

Gentle Guide

Spiritual healing is underground

We have witnessed the potential of spiritual healing and its ability to change lives, yet too often its presence feels out-of-date and inaccessible.

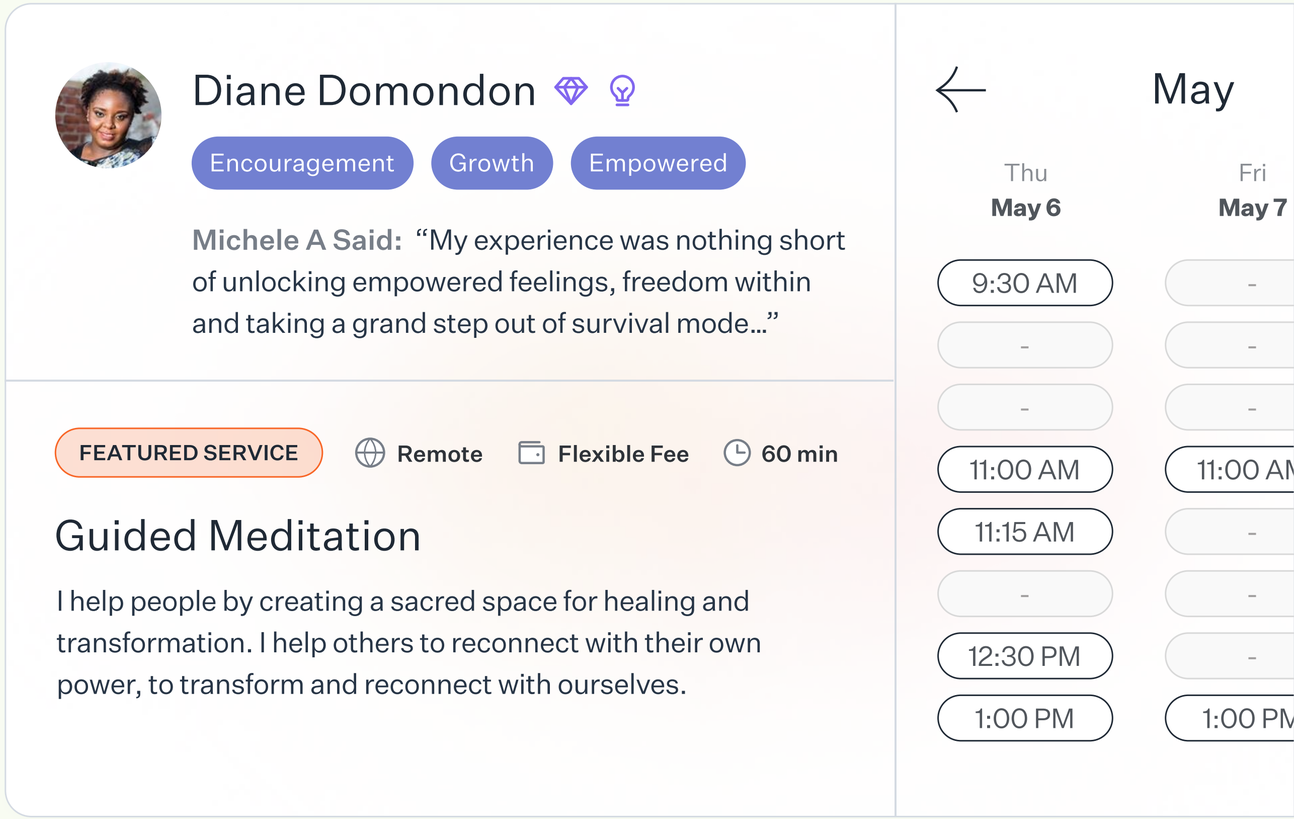
Poorly executed websites and snake-oil products make it difficult to find reliable information and gifted practitioners.

While western medicine and big pharma fail us, thousands of years of healing knowledge go ignored due to a communication breakdown.

A holistic marketplace

Gentle Guide is a two-sided marketplace for seekers to book appointments with vetted guides.

We honor and respect the ancient lineage of spiritual healing, as well as understand the importance of technology when it comes to making it accessible.



We are a part of a larger push for better healing options

In 2019, the mystical services market (which includes astrology, as well as aura reading and mediumship) **was a $2.2 billion industry. The wellness sector; at $4.5 trillion.**

A number of companies have successfully built technologies which help customers find healers in different wellness sectors.

However, 91% of guides on Gentle Guide do not list their practice on other existing marketplaces. Lack of acceptance and poor execution leaves spiritual practitioners longing for more.



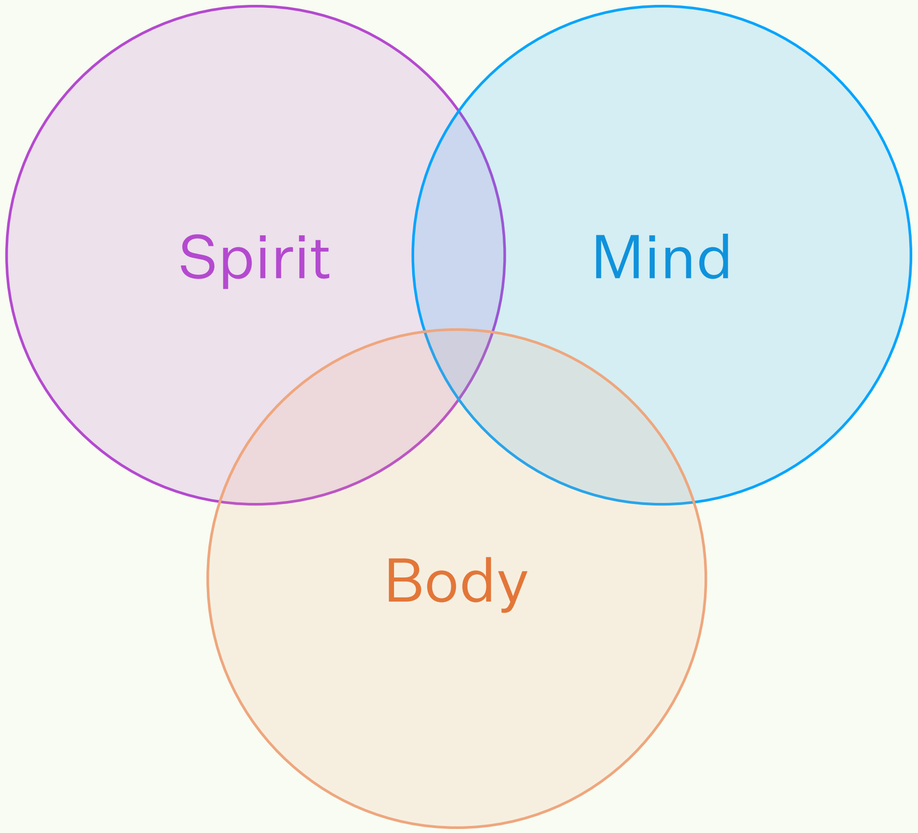
The home for spiritual guides and seekers

Many are searching for ways to effectively market their services online and the internet is coming to play a fundamental role as it has in the hospitality and dating indsutries.

Gentle Guide is designed to capture these emerging, fragmented, word of mouth markets.



We offer solutions in...

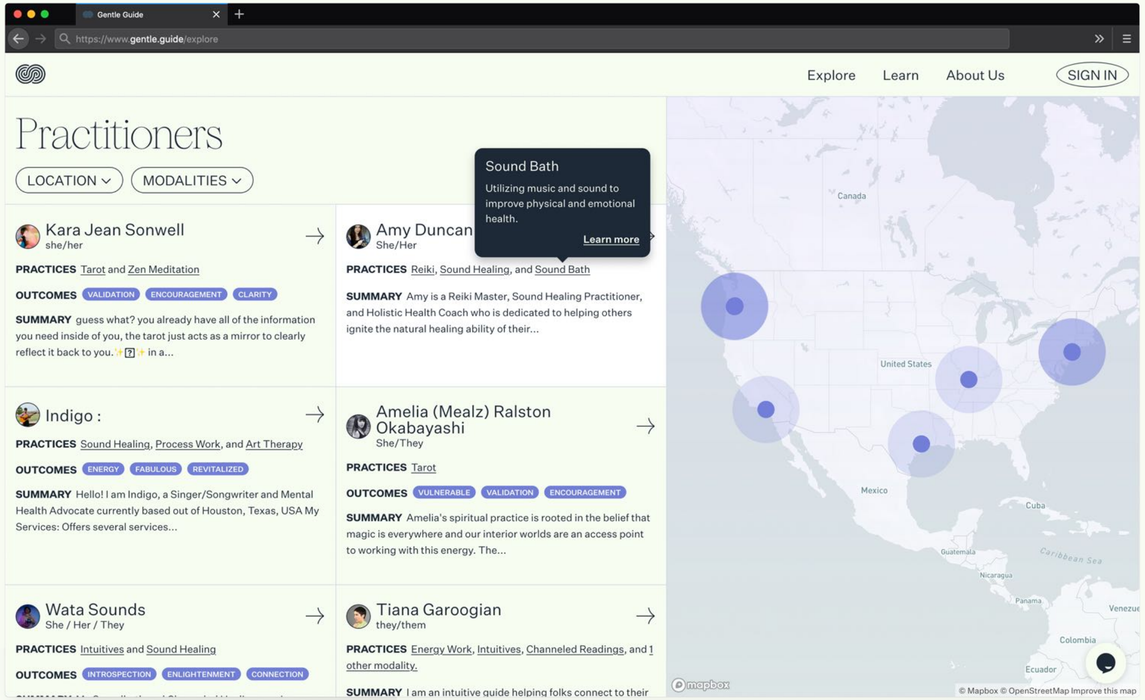


Energy Healing
Reiki
Pranic Healing
Meditation
Qi Gong
Natu
Quantum Healing
Color Therapy
I Ching
Counseling
Mindfulness
Chakras & Auras
Sound Healing
Couples Counseling
Yoga
Dietary
Intuitives
Psychics
Numerology
Dreamwork
Herbology
Herba
Divination/Insight
Crystal Healing
Jungian Therapy
Ritual Tattooing
Polarity Therapy
Human Design
Yoga Nidra
Eye Reading
Palm Re
Tarot
Brennan Healing Science
NeuroAffective Relational Model
Chiro
Runes
Human Design
Core Energetics
Enneagram
Biofeedback
Past Lives
Spiritual Life Coaching
Trauma Recovery Support
Osteopat
Birth Ancestry Healing
Magnet Therapy
Career Counseling
Flower Ess
Mediums
Astrology
Akashic Records
Hypnotherapy
Aromatherap

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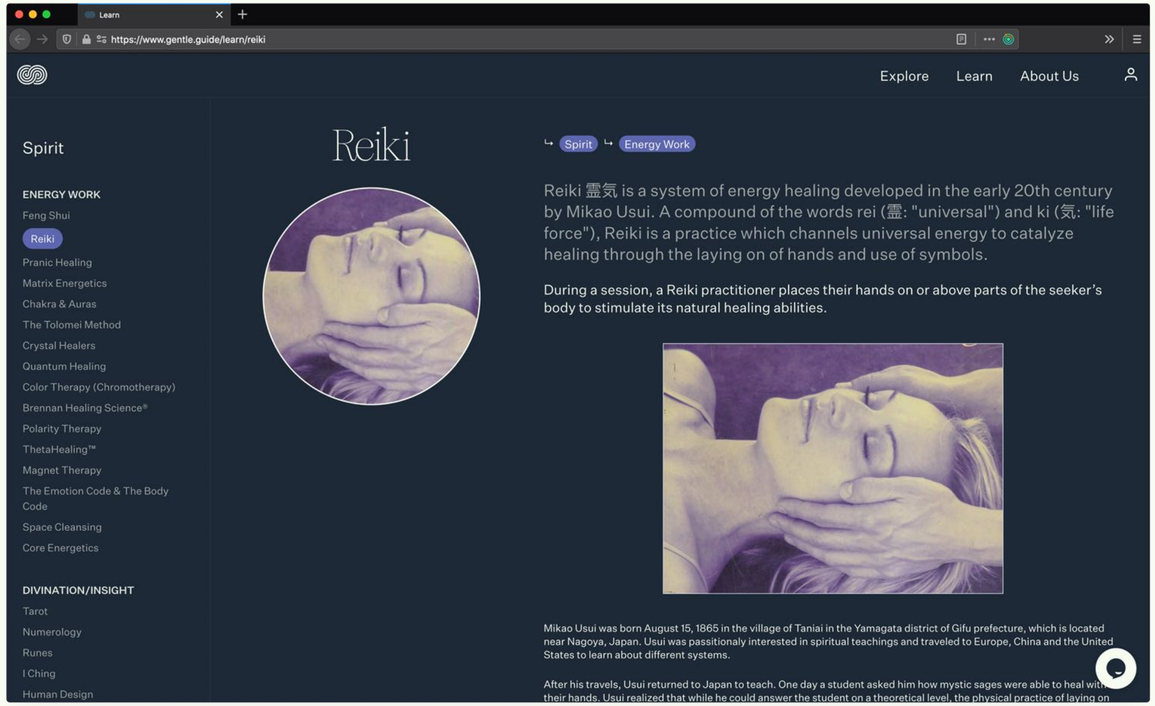
Gentle Guide uses modern development tools: Ruby on Rails, React.js, Stripe, and Twilio to bring spiritual healing practices to the 21st century.

Explore



Seekers explore guides around the globe

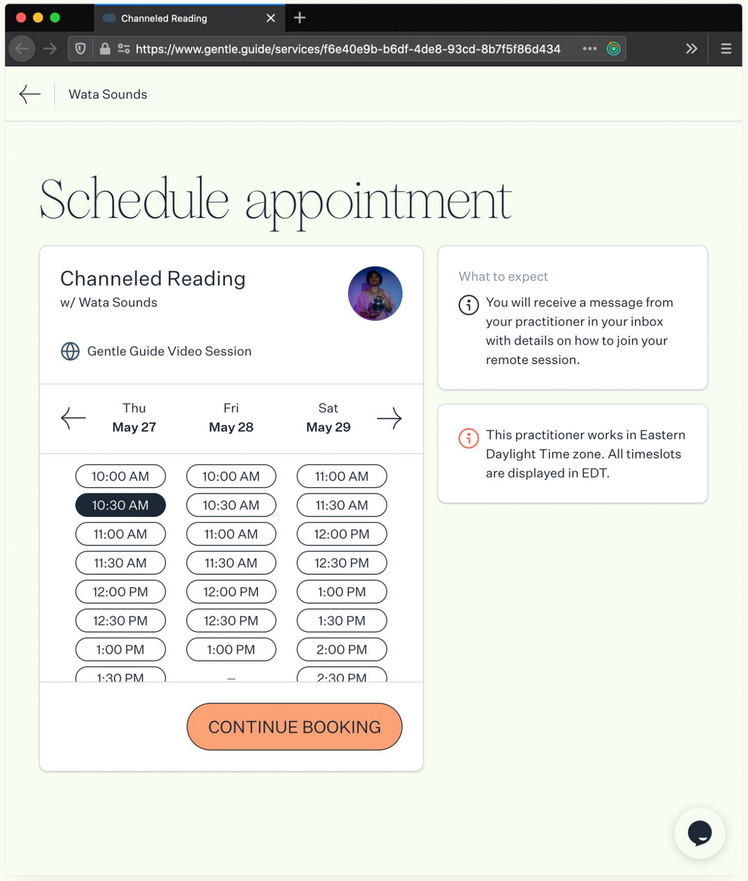
Learn



Seekers, looking to learn more, browse our dictionary of modalities

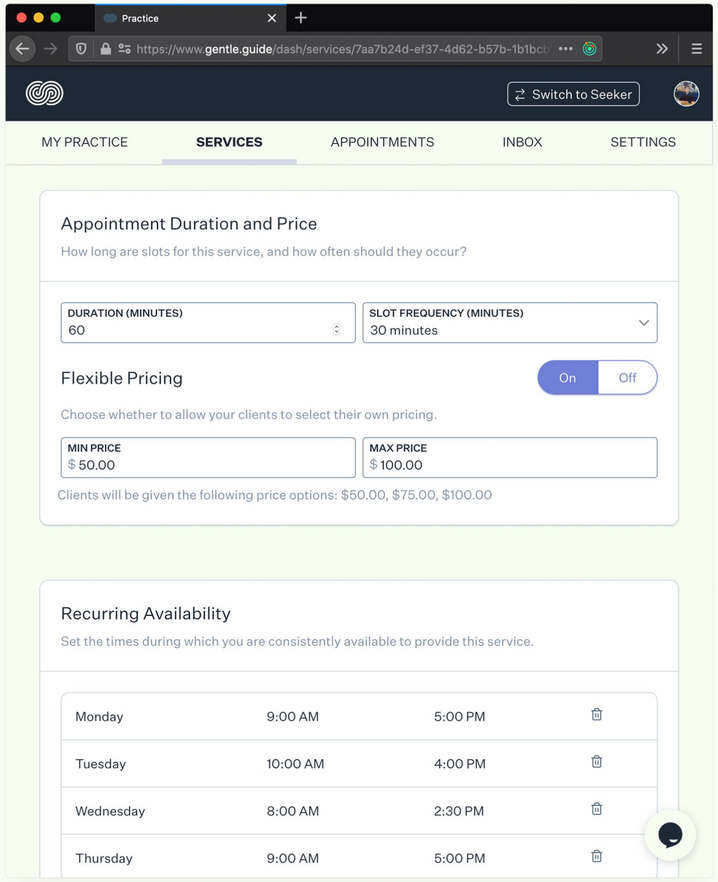
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Book



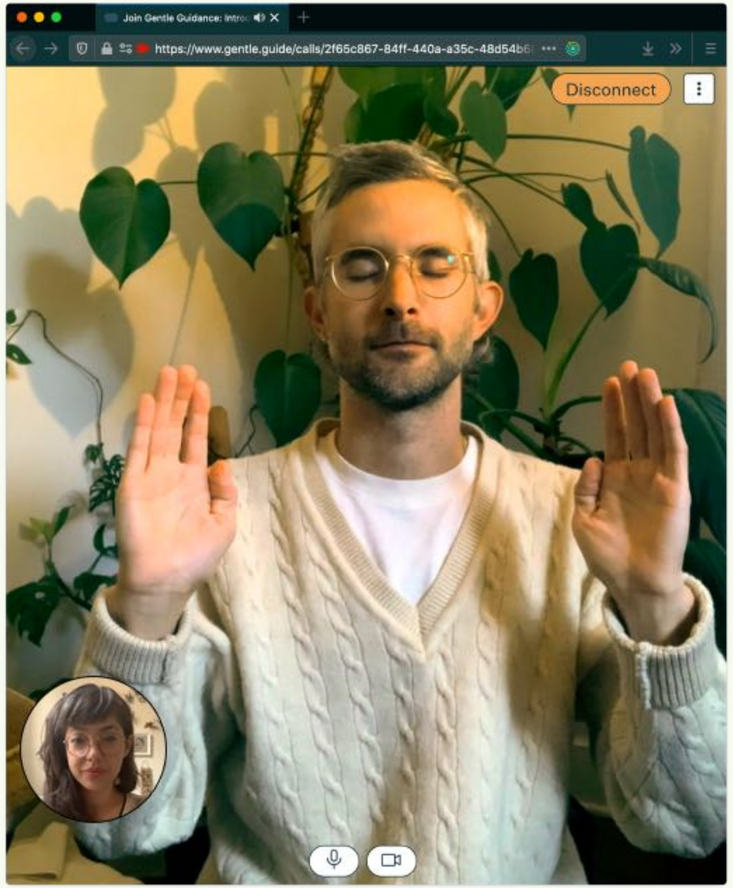
Seekers book appointments directly with guides

Manage



Guides manage their schedule, message clients, and automatically receive payouts

Meet

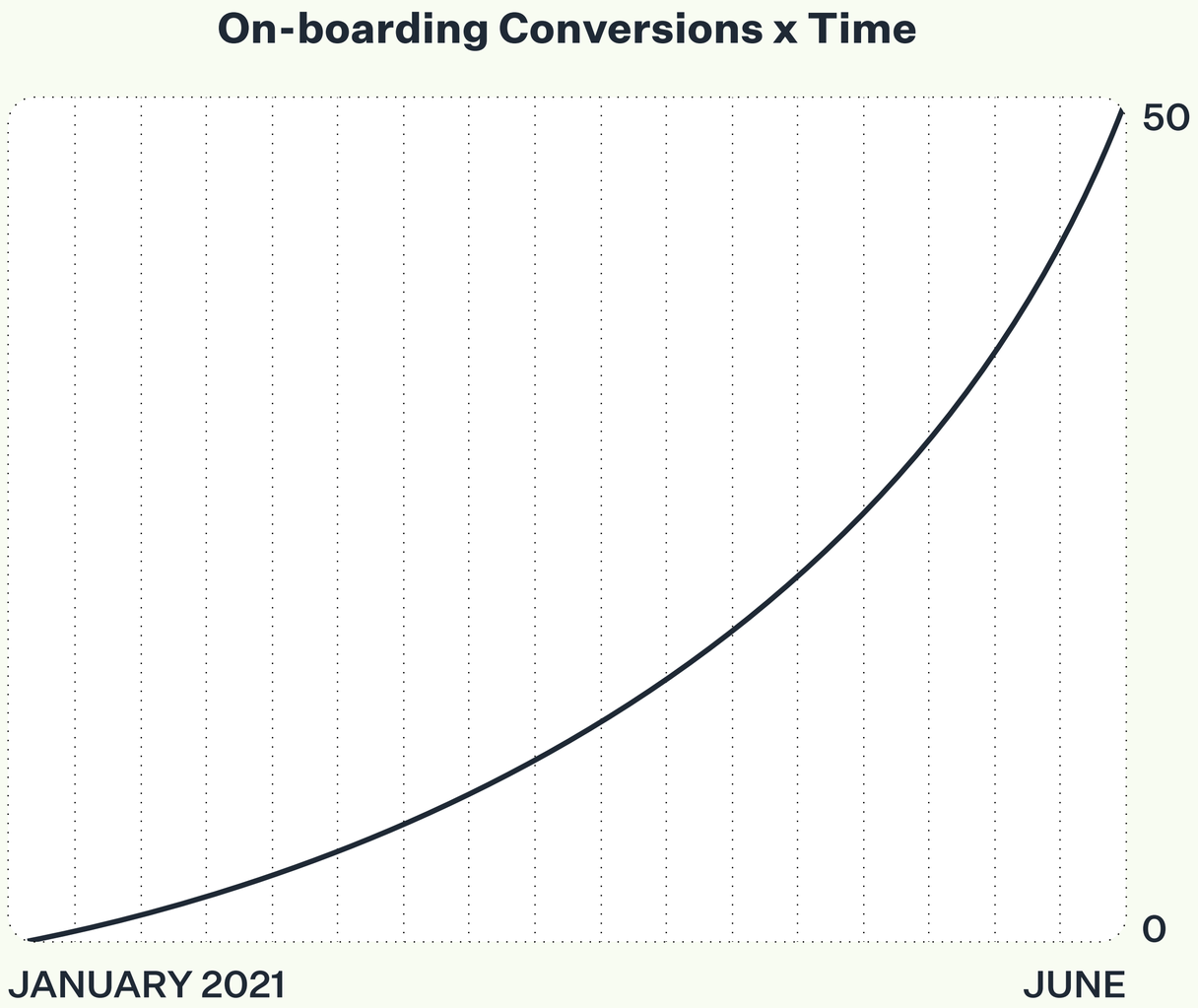


Seekers and guides meet virtually on a tailer-fit video conferencing interface

A growing co-op

95% of the guides we've reached out to have listed their practice on Gentle Guide.

While still in our humble beginnings, our platform has showed significant growth and traction.



An updated lens

With less than $500 of ad-spend and organic word-of-mouth marketing, Gentle Guide has accrued:

40k Page views

4.5k Visitors

47 Listed practitioners

Press coverage

Gentle Guide has been mentioned by:

Typewolf.com

UlJar.com

MaxiBestOf.one

Gentle Guide has been featured in the following media channels:

Living In Spirit podcast

Diversity, Equity & Inclusion

DIVERSITY

We are committed to championing guides who represent the rich diversity of cultures, identities, and heritages found in the wellness community.

EQUITY

We understand that different groups need different levels of support to get to the same goal. In that spirit we offer a scholarship program and sliding scale pricing.

INCLUSION

Our community members play an active role in the ongoing evolution of the Gentle Guide platform. We hold a bi-monthly healer roundtable which serves as a collaborative space for discussion, feedback and inspiration for our guides.

Our Community



Vanessa Gomez
Mindfulness, Akashic, Manifestation



Indigo
Art Therapy, Process Work, Sound Healing



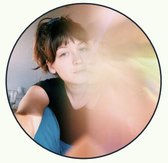
Alia Walston
Channeled Readings, Spiritual Life Coaching



Star Callisto
Astrology, Psychic



Luis Navarette
Matrix Energetics



Kara Jean Sonwell
Zen Mediation and Tarot



Wata Sounds
Intuitives and Sound Healing



Patty Yoon
Evolutionary Astrology, Tarot

Sound revenue streams enable us to give back & provide for our community

Step 1: Commissions

Currently, we take 11.11% commission on every booking. As we build our guide base, our pitch is “No fees to sign up”.

Step 2: Subscriptions

Once we build our seeker base, **we will switch our guide service fee to a subscription model**. This will simplify our finances and insentivize healers to use our tools and market themselves on the platform.

Our founding team



Rob Bonaparte

Vision/Marketing

Founder of Olderbrother and Lift Label,
Creative at Wieden + Kennedy Tokyo



Devin Halladay

Design/Production

Lead Designer at Sanctuary Computer,
Product Designer at Palantir and Quora



Mollie Pulte

Business/Strategy

Brand at Apple, Chandelier Creative,
and Nike; Design Discovery at Harvard



Jake Winchester

Word Alchemist

Masters of Western Esotericism



Conor Davidson

Development/Design

Lead engineer at Sanctuary Computer,
early member at YC startup



Amelia Ralston Okabayashi

Social Media

Digital Content and Social Media Specialist
at Interscope, Capitol records, Apple,
and Pistils

We've planted the seed and are looking for the right nutrients to grow

We are looking for a $1M SAFE.

With this investment we can take on the following costs of a growing business:

Item	Current spend per month	Target spend per month	Breakdown
Ad spend	$100	$5,000	⬆️ Instagram, Facebook, Google Ad spend
Infrastructure	$200	$600	⬆️ Servers, hosting 🔥 Marketing tooling (Intercom, Mailchimp, etc.)
Seeding	$0	$1,000	⬆️ Distribute free promos to thought-leaders & first-time seekers
Advisor	$0	$3,000	⬆️ Hire an advisor who grew and sold a spiritual services marketplace
Social media	$600	$2500	⬆️ Increase spend on social media coordinators.
Salary	$0	$12,000	⬆️ Increase salary spend 🔥 Hire for marketing

We heal ourselves, we heal the universe

These modalities and guides help people better navigate through lifetimes—providing agency, purpose, understanding, compassion, caring, and love to every human being.

Once we understand ourselves and our connection to spirit, we can begin to share it with our loved ones, friends, and neighbors.

