brightlife

Effortless Mental Health Care Through Innovation

📞 +358 44 327 6511   ✉ elias.palpatzis@brightlife.fi   📍 Tampere, Finland   🌐 brightlife.fi

About Us

Every year, **one-fifth of adults suffer from a mental disorder**. **Brightlife** is on a mission to improve people's mental health by innovating **more effective mental health services**.

Our team is **passionate, ambitious** and **full of potential**. Diversity is the word that best describes our team. We have academic background from three different fields, including **business, medicine** and **technology**.

Antti-Ville Räisänen
CPO

Elias Palpatzis
CEO

Timo Hartikainen
CTO

Eero Haikonen
COO

Merits

RedBrick Pre-Accelerator — Mar, 2021

May, 2021 — **RedBrick** Accelerator

3rd place GISU Competition — Oct, 2021

Dec, 2021 — **Company registeration**

SPARK Finland — Jan, 2022

Feb, 2022 — **1st place** GrowUp Students Competition

Problem

Technology hasn't been utilized to make mental health care more efficient and the same outdated resources are used to serve an **ever-increasing number of patients**. The biggest problems in the field of mental health are:

- **Availability**
- **Complex treatment paths**
- **Care inefficiency**

Our Solution

Brightlife Flow is a **SaaS** based platform where mental health professionals and their clients can safely meet each other. The platform allows professionals, such as psychotherapists, to provide therapy remotely and automate daily tasks. Clients can easily attend therapysessions and do exercises between sessions through **a mobile app.**

For **Therapists**
- Saves time
- Support for entrepreneurs
- Tools for better treatment

For **Patients**
- Helps finding the right therapist
- Access therapy anywhere
- Progress monitoring

Business Model

🤝 Mental health professional **pays 89€/month**

🗺 **In Europe,** there is estimated **350 000 psychologists**

🪙 **15% of the Market** with our 89€ monthly fee = **4 650 000€/month**

📊 Online mental health market **CAGR = 14.6%**

Funding Goals

This is our **pre-seed** funding round. The company is owned **fully** by the four **founders**.The funds raised will be allocated as follows:

17% General & Admin

58% Product Development

25% Regulation

We're raising 250 000€