

Vertical
Digital Healthcare & E-Health

Target market:
B2C (Business-to-Customer)

Stage
Series A: Growth & Scaling

Revenue-Stage:
Post-Revenue

Investment sum:
3500000 EUR

Number of founders:
7

Founded in:
2015

Legal form:
GmbH

HQ:
Berlin, Germany

Contact:
info@capmatcher.com

Digital mental health trainings as a white-label solution: Minority Stake Investment Opportunity in a Digital Healthcare & E-Health-Vertical

The startup was founded in 2015 as a university spin-off and has grown organically since, providing digital mental health trainings on the basis of a white-label solution to patients in Germany. We are the only company in this space that is offering a broad portfolio of digital interventions whose effectiveness has been proven in over 30 randomised controlled trials (RCTs). As a next step, we want to develop proprietary technology and ramp up sales and marketing. The most important key figures of this startup are included in this exposé. The questions were raised in a 60-minute process, while the founders answered all questions.

General Business Model

Realization of profits: Saas (Software as a Service), Sale of a digital product, Freemium

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Product

Problem:

The startup solves problems for patients as well as health insurance companies. From a patient's perspective the product addresses the following issues: Lack of Availability, inadequate treatment, long waiting times, lack of flexibility (time & place), stigmatisation

From a health insurer's perspective our product helps to reduce high costs produced by: sick days, traditional face-to-face therapy, high relapse rate, late treatment, non-treatment, inadequate treatment by non-specialists (e.g. GPs), unnecessary in-patient treatment

Solution:

The startup offers a solution in the digital mental health space. It provides digital psychotherapy in the form of so-called digital interventions. These interventions are basically supervised online courses that teach user tools from cognitive behavioural therapy to help them better cope with their psychological disorder. Personal feedback boosts retention and personalises the experience.

Our interventions have shown to be as effective as face-to-face therapy in randomised controlled trials, at significantly lower cost

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USPs:

Get.On has a decade of experience creating digital interventions resulting in an unrivaled, unique portfolio covering most of the major mental health conditions.

This valuable IP gives us a head-start over our competitors as the market prepares for mass-adoption of digital mental health solutions, paid for by health insurance providers. In addition, we are uniquely well-connected with all relevant stakeholders – from political decision-makers to medical practitioners.

Our deep roots in scientific-research will allow us to develop and evaluate future product innovations much more rapidly and cost-effectively than our competitors – giving us sustainable, competitive advantage.



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Market**Prioritized geographic market:**

D-A-CH-Region (Germany, Austria, Switzerland)

Market size (expected):

1 Bio. - 5 Bio. Euro

Market growth (expected):

12%

Competitive environment:

Yes, few competitors.

**Expected Switching Costs:****Financials**

According to the founders, the following sales and earning numbers were generated during the last three months.

Year	2016	2017	2018
Revenue	213000	450000	500000
Profit	0	100000	75000

Scalability:

Opinion of the founders as to which degree costs increase in an increase of revenue. Low values values (bad scalability) indicate that costs grow linear or overproportional in terms of revenues.



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Team

Number of founders:

7

Number of founders with a proven entrepreneurial background:

4

Total size of the team:

13

Background of the team:

1. Leading researcher globally in the field of digital mental health; professor at Vrije Universiteit, President of ISRIL, 150 peer-reviewed articles, 3700 citations, Education: Universität Lüneburg, Philipps-Universität Marburg, Universität Nürnberg-Erlangen, Harvard University
2. Built Get.On as Managing Director from 2015 to 2019, Secured contracts with VW, Deutsche Telekom, Barmer Occupational Health, Ph.D in Psychology, Education: Universität Trier, Leuphana Universität Lüneburg
3. Former Deputy Managing Director - expert for developing and evaluating digital interventions, Ph.D in Psychology, Education: Universität Konstanz, Leuphana Universität, University Southampton,
4. Founded education startup in 2011, exited to Springer Nature in 2017, Raised 7.5 million €, Education: Technische Universität Dresden, Hertie School of Governance, Columbia University
5. Former head of operations and finance at a health tech startup, 25 FTEs, Hands on startup experience with finance, legal, reporting, due diligence, data protection, HR etc., Former MD of non-profit with 16 FTE, over 3500 volunteers, Education: TUM
6. Former CPO at 8fit, a health and fitness app with 30 million users, Product Owner at Monoqi and general manager of Monoqi for Business, Education: LSE, SSE, HEC
7. Former CTO at Curo Health, an Indian Health Care Startup, Built and managed a team of 15 developers in this role, 8 years of experience in software development, Education: Maharshi Dayanand University

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Traction

Revenue from Health Insurance Deals, 500 K € ARR without a marketing budget, Existing agreements with Health Insurance companies (Barmer, SVLFG and VAEB) that cover 10 million patients, Innovation fund project „Get Sleep - Stepped Care Model“

Customers: 15,000 of patients have used our interventions since 2012, 4,000 customers have paid for our interventions either out of pocket (150) or were covered by their health insurance (3850) since 2015

Awards: 2018 Novartis Gesundheitspreis; European Commission: Good Practice in Mental Health, 2017 EFPA - Comenius Award - Best European Junior Researcher, 2016 Charlotte von Bühler Prize, Wilhelm-Exner-Prize in Psychology

Investment

Investment sum:
3500000 EUR

Use of proceeds:
Marketing, Expansion of the team, Improvement of the product, Sales

Number of currently invested Business Angels oder VCs:
0

Preferred stake:
Minority Stake