



Phoenix Digital Health: YouMatter Executive Summary

Contact Information
Phoenix Digital Health:
YouMatter
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Management Team
Amanda Wang, Founder
Melissa Arbuckle, MD, PhD,
Head Advisor

Industry
Digital Health

Type of Financing Sought:
\$725k Pre-seed, \$1.5M Seed

Total External Capital Invested
\$0

Use of Funds
Create video content, develop
further iterations of app, build
team, and create research stud-
ies on efficacy.

Year Founded
2016

Type of Entity
LLC

Business Description / Company Background

YouMatter is a digital tool and service helping prevent suicide and self-injury by melding media and technology with evidence based strategies. Founded in 2016, we are planning to help people navigate through the often perilous transition between hospital discharge and outpatient appointments, bridging the gap between treatments. We act as a digital guide by elevating the use of psycho-education and evidence based skills through storytelling and video.

Products / Services

YouMatter will deliver video-based content telling stories of those who survived and continue to thrive through their self-injurious and suicidal thoughts, urges and actions. We will also provide clinician-based videos that will help users learn evidence based skills to cope. These survivor stories and clinician skill training videos will be the cornerstone to the digital app, which will also include ways to connect to crisis services, hospitals, therapeutic team, support team, and the YouMatter community at large. There will also be a way to track moods and urges and share it with their treatment team. The first iteration of the app will be available at the end of May 2018.

Management / Team / Advisory Board

Founder, Amanda Wang, has lived experience with mental illness and suicidal/self-injurious urges and has received evidence-based treatment. She has a background in digital design and interactive media. Dr. Melissa Arbuckle, a psychiatrist and vice chair of education in psychiatry at Columbia University, is head of our advisory board, specializing in adult learning.

Customer Problem(s) Solved / Market Opportunity

The medical cost of non-fatal suicide attempts is \$1.5 billion. Those making suicide attempts requiring hospital admission are at high risk of further hospitalization for suicide attempt and of death from suicide. Of those who are discharged from the hospital after a suicide attempt, the risk for another suicide attempt is 100 times the average rate immediately following discharge, costing \$9,500 per patient for hospital readmission. YouMatter seeks to mitigate suicidal and self-injurious behavior by creating different channels for help, whether through crisis hot-lines, psycho-education, peer support, or more effective collaboration with mental health providers at a third of the cost. By doing this, we seek to reduce the re-hospitalization rate and its cost.

Revenue / Business Model

YouMatter is looking to provide the app and its services to health systems and health insurance companies at \$3000 per user, per year, with additional service of a social worker care counselor at \$800 per month. Our goal is to reach our first 1,000 users by the July of 2019.

Marketing, Sales / Distribution Channels / Partners and Customers

We have heard from health systems that expressed interest in using the app: NewYork-Presbyterian Columbia University, Wyoming Medical Center, Utah Department of Health, MidMichigan Health, HCA Healthcare, and Vermont Suicide Prevention Center. YouMatter has over 1,500 email subscribers and Facebook members and look to them for feedback and future testing.

Competition / Competitive Advantages / Customer Benefits

Our key competitive advantage is that not only do we use the power of storytelling to convey the spirit of encouragement, strength, and hope to our users, but also act as a hub to create a cohesive, one-stop place to work on all things mental health. Users will not have to use multiple apps or resources (like CalmHarm, My3, Safety Plan) to engage in mental health education or connections with their support system.

Financial Projections

Year	2018	2019	2020	2021
Revenue	\$95K	\$3M	\$5M	\$8M