



**Scale  
Mental Health  
Support  
using AI**



## OUR SOLUTION



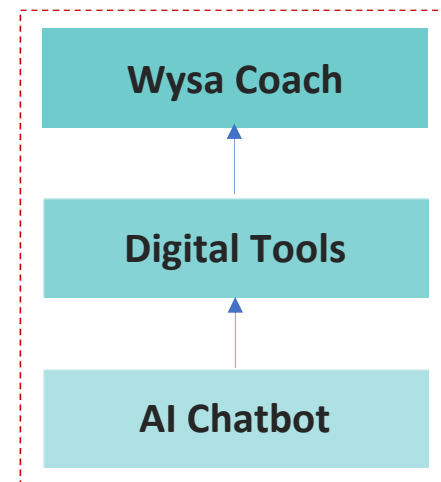
**Wysa uses AI to provide low friction, low-cost support at scale**

### Massively Scalable

Increases human reach by 10x

Low-cost with proven clinical efficacy

Low Friction: 24x7, anonymous, low risk, fun



30 people team can serve >1m people

## WHAT WE DO



*Our Mission:*

**Engagement Emotional  
resilience Early  
intervention  
For  
High-risk populations**

*Target populations:*

- ❑ Young adults
- ❑ Maternal mental health
- ❑ High-stress workplaces
- ❑ Major events / trauma
- ❑ Chronic illness eg diabetes



1,300,000 users

90 million conversations

30+ countries

1 million *breakthroughs* per year

The **Journal** that makes things **better**

**Mindfulness** and **Sleep Stories**

Your **Private** space anonymous & **secure**

What do **you** want to **talk** about?

**93%** of the users find Wysa **helpful**

Get **Coaching** from **psychologists**



## GLOBAL LEADERSHIP



#1 Digital intervention in young adult service;  
Top rated at 93% by ORCHA, with 100% on clinical assurance

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Google features Wysa as #1 mental health app for two successive years  
Selected into Google Launchpad and App Excellence Program

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Real-world study impact on depression vs a comparison group;  
Maternal mental health study for blended (coach+AI) solution

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Oxford University's Neurosec Lab finds Wysa to be the 'most user friendly', in  
global review for BBC and the Wellcome Trust

## ETHICS, PRIVACY & SAFETY



**Anonymity:** no personally identifiable data is collected (GDPR)

**Agency:** permission-based, user always has control

**Private:** chats stay internal, are never shared with third parties

**Scope:** self-help, not diagnosis; 13+ years

**Control:** non-generative NLP models

**Clinical Input:** curated, evidence-based content with clinicians

**Clinical Safety:** global standards ORCHA, DCB 0129 - NHS Digital

Focus on **Efficacy**

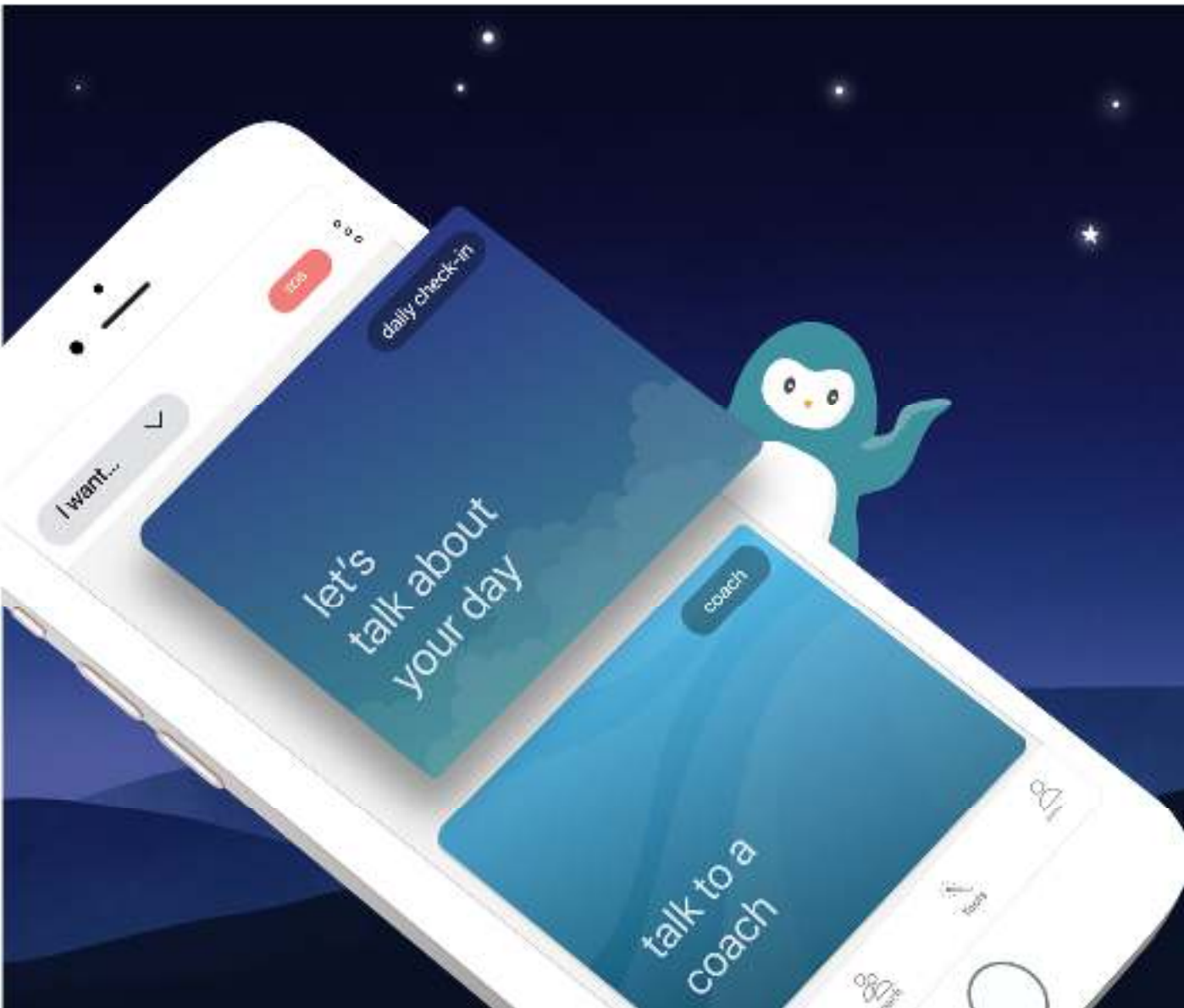
**“You phone cares for you.”**

**Emotional wellness, resilience ++**

**English > languages, voice**

**API-SDK integration, wearables, devices**





# THANK YOU

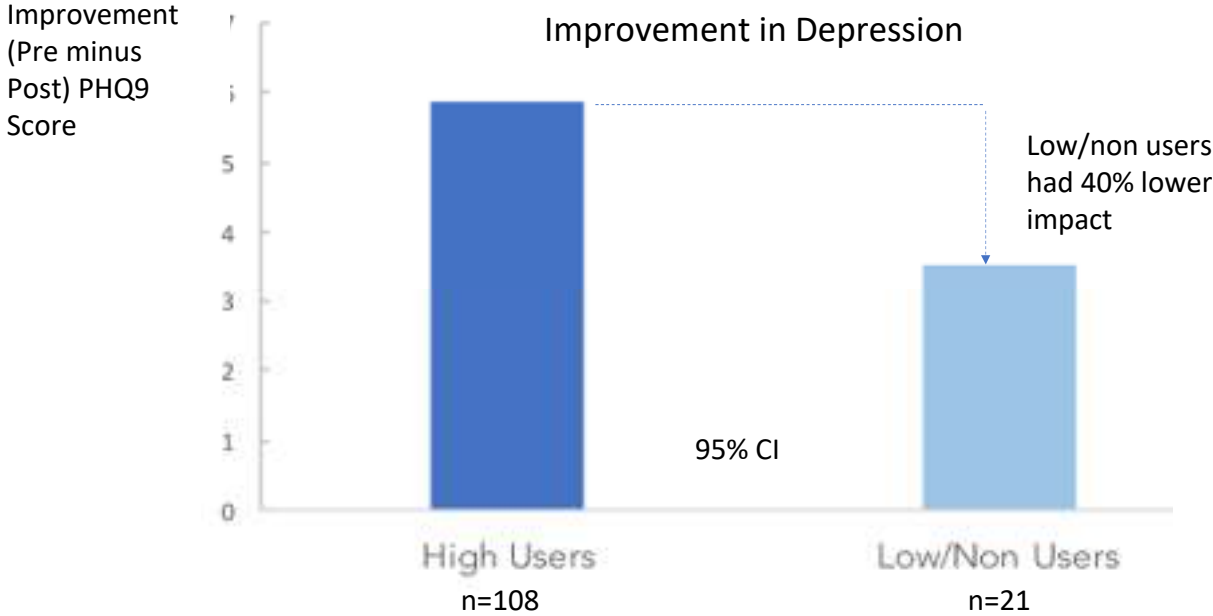
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# EFFICACY & EFFECTIVENESS

75% of hi-user group improved symptoms. Effect size was moderate and significant at 0.63



# APPENDIX: WYSA SNAPSHOT



>1M USERS

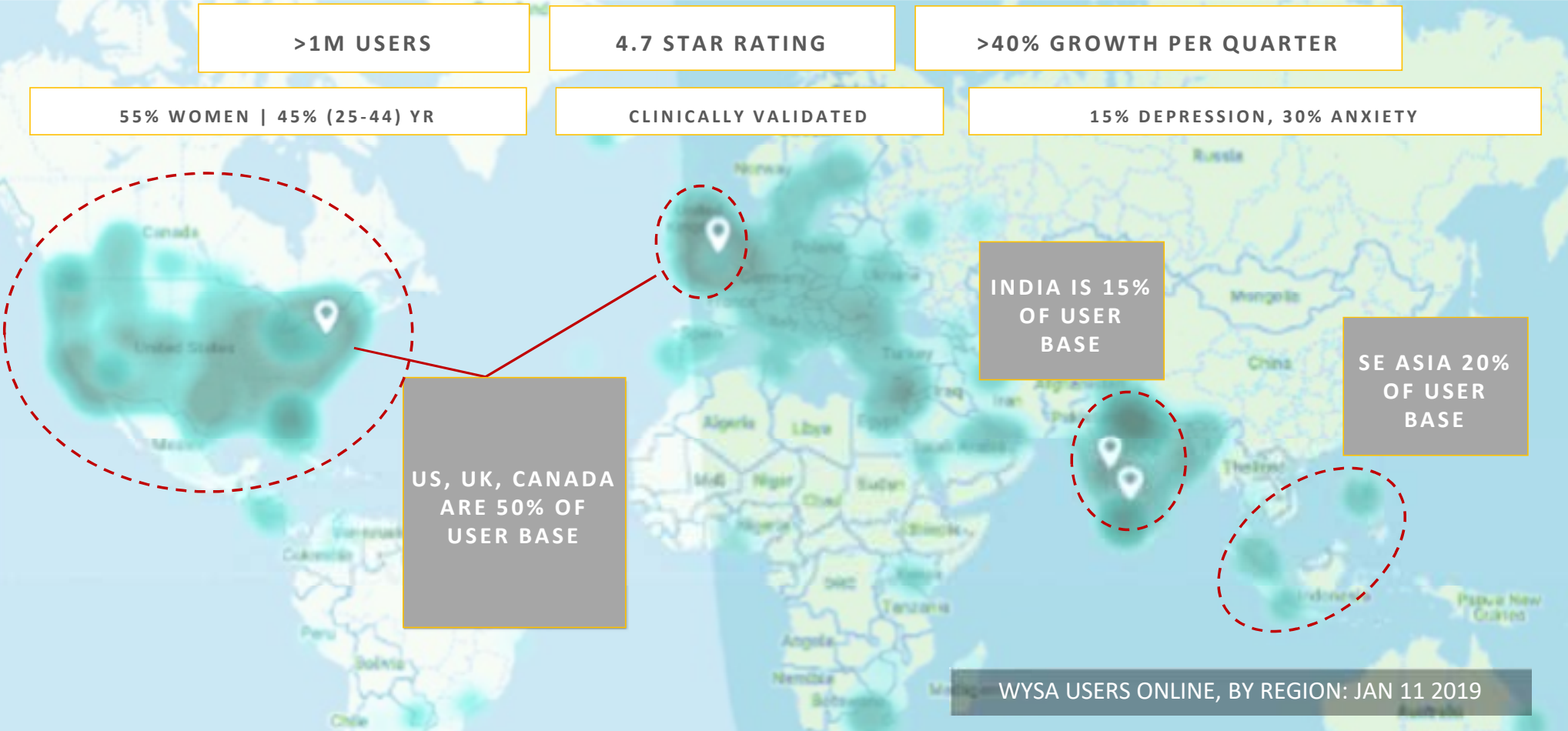
4.7 STAR RATING

>40% GROWTH PER QUARTER

55% WOMEN | 45% (25-44) YR

CLINICALLY VALIDATED

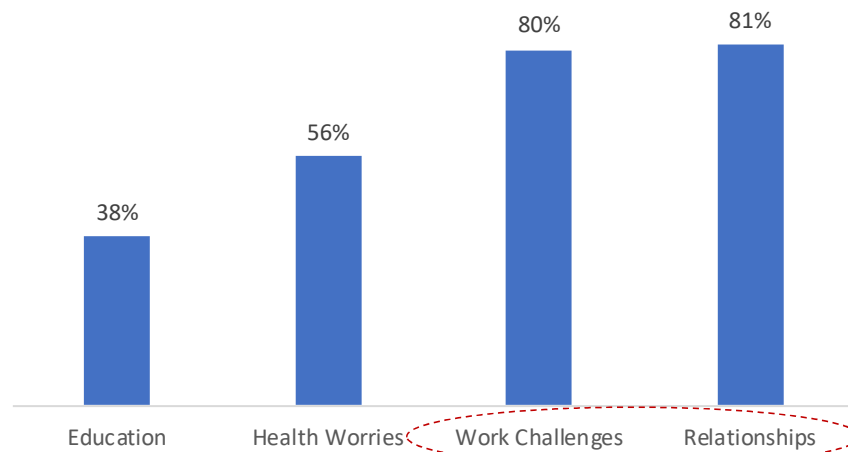
15% DEPRESSION, 30% ANXIETY



## GENERAL USAGE PATTERNS



### What people talk to Wysa about (% Users)



Source: Wysa Key Cohort Analysis, 10K Sample Conversations

### Common Emotions (% Users)

- Anxious : 52%
- Tired : 51%
- Sad : 51%
- Stressed : 49%
- Hopeless : 46%
- Bad : 45%
- Angry : 33%

### Top Interventions (% Users)

- CBT : 97%
- Sleep : 93%
- Journaling : 93%
- Positivity : 91%
- Tiredness : 88%
- Anxiety : 85%