

# Wysa

## Everyday Mental Health

INTRODUCTION & DEMO



# Scaling Mental Health for Millions

Purely organic; no marketing spend

**10 million**

lives covered

**100+ million**

conversations

**3,000,000**

users

**2 million**

CBT breakthroughs

**4.9**

stars with 100K+ reviews



# WELLNESS

# THE MISSING MIDDLE OF MENTAL HEALTH

# EAP

30%

60%

10%

Wysa covers **10 million lives / 3 million** users

**Anonymous** AI-guided listening, triage & self care

- Feel heard & validated
- De-personalise the stressors
- Controlling the controllables
- Manage **negative self talk**
- Manage **anxiety**
- Problem solve & move forward

Screen for functional distress. If high or abuse, trauma, SOS escalate to your **behavioral health network** or **national crisis helplines**.

Build self-care routines that give you energy through **sleep, exercise & positivity**



# WYSA SOLUTION STACK: FROM ENGAGEMENT TO ANALYTICS

## Wellbeing Campaigns

Marketing campaigns for driving engagement



## Wysa app & Web

AI guided listening & over 150 evidence based techniques



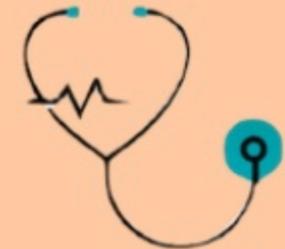
## Analytics Dashboard

Insights, Engagement & Impact



## Custom Care Pathways

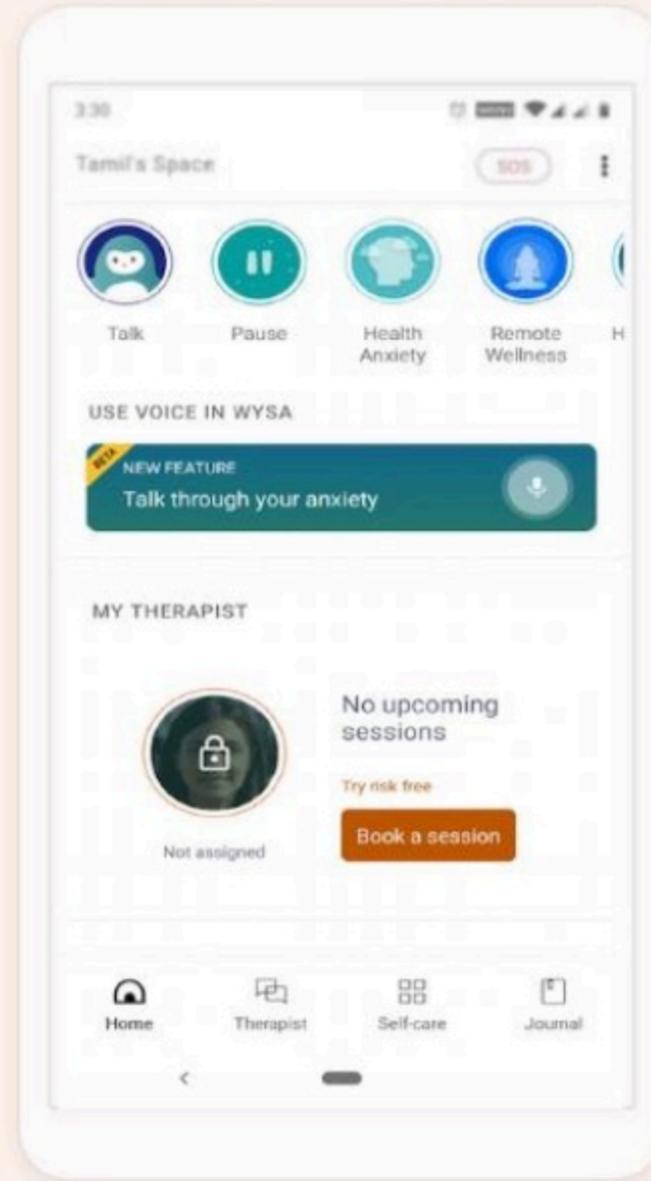
Triage and escalate to multiple behavioral health providers



# Wysa App - Loved by Users and recommended by Clinicians



#1 user feedback



SEE IT IN ACTION



#1 clinician approved



# Global Recognition

## RESEARCH-LED EVALUATION



Psychiatric Clinics of North America



## AWARDS



## CERTIFICATIONS



## FEATURED BY



## GLOBAL MEDIA



Forbes

THE WALL STREET JOURNAL

THE SUNDAY TIMES

CBINSIGHTS

Bloomberg Technology



# User Growth: Permission-less Access

**Total Installs**  
Jan 2019- April 2021



# Revenue Traction

B2B and B2C, \$K

B2B - Total Contract Value



Full-stack

Therapy + coaching + digital

3x

increase in revenue

new users

currently from US daily

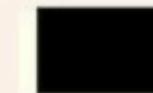
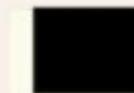
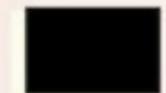


therapy revenue from B2C

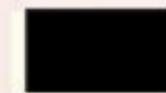
# Enterprises



% Therapy



ARPPU/mth



# Clinical Efficacy

Comparison group study on PHQ9

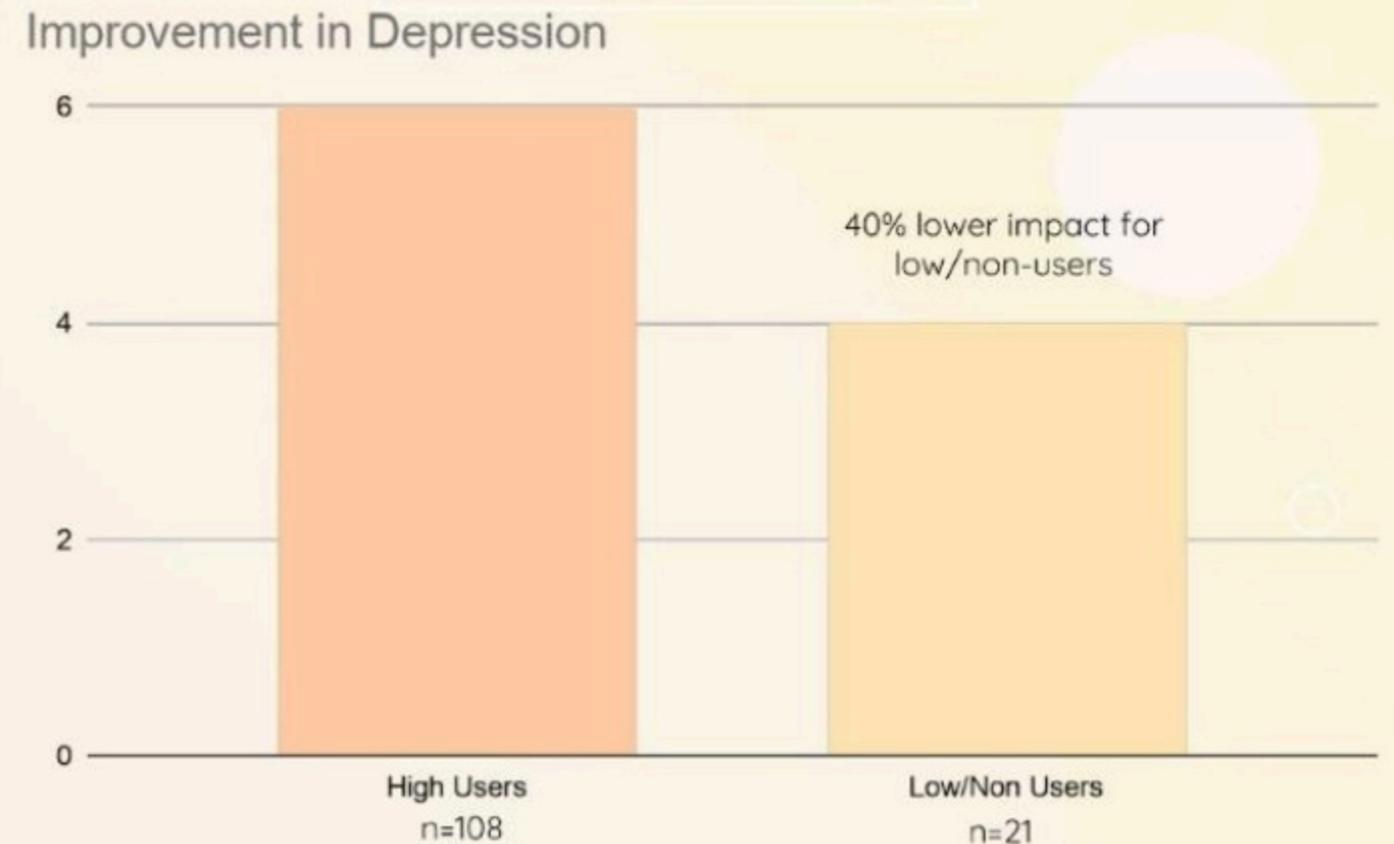
75% of hi-user group improved symptoms.

Effect size was significant at 0.63

Results replicated with maternal health cohort,  
being published in early 2021

Improvement (Pre minus  
Post) PHQ9 Score

Reduction in  
PHQ9 Scores  
over 4 weeks



Lead author: Dr Becky Inkster, University of Cambridge

# User Helpfulness

How helpful did you find your Wysa session?



100K+  
user feedback

91%  
say Wysa was helpful/OK

90%  
Adolescents said that Wysa  
helped with covid anxiety

93%  
Healthcare workers say it helped  
them with stress

# Research-Led Evaluation

An Empathy-Driven, Conversational Artificial Intelligence Agent (Wysa) for Digital Mental Well-Being: Real-World Data Evaluation Mixed-Methods Study.

This shows the impact of using Wysa on self-assessed depression scores (PHQ9), plus qualitative feedback, vs a comparison group. Lead author, Dr Becky Inkster, from the University of Cambridge.

<https://mhealth.jmir.org/2018/11/e12106/>



Digital health management during the COVID-19 pandemic: Opportunities, barriers and recommendations. The lead authors are from Cambridge, Alan Turing Institute and the NHS. Wysa contributed to the study and is cited as an example of how digital services are being delivered during this time.

<https://mental.jmir.org/2020/7/e19246/>



A Review of Popular Smartphone Apps for Depression and Anxiety: Assessing the Inclusion of Evidence-Based Content.

The lead author wrote this review with a team from the Department of Psychology, Harvard University; he has now joined the Dept of Psychology at the University of Pennsylvania.

It covers Wysa having the highest number of evidence-based tools, as assessed at that time (p 13).



Can Your Phone Be Your Therapist? Young People's Ethical Perspectives on the Use of Fully Automated Conversational Agents (Chatbots) in Mental Health Support

From the University of Oxford.

"The most important difference that we identified is that Wysa is only available as an app, which gives users the possibility to chat anonymously". "Wysa offered privacy information during our first conversation. For example, Wysa mentioned it would 'not share anything we discuss with anyone else.'"



The Bot Will See You Now: A History and Review of Interactive Computerized Mental Health Programs  
Published in the Psychiatric Clinics of North America

Psychiatric Clinics of North America

NHS Young Adult Services: A Case Study

<http://www.wysa.io/nhs-case-study>



(This article has been written by a clinician in the NHS)

Using Passive Smartphone Sensing for Improved Risk Stratification of Patients With Depression and Diabetes: Cross-Sectional Observational Study  
This refers to some earlier work, on using mobile sensing capabilities to detect self-assessment of depression in diabetes for self-care.

This study had deployed an early version of Wysa to support patients, focus was on collecting sensing data.

<https://mhealth.jmir.org/2019/1/e11041/>



## What people are saying about Wysa

“

Thank you so much for creating this amazing app! I owe you! **Truly helped me grow and find myself in one of the toughest times.**

Thankful for not only the current support but how I was taught to change my self destructive thoughts.

It is chatbot so it's hard to have a random conversation going - you need to find real people for that. The lessons and stories, meditations and everything make up for that.

**I'm proud to say life has taken a 180 and I couldn't have done it without you.**

★★★★★

“

This app is very helpful!

**Because of this quarantine** I had anxiety and panic attacks, and when I found this, **it really help me during times of panic attacks and the times when I'm always overthinking.** thank you!

★★★★★

“

During such a **stressful time in the world** and certainly for me at the moment with deteriorating health **this app will help ease the 12 weeks isolation emotionally, psychologically and spiritually.**

Drs and NHS should be promoting this app. Great support techniques. A must have!

★★★★★



Thank you.

[hello@wysa.ai](mailto:hello@wysa.ai)





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