

HEALIX

X

SUI

SUI hackathon

28/09/2025

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Trust Gap in Mental Health Apps

01

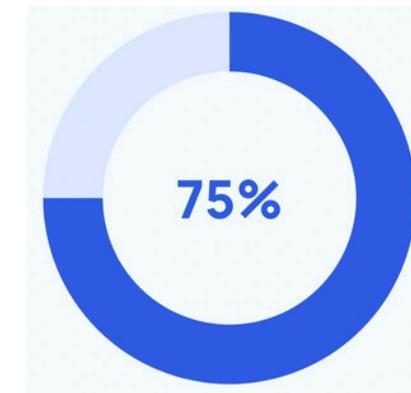
Fear of personal data
being leaked



DATA LEAK

02

75% fear data misuse

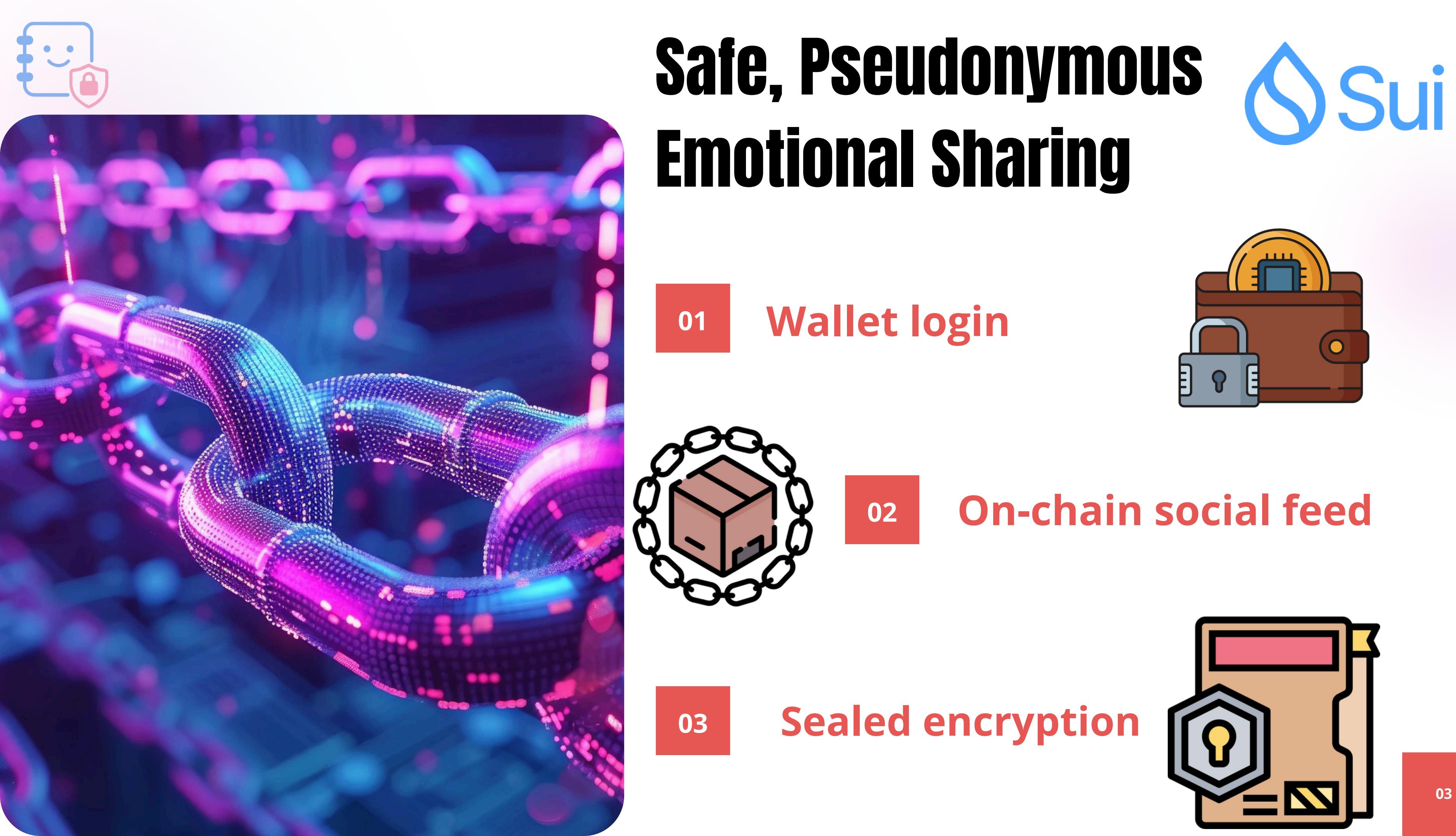


03

2022 BetterHelp

BetterHelp under fire following deceptive practices - <https://dot.la/betterhelp-scandal-2659494395.html>
Therapy App And Ubiquitous Sponsor BetterHelp Caught Sharing User Data With Social Media Companies - <https://knowyourmeme.com/news/therapy-app-and-ubiquitous-sponsor-betterhelp-caught-sharing-user-data-with-social-media-companies>
FTC Sues Online Therapy Service BetterHelp, Which Shared User Data With Social Media Companies - <https://www.ftc.gov/news-events/guidance/2023/03/ftc-says-online-therapy-service-betterhelp-shared-user-data-social-media-companies>
BetterHelp Pays \$7.8M in FTC Settlement, Agrees to Stop Sharing Patient Data for Advertising - <https://www.ftc.gov/press-releases/2023/03/betterhelp-pays-7-8m-in-ftc-settlement-agrees-stop-sharing-patient-data-advertising>
BetterHelp Patients Forum Is 'Sketchy' Therapists - <https://www.newsweek.com/betterhelp-patients-tell-sketchy-therapists-1762849>
Teladoc-Hu�ed BetterHelp to Pay \$7.8M to Online Therapy Users for Alleged Data Misuse, per FTC Order - <https://www.federalhealthcare.com/health-tech/teladoc-owned-betterhelp-pay-78m-users-alleged-data-misuse-ftc-order>
The Failed Promise of Online Mental Health Treatment - <https://www.wsj.com/articles/the-failed-promise-of-online-mental-health-treatment-11671390353>
BetterHelp Controversy: Is It Still a Good Platform for Mental Health? - <https://theraphyhunter.com/betterhelp-controversy>
How the BetterHelp Scandal Changed Our Perspective on Influencer Responsibility - <https://www.maastrichtuniversity.nl/blog/2021/02/how-betterhelp-scandal-changed-our-perspective-influencer-responsibility>
The Creepy Secret Behind Online Therapy - <https://www.businessinsider.com/online-therapy-mental-health-apps-betterhelp-talkspace-cerebral-dark-side-2023-4>
BetterHelp Shared Customer Data While Promising It Was Private, Says FTC - <https://www.theverge.com/2023/7/2/23622227/betterhelp-customer-data-advertising-privacy-facebook-snaphat>
BetterHelp Shared Users' Sensitive Health Data, FTC Says - <https://apnews.com/article/betterhelp-ftc-data-privacy-beefca408873661d1f8986bb75d8df07>
BetterHelp Online Therapy Company Ordered to Pay Millions 'for Sharing Customer Data' - <https://www.independent.co.uk/tech/betterhelp-customer-data-ftc-settlement-62293434.html>
The Spooky, Loosely Regulated World of Online Therapy - <https://jezebel.com/the-spooky-loosely-regulated-world-of-online-therapy-1841791137>
YouTuber's BetterHelp Mental Health Controversy, Explained - <https://www.polygon.com/2018/10/4/1793262/betterhelp-app-youtube-sponsorship-controversy-explained>





Safe, Pseudonymous Emotional Sharing



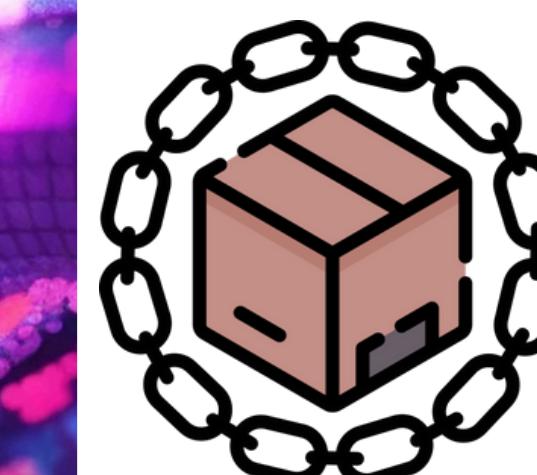
01

Wallet login



02

On-chain social feed



03

Sealed encryption



03



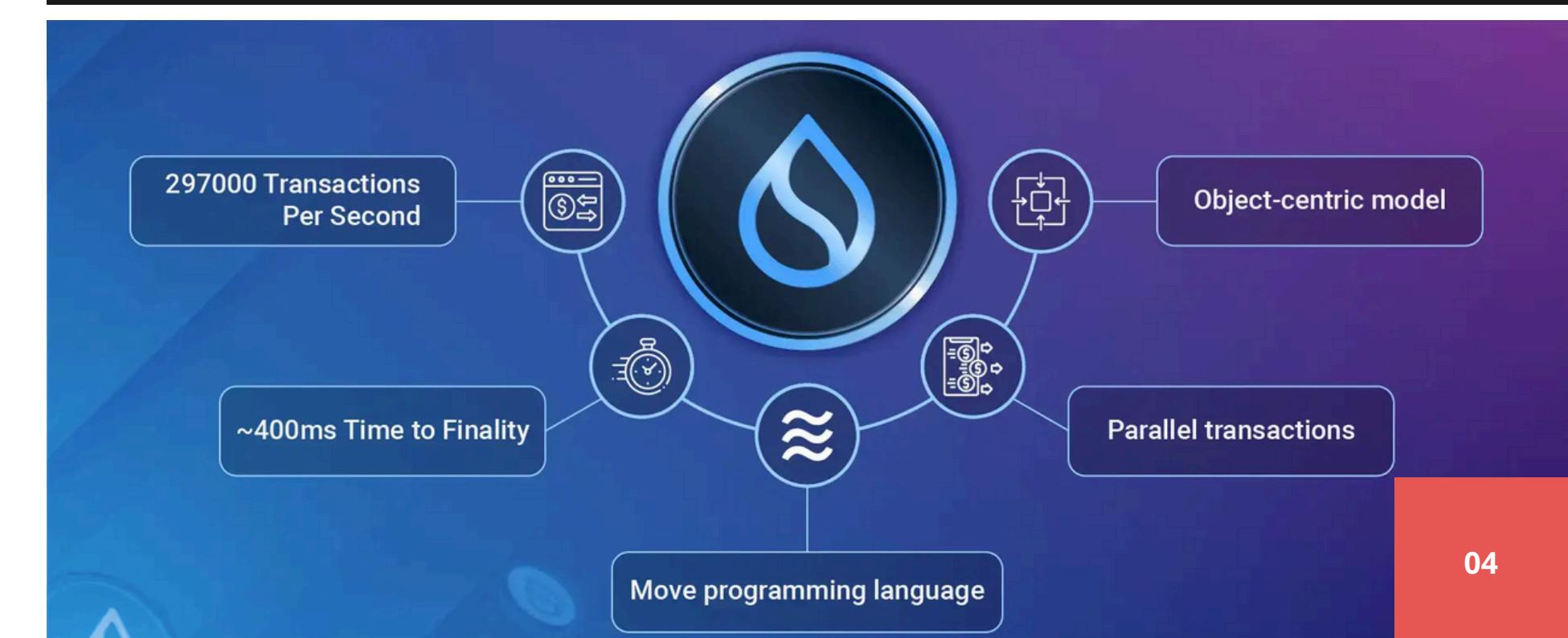
SUI Protects Users by Default

01

Seal encryption

02

Consumer-ready



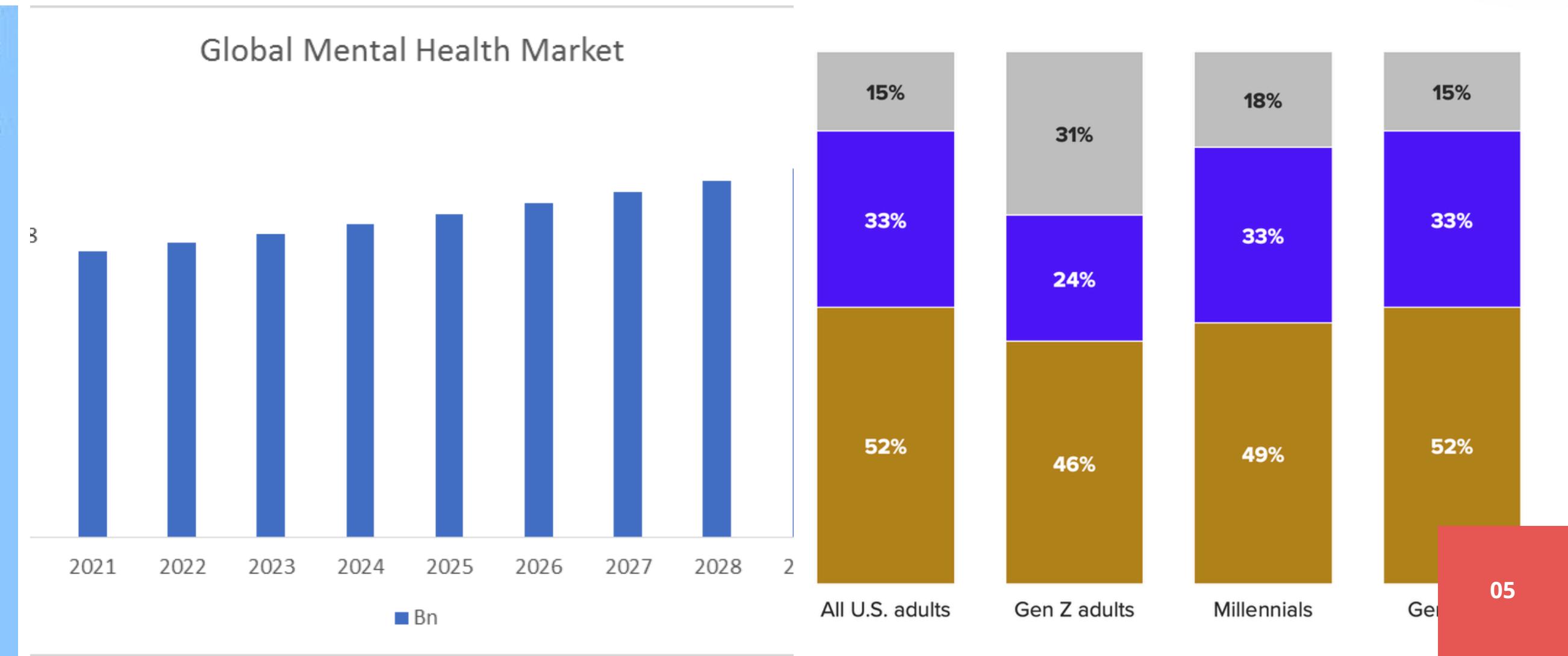


Mental Health App - An opportunity?

01 Projected CAGR

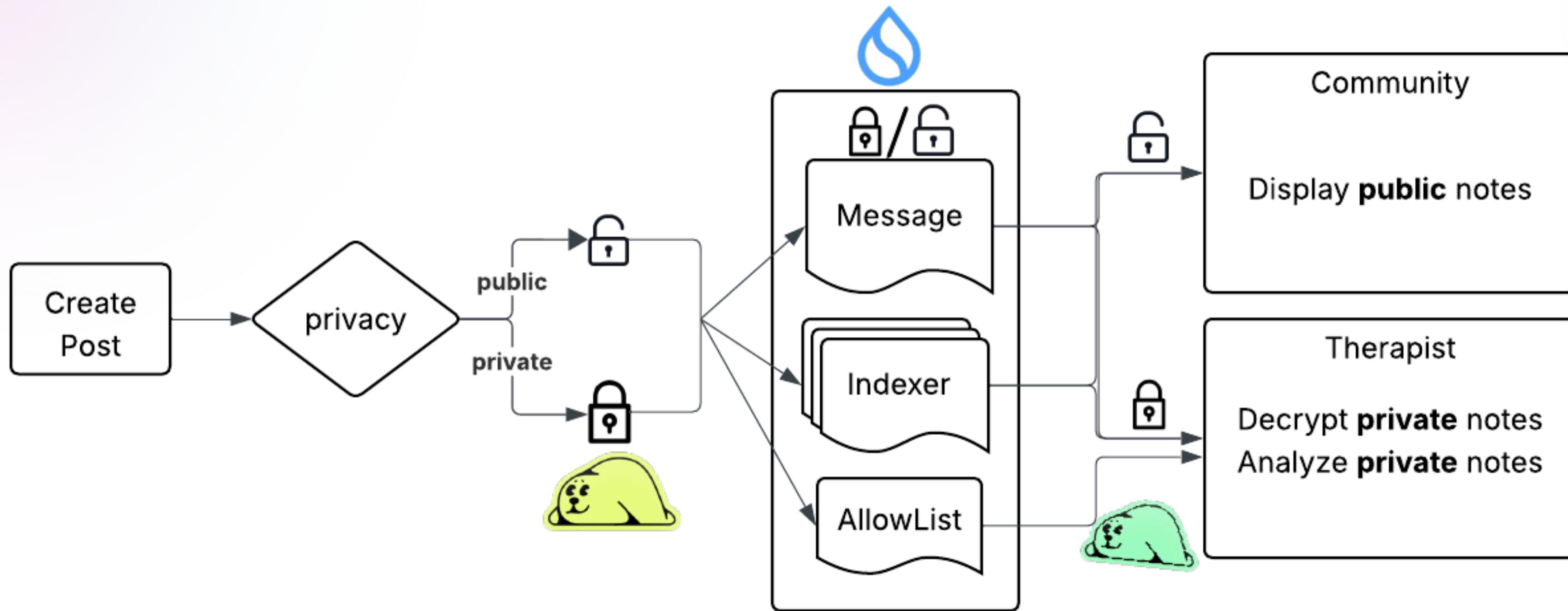
02 \$560B global market by 2030

03 Proof of data safety



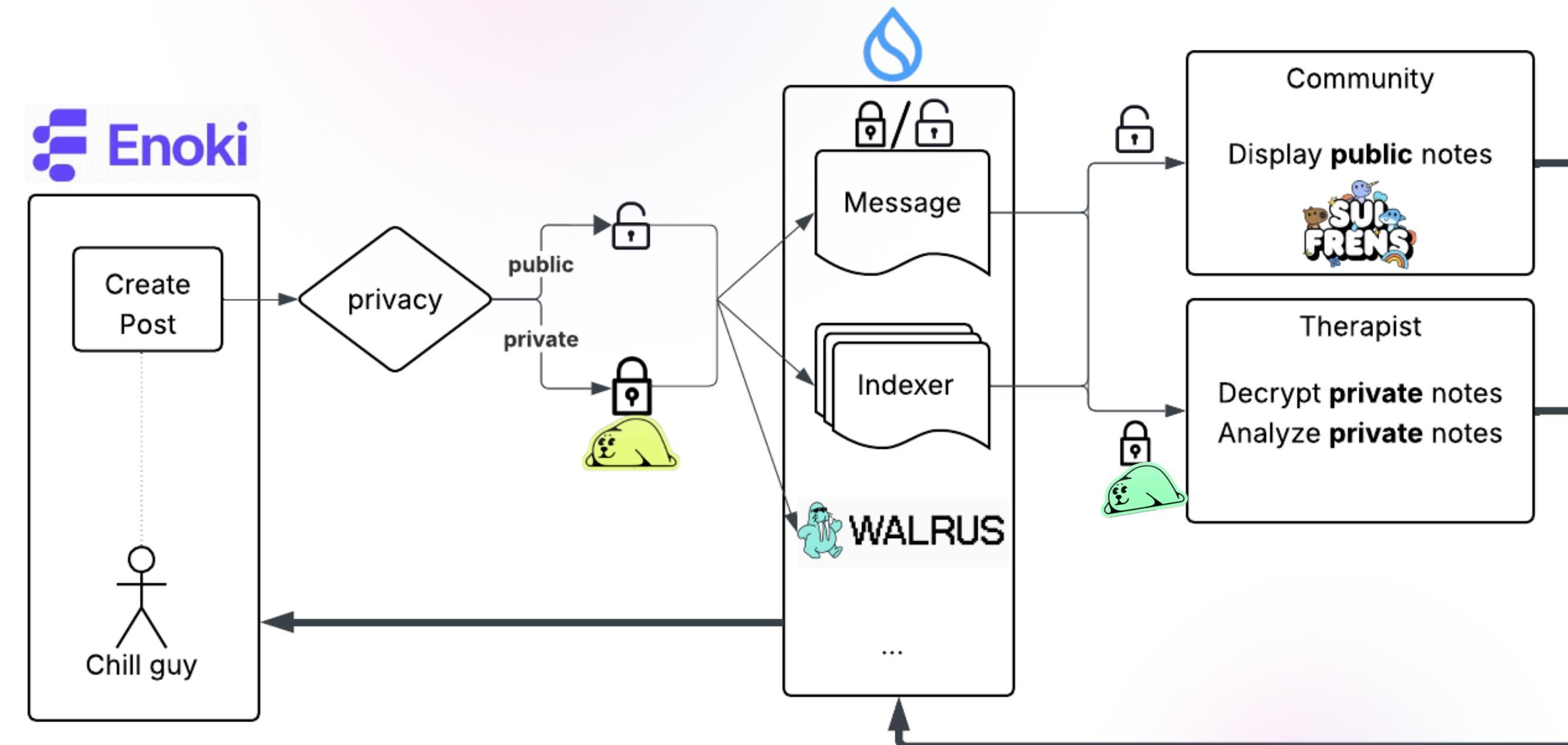


Dataflow and Usecases





outlook





Encryption

Author 0x1ef77e22fcb479348f2d7cbac...1d47ba8fc821840933b65cb9fffc

Content

```
{"emoji": "\ud83d\udcbb", "message": "feeling good", "visibility": "public"}
```

Author 0xd1a2bb83f4f3e2df6de605695...8a80cde488ef6920a129e1b65306

Content

```
{"emoji": "\ud83d\udcbb", "message": "feeling good", "visibility": "private"}
```



Feelings

Posts

Community

Private

Manage Therapists

About

Connect Wallet

Track your feelings

A private mood journal on Sui. Publish encrypted entries and share access securely
with your therapist.

Connect Wallet

Uses the Sui Wallet Standard. You control your keys.

Express your Feelings

Write a short note, pick your mood, choose visibility, then publish.

Your note

How are you feeling?

Today i saw a beautiful guy from the blockchain club

Limit for publishing: 500

52/500

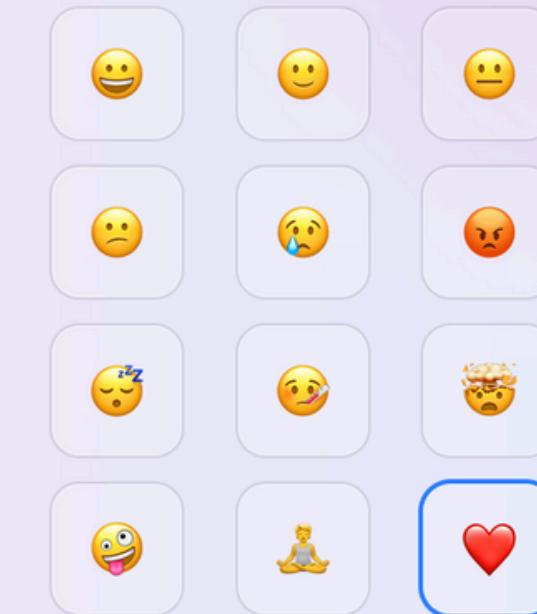
Visibility

Private (encrypted)

Private encrypts locally before storing. Public saves plaintext on-chain without personal identifiers.

Publish

Pick a mood



Selected: ❤️ In love



Feelings

Posts

Community

Private

Manage Therapists

About

0x573b...e9ef

Community Feed

Browse public posts shared anonymously by others.

Filter by mood:

All

lol Public Post

Went to the lake while it was raining

ID: 0x5f3287dc... • key 353535410

meditation Public Post

Hallllooooooo

ID: 0xadd7371b... • key 353535408

smile Public Post

Today was a normral day

ID: 0x7359642a... • key 353535404

lol Public Post

Today I finally went out

ID: 0x5dee12b4... • key 353535402

Private Feed

Browse private posts shared anonymously by others.

Filter by mood:

 Happy

 **Private**

Today i finally opened up to my boyfriend!!!

ID: 0x4b5a37ab... • key 353535397

Manage Therapists

Add or remove therapist **addresses** (0x...) to the on-chain private allowlist.

Manage

Add Therapist (address 0x...)



Remove Therapist (address 0x...)



THANKS FOR YOUR ATTENTION!
HEALIX X SUI

