

# Mother.

SIGN UP FOR A DEMO

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## Changing your mind for the better

We are a Stockholm-based hard-science deep-tech mental health company. We use our expertise in neuroscience and virtual reality (VR) to design and deliver novel digital tools in order to improve people's mental health.

## The problem that we are solving

Many young people in the world today are feeling empty, anxious and disconnected from others. Instead of real friendship, they have social media. Instead of focus, they have instant gratification and notifications, and instead of a bright future, they have climate change.

Those who would like to work on their mental resilience are lacking reliable information from credible sources. Many current tools, such as yoga and meditation, require diligence, determination and perseverance and the digital tools used for these forms of training are often gamified and subscription-based.

## The solution - Little Big You

We are developing a set of VR tools that are designed to bring about changes in mental health by targeting the subconscious, where strategic intervention can cause long-term behavioural change without the need for conscious effort.

Our first product, "Little big you", is a transformative VR procedure, which acts as a digital tool to cause persistent physiological changes through one single experience, causing increased empathy, self-awareness and calmness.

We will commence beta testing during Summer and work on polishing the design and adjust based on the feedback and further testing during the Autumn. In December, we will make a limited release to our target group of customers and in January, we will go public.

## Market size

We have a true first mover advantage entering the VR healthcare arena, as VR is yet unrecognised as a treatment vector. Current use cases within healthcare are limited to diagnostics/planning, training, remote interaction and limited treatment offerings.

Current hardware is clunky and expensive, and software is at the innovator stage; fragmented, with no dominant platform yet to target. The most likely future dominant actor (Apple) are due to release their hardware at the years end.

## Business model

Little Big You will be downloadable to consumer VR headset through gaming platforms (B2C). Little Big You, our first product, is set to \$14.99/download. A monthly-subscription service for our smartphone guidance app, 'Consciousness craft' will also be available.

## Competitors

There are few direct competitors for VR in mental health. Many offer 'real world' therapies (e.g. CBT/exposure therapy) in VR or meditation sessions (Zen VR, Tripp), rather than using VR to cause mental changes.

This is also similar to other digital healthcare tools such as meditation (Calm, Headspace), yoga and habit changing tools, where these tools offer continuous training instead of one-time-solutions.

No other companies have the deep scientific specialisation our team offers.

## What makes us different

- Our team has a unique know-how for a complex and demanding field
- Our software is hardware agnostic, ready for digital delivery, with reproducible effects, high economies of scale, and a huge market to address.
- We have valuable intellectual property and assets in a virgin area of technology
- We are pursuing R&D collaborations based on our IP with major science and IT groups

## What are we looking for

During the Autumn, we need to scale the team with one more developer as well as a commercial person for marketing and sales. We also need some investment in order to do marketing for our product. We are therefore looking for an investment of ≈8MSEK for an 18 month runway.

| (SEK) | 2022       | 2023      | 2024       |
|-------|------------|-----------|------------|
| Sales | 84 000     | 7 000 000 | 21 000 000 |
| Costs | 1 600 000  | 6 000 000 | 6 500 000  |
| EBIT  | -1 500 000 | 600 000   | 15 000 000 |

## The team

We are a unique blend of neuroscientist and engineers, with a strong network of deep domain experts to collaborate with and hire in the future.



### TOMÁS MCKENNA, Co-Founder/Co-CEO

Tomás will guide the development of novel therapeutics, create the network to bring them to the public, and oversee the initial running and expansion of the company. [LinkedIn](#)

### JENNY CAHIER, Co-Founder/Co-CEO

Jenny will drive the operational day-to-day work forward. She will be involved in the technical aspects of the product, as well as recruiting and strategy. [LinkedIn](#)

### MIKAEL HULTGREN, Co-Founder/CTO

Mikael brings his years of experience developing and designing complex computer systems to the team. He will be responsible for the development of the VR system software. [LinkedIn](#)

### BJÖRN MERKER, Chief neuroscientist

An acclaimed veteran researcher with a PhD in psychology and brain science from MIT. Björn will direct future R&D, and has developed a comprehensive compendium for enhancing, optimising and maintaining mental health. [Wikipedia](#)

### ANA AMARAL, CMO

Ana is a neurobiologist with nine years of post-doctoral research experience from Cambridge and KQ. Trained in business and currently working in scientific communications at iBET, Portugal, Ana is a true people person and natural communicator. [LinkedIn](#)



### UN SUSTAINABILITY GOAL

We are targeting SDG 3, with a more specialised goal of 3.4 - Promote mental health.

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ORG NO: 559254-1063 – FOUNDED: 2020