

DOG PATCH

JANUARY 2026

Burke & Shea

Bringing the Science of Human Flourishing to Life Through Trusted AI-Powered Positive Health Technology



The Investment Proposition

€250K

Investment Sought

HPSU co-investment funding
matched by private angel/VC capital

€5M

Year 3 Revenue Target

Multiple revenue streams across
B2C, B2B, training, and licensing

25

Jobs Created by Year 3

High-value roles in technology,
research, content, and customer
success

10%

Equity Stake

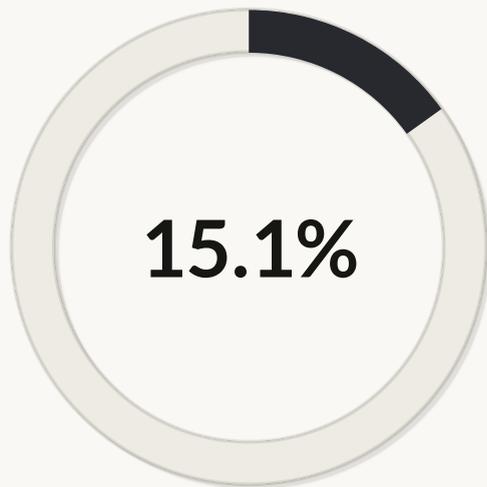
Standard HPSU terms with clear
milestone-driven growth trajectory

Burke & Shea is an Irish-based positive health technology company founded by two PhD researchers with deep expertise in positive psychology and health science. We're developing an AI-powered coaching platform and suite of evidence-based interventions that translate rigorous wellbeing science into accessible, practical tools for individuals, organizations, and healthcare systems worldwide. Our headquarters in Dublin positions us at the heart of Ireland's thriving digital health ecosystem.

A Massive Market at an Inflection Point

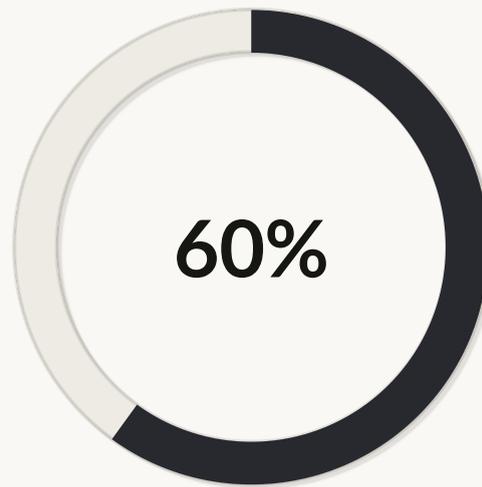
The global wellness app market stands at **€11.3 billion in 2024** and is projected to reach **€45.7 billion by 2034**, representing a compelling 15.1% compound annual growth rate. Mental health apps alone constitute a €7.5 billion market segment growing at 15.5% annually, driven by rising awareness and smartphone ubiquity with 6.9+ billion devices globally.

Corporate wellness spending presents an equally attractive opportunity, expected to exceed **€94 billion by 2026** as employers increasingly recognize the ROI of employee wellbeing programs in addressing burnout, turnover, and productivity challenges. The WHO reports a 25% increase in anxiety and depression globally since 2020, creating unprecedented demand for accessible mental health solutions.



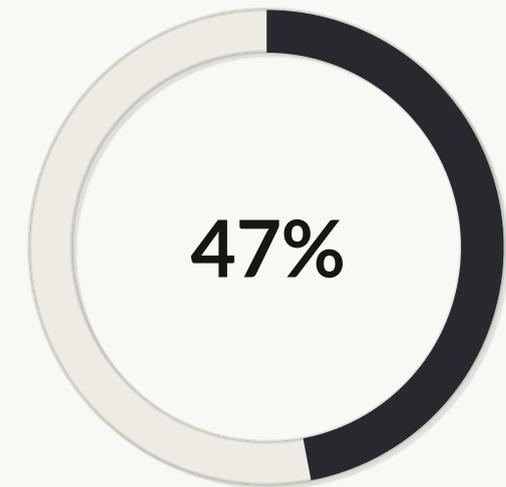
Wellness App Market CAGR

Sustained double-digit growth through 2034



US Adults Using Health Apps

Digital health adoption now mainstream



Apps Using AI Personalization

Technology enabling breakthrough experiences

Ireland's "Digital for Care" Framework 2024-2030 explicitly prioritizes digital therapies and remote care monitoring—creating unprecedented strategic alignment between government policy and our offering. With €491 million in health tech VC investment in 2024, Ireland offers the ideal launchpad for a globally ambitious digital health venture.

The Science-Access Gap in Wellbeing

Decades of Research, Limited Access

Robust scientific evidence in positive psychology is largely inaccessible to the public due to the high cost of expert education (e.g., Master's degrees €15,000-€30,000, PhDs €100,000+). This creates a significant barrier. Concurrently, healthcare systems like Ireland's HSE are overwhelmed, with long waiting lists and capacity constraints making preventive, evidence-based interventions out of reach for most.

A Market Flooded with Noise

The wellness app market is flooded with thousands of offerings, many lacking scientific rigor or validation. Users struggle to distinguish effective, evidence-based interventions from superficial "wellness theater," eroding trust in digital health solutions. Similarly, corporate wellness programs often provide generic, one-size-fits-all approaches that fail to engage employees or demonstrate measurable ROI.

-  **The Core Problem:** There is a critical, painful gap between what science knows about human flourishing and what people can actually access in their daily lives. Burke & Shea exists to close this gap.

A Trusted Platform Where Science Meets Accessibility

Burke & Shea bridges the science-access gap through a comprehensive positive health platform that combines cutting-edge AI technology with rigorous scientific validation and human expertise. Unlike competitors flooding the market with unvalidated content, **every piece of content passes through our PhD-level scientific filter**—users can trust what they receive because two doctoral researchers stand behind it.



AI Coaching Companion

Personalized, evidence-based guidance available 24/7. Never judgmental, always supportive. Fine-tuned on positive psychology research corpus for scientifically grounded conversations.



Validated Intervention Library

PhD-verified positive health interventions covering lifestyle medicine, psychological flourishing, and behavioral change. Every protocol backed by peer-reviewed research.



Human Touchpoints

Live coaching sessions with certified positive health coaches. Community features for peer support. Local meetups fostering face-to-face connection.



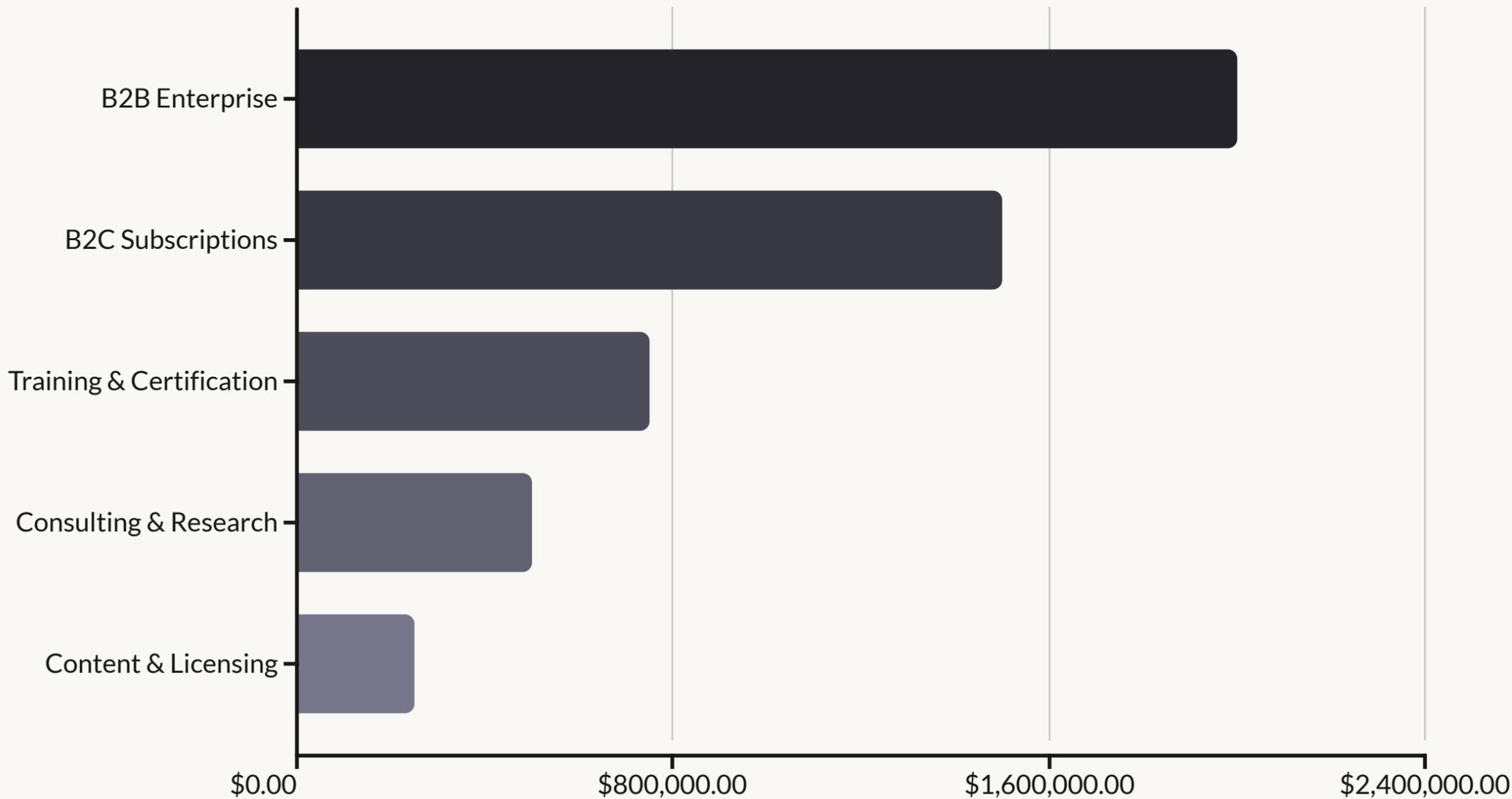
Continuous Research

Platform enables ongoing research ensuring content remains cutting-edge. Research-practice integration creates virtuous cycle of improvement.

Our proprietary **Positive Health Framework** synthesizes decades of research into a practical, actionable model. The **Positive Health Profile** assessment tool measures multiple dimensions of wellbeing, providing personalized baselines and tracking progress over time. Integration with wearables and health systems creates a comprehensive view of each user's health journey.

Multiple Revenue Streams, Sustainable Growth

Our diversified business model ensures both resilience and scalability, with five distinct revenue streams targeting different customer segments. This approach reduces dependency on any single channel while maximizing total addressable market across consumer, enterprise, healthcare, and professional education segments.



B2C App Subscriptions

€9.99/month individual tier with AI coaching and intervention library.
 €19.99/month premium tier adds human coaching sessions. Target: 75,000 subscribers by Year 3.

B2B Enterprise Licenses

€15-50 per employee annually for organizational wellness programs. White-label solutions, manager dashboards, HR integration, and ROI reporting. Target: 100 enterprise clients by Year 3.

Healthcare Partnerships

Licensed content and platform integration with health systems like Ireland's HSE. Digital therapy pathways, cardiac rehabilitation programs, preventive care modules.

Practitioner Training

€500-2,500 per person for certification programs training coaches, clinicians, and educators to integrate positive health into their practice. Creates ecosystem of brand ambassadors.

Unit Economics

CAC: €30-50 (B2C)
 €500-2K (B2B)

Lifetime Value

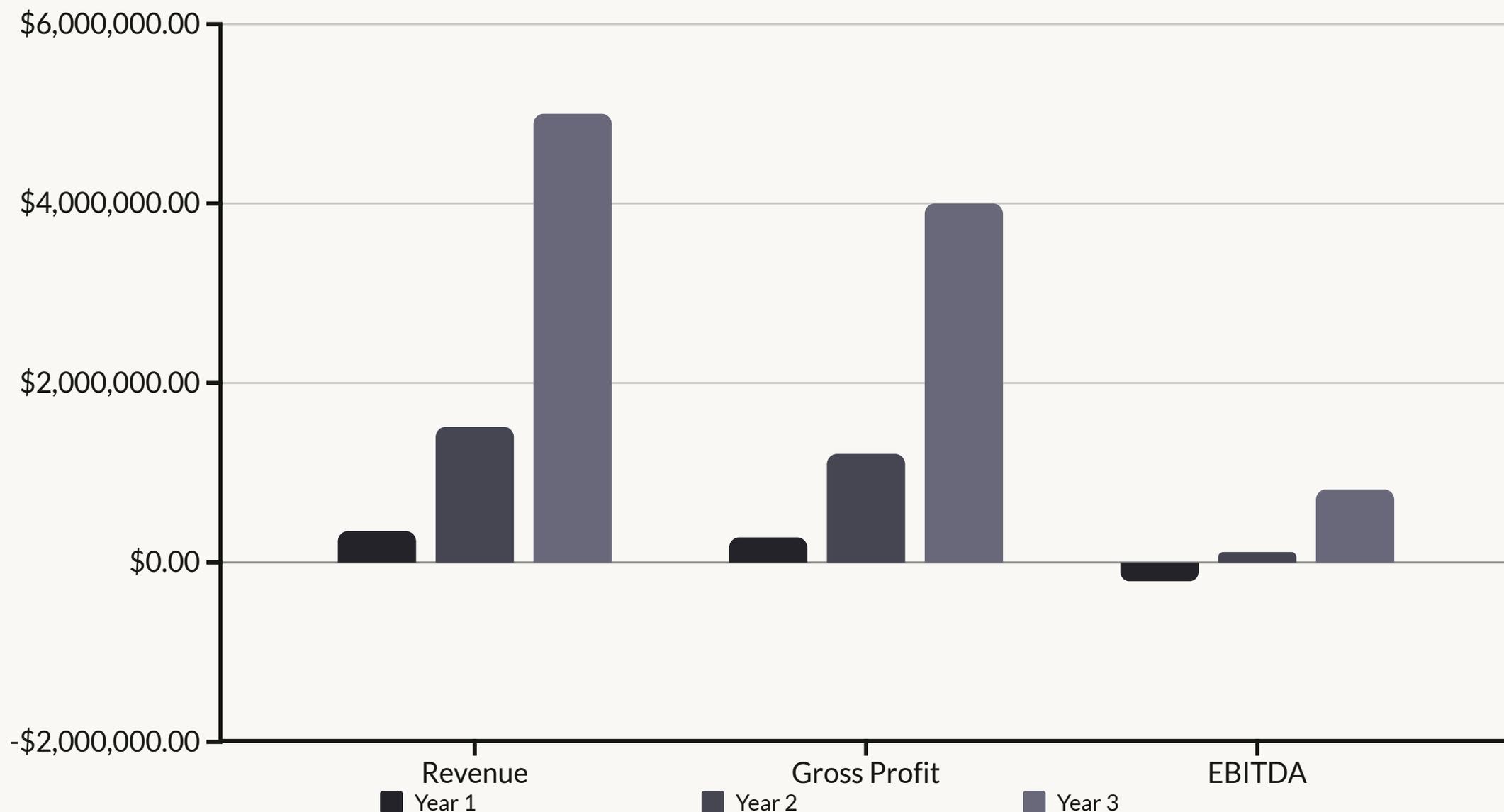
LTV: €150-360 (B2C)
 €5K-50K (B2B)

Target Margins

LTV:CAC: 5:1+
 Gross Margin: 75-85%

Path to €5M Revenue and Profitability

Our three-year financial model demonstrates a clear path from initial HPSU investment through sustainable profitability and readiness for Series A growth capital. We project **€350,000 revenue in Year 1**, scaling to **€1.5M in Year 2**, and achieving **€5M in Year 3**—a 14x growth trajectory driven by expanding customer base across all revenue streams.



The company reaches **EBITDA positive in Year 2** with €100,000 profit, expanding to €800,000 EBITDA in Year 3. Software-based delivery drives gross margins of 80%, with operating leverage improving as the platform scales. By Year 3, we project 75,000 B2C subscribers and 100 B2B enterprise clients generating diversified, recurring revenue.

01

Product Development (40%)

€100,000 completing MVP app with AI coaching, intervention library, Positive Health Profile assessment, and wearable integrations.

03

Content & Research (15%)

€37,500 developing validated intervention protocols, establishing cardiology research partnership, and content creation.

02

Sales & Marketing (30%)

€75,000 launching B2C app, acquiring pilot enterprise clients, digital marketing campaigns, and thought leadership initiatives.

04

Operations (15%)

€37,500 covering working capital, legal compliance, infrastructure, and operational systems to support growth.

Two PhD Researchers, Complementary Expertise



Kristina Shea, MS, MAPP, PhD Researcher
Chief Operating Officer

PhD researcher with expertise in positive psychology, organizational development, and technology innovation. Kristina brings strategic business leadership, financial management acumen, and operational excellence from her background in both corporate and academic settings.

Key Strengths:

- Strategic business leadership and decision-making
- Financial management and investment relations
- Technology strategy and operations
- Partnership development and networks
- R&D management and innovation processes



Dr. Jolanta Burke, CPsychol, PhD
Chief Science Officer

Chartered psychologist and expert in well-being research. She has published and is the leading pioneer on positive health with established academic credibility and recognition in the field. Jolanta serves as the philosophical heart and public voice of the positive health movement, bringing deep scientific expertise and content creation capabilities.

Key Strengths:

- Deep positive health and psychology expertise
- Content creation and framework development
- Scientific quality assurance and validation
- Academic relationships and research partnerships
- Public speaking and thought leadership

Together, the founding team combines scientific rigor with business acumen, research credibility with practical execution, and academic networks with commercial drive. This complementary skill set positions Burke & Shea to successfully navigate both the scientific validation and commercial scaling required to build a trusted global positive health platform.

Year 1: 8 Employees

Founders plus 3 product/engineering, 1 content/research, 1 sales/marketing, 1 customer success

1

2

3

Year 3: 26 Employees

10 product/engineering, 5 content/research, 5 sales/marketing, 4 customer success, 2 leadership

Year 2: 16 Employees

Double team across all functions as platform scales and customer base expands

Five Sustainable Competitive Moats

In a crowded wellness app marketplace, Burke & Shea has constructed multiple defensible competitive advantages that compound over time and cannot be easily replicated by competitors. These moats stem from our unique positioning at the intersection of rigorous science, practical technology, and human expertise.

1 Scientific Credibility
Founded by two PhDs with established academic credentials and deep domain expertise. Every piece of content passes through our scientific filter—a level of rigor competitors lack and cannot easily replicate without similar founding expertise.

2 Proprietary Framework
The Burke & Shea Positive Health Framework represents a unique conceptualization synthesizing decades of research. Our framework, assessment tools, and intervention library constitute significant intellectual property protected through trade secrets, copyright, and potential patents.

3 Research-Practice Integration
Unlike academic institutions (slow, not practical) or wellness apps (not rigorous), we bridge the gap. Our platform enables continuous research while delivering practical tools—creating a virtuous cycle of evidence generation and improvement.

4 Trust & Brand Equity
In a market flooded with unvalidated content, being "the positive health firm you can trust" is a powerful differentiator. Brand equity and user trust compound over time and resist commoditization.

5 AI + Human Hybrid Model
Our combination of AI coaching (scalable, 24/7, personalized) with human touchpoints (depth, connection, accountability) offers a unique value proposition that pure-technology or pure-service competitors cannot match.

Intellectual Property Protection: Positive Health Framework (trade secret), Positive Health Profile assessment (copyright + patent potential), intervention library protocols (copyright), AI coaching model (trade secret), published works (copyright), and Burke & Shea brand assets (trademarks).

Positive Health You Can Trust

Burke & Shea brings the science of human flourishing to life through trusted, accessible, evidence-based positive health technology. We exist to close the unconscionable gap between what science knows about wellbeing and what people can actually access in their daily lives.

Why Invest Now

€11B+ market growing 15%+ annually. Differentiated positioning combining PhD rigor with accessible AI. Strategic timing with Ireland's Digital Health Framework and rising mental health awareness.

The Investment

€250,000 HPSU co-investment for 10% equity. Matched by private capital. Clear milestones: MVP Month 3, public launch Month 6, €350K revenue Year 1, €5M revenue Year 3.

Expected Returns

Path to profitability by Year 2. Multiple exit opportunities through strategic acquisition (health tech, corporate wellness, healthcare systems) or Series A positioning for continued growth.

Contact the Founders

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Burke & Shea Ltd

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