



**Presentation by a final recipient of a project example supported by an ESIF equity financial instrument**

**Nora Blum**, Co-Founder and CEO, Selfapy, Germany



 #ficompass



## THE PROBLEM

The lack of treatment for people with mental illness is associated with huge costs to the German economy



SUFFER FROM MENTAL DISORDERS<sup>1</sup>



3  
Months

AVERAGE WAITING TIME FOR TREATMENT<sup>2</sup>

57  
Percent

REMAIN UNTREATED<sup>3</sup>

82  
Million

SICK DAYS PER YEAR<sup>4</sup>

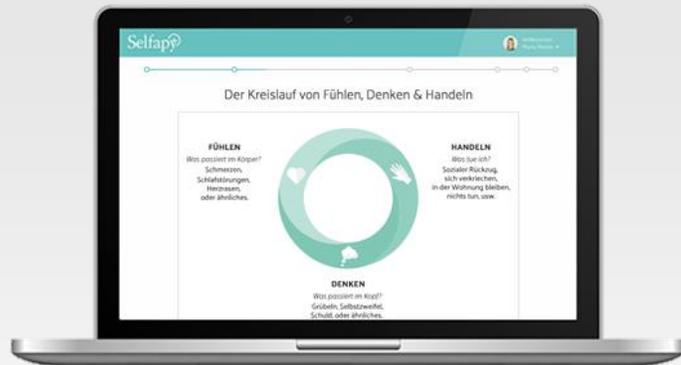
42  
Billion

€ ASSOCIATED COSTS<sup>4</sup>

1. Der Nervenarzt "Erratum zu: Psychische Störungen in der Allgemeinbevölkerung. Studie zur Gesundheit Erwachsener in Deutschland" (2016)
2. BPtK-Studie zu Wartezeiten in der ambulanten psychotherapeutischen Versorgung, 2011
3. Wittchen et al., 2011
4. BPtK-Studie zur Arbeitsunfähigkeit, 2015

## OUR SOLUTION

Selfapy offers psychologically guided online therapy courses that make effective & discrete therapy instantly available



### ONLINE COURSES

Weekly training modules teach users the principles of cognitive behavioural therapy.



### TRACKING

Users can track their mood and symptoms and receive automated feedback on their current situation.



### PSYCHOLOGICAL SUPPORT

Optional weekly interactions with psychologists via phone or chat keep users engaged.

## OUR SOLUTION

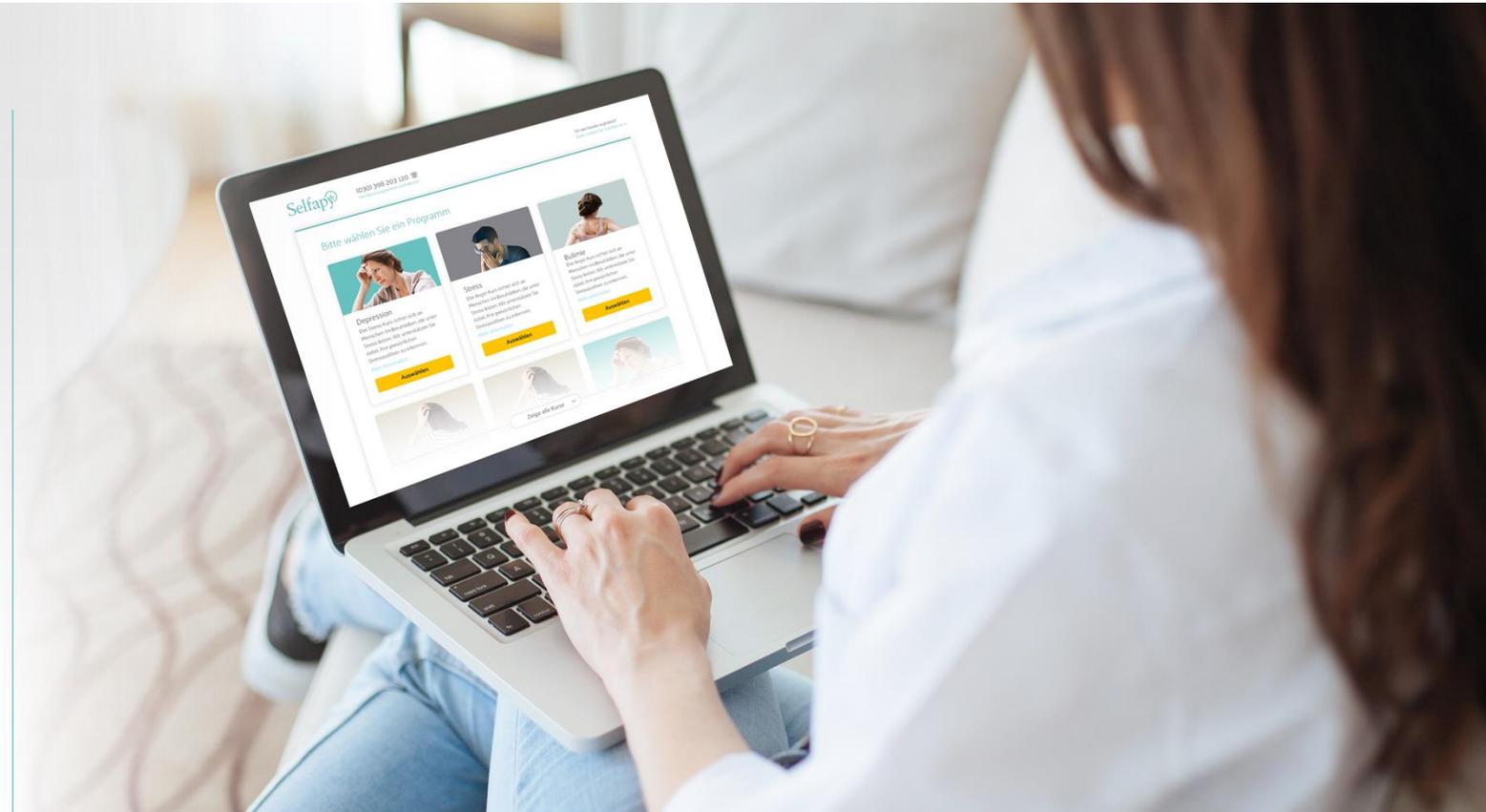
Our online therapy programs cover a broad range of psychological disorders

### Therapy Courses

- Depression
- Anxiety
- Panic & Phobia
- Burnout
- Bulimia, Anorexia, Binge-Eating Disorder
- Chronic Pain

### Prevention Courses

- Sleep
- Self-Esteem
- Mindfulness



CE certified medical product



Based on proven methods



Easy & flexible usage



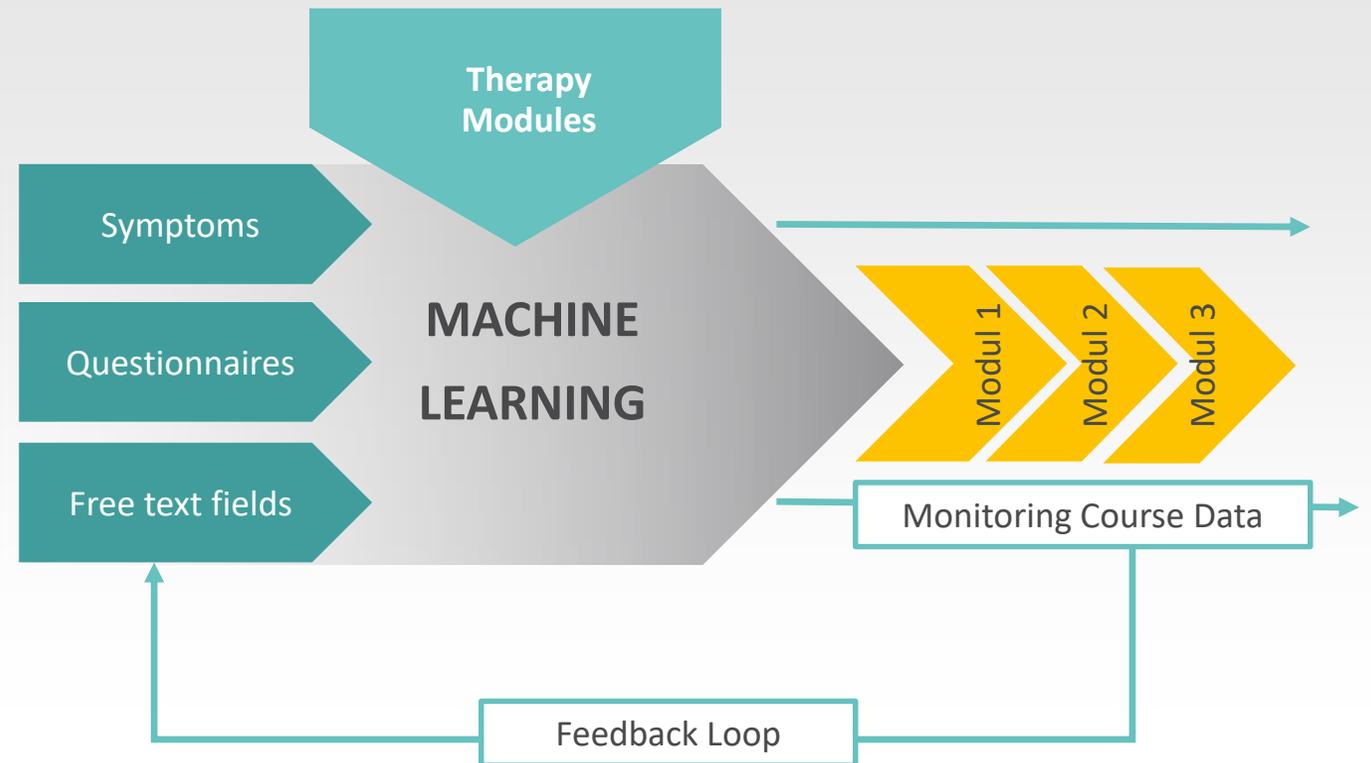
Anonymous and effective

## LOOKING FORWARD

The development of an algorithm-based therapy as well as a companion app will allow for individualised patient support

### APP & THERAPY ALGORITHM

- Individualised therapy modules based on the current situation
- Companion app makes it easier to track symptoms and events
- Therapy modules are individualised based on user data (app data & free text data)

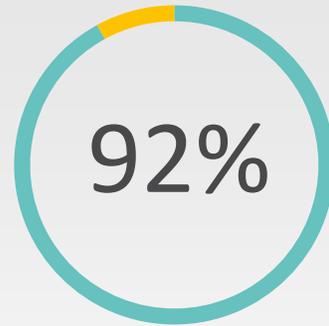


## EFFECTIVENESS

Selfapy's online therapy programs have been shown to significantly reduce symptoms of depression



SYMPTOM REDUCTION  
(measured via BDI-2)



COMPLETION RATE  
(after 9 weeks)



SATISFACTION  
(0-5 scale)

### Completed study

Pilot study with the UKE on the effectiveness of the guided 9-week depression course (results on the left).

### Ongoing studies

Study with the University of Bamberg on the effectiveness of the eating disorders courses.

Study with the Charité on the effectiveness of the depression course in combination with running.



UNIVERSITÄT BAMBERG



Universitätsklinikum  
Hamburg-Eppendorf



Users pay a monthly fee for our therapy programs. Health Insurances start to pay for the therapy.

# B2C



In the B2B space we partner with corporates as well as clinics.

## B2B

### CLINICS

- ✓ Integration into major psychiatric clinics (Asklepios)
- ✓ Integration into major rehabilitation clinics in cooperation with Caspar Health
- ✓ Cooperation with doctors' practices



Dr. Becker  Klinikgruppe



### CORPORATE HEALTH

- ✓ Corporate Health partner of various corporates
- ✓ Integration into established corporate health providers (EAP-Assist, Insite Interventions)



# The IBB Bet. funded us in two financial rounds

- Seed Round: 300 KEUR from the IBB Bet., 800 KEUR from BA / Public VC
- Series A: 150 KEUR from the IBB Bet, 1.150 KEUR from private VC/ public VC / BA
- The money was invested in the technical development of the product and the acquisition of further health insurance partners



### 1. Profit for Purpose

Together it is our mission to solve this social problem

### 2. Network

We benefit from the extensive contacts of the IBB Bet.

### 3. Positive Branding Effect

An investment by a public investor strengthens Selfapy's positive image



## TEAM

It is our goal to make psychological care easily accessible to everyone

### TEAM



**Nora Blum | CEO**

Psychologist from the University of Cambridge.  
Previous: Rocket Internet



**Katrin Bermbach | COO**

Psychologist from the International Psychoanalytic University,  
Previous: Charité



**Farina Schurzfeld | CMO**

>8 years of experience in Marketing & Sales.  
Founding member of Nevaly, Hitfox, Groupon



**Stefan Rothlehner | CTO**

Lead developer (Web & App)  
Previous: Founder & CTO of Foodora (Rocket Internet)

### BERATER



**Dr. Paul Schmidt**  
Doctor at the Charité, Sport Medicine Sportmedizin & leading the scientific study with the Charité



**Prof. Dr. Steffen Moritz**  
Professor at the Universitätsklinikum Hamburg-Eppendorf.



**Dr. Petra Becker**  
Managing director of the Dr. Becker Reha Clinics. Advisor.

AWARDS



Branding & Awards

Deutsches  
Arzteblatt

| Handelsblatt

Frankfurter Allgemeine

DIE  WELT



AWARDS





# Selfapy

Thank you

Geschäftsführerin & CEO

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financial instruments  
added value **ERDF** funding agreement revolving capacity building  
governance **ESF** EU guidance  
technical support seminars leverage financial intermediaries microfinance ex-ante assessment  
co-financing case studies  
investments **ESIF** fi-compass final recipients  
business plan thematic objectives  
advisory services **Thank you** loans **CF** equity  
guarantees banks life cycle combination of support  
**EAFRD** private investors factsheets  
conferences investment strategy  
fund of funds **EMFF** manuals  
managing authorities