

SOBRIUS

Enterprise Infrastructure for Behavioral Risk Stratification
Substance & Gambling-Related Workplace Risk

“We saw the signals, but we lacked the structure to act.”

HR Director, industrial enterprise

Substance- and gambling-related behavioral risk exists in every large organization.

Behind unmanaged risk patterns are individuals navigating them alone.
Until escalation forces action.

Prevention becomes operational when the first step is private, safe, and structured.

This is not a treatment problem. It's a decision-support problem.

- ~20% estimated at risk-level behavior
- Employers rely on manager discretion
- Policy documents \neq operational structure
- Intervention occurs post-incident
- Cost and human consequences accumulate silently

Large enterprises lack a standardized early identification layer.

CURRENT ENTERPRISE STACK

- Compliance → Testing
- HR → Conversations
- EAP → Reactive support
- Treatment → Escalation

MISSING LAYER

- Structured early behavioral risk stratification.

Sobrius defines and owns that missing infrastructure layer.

Behavioral risk is economically material.

Conservative baseline:

20% prevalence x 5% productivity loss
x 500,000 SEK average annual
employee cost

**Financial exposure and human
consequences are inseparable.**

5,000 SEK

per employee / year

≈ 5 MSEK

Annual risk exposure
(1,000 employees)

Conservative baseline model

From discretion to system logic.

- Enterprise Risk Stratification & Triage Engine
- Domain-specific behavioral mapping (substances & gambling)
- ADDIS-based proprietary diagnostic logic
- GDPR-secure enterprise architecture
- Aggregated enterprise-level risk intelligence

**We operationalize early identification at scale.
In systems, not in conversations.**

HOW IT WORKS

1

Anonymous mapping
(validated, ADDIS-based)

2

Risk stratification + triage pathway
(rule-driven logic)

3

**Evidence-based self-help
+ navigation to support**
(when needed)

**A private first step.
A structured second step.
Action before escalation.**

Mission: Make prevention operational at scale through privacy-secure early identification and structured navigation. Before incident.

Standardized. Private. Scalable.

Earlier identification changes life and risk trajectories.

FOR INDIVIDUALS

- Lower threshold to reflect
- Reduced stigma
- Help before dependency escalates

FOR EMPLOYERS

- Reduced incident probability
- Stronger culture and legitimacy
- Lower long-term financial exposure

Prevention protects both people and performance.

Diagnostic Ownership + Vertical Depth

- Ownership of ADDIS digital architecture
- 30+ years addiction diagnostic expertise
- Structured behavioral ontology
- Enterprise-grade GDPR architecture
- Proprietary data accumulation within a defined enterprise vertical.

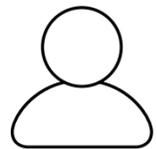
Infrastructure, not survey software.

Uniquely positioned to build this category



Built on ADDIS

Clinically validated diagnostic framework developed over 30+ years.



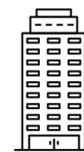
Founder domain expertise

Deep experience in addiction diagnostics and behavioral risk methodology.



Category insight

Understanding both clinical risk patterns and enterprise operational realities.



Enterprise deployment

Already implemented in a live enterprise environment (Vattenfall Group).



Ownership of digital architecture

ADDIS diagnostic infrastructure is digitally owned and operationalized.

This is not theory.

- Enterprise-deployed. Contractually validated,
- 11,000 employees live at Vattenfall Group
- 3-year framework agreement
- 830,000 SEK first contract year
- 210,000 SEK ARR (validation pricing)

2026 marks the transition from validation to structured commercial scaling.

**Built for scale.
Not consulting.**

ENTERPRISE SaaS

- Annual per-employee licensing
- Tiered packages

Example ARR

- 1,000 employees → \approx 396,000 SEK ARR
- 5,000 employees → \approx 1.44 MSEK ARR
- 11,000 employees at full pricing →
 \approx 2.7–3.0 MSEK ARR potential

Designed for recurring enterprise ARR.

Prevention becomes financially rational.

Structural risk containment,
with a human upside.

Prevention shifts from cost center to
risk strategy.

12x

396 KSEK

Sobrius Cost

5 MSEK

Annual risk exposure
1,000 employees

WHY NOW

The market is moving toward standardization.

Macro alignment is accelerating.

- Rising employer accountability
- ESG transparency pressure
- Digital HR maturity
- Increased awareness of behavioral risk
- Shift toward earlier health intervention

SCALE

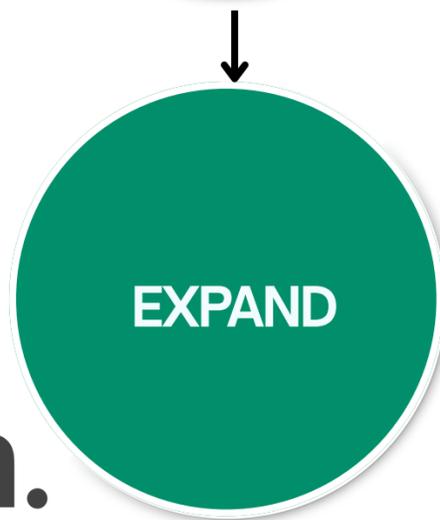
Enterprise-validated. Built for European standardization.



Nordic large enterprises
(250+ employees)



Multi-entity rollout
Operational integration



EU enterprise expansion
Analytics layer

MARKET OPPORTUNITY

€4–5B
EU TAM

€450–500M
Nordic SAM

2% penetration
→ €90M+ ARR

TEAM

Karl Dahl

Co-Founder

Leads product architecture, enterprise positioning and category definition.

byBrick Elevate

Long-term engineering partner (15-year collaboration).

Enterprise security and scalable architecture delivery.

Börje Dahl

Co-Founder

30+ years in addiction diagnostics and behavioral risk methodology. Domain authority and clinical depth.

Next Phase

Recruiting CTO to internalize architecture and accelerate EU-scale deployment.

Founder-market fit with proprietary diagnostic ownership.

ASK

Raising 10–15 MSEK 18–24 month runway

- CTO recruitment & internal technical ownership
- Architecture refinement
- Enterprise expansion
- EU readiness

Vision: Prevention as standard infrastructure.

(With future applicability in regulated public healthcare triage environments.)