peel

Actionable Data for Stress-Response Conditions

What if mental-health
had a vital sign?



IDSN-599 A6

Problem

peel

Stress-response disorders lack actionable data.

Yet 30% of US adults suffer from one. National Library of Medicine

Most wait 6+ years before diagnosis.

Conditions like anxiety, BPD, depression, POTS, and PTSD overlap symptoms making diagnosis difficult & prolonged. Exploring differences in stress-biomarkers could narrow the field early on. National Library of Medicine

Patients report trialing 2-4 medications first.

Even after discovering the root of the problem, patients suffer from not knowing how drugs and dosages affect the pathology of their condition individualy. Reachlink.com

50-70% of patients report not being taken seriously by clinicians before diagnosis.

87% feel burdened by the mental load of discovering triggers. National Library of Medicine Journal of PMHN

Proposed solution

peel

Wear

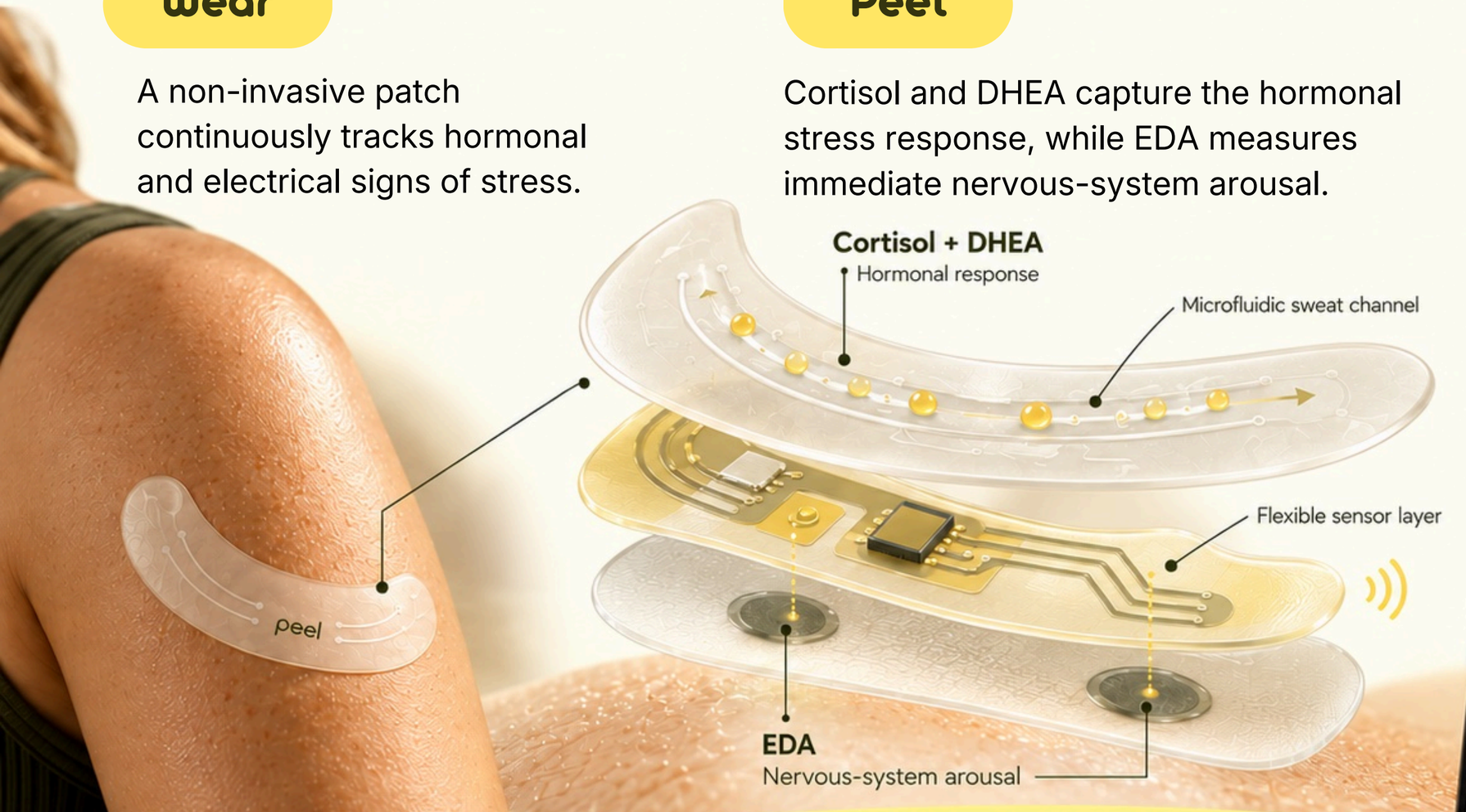
A non-invasive patch continuously tracks hormonal and electrical signs of stress.

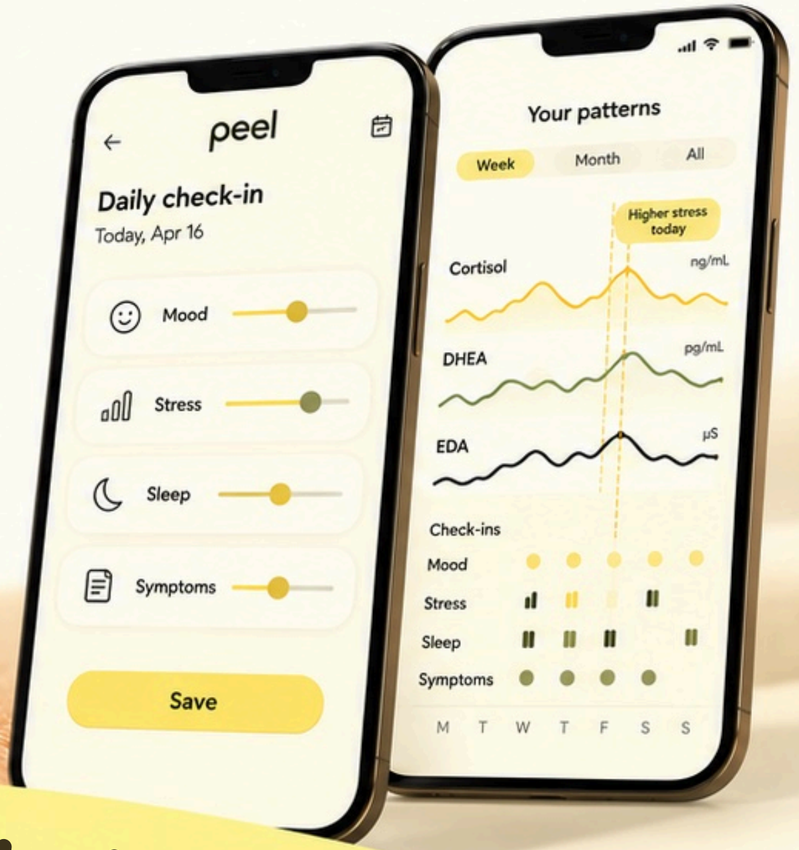
Peel

Cortisol and DHEA capture the hormonal stress response, while EDA measures immediate nervous-system arousal.

Reveal

App check-ins connect how users feel with what their body shows.





What if mental health had a vital sign?

Near-Invisible Daily Patch Reveals Stress

Peel is placed on the top of arm skin like a sticker. By collecting microscropic daily sweat from the skin’s surface, it’s able to continuously monitor bio-indicators of stress in the body.

Non-Invasive

Nearly Invisible.
Pain-free. Disposable.

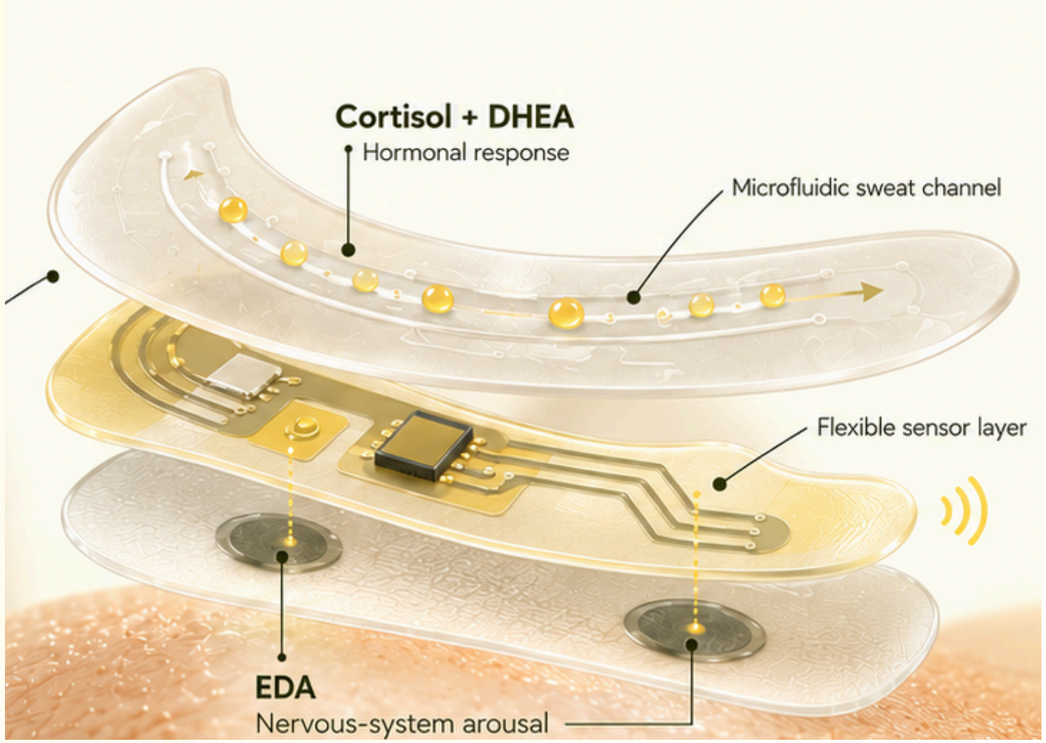
Mind & Body

App check-ins help users see when feeling lines up with what’s happening in their body.

D2C

“Wellness device” category doesn’t require FDA regulation.

Users purchase directly, no prescription or appointment required.



Cortisol

DHEA: dehydroepiandrosterone (helps recover from stress)

EDA: electrodermal activity (stress spike)

Exponential Drivers

peel

FIRST-OF-ITS-KIND advantage



Scaling Cost Curve

As interest in at home healthcare rises, health sensors are becoming smaller and cheaper.

Local labs are becoming more common, reducing shipping distance.



Visible Identity

Wearing it conveys affiliation.

+Easy influencer campaigns and natural customer connection.



Data Flywheel

As usage grows, aggregate data improves sensor.

We'll own proprietary algorithms in an AI-age where data ownership is currency.



Owning Lexicon

We have a unique headstart in coining sweat-monitor industry terms.

We'll target lexicon marketing to cement category dominance.

peel

Before now, measuring the body's stress response has been nearly impossible.



New Biomarkers

Researchers are finding new biomarkers can help us better understand how the body responds to stress.

Growing Interest

Google searches for cortisol monitors increased 960% in 2026 compared to 2025.
Risingtrends.co

Non-Invasive Measurement

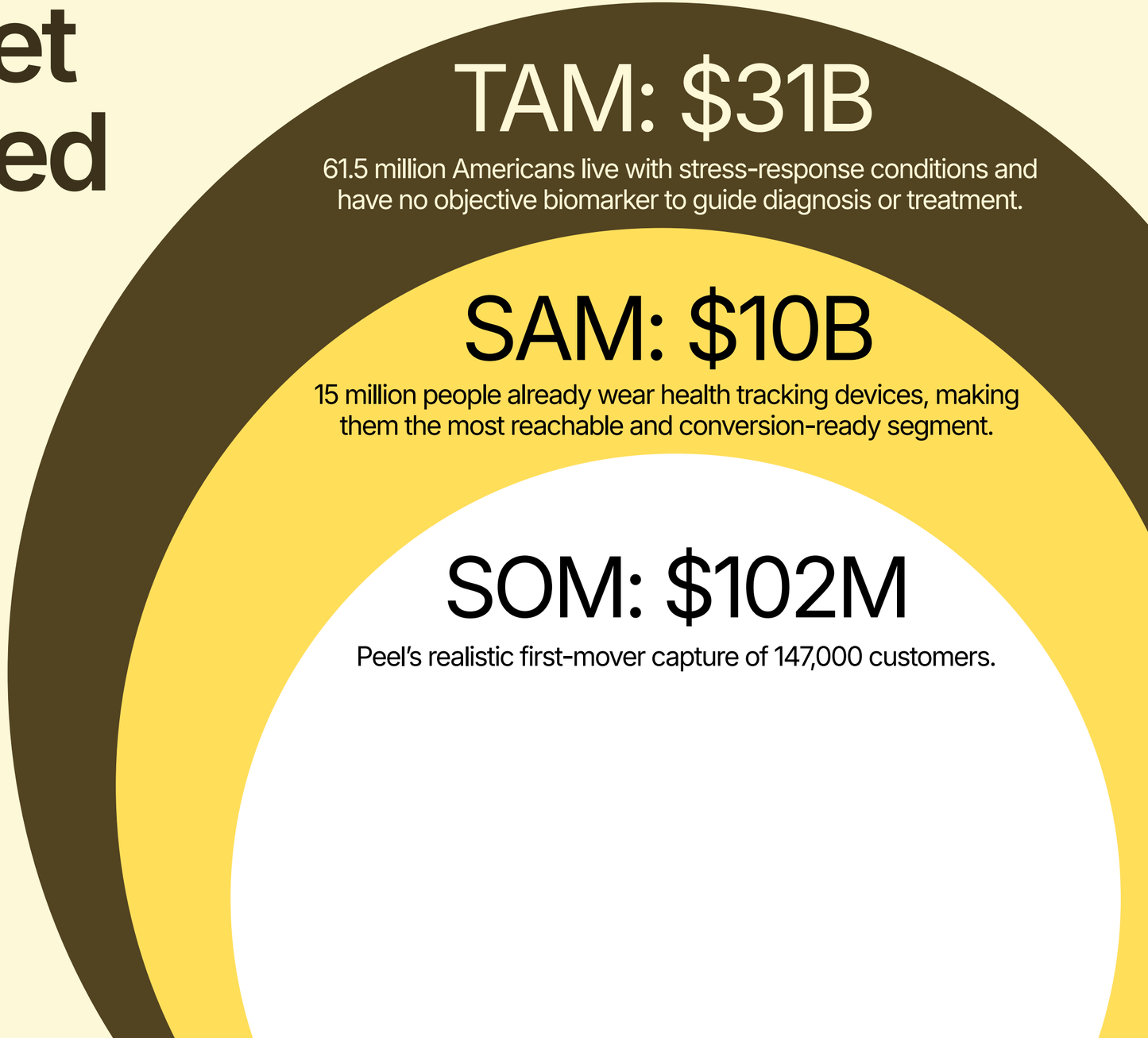
Sweat is becoming a new non-invasive way to collect information from the body.

A $31B U.S. market with an unmet need

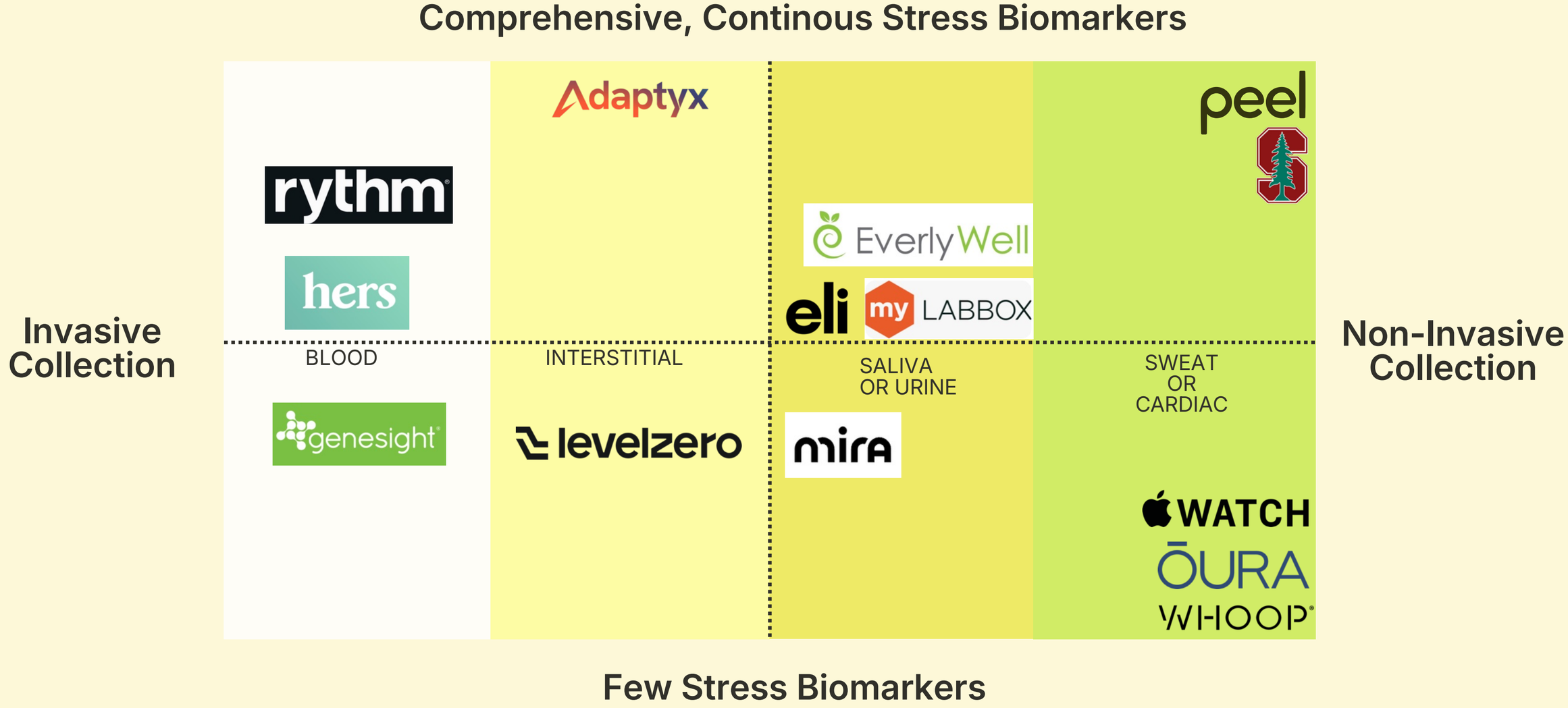
Stress-response conditions are common and rising, yet patients have no objective biomarker to guide diagnosis or treatment.

CAGR: 29.5% over 7 years

Full model & Sources.



Peel leads in non-invasive, continous monitoring.



Comparison Chart

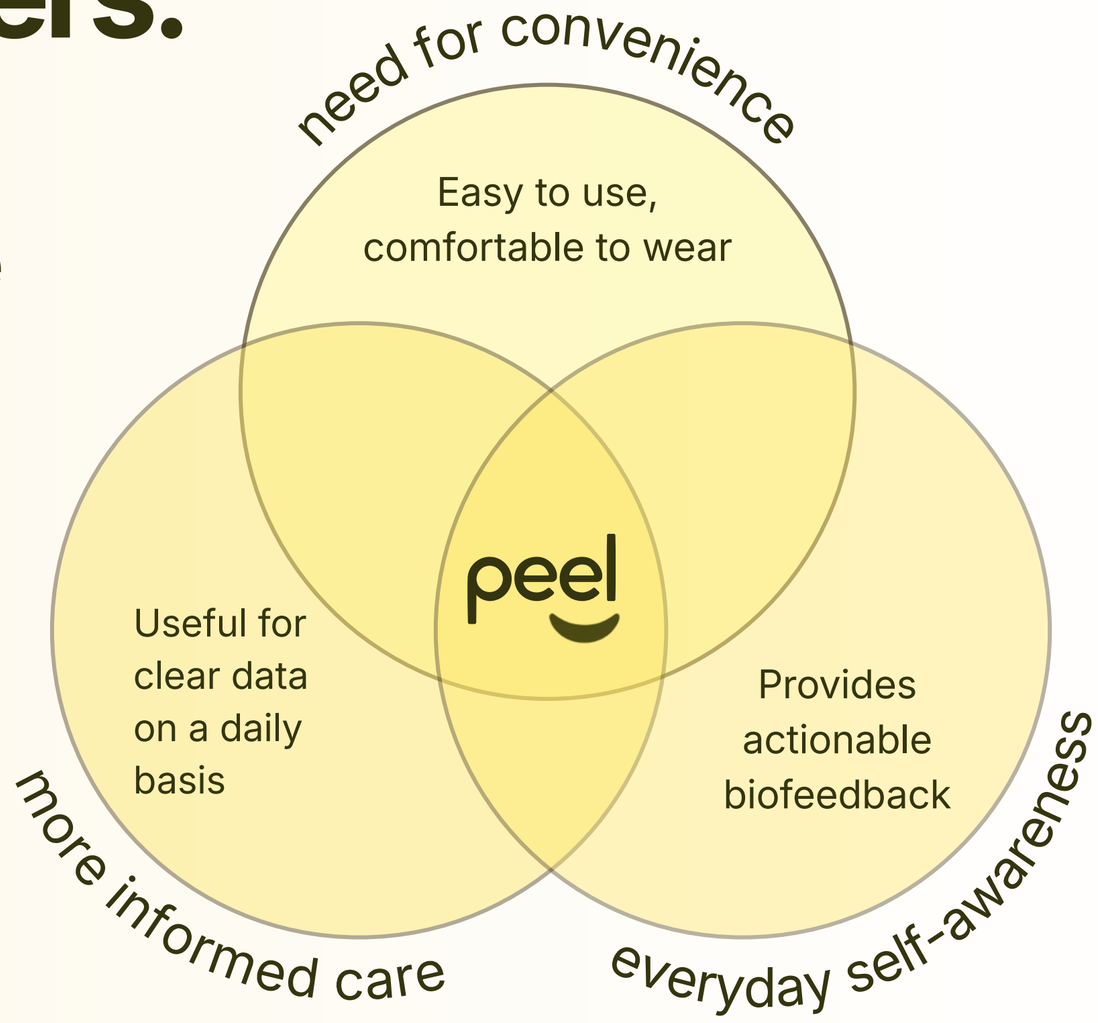
Competitor	Audience = Stress Focus	Non-invasive Collection	Continous Monitoring	Hormonal Biomarkers	Disposable	Over the Counter
peel	**Mental + Physical components of Stress Disorders**	**Sweat patch**		**Most comprehensive**		
Wellness Watches, Rings, & Bands	Fitness	Tech Wearable		Only cardiac, breath, & movement	One expensive device that can be damaged over time	
Stanford Research Prototype	Diabetic care (Medical)	Sweat patch				
Adaptyx	Adrenal + Autonomic	Interstitial				
Rhythm Health	Hormonal Wellness	Blood	One a month			Mail to lab
Eli Health	Aging	Saliva	One a day			
Mira Cortisol	Fertility	Urine	One a day			
Genesight	Psych	Saliva	Gene Sequencing	Genetics		Mail to lab

peel

Your feelings have layers.

For adults managing **stress-response conditons** who lack information for what's happening in their body, **Peel is the most comprehensive way** to collect concrete biofeedback on stress.

Just stick it on!



peel

Your feelings have layers.

Actionable Data for Stress-Response Conditions at home.



Wear

Tracks stress quietly, all day.



Reveal

See how feelings match your body.



Thrive

Calmer days, better care.



Large Market for New Tech Challenged by Initial Costs.

STRENGTHS

Low barriers to access: Direct purchase, home delivery, and no prescription needed.

Data Flywheel: As usage grows, aggregate data improves sensor.

Proprietary Algorithms from data let us maintain an accuracy advantage over new entrants and aid in consumer retention.

WEAKNESSES

Substantial validation & development cost: Reliable sweat collection, sensor stability, user testing.

Use limits: Non-medical biomarker tracking cannot be used for diagnostic nor medical purposes.

Affordability: Patch replacement raises cost. Could result product abandonment once users establish baseline.
Health insurance not applicable, though HSA's can be.

OPPORTUNITIES

New Scientific Breakthroughs in stress biomarkers and sweat as a collection method.

Large & Growing Market Need: 60M adults with stress condition, climbing post-covid. $42B TAM.

Desire for stress monitor product +960% google search.

Rise of Health Wearables: increase in public acceptance + interest, decrease in sensor size and product costs.

THREATS

Alternative collection methods exist: Cardiac wearables and some at-home blood tests (Rhythm) can attempt to monitor stress.

Trust: Data leak or poor performance easily damages reputation.

Established wellness brands: greater development resources and market power, creating barriers to entry. (Oura, Abbot, Dexcom, Apple)

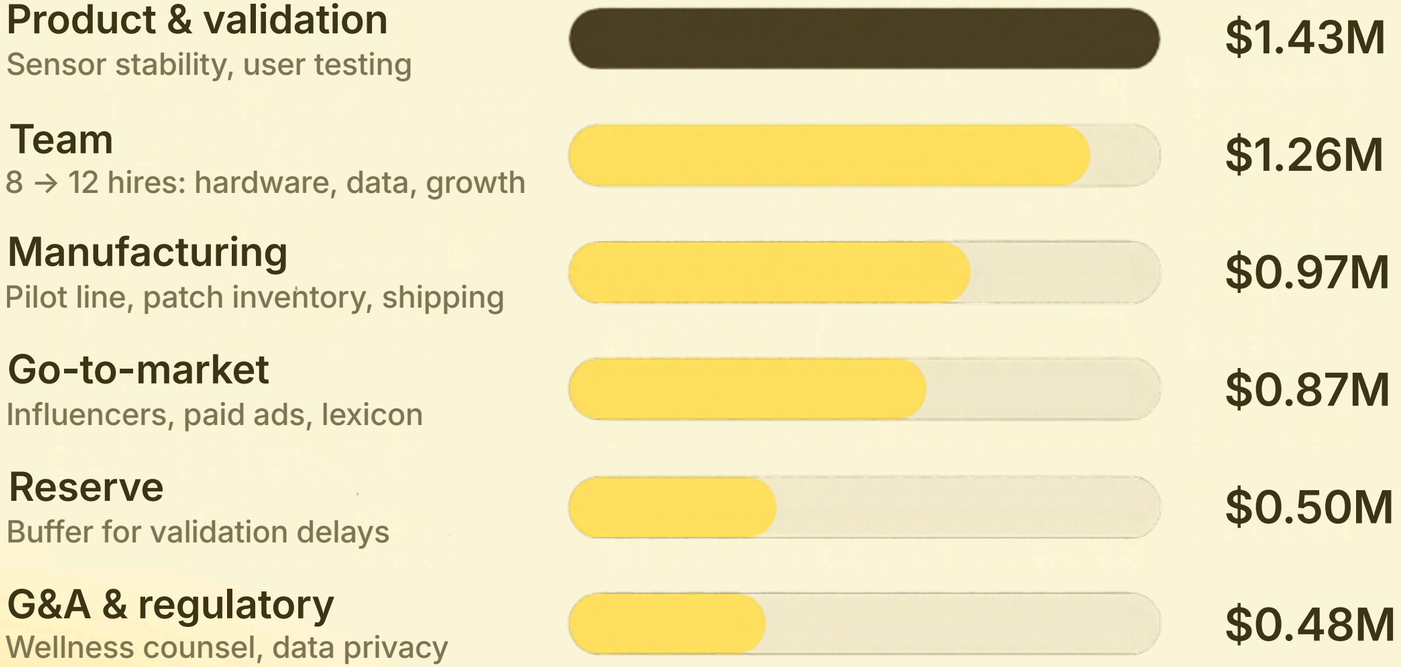
Regulatation: Wellness space currently faces low oversight but this is subject to change.

Sources: Peel TAM/SAM/SOM model; Grand View Research; UMass Amherst sweat-cortisol patch study; Covington, FDA general wellness guidance (Jan 2026); Oura; Google/Fitbit; Rock Health 2025; GamesBeat; MDDI

peel

Raising a $5.5M seed to launch Peel.

Funds 12 months of runway through the 2027 launch, plus a reserve to bridge to a Series A.



Milestones this round unlocks

Q1 2027	Finish sensor validation and closed beta
Apr 2027	Direct-to-consumer launch at $69/month
Dec 2027	~2,400 paying subscribers, 41% gross margin
2028	Series A to scale to 12K subscribers

Path to profit: EBITDA-positive in 2030 and $10.7M revenue by 2031, matching our SOM.

Peel Pro Forma & Use of Funds Sheet

Amounts in USD
Figures from the Peel Pro Forma (Use of Funds tab).

Thank you.

peel

Stress-Hormone Sweat-Sensor
for Mental Health



Alexander Infante, Ada Li, Breeze Pickford, Somony Pou, Jason Stringer, Sihuixin Wang