

# whylab

the digital gym for mental fitness





problem

# 75% of young adults report to struggle with mental health

lack of effective & accessible solution for mental health prevention

exhaustion

isolation

anxiety

poor relationships



solution

# mental fitness prevents severe mental health issues

like physical fitness, mental fitness can be  
trained effectively





product

the all-in-one digital gym  
to train your mental fitness



live workouts **digital coach**

emotional key experiences long-lasting behavioral change

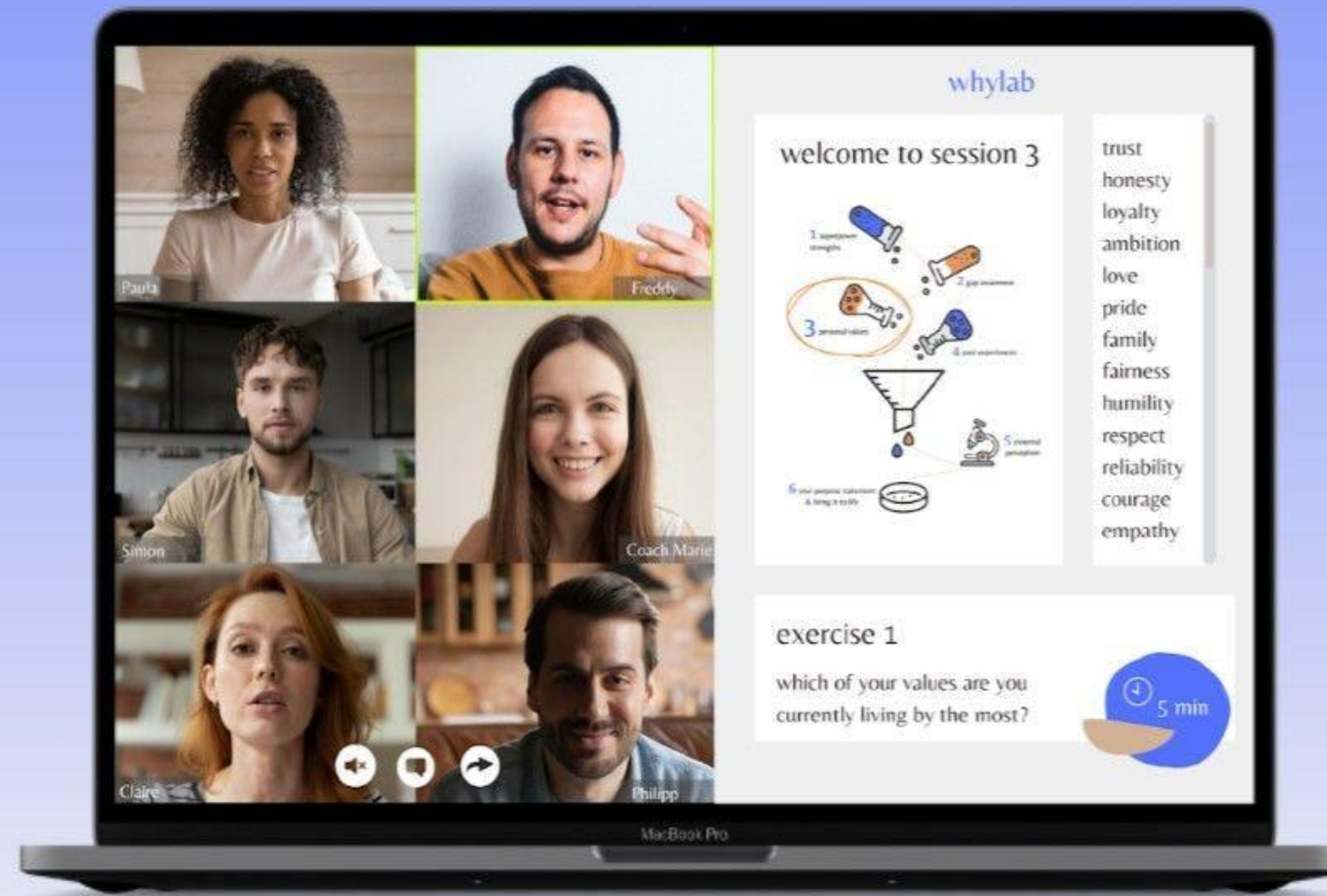


# how it works

## mental fitness assessment



## train together with your group



## coach & group accountability





## our users love whylab

130k+

minutes

spent training with  
whylab



whylab has helped me regain  
confidence at work. I am reminded of  
what I'm good at.

92%

satisfaction rate

high willingness to testify  
on video



I just finished my 6th group session and  
I'm thrilled! I will continue working on  
myself.

335€

ARPU

outstanding price-performance  
satisfaction



The best is the group exchange. I would  
have never thought I could open up to  
strangers.



mission

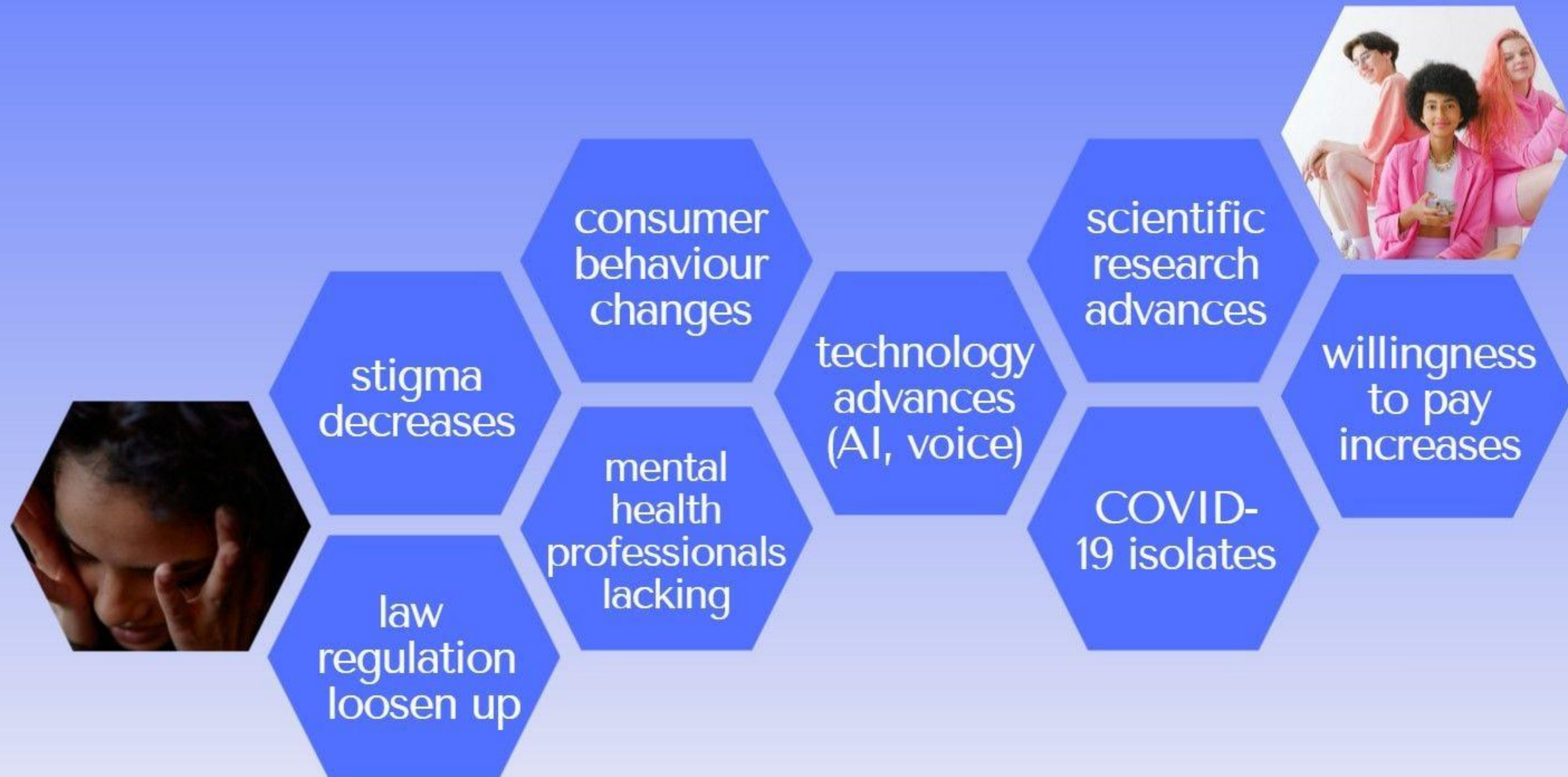


In 5 years we will look back and think it's crazy that we trained our bodies but not our minds.

It's our mission to be the  
**mental fitness companion**  
enabling a happier and healthier society.



# mega trend mental wellness





# opportunity

growth fueled by  
Covid-19 & mental  
wellness boom



TAM

global mental wellness  
industry



SAM

mental wellness budget  
among young adults\*

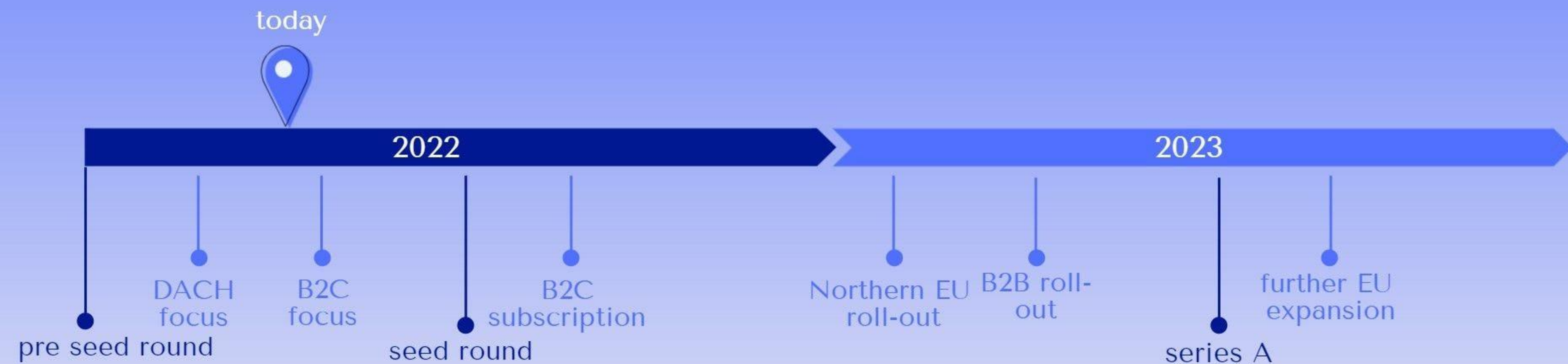


SOM

market share of 5%  
after 5 years



## roadmap





# meet the team



Sarah Reitz

Chief Psychologist



Luca Lea Kleene

Strategy & Operations

ROCKET INTERNET



Nikola Berkmann

Product & Tech







Let's build a happier and healthier society together.

**Luca Lea Kleene, Co-Founder**

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