substep.co
media kit

September 2023

STEP

Sanjay K. Arora, PhD
Founder & CEO

Hi, I'm Sanjay. I started Substep Technologies, Inc. in 2022 to bring cutting-edge, cognitive AI experiences to the wellness landscape. My long-standing interests in meditation, technology, data science, and the social sciences converge in this new startup.

Now has never been a better time to solve for everyday work/life challenges: Over 50% of stress experienced by Americans can be attributed to money, work, and mental health. Like many others, I know the feeling of stress, anxiety, and opportunity. But I've also been very fortunate to have had access to the tools, resources, and the mindset to move me forward. For me, Substep is not only a passion but also a way to give back.

I have undergraduate and master's degrees in information systems and a PhD in science, technology and innovation policy. You can find my research on <u>Google Scholar</u>. Previously, I've been a researcher, data scientist, developer, and AI consultant at such companies as EY, the American Institutes for Research, IBM, and JSTOR.

VISION

Substep empowers individuals to continuously reflect, learn, grow, and evolve in their professional and personal lives.

MISSION

We provide an accessible platform that fosters reflection, learning, growth, and evolution to improve our users' work lives.

We leverage recent advancements in cognitive AI to operationalize evidence-based practices from the social sciences.

FACT SHEET

Full infographic available @
tinyurl.com/substepinfo

S T E P
Life beyond work

FACT SHEET

COMPANY INFO

Name: **Substep Technologies, Inc.**
Year of Incorporation: **2022**
State of Incorporation: **Delaware (C-Corp)**
Home base: **Washington, DC**
Employees: **1 + flex**
Founder: **Sanjay K. Arora, PhD**
More at: www.substep.co

APP LAUNCHING FALL 2023

Solve for over 60+ work/life challeges, such as getting a raise and finding purpose.

THE WHAT
- Personalized journeys
- Problem exploration
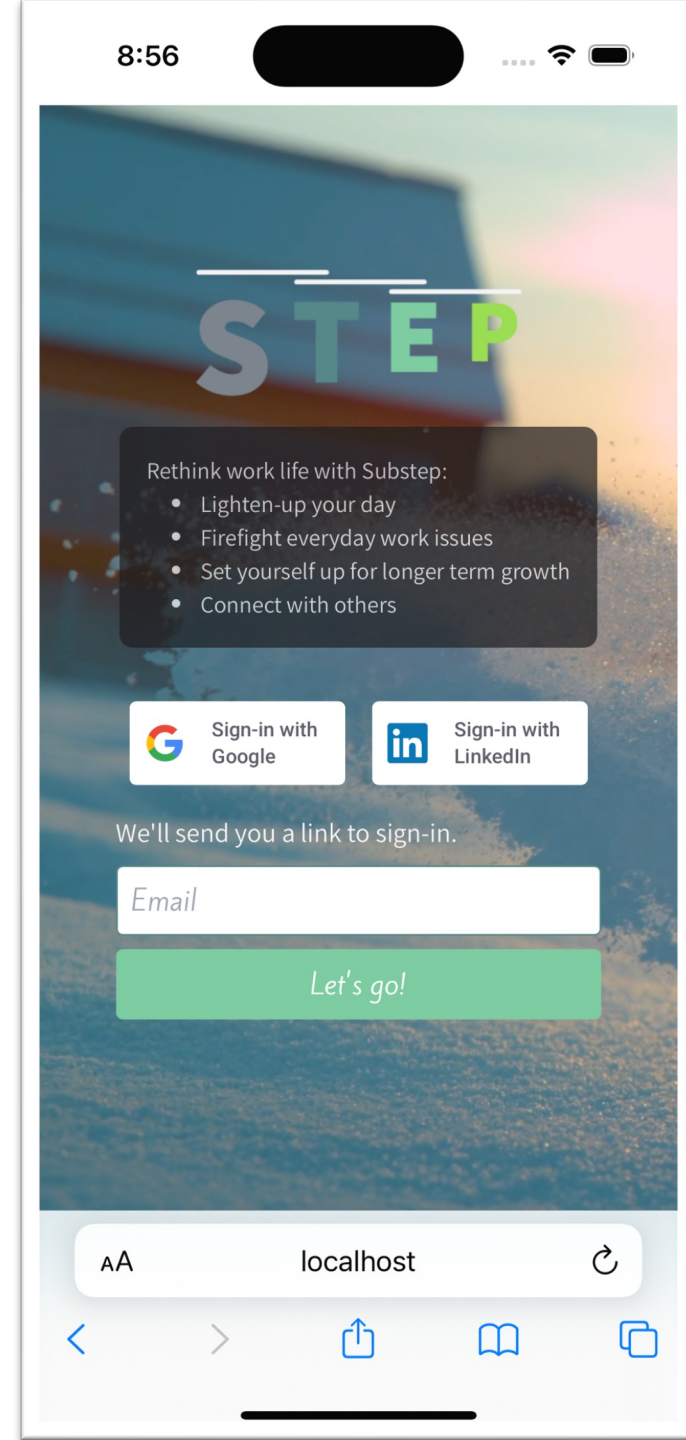- Evidence-based frameworks

THE HOW
- Journaling, meditations & action lists
- AI chat & ML
- Insights

SCREEN GRABS

Taken from the production release scheduled for late 2023.

Substep sign-on with Google and LinkedIn options

Left screen:

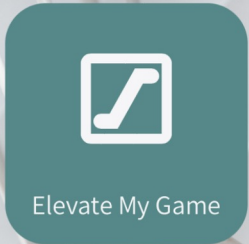Welcome, what brings you here?

Select a category and then a work problem.

- Career Pivot
- Money & Employment
- Relationships & Conflict
- Health & Stress
- Elevate My Game
- Flexibility
- I Need Support
- Inspiration

localhost

Onboarding – select a category

Right screen:

Welcome, what brings you here?

Select a category and then a work problem.

Career Pivot

Reinventing yourself, career edition: unlocking the secret levels of professional growth and adventure!

What best describes your work problem?

- First job out of school
- Back to college/university
- Multiple offers/options
- Want different job
- Want to resign

I Need Support   Inspiration

localhost

Onboarding – select a problem

Left screen:

9:25

I want a new job

1 Creativity
Meditate   Journal   Action

2 Generosity
Meditate   Journal   Action

Home   Vent & Reflect   Evolve   Insights

localhost

Right screen:

9:25

want_different_job

creativity meditation

0:00   3:44

localhost

Annotations:

"I want a new job" journey details
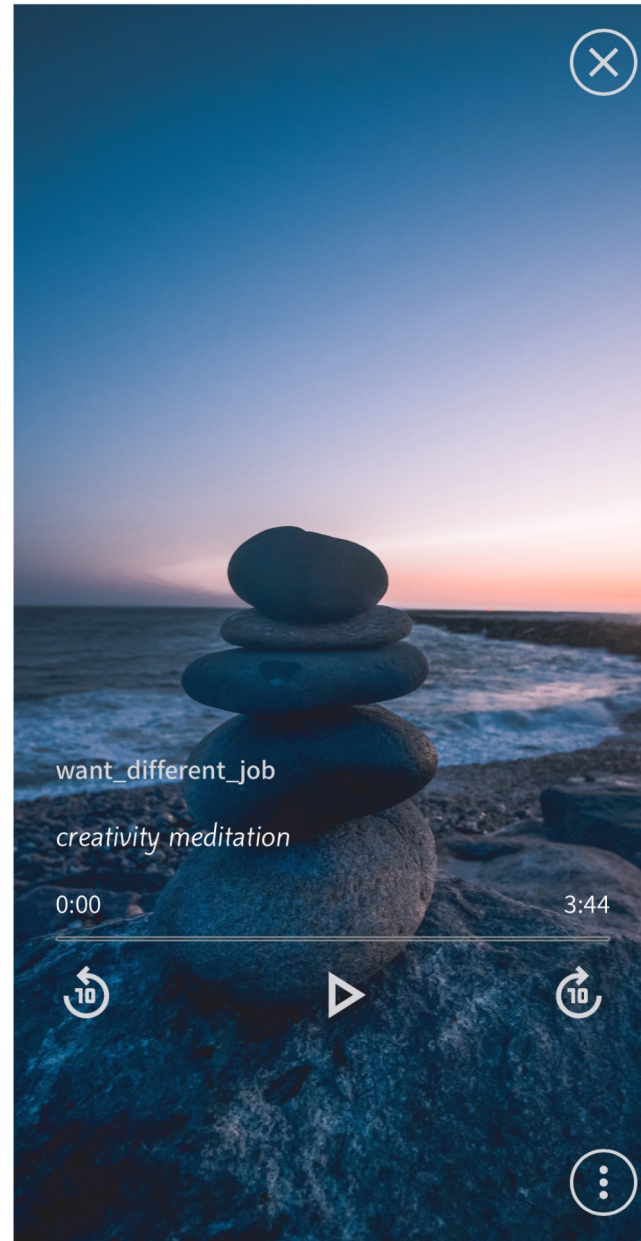
AI generated guided meditations

Left screen:

Vent and reflect

Can we do a quick emotional check-in?

My boss has really been giving me issues. I can't stand it here anymore.

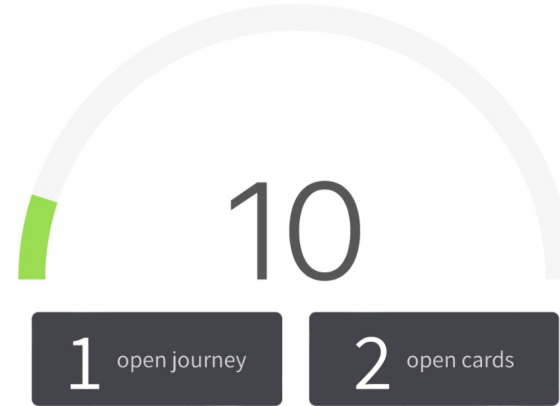Home | Vent & Reflect | Evolve | Insights

localhost

Center annotation:

AI chat with LLM (ChatGPT) integration

Right screen:

Insights

Evolve score

10

1 open journey   2 open cards

Improve your score by starting new journeys, meditations, and journaling exercises.

AI summaries

August 30, 2023

Type: Journal summary

Prompt: 1. How has collaboration played a role in my current job or previous jobs?

The author expresses their preference for working in project teams and enjoying collaboration, but

Home | Vent & Reflect | Evolve | Insights

localhost

Right annotation:

Analytics & insights for user review

CONTACT

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