



Business Summary

At Oyama, a health technology company, we are on a journey to teach people to become balanced humans.

Problem

7% of the world population (548 million people) are struggling with depression and anxiety disorders. We are currently facing a mental health crisis, where society is not sustainable and we don't have the tools to cope with modern life.

Why is that?

People are paying attention to their diet and going to the gym but not taking proper care of their mental wellbeing. People are not aware of the benefits of psychotherapeutic tools and the tools are not easily accessible because of a high threshold to seek help, a high price and the negative attitude towards psychotherapy, i.e. the stigma.

Solution

Oyama is a platform that teaches you the tools to tackle your daily challenges.

We provide personalized tools and guidance to better understand yourself and a peer-support community to encourage you on your journey.

When you enter the Oyama app, you join an anonymous community, where one can relate to other users stories. You can give helpful advice and positively reinforce one another.

At the core of our app is our personalized journal, which teaches you to express yourself and guides you through a motion of evidence-based psychotherapy exercises to help you build healthy and sustainable habits.

Business Model

We are launching our free public beta version in June with peer-support free for all.

Later this year, we'll start selling our premium content, evidence-based psychotherapy programs, with monthly subscriptions starting from SEK 129/month (SEK 999/year).

Milestones/Traction

To date, we have run several pilots in high schools in Sweden and Finland in order to validate our evidencebased psychotherapy programs. Currently, we are launching our beta version to our first 100 users and aiming to distribute our app to at least 1000 WAUs by the end of this year.

Ask

We are raising a Seed round of 20 MSEK in order to further fuel our product development and start marketing towards the consumer. We want to invite you to invest your time as a beta tester or as an investor. Sign-up for beta testing on our website getoyama.com.

Join us on our journey of building a world, where every human has a positive social impact.

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