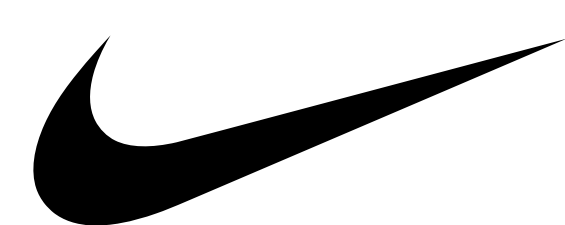
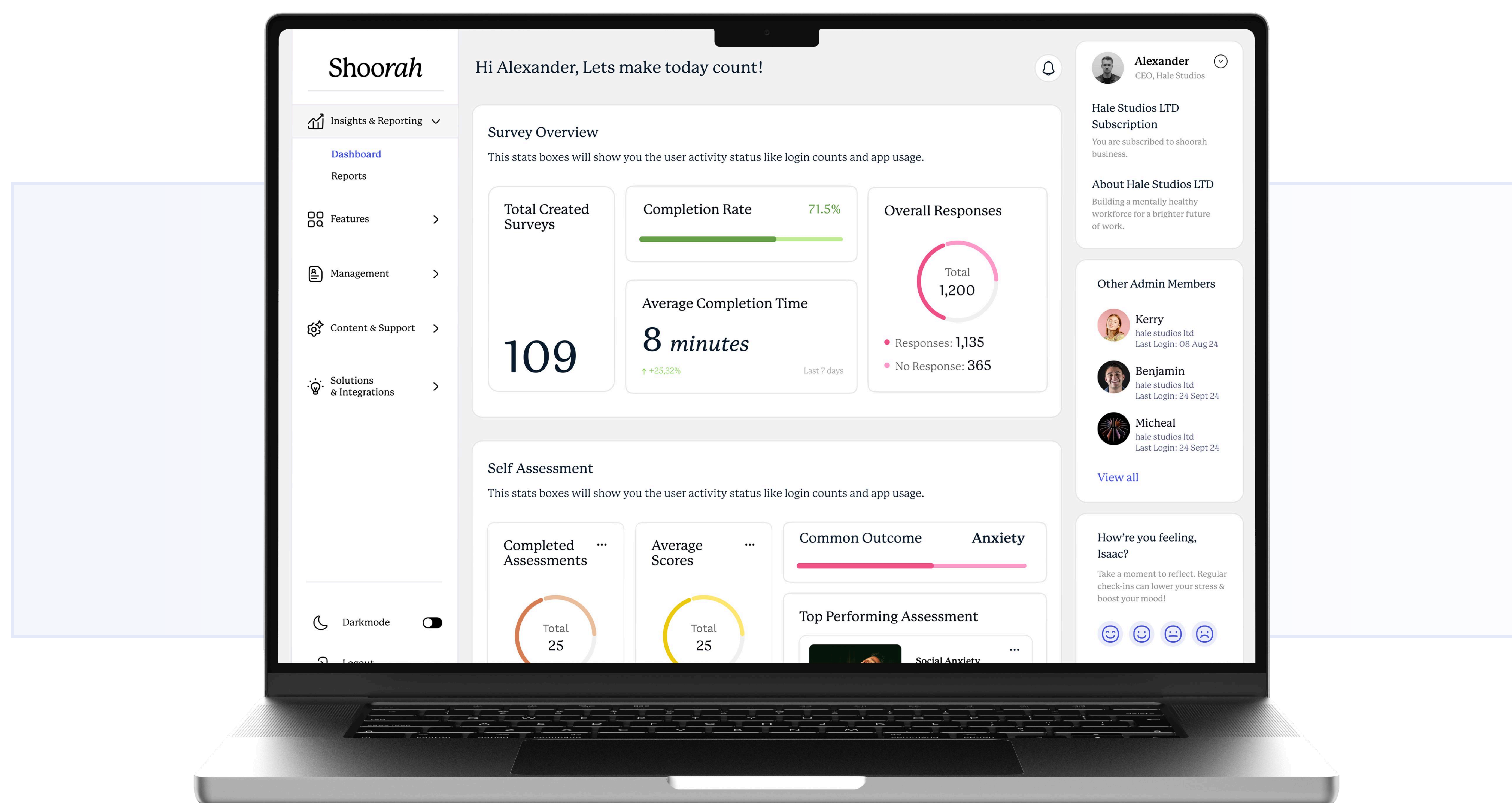


Your People's Mental Health *Matters.*

A clinically backed platform designed to support mental health, boost productivity, and strengthen workplace culture.



MYPROTEIN

DIRTEA

hobbycraft

ball.

salt



Work isn't working for everyone!

Employee burnout is at an all-time high. In 2024, over a third of UK employees said they left - or considered leaving - due to mental health challenges. The cost? Over **£53 billion annually** for employers. Stress, anxiety, and poor wellbeing don't just affect morale - they impact productivity, retention, and culture at every level.

Shoorah exists to turn things around. We believe the workplace should be a space of support, resilience, and purpose and we built a platform that makes that possible.



1 in 3

UK workers have quit a job due to mental health struggles and many more are considering it.



£53 Billion

is the estimated cost of poor mental health to UK businesses.



Over 60%

of employees say they wouldn't feel comfortable talking to their manager about mental health.



Only 9%

of UK managers feel confident supporting mental health despite being the first line of support.

Born from struggle. Built for support.

Shoorah was founded by *Ferne McCann* and *Lorri Haines* to make mental health support more accessible - after facing their own struggles with anxiety, burnout, and a broken system.

They envisioned something better: a platform that combines clinical care with real-time, everyday support. No waitlists. No barriers. Just tools that work.

That vision became Shoorah.



Your wellbeing operating system.

Shoorah is more than just a mental health app - it's a complete, clinically informed wellbeing operating system designed to support your team in real time, every day.

It brings together science-backed tools, on-demand care, personalised routines, and intelligent insights - all in one platform. Every employee gets a tailored experience. Every manager gets clear, actionable data. Every company gets long-term cultural change, not just surface-level perks.

Whether your people are managing stress, navigating life changes, building new habits, or just trying to feel more balanced - Shoorah is the system they can rely on.

What makes Shoorah an operating system?

All-in-one platform

From daily tools to clinical care - everything lives in one seamless space.

Personalised for every user

Each person gets a unique path based on their goals, challenges, and preferences.

Designed for daily use

Quick, simple tools make wellbeing a habit - not an extra task.

Expert-led

Every feature is grounded in clinical or professional guidance.






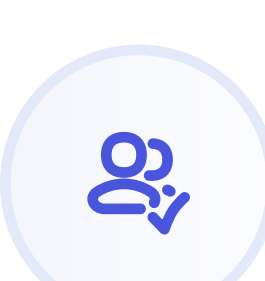
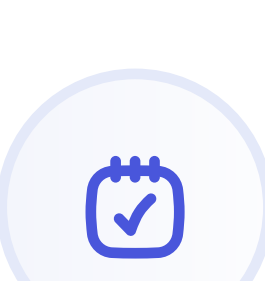
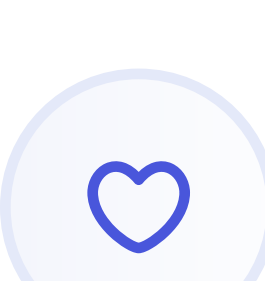
Scales with you

Secure, flexible, and built for teams of any size.

Better people = better business

When wellbeing improves, everything changes. Shoorah empowers teams to take control of their mental health - which leads to lower absenteeism, stronger culture, and higher retention. With real-time insights and an all-in-one platform, Shoorah helps HR leaders act before issues escalate.

Our data shows that for **every £1 invested**, companies see **£5 - 5.60 returned** - not just in productivity, but in people who stay, show up, and thrive.

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  24/7 Crisis & care access
Give your team instant access to therapy, support, legal and financial experts - anytime, anywhere. |  Real-time insights
Make faster, smarter HR decisions with data you can act on - instantly. |
|  Boosted productivity
Give your team instant access to therapy, support, legal and financial experts - anytime, anywhere. |  Proven ROI
Clients see a £5-£5.60 return for every £1 invested - plus 74% engagement rates. |
|  Improved retention
Supportive cultures keep talent. Shoorah helps reduce turnover and recruitment costs. |  Flexible, scalable plans
Add or remove users anytime. No license lock-ins. Built for businesses of every size. |
|  Fewer sick days
Spot and solve wellbeing challenges early to minimise time off and burnout. |  Clinical + holistic support
Shoorah combines expert-backed therapy with lifestyle tools for a complete 360° wellbeing solution. |

Give your people team the power to lead wellbeing.

Shoorah isn't just for employees - it's a full-scale toolkit for HR teams to drive strategy, reduce risk, and respond to real-time needs. You'll get actionable data, automation, and clear reporting - all designed to integrate seamlessly into your workflows.

What you can do with Shoorah...



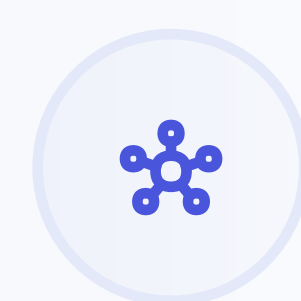
Pulse surveys & smart dashboards

Track engagement, stress levels, burnout risk, and tool usage across your teams - with live dashboards and weekly reports.



Fully secure & compliant

GDPR-ready, encrypted, and built with HR privacy in mind. You stay in control of what's seen and shared.



Integrations that fit your stack

Plug into Microsoft Teams, Slack, and calendar tools to embed wellbeing into daily culture - without adding more work.



People plan builder

Make faster, smarter HR decisions with data you can act on - instantly.



Built for your people. Backed by experts.

Shoorah is more than a wellbeing app - it's a personal support system your employees can turn to anytime, anywhere.

From calming tools to clinical insights, it delivers daily support to reduce stress, build healthier habits, and improve emotional and physical wellbeing - all guided by real experts.

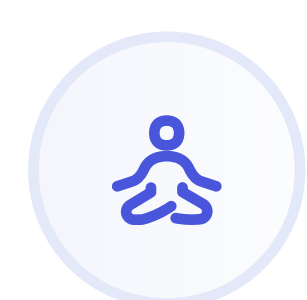
In the next few slides, you'll explore the full toolkit - from breathwork and personalised plans to health testing and 24/7 care.

Support isn't a feature. It's the foundation.

Tools to calm, reset, and refocus.

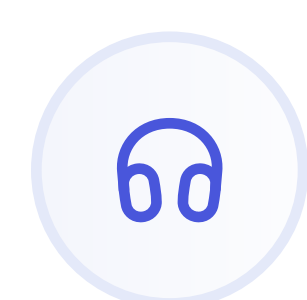
Life doesn't pause during the workday. Shoorah gives your people a toolkit of on-demand resources to manage stress, stay centred, and reset their mindset - whether they have two minutes or twenty.

These features are designed to be accessible, calming, and practical - helping individuals feel better, build healthier habits, and carry more clarity into their day.



Meditations & breathwork

Short, guided exercises designed to relieve stress, improve focus, and support emotional balance - ideal for a midday reset or wind-down.



Shoorah pods

Expert-led, podcast-style audio content covering anxiety, resilience, parenting, menopause, and hundreds more topics - 5-10 minute digestible sessions, made to move minds.



Daily rituals

Simple, intention-setting routines that start or end the day with presence, clarity, and calm.



Sleep sounds

Gentle audio tools to support better sleep hygiene and deeper rest - day or night.

Why It matters?

These tools turn wellbeing into a habit - not a task. By normalising small, meaningful resets throughout the day, Shoorah helps individuals stay regulated, more focused, and better equipped to handle life as it comes.

Grow. Reflect. Take control.

Shoorah empowers your people to go beyond “coping” and start building lasting self-awareness, purpose, and personal growth. These tools are designed to help individuals reflect on their mindset, set meaningful goals, and stay grounded - even in high-pressure environments.

From daily gratitude check-ins to future-facing vision boards, these features support emotional intelligence, motivation, and mental fitness.



Journaling

Personal, guided prompts that help employees process thoughts, explore emotions, and build clarity.



Cleanse tool

A “mental refresh” that encourages users to clear out negativity, release tension, and reset with intention.



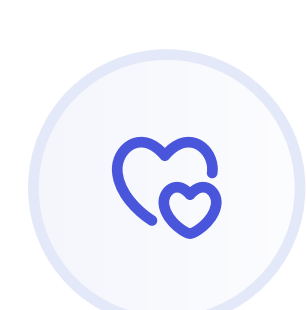
Tasks & accountability nudges

Set personal or professional tasks, track progress, and stay motivated with visual tools and built-in nudges.



Shoorah play

A growing library of quick, mental health-inspired games that are fun, stimulating, and emotionally energising.



Gratitude & affirmations

Shift mindset with daily gratitude entries and curated affirmations that support confidence, calm, and motivation.



Dear me

A reflective tool allowing users to write a letter to their future self - sealed and saved to revisit at a meaningful time.

Why It matters?

Small acts of self-reflection lead to big changes in clarity, confidence, and direction. Shoorah helps people not just cope - but grow.

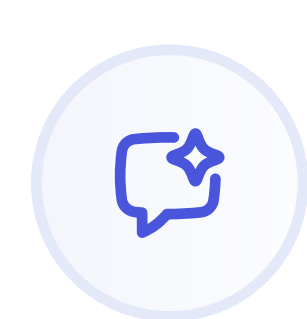
Real support. Real people. Real peace of mind.

Shoorah doesn't just promote wellbeing - it delivers it. From therapy and AI check-ins to fast, at-home testing, every tool is designed to offer clear, expert support when it matters most - whether you're just starting to struggle or already on the road to recovery.



PEAP

Connect with therapists, financial advisors, and wellbeing experts via voice, video, or chat.



Shuru AI chatbot

24/7 intelligent support with symptom checks, emotional tracking, and voice conversation.



Shoorah tests

160+ assessments including neurodivergence, burnout, cancer screening, and more.



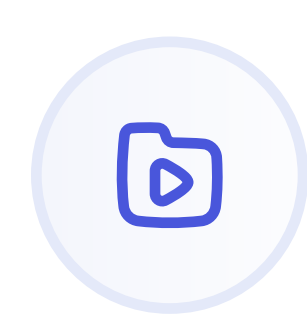
At-home health testing

Blood, urine, stool, and saliva kits — fast results with no NHS wait times.



Addicton helpline

Instant, confidential support for anyone facing addiction.



ShoorahVids

NHS-backed, podcast-style, and lived-experience content - including the workplace lounge series.



ShoorahPath

Guided routines for burnout, stress, and more - with tasks and accountability nudges.



EAP add on

Optional upgrade with access to GPs, physios, expert advisors - and more.

Why It matters?

Shoorah meets people where they are - and gives them a clear next step. From prevention to intervention, care is built in, not bolted on.

What's next in wellbeing starts here.

Shoorah isn't standing still. These advanced and in-development features are built to serve evolving health needs - from cutting-edge support for GLP-1 users to tools for families, athletes, and entire communities.

Whether your team is neurodiverse, athletic, or parenting young children, Shoorah is developing specialist solutions to meet them where they are.



Available now

WellPoints & challenges

Companies can buy points, set challenges, and reward staff. Employees redeem points for PEAP sessions only.

Wearable integration

Users can connect devices like Apple Watch to track steps, sleep, activity levels, and more.



Coming soon...

GLP-1 companion

Support for medications like Ozempic and Mounjaro - includes symptom tracking, side effect logs, journaling, and AI insights.

ShoorahKids

A fun, therapeutic space for ages 4-12 with meditations, breathwork, stories, and sleep tools - free for families.

EliteMind

A high-performance toolkit for athletes and professionals - QMR therapy, sport-specific Shoorah Tests, game-day check-ins, and more.

Shoorah health

Daily workouts, personalised meal plans, hydration tracking, and healthy habit nudges - designed for sustainable wellbeing.

ShoorahCircle

A private, anonymous community feature to post feelings, share updates, and support others on their wellbeing journey.

Skin & face wellbeing

A personalised, science-backed feature to track skin health, spot changes, and support confidence through holistic care.

A day with Shoorah!

Shoorah isn't just another app employees forget to use - it becomes part of their daily rhythm. Here's how one person might interact with Shoorah in a single workday, without ever needing to ask for help.



Alex, 29.,
Digital Project Manager

*(Remote team, high workload,
managing anxiety + sleep issues)*

9:00AM

Mood check-in

Alex starts the day with a quick stress and resilience check-in. Based on the results, Shoorah suggests a short guided breathwork session.

2:15PM

Midday reset

Before a client call, Alex listens to a calming meditation to feel grounded.

3:00PM

Shoorah path task

Today's task: "Write down one small win from your week." He opens his journal to reflect - guided by Shoorah's mental clarity prompts.

6:00PM

PEAP access

After feeling overwhelmed, Alex books a same-day video session with a mental health specialist via PEAP.

9:30PM

Shoorah play

He winds down with a quick, therapeutic mini-game designed to ease anxiety and shift his focus.

10:00PM

Sleep sound

Alex finishes his day with a tailored sleep soundscape and logs his mood for the next day's Path progress.

Simple to launch. Powerful from day one.

Shoorah is designed to integrate smoothly into your existing culture - with no disruption, no complex setup, and full onboarding support for your team.

Whether your workforce is in-office, hybrid, or fully remote, we make sure every employee feels confident and excited to use Shoorah from the very first day.

Free onboarding for all staff

Live, interactive sessions (in-person or virtual) walk your team through the platform - from mood check-ins to specialist access.

Easy integration

Shoorah works with all major HR systems and tools like Slack, Teams, and Outlook. You can also add your own third-party EAP provider into the platform if preferred.

Ready-to-go rollout kits

Launch materials, internal comms templates, manager talking points, and videos — we handle the legwork.

Full support, always

Your Shoorah partner team is on hand before, during, and after rollout - with monthly check-ins, live Q&A, and ongoing success guidance.

Immediate engagement

With built-in nudges, challenges, and personalised features, most teams see strong uptake in the first 2 weeks.

Fast setup

Shoorah is designed to launch quickly - no tech headaches, no long lead times. Most companies go live in under 2 weeks.

Trusted by teams who care.

Shoorah is already making a difference for businesses across the UK - from frontline services to remote-first startups. Here's what our partners have to say about how Shoorah supports their people and transforms culture.

“

We all work remotely so having an app that checks in is incredible.

Beckie Jones, CCO at Reef

“

Shoorah is a proven staff wellbeing solution for caring employers.

Julia Linehan, CEO Digital Voice

“

It's a great tool and it really helps assess how your employees are feeling.

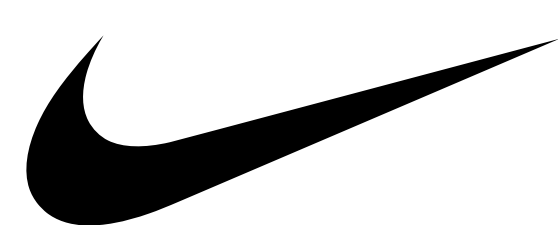
Katrina Hall, Baycare Group

“

Shoorah has helped our team improve mental health and wellbeing. It's made a real difference in how we support each other.

Brad Hardy, Swindon FC

Together with companies like Nike, Dirtea, Ball London, Salt, and Adecco Group, we're building healthier, happier, and more productive workplaces - where everyone thrives.



 MYPROTEIN

DIRTEA

hobbycraft

ball.

salt



Simple pricing. Straight answers.

Shoorah's pricing starts from **£1 to £7 per user, per month**, with **free bundled bolt-ons** included. The more employees you support, the lower your per-user cost.

All core features come as standard from 24/7 support and wellbeing tools to onboarding, personalised plans, and challenges. And if you're switching from another provider, we'll beat your current price - guaranteed.

Why Shoorah and not another provider?

Shoorah combines clinical care, engagement tools, and family support in one platform — a full wellbeing operating system, not just an app.

.....

How long does setup take?

Most teams are up and running in under 2 weeks with our guided onboarding.

.....

Do we need internal IT?

No. Shoorah is plug-and-play, with no heavy lifting required.

.....

Can we trial it first?

Yes - every company gets a 14-day free trial with full access.

.....

Is it secure?

Shoorah is fully GDPR-compliant and encrypted to ensure employee privacy and data security.

Let's build a better culture together!

Shoorah is already transforming how businesses care for their people — with powerful tools, real support, and measurable impact. If you're ready to create a healthier, more resilient workplace, we'd love to show you how.

Book a demo

Get a live walk-through of the platform, tailored to your team's needs.

Reach out

Email: info@shoorah.io

Website: www.shoorah.io

Switch providers, seamlessly

We'll beat your current pricing, deliver more value, and handle the transition for you. 14-Day FREE trial included

Shoorah - Better days start here.

Certified



Did you know?

Shoorah became a certified **B Corporation** in **March 2024** meaning we meet the highest standards of social and environmental impact. We're proud to be part of a global movement using business as a force for good.