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## Marketing Platform for Ketamine Clinics Psyrise, is the Growth Engine for Mental Health Companies that Provide Psychedelic-Assisted Therapies



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CEO

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**Interview conducted by:**  
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**CEOCFO Magazine**

**CEOCFO: *Mr. Lenz, what is the idea behind Psyrise?***

**Mr. Lenz:** At Psyrise, we partner with the growing industry of mental health treatments and specifically the psychedelic treatment market. With ketamine clinics growing in popularity and efficacy with all the success stories, we just felt that this industry needed more awareness and promotion. Therefore, we wanted to create a platform to funnel new patients to each practitioner to reach a wider audience, treat more patients, and essentially grow their business practices.

**CEOCFO: *What is the state of the ketamine industry today?***

**Mr. Lenz:** It is booming and I mean that by the number of clinics that are popping up every day. I think that just goes back to the success that patients around the country are having right now. There is a lot of momentum but certainly a lot of legality and liability and insurance that clinics have to undertake and procure before they open their doors.

It is in our best interest to just make sure that we align with the mission of those clinics and know that they are in it to help as many people as possible. They are good people and they care. Beyond that, it's just about marketing and alignment.

**CEOCFO: *How are you reaching out to let people know who you are and what you do at Psyrise?***

**Mr. Lenz:** We are in the early stages. We have been somewhat in stealth mode. We are incubated through a fund that supports psychedelic medicines, so we want to be on the forefront of all the practitioners that are getting trained and certified so that when they open their practice, they have a platform and a marketing partner who they can grow and trust and build a relationship with. That has been our positioning since day one.

We work internally with those that are already part of our ecosystem because we have other brands inside our incubation hub and a broader portfolio. We are still not really opening it up to the public yet.

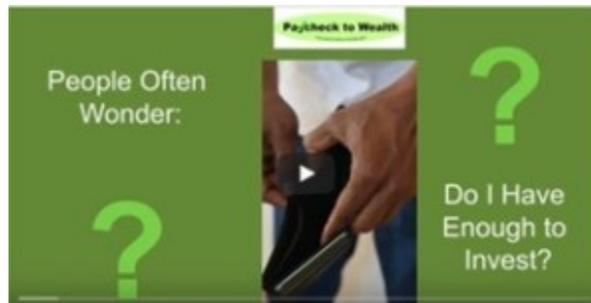
This week we launched the platform and then we stressed the ability to have a couple dozen partners but it is still not something we are doing a lot of sales for or outreach, just because we want to get those we are working with correct, to ensure they have the best experience possible.

**CEO CFO: *What is the key to marketing for the mental health industry and what have you recognized so far that needs to be different with the ketamine industry?***

**Mr. Lenz:** In general, it is not your typical lead-gen simply because there are sensitivities and dependencies in the qualifying process where someone might think that they need a treatment. Lo and behold, ketamine might not be the best fit for them, or they just are not thinking about the other options properly. The intake process is quite sensitive and important and that is an integral part of our platform.

It is making sure that we ask the right questions to those that are curious about treatment and that we save time for the practitioners themselves to not necessarily deal with the ins and outs of whether someone is the right fit for the clinic. This allows them to self-qualify and we obviously help them and point them in the right direction from there.

It is really like a concierge/middleman type of scenario when you are hands-on and get the questions correct. It is like any health intake where those questions end up being the catalyst for whether this is going to even be a treatment that they need.



**CEO CFO: *What is the geographic range you are looking at, or does it matter?***

**Mr. Lenz:** We are located in south Florida, so we have a bias towards the relationships that we have built here. We have a lot of local demands where we are able to work with a lot of Florida practitioners. Specifically, we have a directory as well, and we are targeting Florida first for that as we continue to grow.

**"It's crucial that people know exactly where they can find psychedelic-assisted therapies - and if we can help practitioners grow and have peace of mind as they expand their practice, Psyrise will be around for a long time to come." Logan Lenz**

Generally speaking, if a practitioner reached out to us last week and announced more openings, it did not really matter where they were, it was more about alignment and if they had a growth opportunity; whether we aligned on vision, and if they fit the criteria of caring and helping humanity. If all those boxes are checked, then we move forward. Geographical constraints are not even in the question.

**CEO CFO: *Do you see these clinics actively looking or do you see that you will need to do a lot more outreach for them to realize they should be in the marketplace in a way that you can help them?***

**Mr. Lenz:** I feel like there are two extremes. There is the getting started and being excited and trying to do it themselves. I think there are some that have been successful doing that because they can navigate and they are good at story telling. One example I am thinking of where the owner is an advocate for the substance or the treatment itself and that speaks volumes because that personality and figurehead, they are able to organically grow because that story is just so strong, and that works.

The other extreme is these are doctors - folks that know how to run a practice but they do not necessarily know how to reach their target audience. And because of those delicate considerations that I mentioned earlier, they need to lean on a funnel/platform, or a mechanism which works and is scalable. It gives them the peace of mind to know there are experts

that can fast-track their growth and you see therefore a massive appetite because there are so many seats to fill here where people are just finding ketamine clinics and that top of funnel is just continuing to expand because more and more people are finding out about it.

**CEOCFO:** *What do you see people reacting to if they see an ad or get an email or when they are learning about the Ketamine clinic, what do you think they want to know?*

**Mr. Lenz:** We do a lot of surveys as part of the intake process and at that first step the question is does it even apply to me because there are some dependencies where if you are on SSRIs currently or you have done other prescription medicines in the past, those play a role in the overall recommendation that ketamine is even something you should pursue.

It becomes really important when you think about the intake and you go through these practices, like how they are qualifying, the individual health records and health history for every single patient. It is like an equation where you have to take all the answers into consideration and then determine if it's a good fit.



**CEOCFO:** *Are you seeking funding, investments or partnerships other than with ketamine clinics, as you grow?*

**Mr. Lenz:** As for funding and investment... absolutely! We are actually underpinned by a venture studio so we are a brand that is supported by infrastructure that is much larger than just the marketing platform. That venture studio is called Nucleus and we are doing a crowdfunding campaign right now because as we grow the audience that we are capturing as part of this growth and industry, we want to align our vested interest with people that are investing and share in the upside for success in the future. For those unfamiliar, crowdfunding means that we can take investments as low as \$200 dollars from anybody that is not accredited and we are doing that through WeFunder currently. That is on the investment side so we would like people to check that out at <https://wefunder.com/nucleus>.

Who do we partner with? Well, we have the clinics and individual therapists in our ecosystem, as well as psychedelic therapists and/or talk therapists. We have coaches that integrate a lot of the mindfulness and practices that overlap psychedelic therapy, and we also work with retreats. Oddly enough, it is not just medicinal. You might have a leader that runs a company almost like your readers that are CEOs and CFOs that might want to maybe do psilocybin in South America. We still would help them grow because it is the same intake of people wanting those experiences and we qualify them in different ways but using a similar onboarding process.

**CEOCFO:** *What is the competitive landscape?*

**Mr. Lenz:** I can think of two agencies in our industry that do a fantastic job. I am of the mindset that we do not compete in this space; we are elevating a tide and are early enough to take a slice of a large pie as the ocean continues to rise. There are fantastic providers out there that do similar things. Currently, we like to think that we work well with them and even often share clients if we know we can make a stronger impact for their practice together.

There are indirect growth mechanisms that are happening with the media companies that are getting a lot of activists excited about this industry as well. Therefore, they are like a referral system for a lot of clients. It is more about telling stories and then captivating new audiences so that they can self-qualify and go through whatever funnel makes sense.

**CEOCFO: *Final thoughts, why pay attention to Psyrise?***

**Mr. Lenz:** We are on the precipice of an exciting industry and Psyrise is a growth engine for it. We want to continue to be the growth engine where there is no risk for a partner to get involved and scale their practice. We can work with all sorts of intake processes, and thus we can provide growth opportunities to all sorts of practitioners, providing all sorts of treatments. Next year, we should be seeing MDMA available for veterans with PTSD, and then psilocybin-based treatments popping up around the country. We'll be here to support all of it.

There are a whole host of things coming down the pipeline and we are not going anywhere. Psyrise will be that platform that can onboard and qualify and just make this experience much easier on both sides of the table. It's crucial that people know exactly where they can find psychedelic-assisted therapies - and if we can help practitioners grow and have peace of mind as they expand their practice, Psyrise will be around for a long time to come.