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MENTAL MAINTENANCE IS THE FUTURE

Invest like you give a sh*t.

Own a piece of the mental health revolution.

SELF SPACE

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SELF SPACE

WE'RE CROWDFUNDING

3rd February - 16th March. From £40 (2 shares).
Get free sessions & more

Beat the crowd! We're opening up to our community first.

WHY NOW?

- Growing Crisis: 1 in 4 UK adults face mental health conditions annually, yet 1.6 million people are stuck on long waiting lists, often for 6+ months.
- Cultural Shift: 79% of UK consumers now prioritize wellness.
- Market Demand: Online searches for "therapy near me" have surged 300% since 2018, highlighting a massive need for accessible, local support.

EVERYDAY MENTAL MAINTENANCE

Self Space is revolutionising mental health support by making looking after your mind as simple and accessible as getting a flat white. We provide straight-talking, human-to-human therapy and coaching in welcoming neighborhood spaces and online, designed to fit seamlessly into modern life.

For Individuals: Same-day access to 1:1 therapy, coaching, and family work with qualified clinicians (no bots or long waiting lists).

For Workplaces: Proactive B2B partnerships that drive 47% utilisation —significantly higher than the 3–5% seen in traditional EAPS.

For Communities: Reducing stigma through high-street visibility and social formats like "Suppers for the Soul" and "Walk Clubs".

IMPACT THAT'S FELT

- **Sustained Momentum:** 26% year-on-year financial growth.
- **Proven Scale:** Over 130,000 therapy sessions. Average 4.96/5 star rating
- **B2B Success:** Trusted by 250+ brands including Huel, Oatly, Depop, Calm, and The Royal Ballet.

WE'RE INVESTING IN...

- Build the platform
- Increase access & utilisation
- Strengthen community and culture
- Drive growth and impact

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CROWDFUNDING FAQS

THE WHY

Why are we crowdfunding?
Mental maintenance is the future and Self Space is building the category around it.

We've upgraded almost everything in modern life, but mental health support still comes with waitlists, barriers, and a crisis-only framing. We think that's not just outdated: it's a massive gap in the market. The world doesn't need more 'wellness-lite'. It needs credible, qualified, human support that people actually use.

We're crowdfunding because how we scale matters. This isn't replacing institutional capital: it's about alignment, signalling, and keeping ownership, accountability and values close as we grow.

We want to accelerate our impact and the extra funding will give us the additional means to supercharge core areas of our business. See 'The What' section for more details.

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Why are we crowdfunding now?

We're at a pivotal moment; scaling rapidly and deliberately raising ahead of Series A to bring in the right partners, expand footprint, and protect quality while we grow.

Mental health support is not just something people consume, but want to actively back - at a moment when burnout, access to therapy and post-pandemic social connection are very much part of the conversation.

The raise will fund the things that increase access and enterprise value so that we can seize the market opportunity:

- Scale access & utilisation (26.7%) → more capacity, higher utilisation, better margins
- Technology (20%) → smarter matching and journeys
- Brand & growth engine (20%) → repeatable acquisition across B2C + B2B
- Working capital (26.7%) → runway and resilience
- Grow community (6.7%) → programming, therapist commons, Pay It Forward
- And we've tied that to clear operating targets like utilisation 40% → 55%

Why invest?

The thesis is simple: build a category-defining platform with real traction, then value is created through scale and future financing milestones, with plausible liquidity routes in time via acquisition by larger health, benefits, or mental health platform players. It goes almost without saying that this is high-risk and long-term, and we'll never promise returns.

Why did we choose to go through crowdfunding?

We are built by community, for community. This is an opportunity, for the first time, to open up the ability for people to own a piece of Self Space, actively back something they care about, and have a tangible impact.

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THE WHAT

What we do:
Mental health support is not just something people consume, but want to actively back - at a moment when burnout, access to therapy and post-pandemic social connection are very much part of the conversation.

Proof it's working:
We've proven it works, both commercially and clinically:

- 130,000+ one-to-one sessions delivered, including 30,000 in 2025.
- 4.96/5 average therapist rating and strong conversion from our free intro into paid work.
- In the workplace, 250+ organisations served and 117% net retention (revenue up 45% YoY).
- Average 26% YoY growth.

Our defensibility:
Our model compounds because we have three pillars working together:

1.Brand → bookings (cultural credibility drives organic demand)
2.Utilisation → ROI in workplace (high uptake drives renewals and expansion)
3.Therapist community → capacity (reliable work + standards attracts more great clinicians)

That combination: culture + clinicians + contracts, is hard to copy.

What is crowdfunding?
A crowdfund is the combined effort of family, customers, friends and investors to help a business raise capital. Equity crowdfunding (what we're doing) is the sale of a stake in a business to a number of investors in return for their investment.

Who are Republic Europe?
We are working with them as a leading European private investing platform, that connects individual investors with startups through equity crowdfunding, enabling them to buy shares in private businesses.

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How much are we looking to raise?
We're currently looking to raise a total of ~£1m in funding (we've already raised ~£900k).

When are we crowdfunding?
From February 2026 to the 16th March, 2026.

What will use the money for?
We will use the funds to:

- Build the platform: Smarter matching, clearer client journeys and better clinician tooling that get the right person seen fast and keep them supported between sessions.
- Increase access & utilisation: Grow online and in-person capacity and expand workplace partnerships that turn support into a weekly habit, not a crisis hotline.
- Strengthen community and culture: Neighbourhood programming alongside a strong therapist community rooted in supervision, shared practice, belonging and high clinical standards - because culture, not just clinics, reduces stigma and drives engagement.
- Drive growth and impact: Scale B2B partnerships & increase utilisation while expanding access to everyday mental health support.

What is pay it forward?
Pay It Forward is our commitment to remove financial barriers to therapy, because mental health support shouldn't be a luxury. It's a growing fund that directly covers sessions for people who need help but can't afford it. As Self Space grows, access grows with it – turning our success into support for those who need it most. Each share purchased will help contribute to this fund.

Who can invest?
Anyone! As part of this campaign, we are reaching out to our Self Space community, brand ambassadors and partnerships, high net worth individuals, Republic Europe's network, friends and family and our team. Everyone can share a piece of Self Space whatever their background.

What do people get for investing?
- **Proportional Ownership:** When someone makes an equity investment they will own a piece of the company proportional to the amount invested (relative to the total number of shares issued).
- **Potential Capital Appreciation:** If the company's value grows and it eventually "exits" (is acquired by a larger company or goes public via an IPO), shares could be worth significantly more than what was paid. It's important to note there is no guaranteed return on investment. When someone invests, they will also receive a reward according to their level of investment (please see the final page of the FAQs).

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THE HOW

How to get involved:
If this resonates, we'd love you to consider joining as a meaningful backer: and beyond investing, the biggest help is introductions: values-aligned angels, operators, and founders and people who care about building the future of mental maintenance.

You can access the crowdfund campaign with all of the details required on how to invest via the Republic Europe campaign page. You can start investing from Monday 16th February to Monday 16th March. If you are interested in investing, we recommend doing so before we open up to Republic's public database to avoid missing out.

Important: You will need to complete your profile (confirming your identity) before you will be able to invest (please note there is a 24 hour cooling off period). Check out this guide if you need any help.

Current Valuation:
£8.5 million.

How do I invest?
You can access the crowdfund campaign with all of the details required on how to invest via the Republic Europe campaign page. You can start investing from Monday 16 February to Monday 16th March, 2026 (you can pre-register your interest from February).

How much can I invest?
The minimum investment amount is £40 for two shares. Only invest what you can afford and want to.

I've got more questions/need more information - how do I get in touch?
If you need more information or have a question you can either ask us directly on the Republic Europe campaign page or email us at: crowdfund@theselfspace.com.

I know someone who might want to invest – How can they get involved?
Amazing. Please direct them to the campaign page. If you want additional help to spread the word or to put someone in touch with us directly, please reach out to crowdfund@theselfspace.com.

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HOW YOU CAN HELP

Back Self Space as a Founding Backer (aka the Maintenance Crew)
You'll help rewrite the story from crisis-only to everyday maintenance, giving thousands a head start before things hit the fan. Returns you can feel: steadier days, healthier teams, fewer meltdowns. Call it Return on Empathy.

What you get?
All Founding Backers receive:

- Self Space Founding Backer badge that you can add to your email signature
- Digital Mental Health Care Package
- Donation to our Pay it Forward scheme
- Priority access to future Self Space events

Higher tiers unlock Mental Health MOT sessions, 1:1 therapy, coaching and places on our "Grow Through What You Go Through" retreats.

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THE REWARDS

What are our Rewards?
Rewards are additional "thank yous" for investing with Self Space.

£40 - "First Step" - 2 shares:
Self Space Founding Backer digital badge, digital "Mental Health Care Package", donation to our Pay it Forward scheme, priority access to Self Space events, and 10% off one 50 minute therapy session.

£249 - "Tune Up" - 12 shares:
Self Space Founding Backer digital badge, digital "Mental Health Care Package", donation to our Pay it Forward scheme, priority access to Self Space events, 1 x Mental Health MOT Check-in.

£499 - "Top Up Crew" - 25 shares:
Self Space Founding Backer digital badge, digital "Mental Health Care Package", donation to our Pay it Forward scheme, priority access to Self Space events, 2 x 50 minute therapy sessions.

£999 - "Maintenance Mode" - 50 shares:
Self Space Founding Backer digital badge, digital "Mental Health Care Package", donation to our Pay it Forward scheme, priority access to Self Space events, 1 x Mental Health MOT, 1 x 50 minute therapy session.

£4,999 - "Wellbeing Ally" - 251 shares:
Self Space Founding Backer digital badge, digital "Mental Health Care Package", donation to our Pay it Forward scheme, priority access to Self Space events, 1 x Mental Health MOT, 2 months of weekly 1:1 therapy sessions (8 sessions).

£9,999 - "Headliner" - 502 shares:
Self Space Founding Backer digital badge, digital "Mental Health Care Package", donation to our Pay it Forward scheme, 3 x Mental Health MOTs for friends and family, 4 months of weekly 1:1 therapy sessions (16 sessions), Coaching programme (3 personalised sessions).

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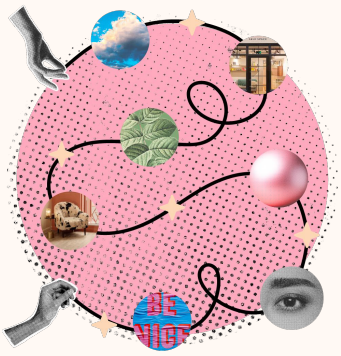
£19,999 - "Inner Circle" - 1,004 shares:
Self Space Founding Backer digital badge, digital "Mental Health Care Package", donation to our Pay it Forward scheme, 3 x Mental Health MOTs for friends and family, 6 months of weekly 1:1 therapy (24 sessions), Coaching programme (3 personalised sessions), **UK "Grow Through What You Go Through" 2-day retreat, guided by Jodie Cariss.***

£49,999 - "Founders Circle" - 2,511 shares:
Self Space Founding Backer digital badge, digital "Mental Health Care Package", donation to our Pay it Forward scheme, 3 x Mental Health MOTs for friends and family, 8 months of weekly 1:1 therapy (32 sessions), Coaching programme (3 personalised sessions). **EU 2-day "Grow Through What You Go Through" wellness retreat, guided by Jodie Cariss.***

£100,000 - "Legacy" - 5,022 shares:
Self Space Founding Backer digital badge, digital "Mental Health Care Package", donation to our Pay it Forward scheme, 6 x Mental Health MOTs for friends and family, one year of weekly 1:1 therapy (48 sessions), Coaching programme (6 personalised sessions). **EU 2-day "Grow Through What You Go Through" wellness retreat, guided by Jodie Cariss.***

*This includes accommodation and the full retreat programme but excludes flights and travel to and from the location.



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