

CAPTAIN COMPLACENCY

To be complacent means to show uncritical satisfaction with oneself or one's achievements. Even though he has achieved the rank of captain, Captain Complacency doesn't see the value in his accomplishments and continues to do nothing further.

He slouches in his chair, chains himself to an anchor and flips through TV channels all day. I believe the causes of his complacency are rooted in undiagnosed [symptoms of depression](#) such as:



Persistent, sad, or “empty” moods
 Loss of interest in activities
 Difficulty in making decisions

I do not approach this situation as a defeater of evil, because depression is not an evil, but I re-position myself as an advocate of care.

A method of treatment for depression is psychotherapy or “[talk therapy](#)” where a person can communicate with a licensed therapist. But finding the right therapist can be laborious, frustrating and disheartening. And to add more pressure, there are surrounding stigmas against those with possible mental illness.

So how can we provide proper care and therapy to Captain Complacency when he never wants to leave his chair? **Well, we give him just that.**

Morning, Captain Complacency!

How do you feel today?

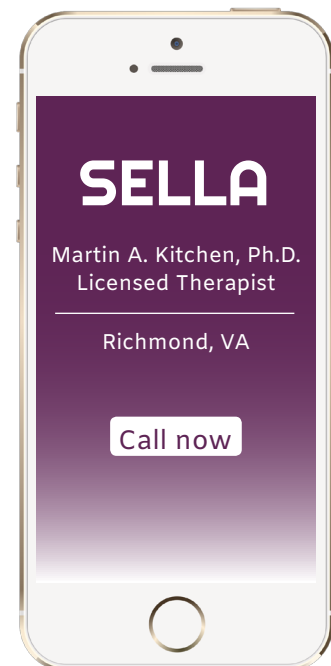


SELLA

I'd like to introduce a product called **Sella** (Latin for "chair"). Sella is a sofa chair, much like the one Captain Complacency sits in now, but it allows him to connect to a licensed therapist through a Bluetooth mobile app and speakers on the upside of the chair, all in the comfort of his home.



Therapists can provide **Cognitive Behavioral Therapy** (CBT), a specific kind of talk therapy which helps to examine how thoughts can affect emotions and how one reacts to challenging situations. CBT is about working towards solutions, so that we can provide Captain Complacency with the best care possible.



With Sella, Captain Complacency can gain the confidence to leave the chair and be more active while having the reassurance to re-visit Sella's therapy if needed. The chair becomes a buoyancy of support in the journey of vanquishing complacency rather than a sinkhole of bleakness.