Executive Summary

Wysa is used by more than a million people from all walks of life. Research-backed, widely used techniques of CBT, DBT, Yoga and meditation are employed to support you with depression, stress, anxiety, sleep, loss and a whole range of other mental health and wellness needs.

Talking to Wysa is empathetic, helpful, and will never judge. Your identity will remain anonymous and your conversations are privacy protected.

Wysa is an emotionally intelligent chatbot that uses AI to react to the emotions you express. Unlock techniques that help you cope with challenges in a fun, conversational way. For extra support, take guidance from a real human coach - a qualified mental health professional. Leveraging behavioral techniques, coaches help you identify, design and work towards goals that are aligned with your true values.

Website: https://www.wysa.io/

Awards and Recognitions:

• ORCHA Best App Health and Care 2020
• Featured app on the Google Play App Store for 2018 and 2019
• Top-rated app in research done by Oxfords Neursec lab, funded by the Welcom Trust
• SwissRe's Insurtech Accelerator Program Participant
• Google's Launchpad Accelerator Program Participant
• Philips Healthwork and Apple's Entrepreneur camp Accelerator Program Participant
• Alliance of the NHS(UK)
The Story Behind Wysa

As you probably know, the best things in life seem to happen when one is trying to do something else. That’s what happened with Wysa. Wysa was a side project – at that time the cofounders, Jo Aggarwal and Ramakant Vempati were building machine learning models to detect depression, using sensor feeds from the phone.

The detection model worked technically - with a 90% accuracy - but only 1 in 30 people actually took help from a therapist. However, the chatbot, which was only built as a wrapper app for the sensor code, turned out to be really popular Jo and Ramakant began to wonder what would happen if they helped people learn the skills to build emotional resilience using a simple conversation around their own situation. As they built it, they realized everyone could use these skills.

Wysa built itself from there. Wysa’s been driven by its users more than anyone else. Over the last two years, this has grown over word of mouth alone to a million users. Over 60 psychologists and 15,000 users have provided specific inputs to shape how Wysa helps them. 65 users have volunteered to help translate Wysa into their language.

Jo and Ramakant have learnt a lot during this journey. They learnt that privacy is key - so Wysa is and will always stay anonymous. Users didn’t want Wysa to feel too much like an app, or to offer too much advice - most of the time they just wanted to be heard, so the team worked hard on building Wysa's ability to listen. They found that the NHS had found Wysa useful for early support in children, so they are now building a parent coaching and anti-bullying program with an NHS mental health nurse. Researchers and psychologists from all over the world helped Wya keep things scientific and evidence-based.

JO AGGARWAL, co-founder and CEO of Wysa.

Previously, Jo was the Managing Director of Pearson Learning Solutions in the UK, where she was recognized by the eLearning Center in the UK as one of the top three thought-leaders in education technology globally. In 2009, Jo left her corporate career to join the founding team of Silatech, a UN-backed organization that uses technology to address root causes of terrorism by bringing jobs to youth in post-conflict Arab countries such as Yemen, Iraq, Syria, and Egypt. Her work on mobile employability has helped connect over one million young people to skills and jobs, and won a Silver at the Stevie Awards, as well as the Global Telecom Business Innovation award in 2013. Jo is on the Board of Head Held High, a rural employment social enterprise, a Trustee of the Rural Edge Trust, and an advisor to employability startups Edureka and Aspiring Minds. Starting her career in the Tata group’s leadership cadre (TAS), Jo has served as an expert advisor to McKinsey & Co and National Skills Development Council in India. Jo holds a bachelor’s degree from the Indian Institute of Technology (IIT), Delhi.

RAMAKANT VEMPATI, co-founder of Wysa.

Previously, Ramakant worked at Goldman Sachs International in London as a COO supporting the EMEA capital markets business; and at Barclays Capital in their global strategy team. Ramakant has also served as a senior advisor to a UN-backed entity, building a multimillion dollar impact investment portfolio in the Middle East and North Africa. This work included setting up Somalia’s first bank and the world’s first sharia-compliant microgiving platform, and has twice won the Thomson-Reuters Ethical Finance award. Earlier, Ramakant was a management consultant with Booz & Co in London and the leadership cadre of the $100B Tata Group (TAS) in India, where he held roles at the Group’s venture incubator and started up India’s largest data services firm. Ramakant holds an MBA from the London Business School, where he was a merit scholar. He has a bachelor’s degree from the Indian Institute of Technology (IIT), Kanpur.
Challenge
Mental health problems are a growing priority across international health sectors and it is estimated 1 in 6 people will have experienced a common mental health concern in the past week that sits below the threshold of a diagnosable mental health problem. According to WHO, mental health problems are projected to be the global leading cause of mortality and morbidity by 2030. Preventative programs and early intervention are key however traditional group programs do not scale efficiently or effectively.

Solution
Used around the clock and trusted by 500,000 people, Wysa is an emotionally intelligent chatbot that uses AI to react to the emotions you express. Unlock tools and techniques that help you cope with challenges in a fun, conversational way. For extra support, you can avail guidance from a real human coach - a skilled psychologist who will take you through the advanced coaching sessions for your needs.

Operating and Business Model
Wysa operates using a diversified business model that includes a combination of subscription for Wysa Premium or Wysa coach as well as through partnership with institutions such as employers and hospitals. Talking to Wysa is free, including tools offered in chat.

Impact
• 2 million+ people helped
• 60+ countries
• 100 million conversations
• 100+ self care tools
• 4/7 Appstore rating
• 5 peer reviewed publications