



The science-backed journey to understanding your mind

# The Story Behind Hovanka



this is kris and kris is me, and here is my psychiatrist's conclusion from ~5 years ago, working at a HealthTech Startup

**Висновок:**

**Діагноз основний:**

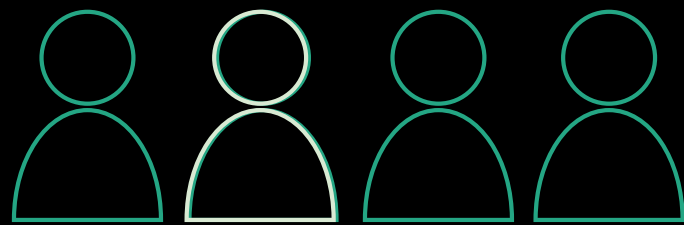
*F61.0 Змішаний (межовий, КПТСР, тривожний, дисоціативний) розлад особистості, період компенсації.*

*Ускладнення основного діагнозу:*

& the times my personal mental wellness journey began

# Problem

Mental health is a global crisis — and current apps aren't solving it



- 1 in 4 people worldwide experience mental health challenges
- 40% of Ukrainians felt the need for psychological help in the past 6 months
- 22% of people affected by war develop mental health disorders

Despite **20,000+** mental wellness apps on the market, **STUDIES showed that:**

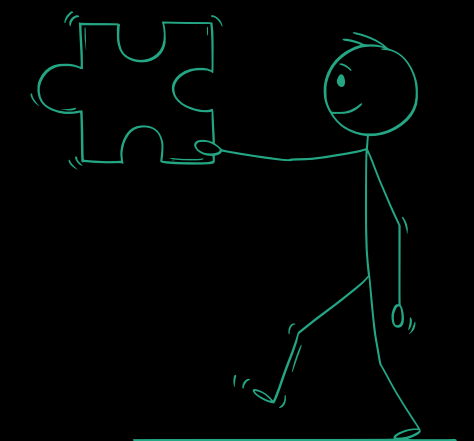
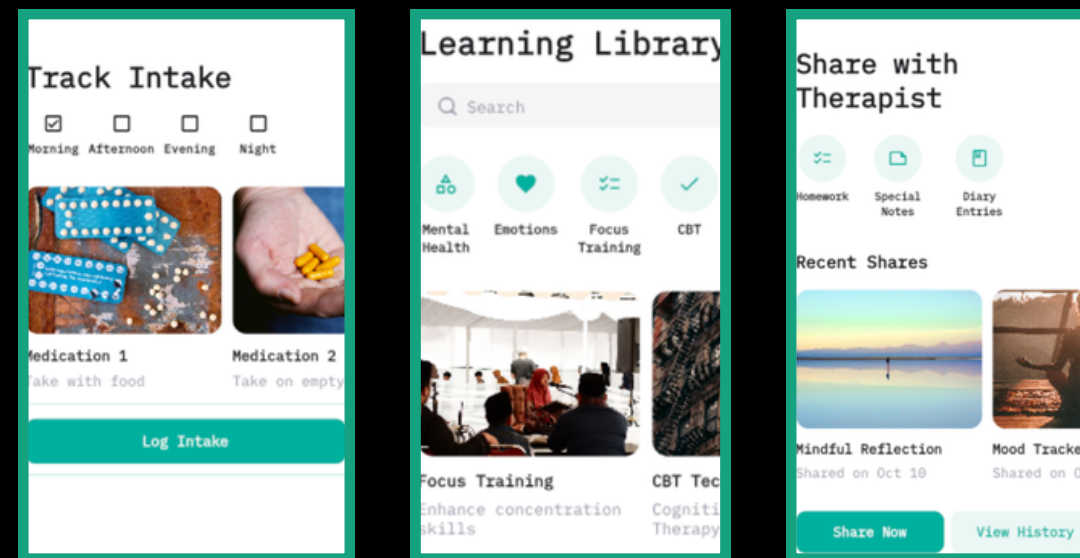
- Most focus on one isolated function: mood tracking, meditation, or notes
- Most offer surface-level content without any context, education, or depth
- Users get lost or overwhelmed due to lack of structure or personalized guidance



**It's a fragmented and superficial approach —  
like handing someone a toolbox, but never teaching them how to use it.**

# Solution

Hovanka introduces people to the world of mental wellness with a structured, self-guided, personalized experience that blends education, therapy, and self-care tools — all in your pocket.



WE

combine therapeutic exercises from different types of therapy in one app

proved science-based education and therapy tools explained in simple, applicable language

focus on cognitive skill-building, not just coping, helping to understand HOW and WHY each tool works

create a personalized mental health journey & fully customizable UI



# Unique Value Proposition



🧠 We educate, not just provide tools

🧠 Therapy-journey support features

🧠 In-app search

## Mind Gym & Knowledge Base

🧠 Deep, science-based learning

🧠 Security-first development, in-app password

🧠 Emergency room

Hovanka is not a quick fix. It's a daily companion to help people understand, practice, and grow.



# Market Size

Our initial market in Ukraine is predicted:

## TAM

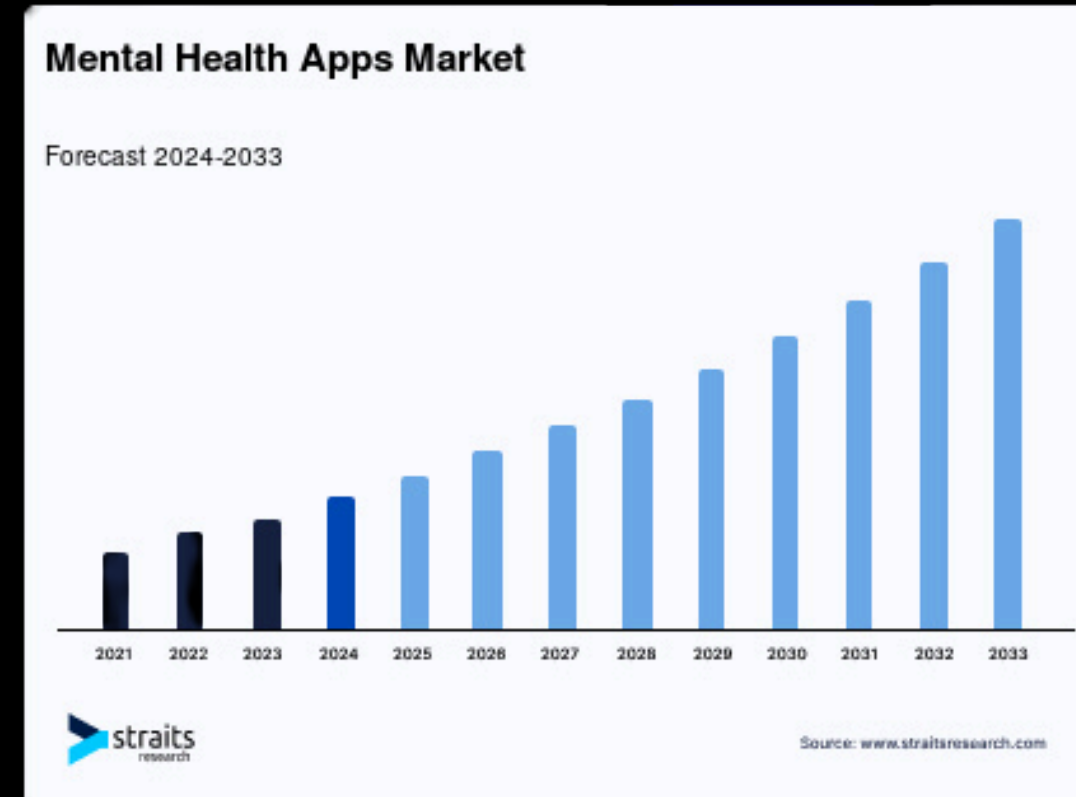
\$45.5M (650,000 potential users)

## SAM

\$4.55M (10% penetration rate)

## SOM

\$91,000 (2% market share in 1st year)



Market Size in 2024  
**USD 7.38 Billion**

**9.5%**  
CAGR (2024-2033)

Market Size in 2033  
**USD 17.52 Billion**

# Competitors

| Product Name                      | Hovanka  | Up Life  | Quabble | Rootd | My Possible Self           |
|-----------------------------------|----------|----------|---------|-------|----------------------------|
| Languages support                 | UKR, ENG | UKR, ENG | ENG     | ENG   | ENG                        |
| Several types of therapy?         | Yes      | No       | No      | No    | No                         |
| Educational content               | Yes      | Yes      | Yes     | Yes   | Yes                        |
| Sharing notes with your therapist | Yes      | No       | No      | No    | No                         |
| Community features                | Yes      | No       | Yes     | No    | No                         |
| Voice notes                       | Yes      | No       | No      | No    | No                         |
| Progress tracking                 | Yes      | Yes      | Yes     | Yes   | Yes                        |
| Mood tracker                      | Yes      | Yes      | Yes     | Yes   | Yes                        |
| Habits tracker                    | Yes      | No       | Yes     | Yes   | Yes                        |
| Gamification                      | No       | No       | Yes     | No    | No                         |
| In-app content search             | Yes      | No       | No      | No    | Yes                        |
| Theme customization               | Yes      | No       | No      | No    | Yes (dark/light mode only) |



The [file](#) with the full analysis we performed

# Business model

 Beginner

Free forever

Just the beginning of your journey

Start the journey

- ✓ Basic educational content
- ✓ Habit tracker (up to 3 habits)
- ✓ Journaling
- ✓ Mood tracker
- ✓ Individual journey choice

 Mind Explorer

\$10.99 per month

Self-care in all its glory

Subscribe

- ✓ Color theme customization
- ✓ Advanced self-care reminders
- ✓ Basic habits & mood analytics
- ✓ Full educational content
- ✓ Unlimited habit tracker

 Enlightened

\$17.99 per month

Your mental health journey is in good hands

Subscribe

- ✓ Expert mental health articles
- ✓ Advanced habits & mood analytics
- ✓ Journaling voice notes
- ✓ Sharing notes with therapist
- ✓ Custom app icon & name for increased privacy



# Go-to-Market Strategy



Social Media (TikTok, Instagram mental health creators)



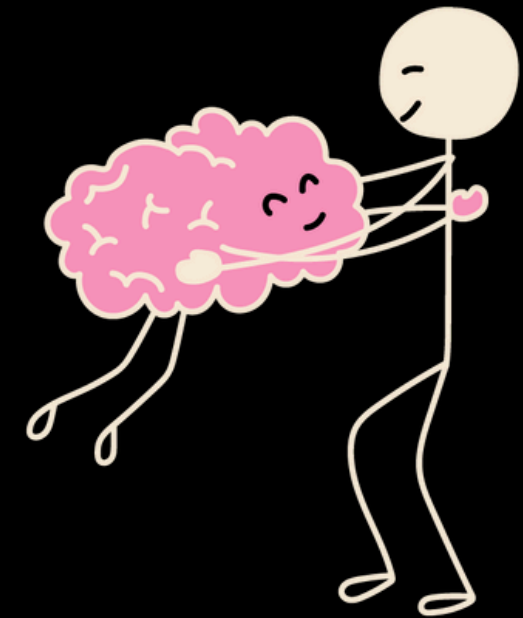
Partnership with certified therapists



Collaboration with social programs, organizations & influencers,  
(and wellness-companies sport-related: due to customers' interviews)



we're in process of partnership formation with psychology & psychiatry clinic



# Team

all of them are united by the mental health awareness changing their lives & now they want to help others with mental wellness

## product & management



worked in the US-UA **healthcare** startup, worked as talent acquisition, PR manager, sales and business developer

\*spent past 5 years obsessed with Mental health topic & researches

## tech



Bohdan & Maksym — CTO & team-lead

Experienced in FinTech, EdTech, and other software development in EU, US, and Ukraine

\*80 lvl engineers since 2017

## design



Izabella — creates identity and branding, was working with design in social media for the past 2 years

\*started her mental health journey 2 years ago and is definitive it made her feel better

+ **psychology & psychiatry experts**



# The Ask is



Now raising \$25,000 Pre-Seed grant

Funds will be used for:

- 50% MVP release
- 20% Content & therapy expert collaboration
- 30% Marketing & growth



EDITION 2025

## Hovanka's scalability



Ukraine B2C





Global B2C (post-MVP)



B2B market penetration

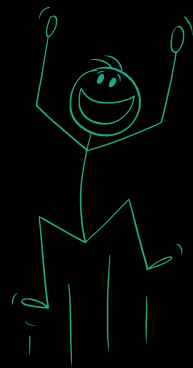


Today Startup ecosystem incubator comes to the end   
**but** our team already knows what to do next

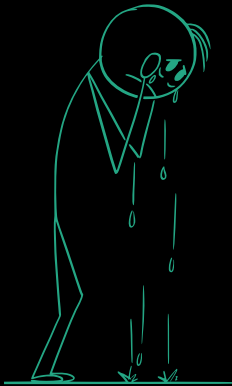
Привіт, Кріс!  
Мене звати Поля, я проєктна менеджерка у SET University та координую Generation H 2.0 (<https://www.setuniversity.edu.ua/education/healthtech-mentorship-program/>).  
Ми щиро віримо, що Novaпka— це саме той проєкт, якому буде корисна і якого ми дуже хочемо бачити у Generation H 2.0. Ми вже завершили основний прийом заявок, але зробили виняток для кількох особливих команд. І ви — серед них 



Крістіно, вітаю!


Я Поля, Project Manager в SET University. З радістю пишу про те, що ваш стартап - пройшов відбір на **Generation H 2.0: Mentorship Program!**

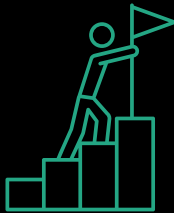


Generation H 2.0: The program for HealthTech startups



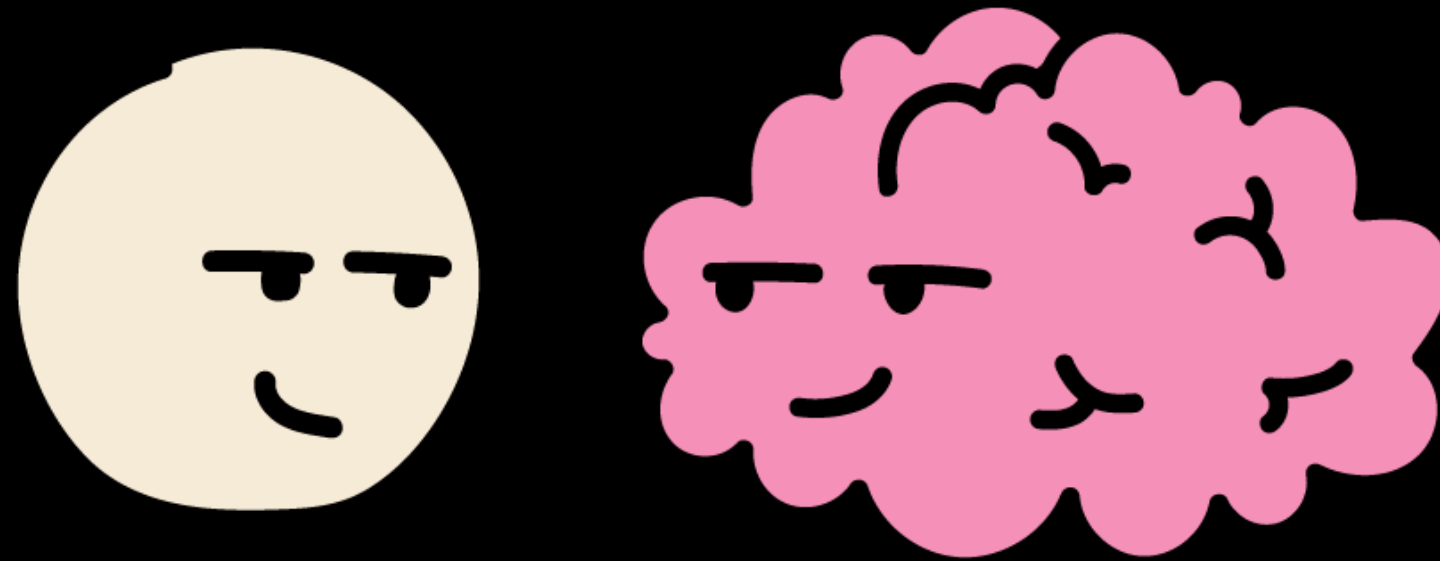
|     |                             |         |   |   |   |
|-----|-----------------------------|---------|---|---|---|
| 783 | Innovative Entrepreneurship | €25 000 | Description Innovative Entrepreneurship | Rejected applications  |  |
|-----|-----------------------------|---------|---|---|---|

|      |                 |                |                                |          |   |
|------|-----------------|----------------|--------------------------------|----------|---|
| 1281 | WNISEF Pre-Seed | Up to \$25 000 | Grant for Projects without MVP | Чернетка |  |
|------|-----------------|----------------|--------------------------------|----------|---|



we plan to release our MVP for consumer usage in 2-3 month tops

**Let's fuel  
evidence-based**



**mental wellness  
together**

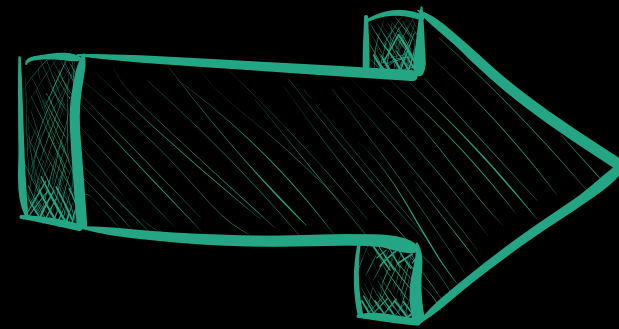
**Hovanka**

Find us at

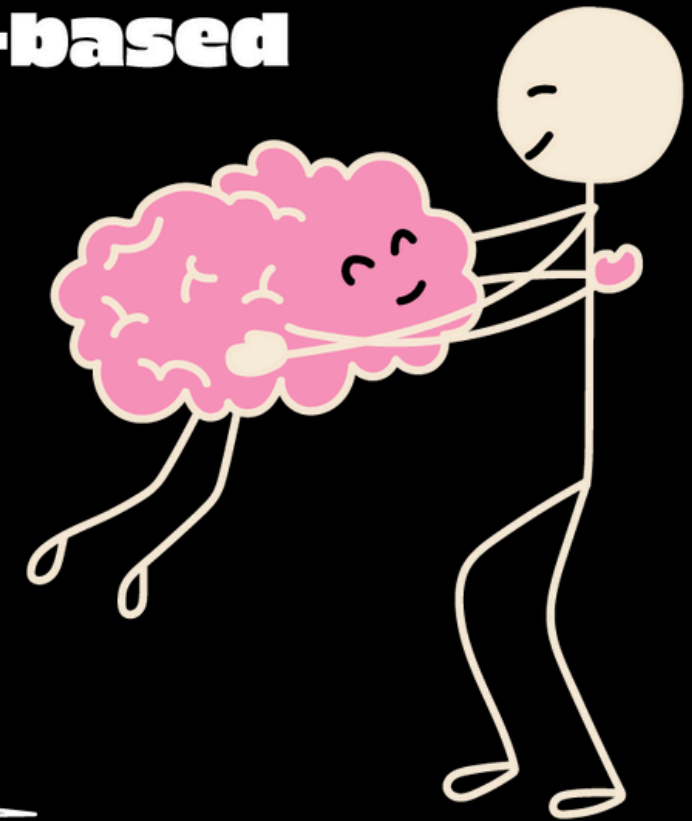


hello@hovanka.app

In case of Q&A



**Let's fuel  
evidence-based  
mental  
wellness  
together**



**Hovanka**

### 3 GOOD HEALTH AND WELL-BEING



## BHAG

To grow into a platform that not only funds cutting-edge research in mental health, but also powers mental health education in schools.

We don't just want to support mental wellness—we want to redefine how society understands, learns about the human mind and help it.



# Technological principles

To ensure the stability & to make app more future easily-scaling, we choose [Flutter + Dart tech stack](#). We aim to develop a quality app that will be stable, won't crash at all, as the topic of MH is very sensitive, and we do need to provide maximum quality.

[Despite the potential 15% higher in development costs than within React Native](#), this price is absolutely justified by the opportunity for [stable, high-quality](#) application performance. It will be [cheaper](#) to maintain, and will have more opportunities for future growth and feature additions without the need to rewrite the application for other technologies.

Dart specifically will provide the possibility of such stable operation and efficient use of resources in the future.

## Security-first development

We're security-first because mental health deserves trust — our app is built with encrypted storage, local password protection, and no third-party tracking, ensuring users feel safe every step of the way.

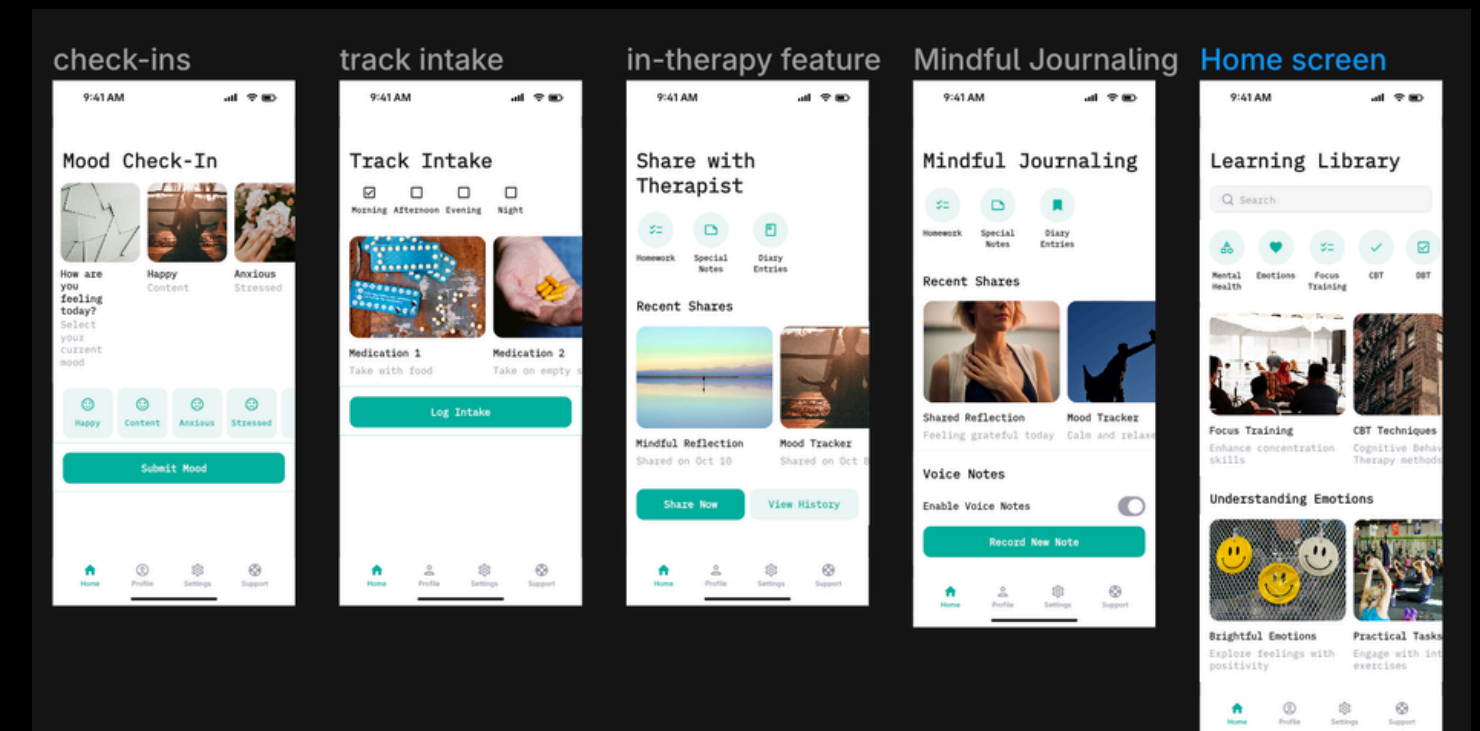
We'll provide our users with HIPAA compliance, as we believe in a data-safety-first approach.



# Why are you a business and not a NGO?

- A business model allows us to reach a much larger global user base through effective marketing and scalability (from B2C Ukraine to Global B2C and B2B).
- A business approach attracts top talent and ensures higher standards in product development and service delivery.
- For-profit entities are more efficient, driven by market demand and financial viability.
- A business model builds a robust, sustainable, and scalable platform to achieve our mental wellness mission.

What stage are u at right now?



# Who is your co-founder?



Kris - is Founder of Hovanka



Bohdan - is Co-founder of Hovanka & a crazy CTO with over 7 years of tech experience from EdTech to multiple domains expertise

## Will you have AI?

AI will be integrated for:

- Personalization: analyzing user data (mood, habits, test results, journal entries) for precise content, practical tools, and personalized journey adaptation.
- Deep analytics: revealing hidden patterns and triggers in mood and habit tracking data to provide meaningful insights.
- Smart journaling: generating dynamic and adaptive journaling prompts based on user input for deeper self-reflection.
- Enhanced search & recommendations: providing more accurate content search results

## Hovanka in one sentence:

Hovanka is a comprehensive app designed for both self-help and in-therapy journeys, educating users about mental health and equipping them with practical, self-guided tools for personal well-being.