

Global Psychology Learning Leadership Institute

Capstone Project for Emerging Leaders

Psyche Innovations



Dr Daniel Thomas Page
Founder and CEO

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LLI Mentor: Edwin Nharirira

Psyche Innovations is developing Psyche: Mental Health, a hybrid digital platform for young people and adults (ages 13 and up) to holistically improve their mental health and well-being.

Introduction

When I started the APA Capstone Project for Emerging Leaders in February, Psyche Innovations was just an idea. However, the support and collaboration from the Capstone project accelerated the creation of our company, which aims to address issues relating to SDGs 3 and 4. Since February, my team and I have been working towards developing Psyche: Mental Health, an app with the potential to empower individuals and communities from Africa and beyond with accessible and evidence-based mental health resources. In this report, I provide an overview of what we have achieved thus far.



**AMERICAN
PSYCHOLOGICAL
ASSOCIATION**



**GLOBAL
PSYCHOLOGY
ALLIANCE**

Psychology for Global Challenges

Company Overview

Psyche Innovations is a South African-based technology startup developing Psyche: Mental Health, a hybrid (mobile app and web-based) mental health solution.

Mission Statement

To empower individuals and communities globally with accessible and evidence-based mental health resources.

Product

Psyche: Mental Health is designed to improve users' mental health knowledge, psychological skills competencies, and encourage healthy behaviour.

Target Population

Young people and adults (ages 13 and up) in English-speaking developing and developed nations.

Business Model

B2C - Freemium offering with a subscription model for full access.

B2B2C: - Enterprise subscription model with added organisational features

What Sets Us Apart

Cost-effective development by an experienced team, collaborations in developing nations, and creating proprietary evidence-based psychological content.

Traction

Formalised collaborations with academia, industry, and the NPO sector.

Rapid user testing of our MVP is underway.

Team

An agile team including experts in psychology, software development, UI/UX design, and business.

Vision

To become the go-to mental health education and development platform globally - empowering users with the knowledge, skills, and resources to take control of their mental health and well-being.

Founder

Experience



Dr Daniel Page

FOUNDER; CEO
PSYCHOLOGY

- PhD in Psychology - University of Queensland.
- Founder & Director - Positive Youth Development Foundation (NPO/PBO).
- American Psychological Society - Emerging Leader.
- Multi-published author - International academic journals & WHO.
- Multi-grant recipient - Australia & Japan.
- Researcher - Interventions teaching psychological skills in Africa.



POSITIVE
YOUTH
DEVELOPMENT
FOUNDATION



Motivation

Daniel, at the age of 13, lost his disabled teenage brother to suicide. Since then, Daniel has dedicated life to helping others.

Daniel's miss drove him to pursue a higher education in psychology, founding and running a youth-focused NPO and leading research on adolescent and young adult populations.

Daniel's journey has equipped him with expertise in Psychology, Leadership, Business, Product Development, and Strategy.

Daniel was inspired by his life experiences, education, community work, and research to spearhead Psyche Innovations.

The Psyche Innovations team is building Psyche: Mental Health.

The Psyche: Mental Health platform will change the mental health landscape globally.

Team

Psychology Team



Zander Venter
CONTENT
CREATOR



Michael Luden
CONTENT
CREATOR



**Elizabeth
Wolmarans**
MARKET
RESEARCH



Rachel Parker
RESEARCH
ASSISTANT



Janco Bekker
RESEARCH
ASSISTANT



Jesse Campbell
RESEARCH
ASSISTANT

Tech Team



Cian Craeye
SOFTWARE
ENGINEER



Steven Craeye
DATA ENGINEER



Etienne Craeye
WEBSITE
DESIGNER

Creative Team



Tasha Van Zyl
DESIGNER



Liana Tollon
MARKETING

Content Advisors



**Emilia
Grigorean**
CLINICAL
PSYCHOLOGIST
(LLI PROGRAM)



**Karabo
Makhanya**
SPORT
SCIENTIST



Caitlin October
CONTENT
CREATOR



**Ryan
Van Der Poll**
CONTENT
CREATOR



**Alvin
Mapoy**
CONTENT
CREATOR
(LLI PROGRAM)



**Katia
Pestana**
CONTENT
CREATOR



**Prajna
Ukabhai**
CONTENT
CREATOR



**Hannah
Lukić**
CONTENT
CREATOR

Problem

Many people want to improve their mental health but don't know where to start.

Whether they are struggling or want to optimise and work on personal growth and development.

Where do they go, what are your options, how do they know it's trustworthy?



Mental health education

Mental health education is not taught in schools in many countries. Most people have a limited understanding of mental health and what they can do to promote their mental health.



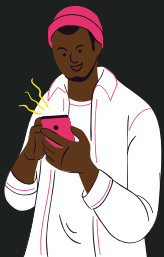
Cost

Quality mental health resources are unaffordable to most.



Evidence

People struggle to find trustworthy and evidence-based mental health resources.



Access

Millions of people need and seek digital mental health resources they can use anywhere and anytime.



The global mental health crisis is worsening.



1/4 of people have poor mental health.

Users

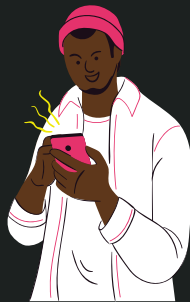
Individuals

Anyone wanting to improve their mental health and well-being

- Teens
- Young adults - Students
- Adults - Parents

Need: Affordable, convenient, and effective tool to improve mental health and well-being.

Solution: Personalised psychological training at your fingertips that is evidence-based, real-world applicable, and priced for everyone's pocket.



Organisations

For use by small teams all the way to large organisations

- Educators
- Mental health professionals
- Schools - Universities
- Business
- Government
- Non-profit organisations

Need: Valuable insights into users' well-being while fostering a culture of proactive mental health management.

Solution: Delivering insightful data on users mental wellness to organizations, while advocating for early and consistent mental health care practices.

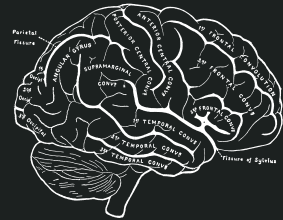


Solution

Psyche: Mental Health is a hybrid platform (app and website) that seamlessly integrates world-class science, technology, and design.

Science

- Evidence-based - Content created by Psychologists.
- Psychological skills - Array of content catering to different needs/interests.
- Practical - Skills with real-life applicability
- Psychoeducation - The ABC's of mental health and psychology
- Mental health scale - Holistic measure of determinants of mental health



Technology

- Hybrid platform - Accessible on phones, tablets, and computers.
- Gamification - Rewards and achievements for completing content.
- Progress tracking - Mental health improvement data for the individual and organisation.



Design

- Interactive content - Learning through activities.
- User-centred design - Creative content.
- UI/UX - Exciting design and user experience.
- Personalised - Features to individualise the user experience.





PSYCHE: MENTAL HEALTH

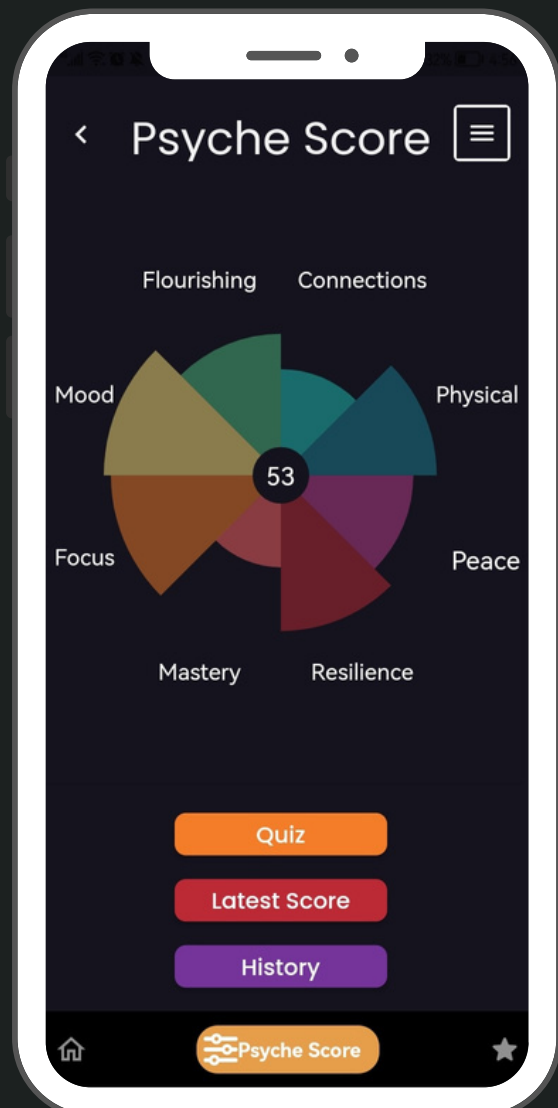
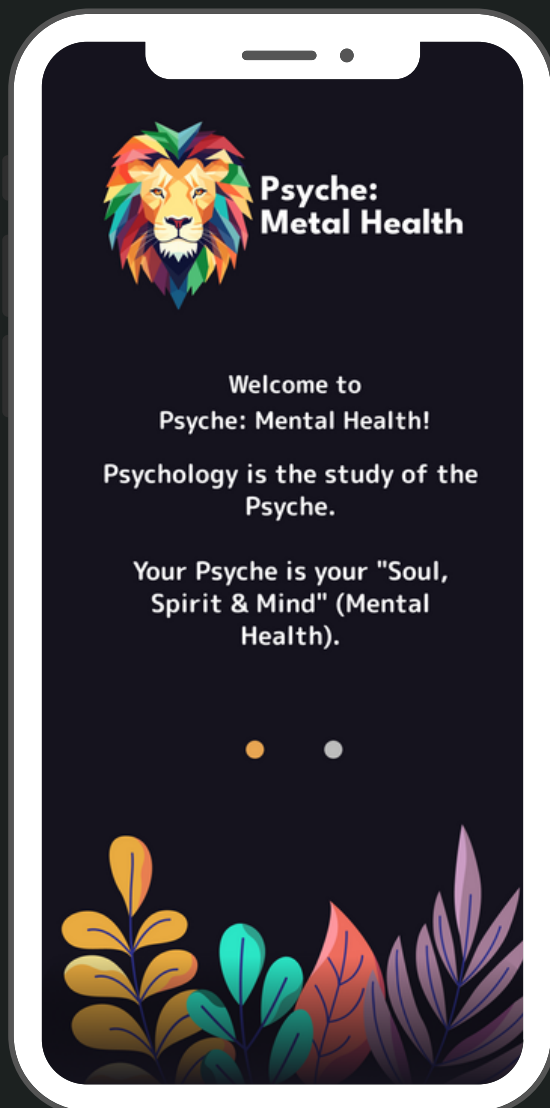
Core Features: Psyche Scale and Psychological Skills

The Mental Health scale helps users get insight into their well-being, personalizing the learning, and tracks users development.

The Psychological skills empower users with competencies to improve their mental health, well-being and optimal functioning.

Mental Health Scale

- Holistically measures core determinants of mental health.
- Identify strengths and areas of growth.
- Monitor progress and achievements.
- Personalises the learning experience.
- Organisations dashboard - An aggregated overview of organisational mental health.



Psyche Scale - Domains

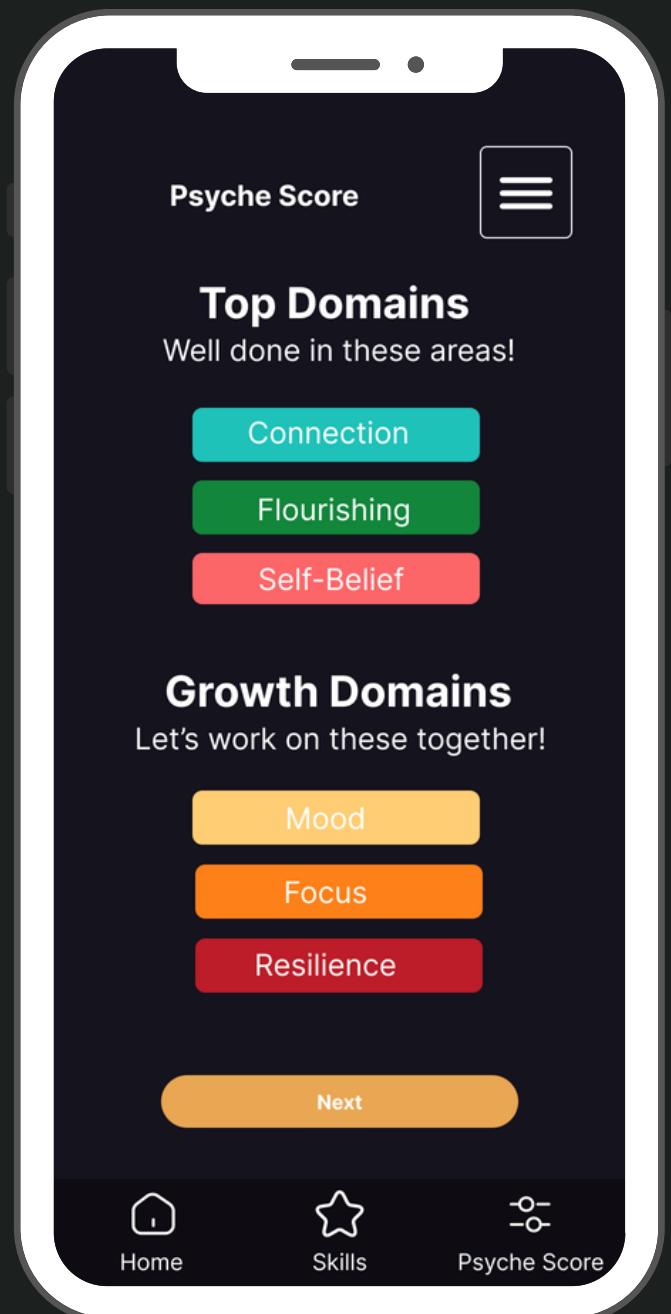
Users mental health profile is divided into 8 interconnected domains.

The domains are measured using a range of mental health assessment questions.

A user's mental health is displayed as a global score (out of 100) and in 8 core domains (in the app).

Psychological Skills can improve several of the domains.

However, we have separated the skills into one core domain for the user to visualise (displayed in the next slide).



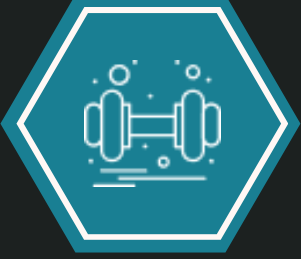
Psyche Scale - Domains



Connection

Building and maintaining healthy relationships and social skills for mental well-being.

- Help-seeking, Group harmony, Healthy boundaries



Physical

Good physical health, including sleep, exercise, and diet, is crucial for mental health.

- Body awareness, Mindful eating, Deliberate breathing



Peace

Achieving inner peace and mindfulness for improved mental health and purpose.

- Mental imagery, Self-reflection, Creative expression



Resilience

Effective stress management and adaptability for bouncing back from challenges.

- Coping, Mental toughness, Stress management



Mastery

Developing confidence, self-belief, and personal growth for better mental well-being.

- Assertiveness training, Self-efficacy, Self-talk



Focus

Enhancing concentration, creativity, and motivation to boost mental health and productivity.

- Locus of Control, Problem-solving, Goal-setting



Mood

Managing emotions to enhance mental health and cope with life's ups and downs.

- Activation control, Gratitude, Anger management



Flourishing

Thriving by optimizing potential, positivity, and satisfaction in life.

- Strengths identification, Healthy habits, Learned optimism

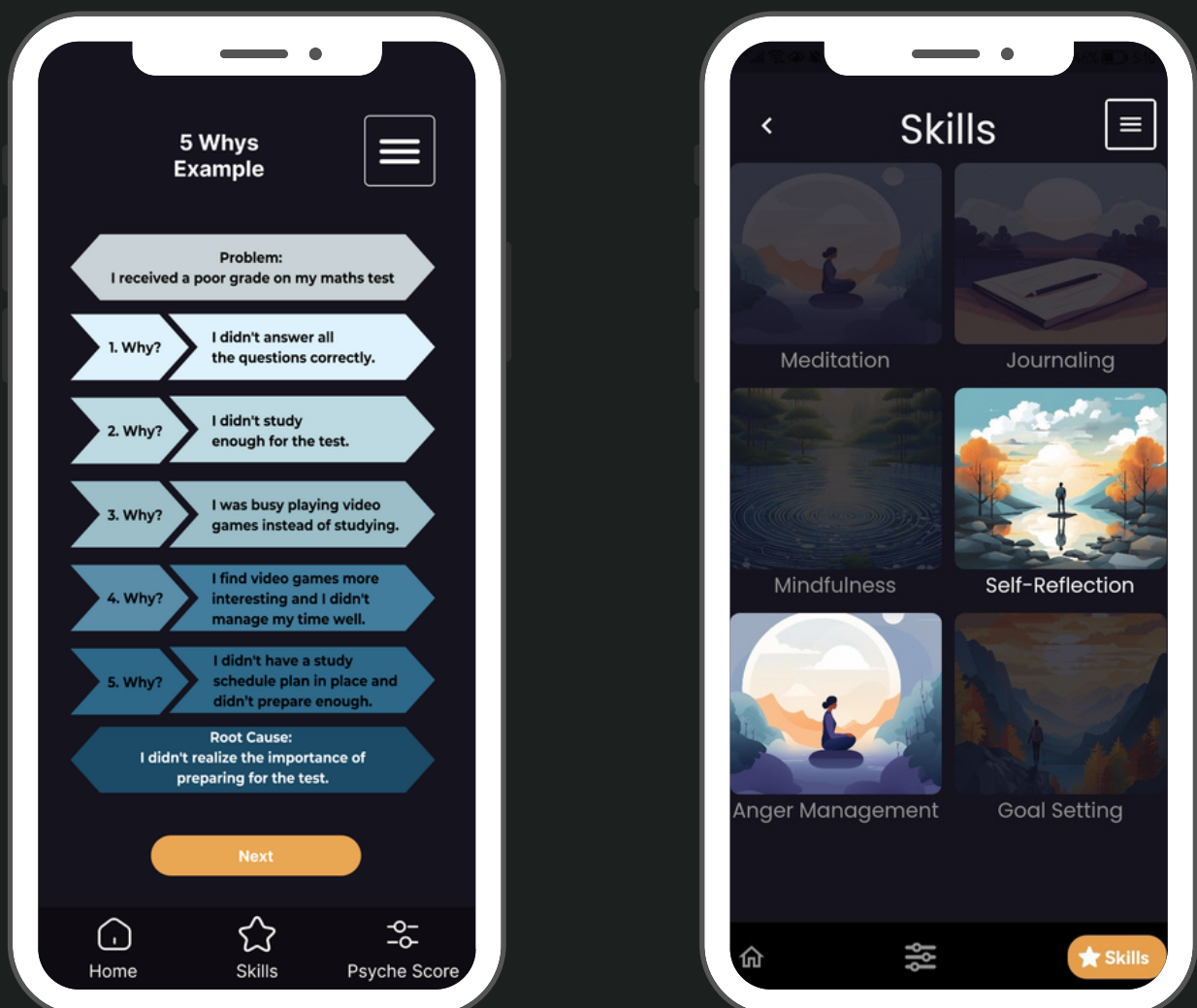
Psychological Skills

Users are guided to learn and improve their Psychological Skills based on their Psyche Score (mental health score).

Users can learn any of the skills in the library, which are curated into skill chains.

- Skill Chains - Psychological skills are taught in bit-size activities.
- Curated library - An array of content appealing to numerous interests.
- Developed by Psychologists - Skills are evidence-based and reviewed by external mental health experts.
- Practical and useable – Skills have real-world applicability and can be used in everyday life.
- Behaviour change – Skills are designed to be create system changes in users' lives, thus helping to create lasting change.

Psychological Skills (in the app)



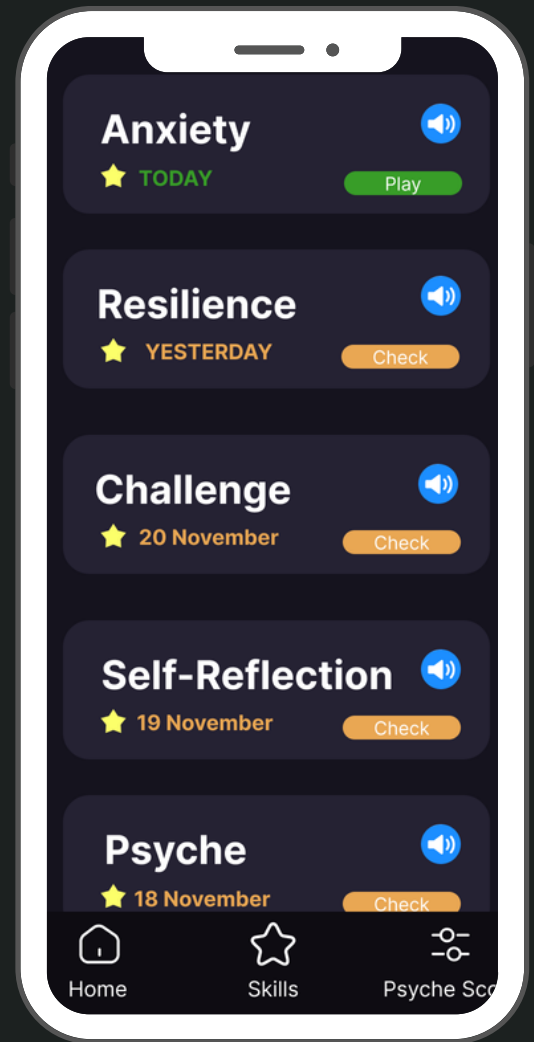
Additional Features

Word of the Day

- Introduces users to important mental health terminology in a concise, informative, and gamified manner. It functions as a dictionary that educates users about crucial terms relevant to their well-being while developing self-awareness.

Referral Function

- Directs users to various free support services, such as local helplines, giving users immediate access to crucial assistance



Planned Features

- Machine learning - Personalised experience and content using mental health scores.
- Achievements – In-game levels correspond to real-life rewards.
 - Example: Achieving a high content completion rate reduces Medical aid costs.
- Additional mental health scales - Diagnostic scales
- Accessibility - Features to improve usability, e.g., low data mode.
- Social features - To share content and encourage engagement and referrals.

Psyche: Mental Health

What Benefits Will Users Gain?

The following dimensions will improve:

- Mental Health
- Stress Tolerance
- Self-knowledge
- Psychological Skill Usage
- Well-being
- Resilience
- Self-care
- Mental Health Literacy



How Will the App Meet the Needs of Users?

Affordable: Mental health services are often expensive and prohibitive. Our users will value our app's convenient and affordable access to mental health services.

Relatable: Our app's language, design, and content are relevant and accessible to youths and adults. Our content resonates with a wide range of lived experiences, as we take a universal mental health perspective. We will contextualise the app to each market we address.

Trustworthy: Our high-quality, evidence-based content, created by psychologists, assures users of its credibility. This builds trust and makes our app a reliable source for improving mental well-being.

Empowerment: The users will learn practical tools for skill development, empowering them to overcome challenges, cultivate resilience, and promote functioning.





Who We Serve

Target Population:

Teens: 13 - 18

Young adults: 18 - 30

Adults: 30+

Geographic Focus - English-speaking Nations

Africa: South Africa, Nigeria, Kenya, Tanzania, & Ethiopia.

Asia-Pacific: Australia, New Zealand, India, Pakistan, & Philippines

Global North: UK, USA, & Canada

Potential Reach:

- African market is largely underserved.
- Asia-Pacific fastest growing market.
- Global North market is the largest and most competitive.
- Young people are the largest user segment and spend the most on mental health apps.
- Rising mobile penetration - In sub-Saharan Africa and Asia pacific.

Google Trends - Increasing interest in Mental Health (Psychology) Apps

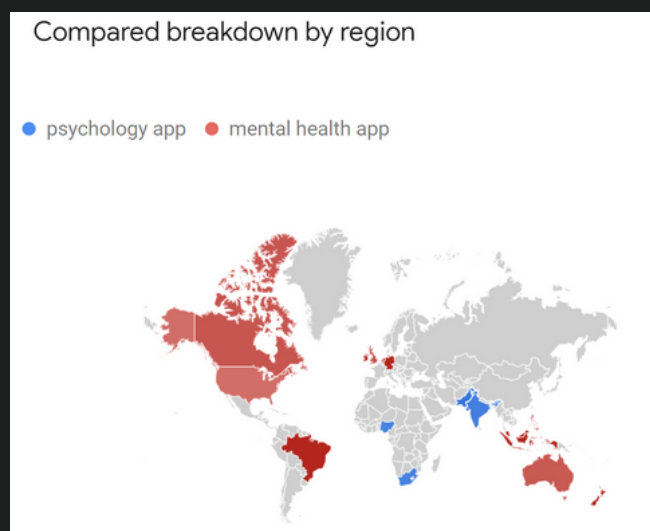


Figure: Source

Technology & Science

Technology Backbone

A curated library of evidence-based psychological skills content taught in a user-friendly and engaging manner.

Key Intellectual Property

Psyche Score - Mental Health Scale
Psychological Skills Content
Mental Health Education Content



Innovation

World-class psychology content developed by local and international collaborators.

Intelligent systems for the curated library, machine learning, gamification, and organisational features.

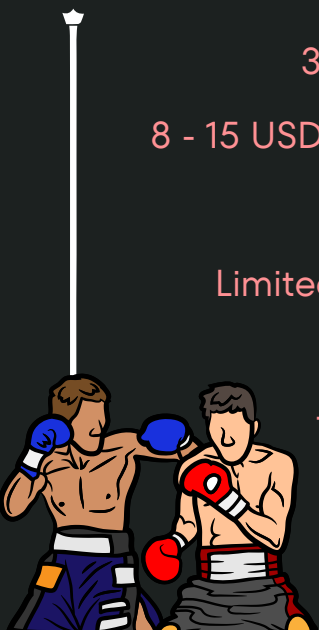
Designed and taught using the latest edTech approaches.

Our Differentiating Features

Holistic mental health scale
Evidence-based psychological skills content
Developed for young people
African focus
Social Good Emphasis



Advantages

Criteria	PSYCHE: MENTAL HEALTH	VS	Competition
Science:	Evidence-based		3-4% have Evidence
Price:	2 - 5 USD monthly		8 - 15 USD monthly (average)
User Segment:	Young People & Adults		Adult Focused
Offering:	Holistic Content		Limited/specific offerings
Markets:	Developing & Developed		Developed
Focus:	Promotion & Prevention		Treatment Focused
Partnerships:	Social Good Partnership		No collaboration

Contextual Advantages

- Promotive and Preventive Focus - An effective solution that differs from the traditional focus on treatment. Contextual knowledge of what young Africans need and want to know.
- Networks - Connections with academia, NPO, education, and government.
- Science & Technology - Evidence-based content created by Psychologists and Designers and presented using the latest edTech approaches.
- Cost-Effective Development - The South African team is highly skilled, experienced, passion-driven and economical, allowing for efficient development without compromising quality.
- Contextual Relevance - An in-depth understanding of developing nations' needs and established networks to enter and succeed in developing markets.

Marketing and Sales Strategy

Distribution Channels

REFER A FRIEND!

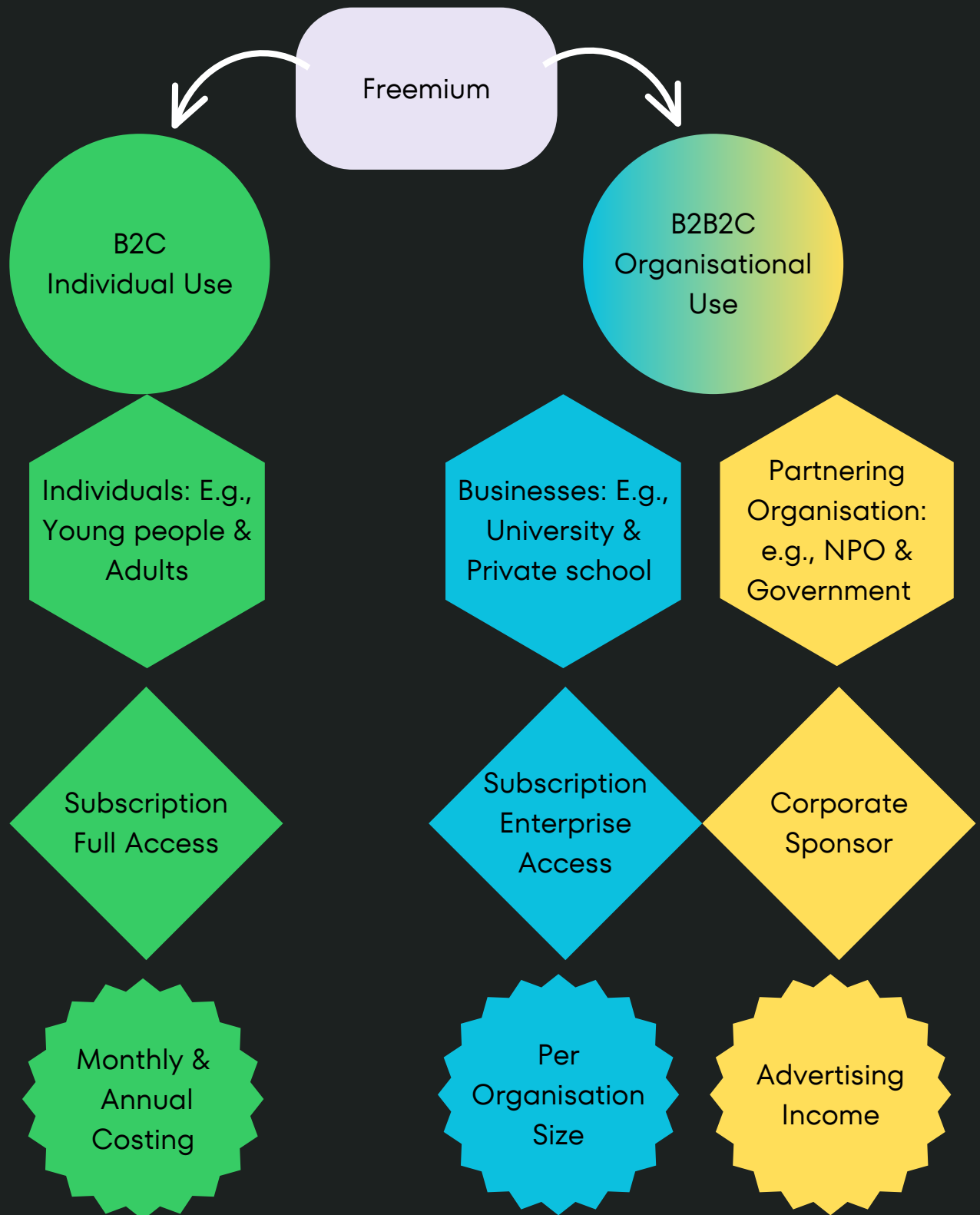
- **Marketing (B2C):** Targeted ad campaigns on social media, SEO, influencer collaborations, content marketing, and collaboration events.
- **Referral Program (B2C):** In-app benefits for referring friends/family.
- **Organizational Users (B2B):** Email marketing, prospecting, and cold calling. Organisational users distribute the product internally.
- **Collaborations (Sponsored):** Participating NPOs and governmental agencies distribute to their audiences, thereby increasing brand awareness and resulting in upsells/conversions.

Key Marketing Channels

- App stores optimisation - Google Play & Apple
- Social media (LinkedIn, Facebook, TikTok, Instagram)
- Email marketing
 - Prospecting
- Advertising
 - Paid Search and Retargeting Ads
 - Social Media ads
- Content Marketing
- Search Engine Optimisation
- Public Relations
- Influencer Collaborations



Business Model



What is the Pricing Model?

Freemium - A quality basic/intro offering that encourages users to pay for all the features.

Geographic Pricing - Developed countries will pay slightly more for the product.

Value-based Pricing - Pricing will be based on quantitative feedback/data from user testing

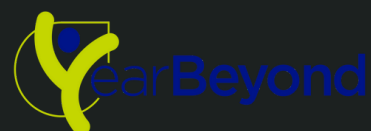
Conclusion

We firmly believe that the project will benefit the global community in ways that are both immediate and long-lasting. By partnering with NPOs, we are able to directly address the needs of those who are most vulnerable. Furthermore, our collaborations are helping us to refine our approach and identify areas where we can improve.

At the same time, we are excited about the growth of our team. Each member brings a unique set of skills and perspectives, and we are proud to work with such a dedicated and talented group of individuals. With more pilot testing underway, we are confident that we can continue to refine our approach and ensure that our project is as effective as possible.

Looking ahead, we are committed to our long-term goals. Our business model is designed to ensure that we can sustain our efforts over the long term, and we are confident that we can make a real difference in our community. We are excited to continue our work and to see the positive impact that we can have on the lives of those around us.

Our Collaborators



Finale



PSYCHE: MENTAL HEALTH

Psyche Innovations is using science, technology, and collaboration to improve mental health outcomes globally.

Psyche: Mental Health is a digital mental health solution.

Contact: Dr Daniel Page - daniel@psycheinnovations.com

Psyche Innovations - Website Link



Psyche: Mental Health - Google Play App Link



Psyche: Mental Health - Web App Link

