

# Going global with NiceDay

Umar Nizamani

# Hey, I'm Umar!

Umar Nizamani

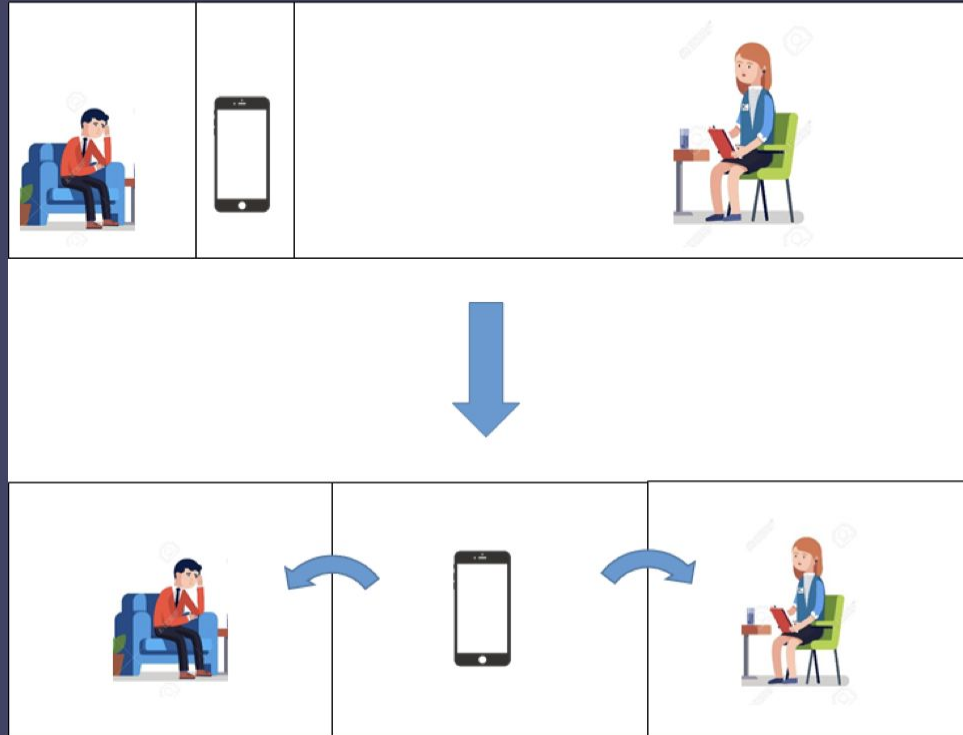
**Slides:** [umarniz.com/2023-rotterdam-lsh-lunch](https://umarniz.com/2023-rotterdam-lsh-lunch)



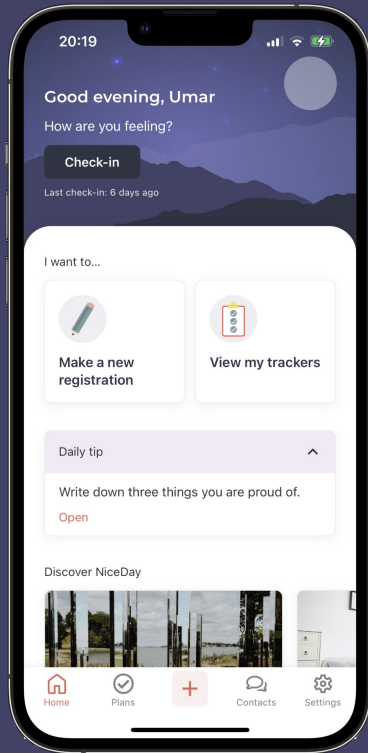
 NICEDAY

[nicedaytherapy.com](https://nicedaytherapy.com)

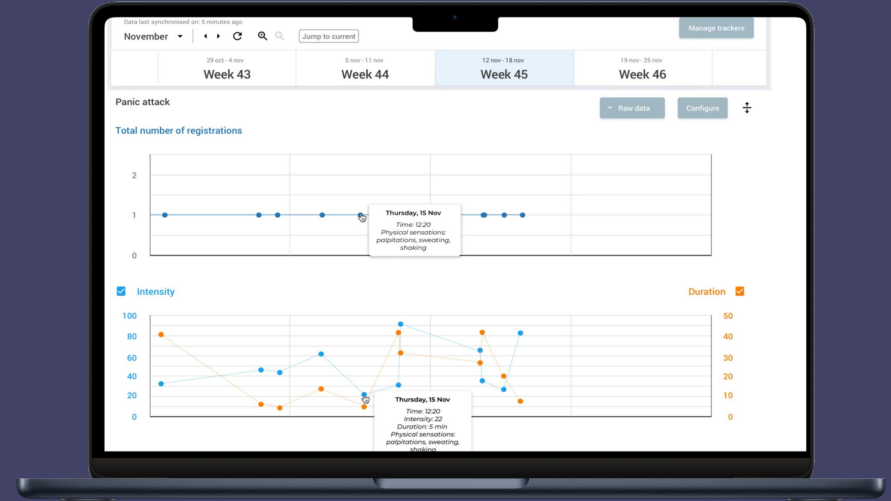
# Making care effective and efficient



# Data Supported Therapy



**Clients** take ownership  
of their well-being with  
the NiceDay app



**Care Professionals** use a web portal to see real-time  
progress of their client and are guided to work based  
on real world evidence driven practices

# Trusted in Dutch public healthcare

2.300

Therapists

70.000

Clients



Going Global 🚀





# .1 Get more therapists to use NiceDay





# Optimise for failing fast

## Your therapy workspace

The only platform  
**built** from the ground-up  
**for therapists** and not  
administrators.

Start For Free

30 days free. No credit card.

Solo

€19 / mo

Price for one user

Free trial

Team

€59 / mo

Price per therapist

Free trial

Enterprise

Call for quote

Plan a call



## Get Started

Signup below and verify your practice to get started

New: Sign-up now and get a 3 month free trial

Name

Work Email

License Type

Select from dropdown

LinkedIn Profile (optional)

Company name (optional)

Submit

Never submit passwords or credit card information through this form.

## What happens next?

1



To ensure safety of our platform, our team verifies your details

2



Once verified, you will receive an email to setup your account (usually within 2 working days)

3



You can then invite your clients and start treating them with NiceDay!



## Spain - Cold Intros

-

116

116

13

13

Unqualified leads

Prospects

Approached

Discussions

Demos



## Belgium - Cold Intros

569

Marketing Leads

118

Sales Leads

118

DMU Approached

0

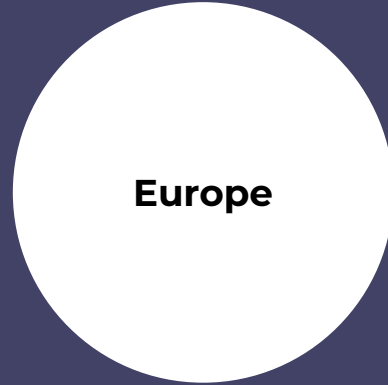
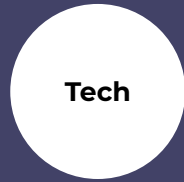
Discussions

0

Demos



## .2 Growing my network



Prioritise for first 4 months, then re-evaluate



14 - 16 Sep

## European Conference on Mental Health

*Participant* - Europe

3 Oct

## Mobile Health Congress

*Participant* - Netherlands

4-5 Oct

## eMental Health International Match

*Speaker* - Online (New Zealand + Global)



26 - 28 Oct

## **IIMHL** (International Initiative for Mental Health Leadership)

*Participant* - Ireland

9 - 11 Nov

## **eMental Health International Congress**

*Speaker* - New Zealand + Global



# The Loneliness



**You are not  
selling your product  
in a new country**

**You are building a  
new business  
in each country**



- 
- A world map with a light gray background and white country borders. Countries are colored based on three categories: Active Users (purple), Demos (green), and Partners (blue). The map shows a high concentration of Partners in South America (Brazil) and Europe (Sweden, Finland, Norway, Denmark, Germany, France, Spain, Ireland, UK, Poland, Czech Republic, Slovakia, Austria, Hungary, Switzerland, Italy, Greece, Turkey, India, and Indonesia). Active Users are concentrated in Europe (Ireland, UK, France, Spain, Poland, Czech Republic, Slovakia, Austria, Hungary, Switzerland, Italy, Greece, Turkey, India, and Indonesia) and Southeast Asia (Indonesia, Philippines, Malaysia, and Singapore). Demos are concentrated in Europe (Ireland, UK, France, Spain, Poland, Czech Republic, Slovakia, Austria, Hungary, Switzerland, Italy, Greece, Turkey, India, and Indonesia).
- Active Users
  - Demos
  - Partners

# Use the support network

Subsidies



GlobalStars



DHI



SIB

RVO

NBSO

TFHC

# Work closely with academia



# Stay close to your values



Available free of cost to Ukrainians

A promotional graphic for the NICE DAY app. On the left, the Ukrainian Psychological Association (UAKPT) logo is at the top. Below it, the date '8 БЕРЕЗНЯ' (March 8) is written in large orange and white letters, followed by '19:00' in white. A red button with white text says 'ОНЛАЙН-ЗУСТРІЧ' (Online Meeting). Below this, text describes the app: 'Застосунок NICE DAY, що полегшує психотерапію (КПТ і EMDR)'. At the bottom left, the speaker is identified as 'Спікер Umar Nizamanli (Нігерлангу)'. On the right, a woman with brown hair, wearing a blue jacket over an orange top, holds a smartphone. The phone screen displays the NICE DAY app interface, which includes a sun icon, a 'Welcome to NICE DAY!' message, and a 'Sign in' button.

УАКПТ

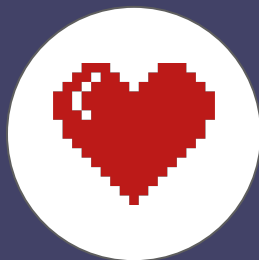
**8 БЕРЕЗНЯ**  
**19:00** **ОНЛАЙН-ЗУСТРІЧ**

Застосунок **NICE DAY**,  
що полегшує психотерапію  
(КПТ і EMDR)

**Спікер**  
**Umar Nizamanli** (Нігерлангу)

**Go out there and keep listening**





# Thanks!

Umar Nizamani

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