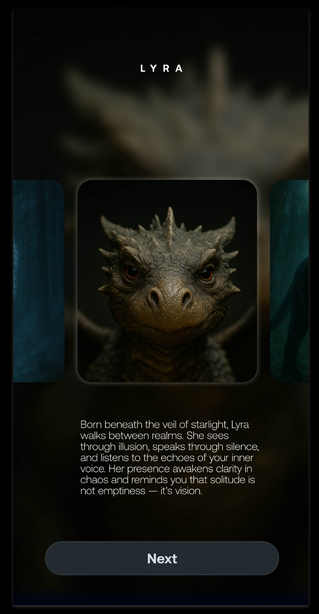


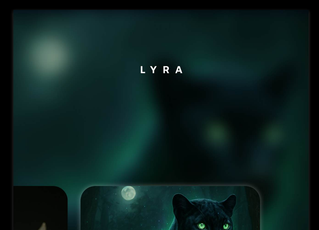


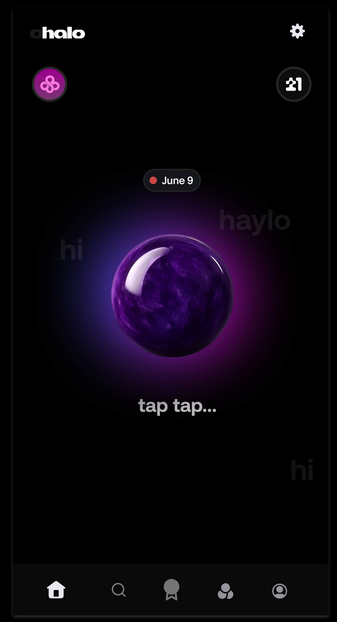
Phase One: Personalized, Ritual-Based Onboarding

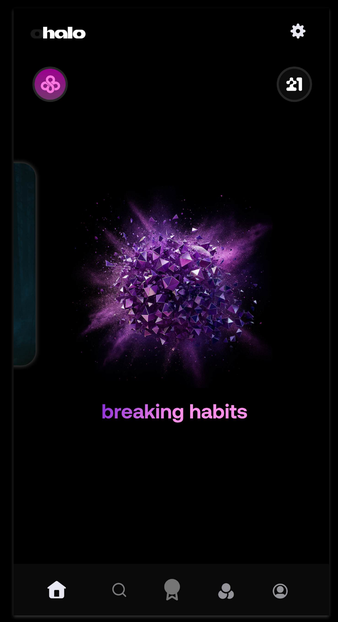
A supportive journey begins with symbolic identity, habit rituals, and daily check-ins—designed to build emotional momentum from day one.

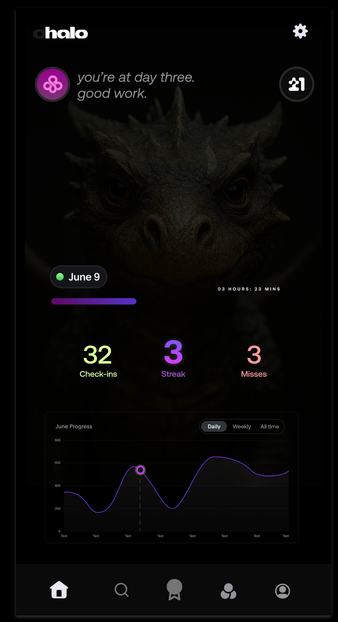


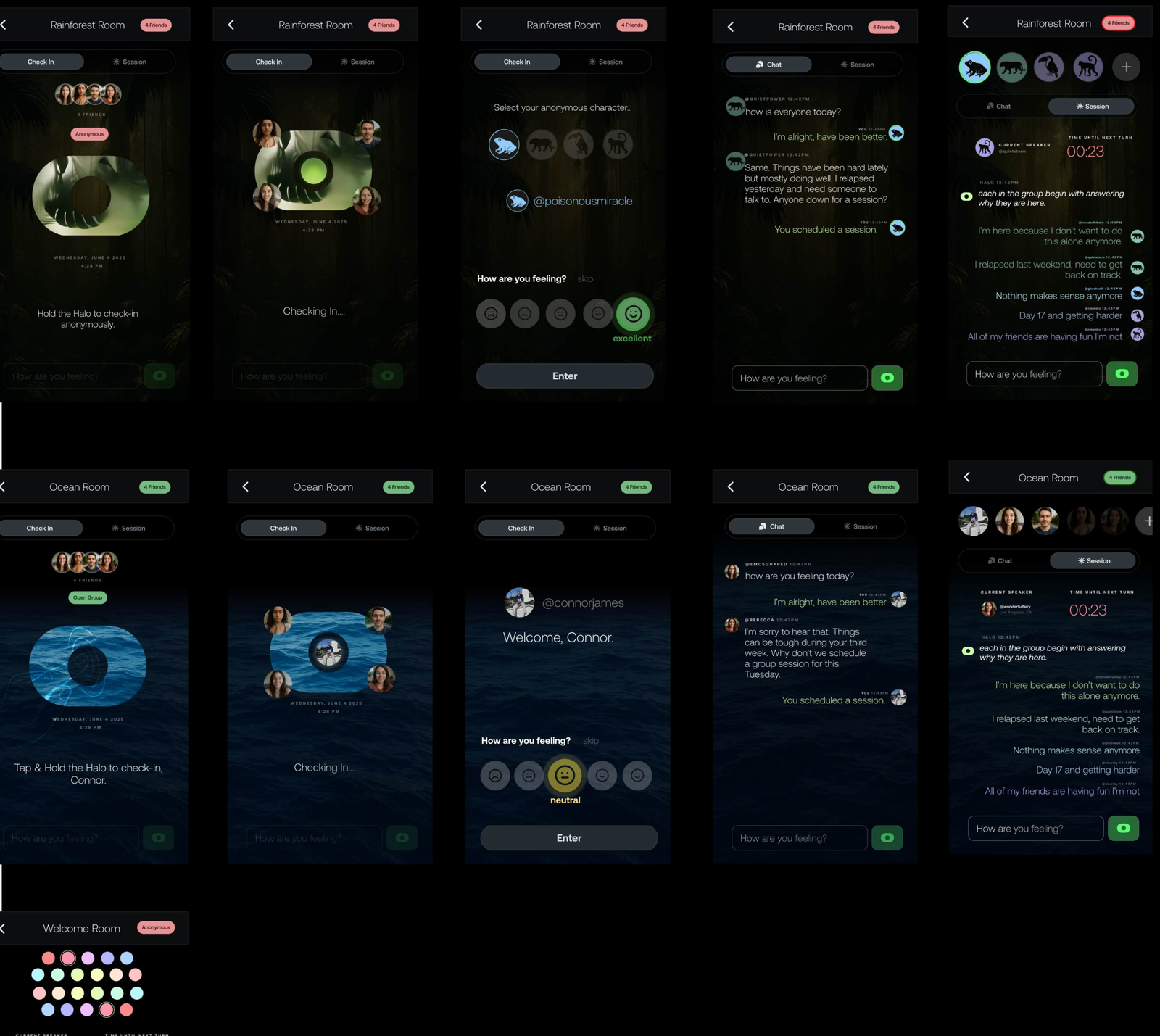






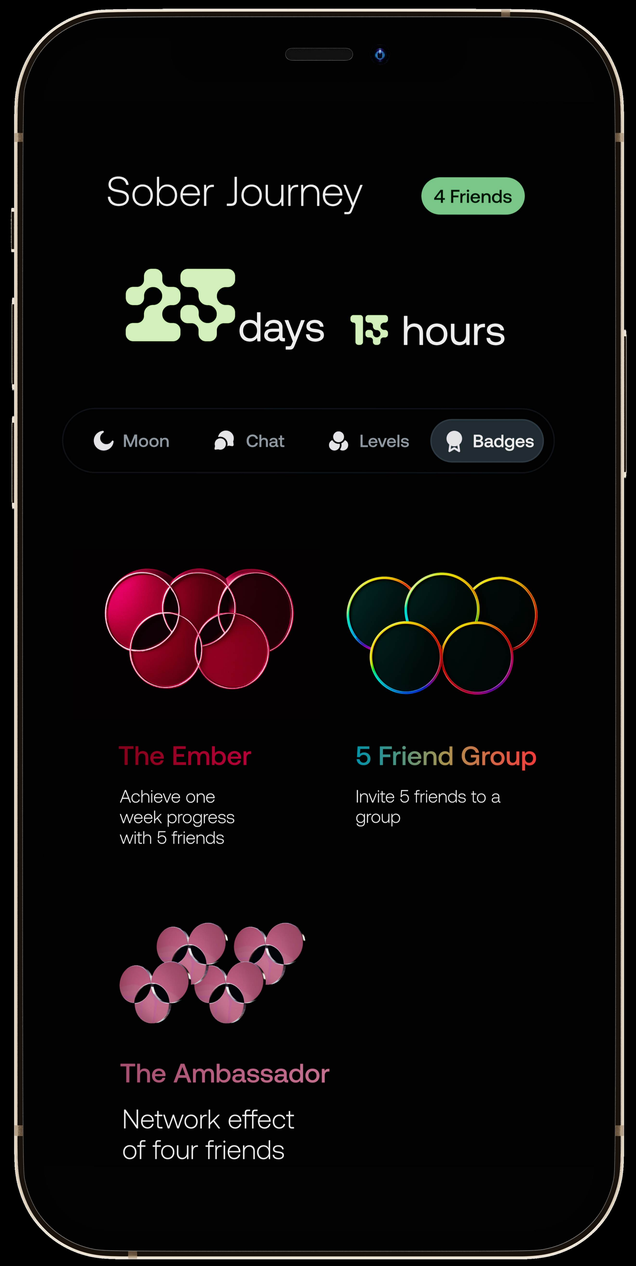






Phase Two: Collective Healing & Connection

Scalable group experiences powered by AI to foster emotional safety, accountability, and community.



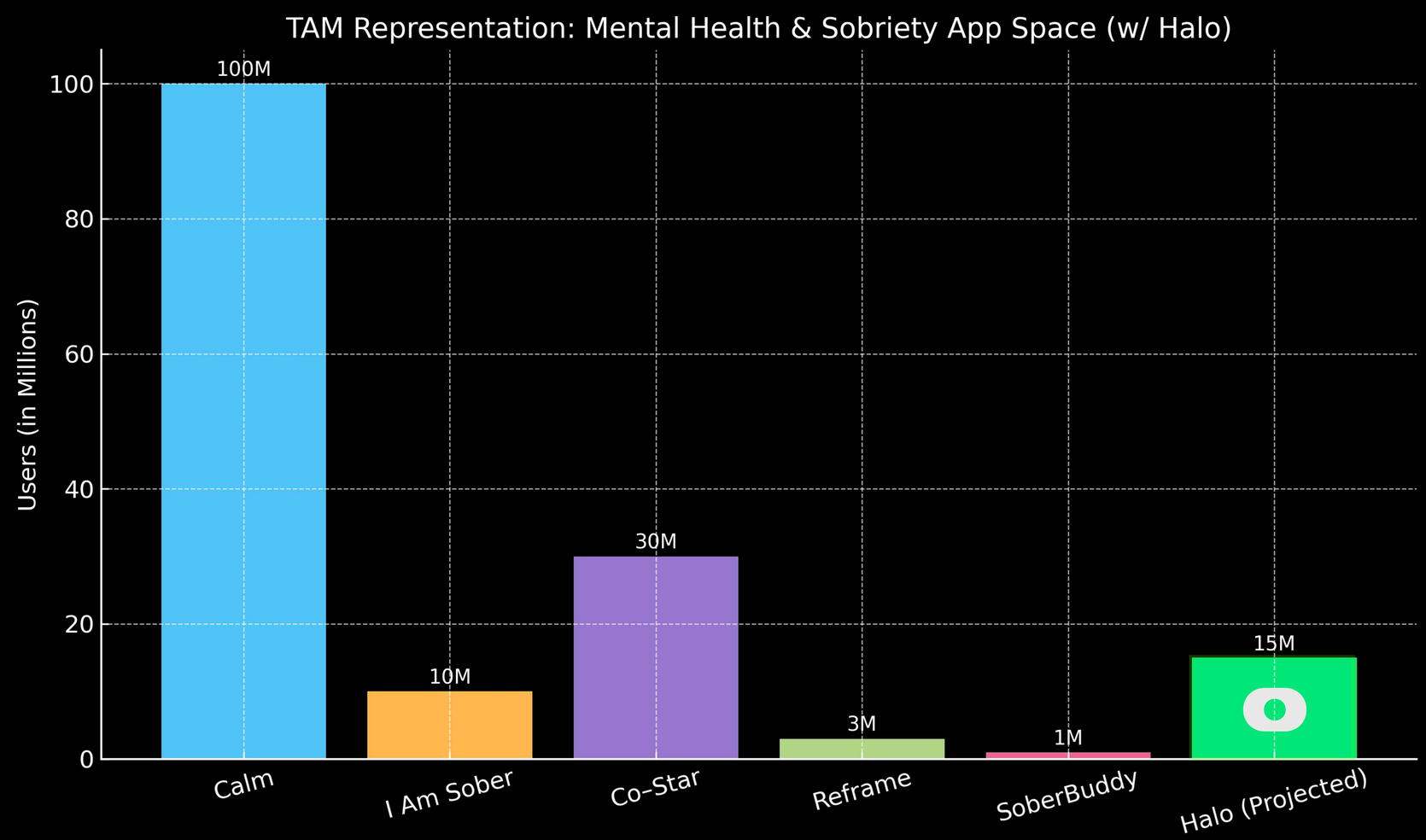
FRIEND GROUPS

ANONYMOUS GROUPS

AI FEATURES

Halo is challenging the 12-steps with design-thinking:

digital, social alternatives
accessible to everyone



Halo's 15M projection reflects market gap analysis and comparable app growth trends.

Tools like I Am Sober, Reframe, and SoberBuddy signal growing demand — but there's space for a design-led, emotionally intelligent platform built around streak support, daily accountability, and meditative tools reminiscent of Calm.

Slide 6: Market Opportunity

46M+ Americans with substance use struggles

$42B+ behavioral health and wellness market

Apps like Calm & Headspace prove demand for digital rituals

No current platform combines AI, recovery, and real social structure

App	Social Layer	AI Check-ins	Wearable Support	Spirituality	Network Effect
Halo	✅	✅	✅ Planned	✅ Optional	✅ Squad-based
I Am Sober	❌	❌	❌	❌	❌
Reframe	❌	⚠️ Limited	❌	❌	❌
Loosid	✅ Light	❌	❌	❌	❌

Team

Connor Lee
Founder

Connor brings 8+ years experience building thoughtful digital products. As a senior product designer, he's designed platforms from scratch - including as Founding Product Designer at MarginFi (Solana)., which scaled to 500m in TVL. Connor studied design at the University of Michigan and Google's 30 Weeks incubator.

VIEW WORK AT AP3.DESIGN

Charles Huston
Product and Partnerships

Charles brings lived experience and deep empathy to recovery work. A sobriety mentor, he combines 12-step sponsorship, therapy, and holistic support experience to guide product operations and partnerships.

Advisors (Currently Seeking)

Clinical advisors

Wellness influencers & ambassadors

B2B partners for clinician dashboards

Ask

> We're building a design-led sobriety support platform that's emotionally intelligent, scalable, and modern. We're seeking aligned early partners to help bring this movement to life.
>
> This is more than an app. It's a new kind of support network — design-forward, emotionally intelligent, and built to scale.

We're inviting early friends & family support to help bring Halo to life.

$5K–$30K in angel capital

Full development of our iOS app

Fuels 4–6+ months of lean runway for design, development, testing, and iterative improvement

Supports founder runway for focused execution, product development, and workspace sustainability

Investment Terms
SAFE (Y Combinator post-money standard)
Valuation Cap: $2M
Conversion: Equity at next priced round
Bonus: 1% advisory equity (for strategic support)

hal•

Connor Lee
Founder

213.544.2625

investors@tryhabithalo.com