

Vertical
Digital Healthcare & E-Health

Target market:
B2C (Business-to-Customer)

Stage
Seed: MVP available &
received first market feedback

Revenue-Stage:
Post-Revenue

Investment sum:
3,500.000 EUR

Number of founders:
7

Founded in:
2015

Legal form:
GmbH

HQ:
Berlin, Germany

Contact:
info@capmatcher.com

Psychotherapy online, anytime: Minority Stake Investment Opportunity in a Digital Healthcare / E-Health-Vertical

The start-up offers psychotherapy services in the form of digital interventions. These are supervised online courses which teach user tools through cognitive behavioural therapy, to help better manage their psychological disorder. The feedback provided boosts retention and personalizes the experience. In randomised controlled trials the interventions have shown to be as effective as face-to-face therapy at a significantly lower cost. 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: Sale of a digital product, Saas (Software as a Service)

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Product

Problem:

The problem is that 80% of people that fulfill the criteria for a diagnosis of a mental disorder do not seek treatment. This is the core target audience. By not treating the disorder the condition deteriorates, increasing the cost to health insurance companies and national health services.

Solution:

The start-up provides a therapy solution that is easily accessible and scalable. It helps to revolutionise first-line treatment for mental disorders, available anytime, anywhere, without waiting time. As a result, the start-up prevents their condition from deteriorating, reducing the cost to health insurance companies by obviating more costly treatment at a later date, as well as possible sick day payments.

USPs:

The start-up's CSO is one of the leading scientific researchers globally. The developed therapy helps people with a broad array of mental health issues, from stress and depression to anxiety and alcohol abuse. After a four-year-cooperation with Germany's second largest public health insurance company, the contract has been extended for another four years.

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Market**Prioritized geographic market:**

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

Market size (expected):

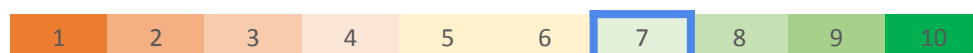
5 - 25 Mio. Euro

Market growth (expected):

10%

Competitive environment:

Yes, few competitors.

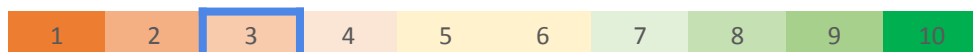
**Expected Switching Costs: ???****Financials**

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

Year	2016	2017	2018
Revenue	100	300	500
Profit	0	0	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:

10

Background of the team:

Leading researcher globally in the field of digital mental health; professor at Vrije Universiteit; president of ISRII; 150 peer-reviewed articles, 3700 citations; educated at Universität Lüneburg, Philipps-Universität Marburg, Universität Nürnberg-Erlangen and Harvard University

Start-up Managing Director from 2015 to 2019; secured contracts with VW, Deutsche Telekom, Barmer Occupational Health; Ph.D in Psychology; educated at Universität Trier, Leuphana Universität Lüneburg

Former Deputy Managing Director; expert for developing and evaluating digital interventions; Ph.D in Psychology; educated at Universität Konstanz, Leuphana Universität, University Southampton

Founded education start-up in 2011; exited to Springer Nature in 2017, raised 7.5 million €; published author; educated at Technische Universität Dresden, Hertie School of Governance, Columbia University

Former head of operations and finance at a health tech startup, 25 FTEs; hands on start-up experience with finance, legal, reporting, due diligence, data protection, HR etc.; former MD of non-profit with 16 FTE, over 3500 volunteers; educated at TUM

Former CPO at 8fit, a health and fitness app with 30 million users; product Owner at Monoqi and general manager of Monoqi for Business; educated at LSE, SSE, HEC

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; educated at Maharshi Dayanand University

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Traction

4000 users (paying out of pocket or paid for / reimbursed by health insurance); bootstrapped

Investment**Investment sum:**

3,500.000 EUR

Use of proceeds:

Marketing, Expansion of the team, Sales, Improvement of the product

Number of currently invested Business Angels oder VCs:

0

Preferred stake:

Minority Stake

