

## CO-FOUNDER NEEDED

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no later than FEB 28, 2025!

# Precision Psychotherapy

## THE PROBLEM

Mental health disorders, especially anxiety, are rising globally. Current therapy methods rely on delayed patient recall and use generic assessment tools that are not tailored to the individual patient's specific condition.

Further, current digital mental health technology has only achieved underwhelming levels of patient engagement, leading to dropout and poor treatment outcomes.

## OUR SOLUTION

There are two main elements in Precision Psychotherapy. First, The One Button Tracker (OBT) is a compact single-purpose wearable designed for tracking self-defined mental health phenomena through a simple button press interface. The instrument records timestamps and durations of events in internal storage, accessible through a web-based visualization tool. The OBT can be worn in multiple ways (pocket, neck, wrist) and provides a strongly felt haptic feedback for each press, enabling discreet usage without visual attention plus a sense of "feeling heard".

Second, in clinical settings the OBT is used according to our accompanying proprietary treatment method that ensures patients and therapists are using the instrument and the collected data in a beneficial way that engages patients, focuses the conversation, and drives the treatment forward through precisely targeted interventions.

## TASKS & RESPONSIBILITIES (FIRST 3 MONTHS)

Establish initial connections with 3-5 potential pilot customers or strategic partners in the digital mental health space. Begin negotiations for 1-2 pilot programs to validate commercial viability of Precision Psychotherapy in real clinical settings.

### PATENT STATUS

US patent pending (US only, no PCT).

### ACADEMIC BACKGROUND OF CURRENT CO-FOUNDERS

Jakob Eg Larsen, PhD, associate professor, DTU Compute. Holds MSc and PhD degrees in computer science in combination with psychology. Thomas Blomseth Christiansen, MSc, technologist, owner at Konsulent Blomseth. Previous digital health experience in the US.

### ENTREPRENEURIAL BACKGROUND OF CURRENT CO-FOUNDERS

Jakob has co-founded one startup. Thomas has co-founded three startups prior to this project and was a partner at one of the boutique consultancies that introduced agile and lean software development to Danish companies.

### PHYSICAL ADDRESS

DTU, Kgs. Lyngby.

## CO-FOUNDER PROFILE WE ARE LOOKING FOR

### Must-Have Qualifications/Background

Experience with sales and revenue generation in (digital) mental health through a hands-on approach. Negotiation of strategic partnerships and licensing deals. Rolodex filled to the brim with contacts in digital mental health. Comfortable in presenting and representing the company to a variety of stakeholders in a confident and trustworthy manner.

### Nice-to-Have Qualifications/Background

Experience with medical devices and regulatory pathways.

### Personal Fit

Strong commercial energy with a desire to create societal impact and the ability to combine the two and develop a greater business.

### MILESTONES ACHIEVED

Developed a MVP of the One Button Tracker instrument and a clinical data visualization tool. We have run clinical feasibility tests involving 30+ patients and therapists field testing our method and technology. Recently, we completed a clinical case series with 11 patients with PTSD that demonstrated an unforeseen level of patient engagement. Collaboration with the world-leading Center for Behavioral Intervention Technologies (CBITs) at Department of Preventive Medicine at Northwestern University. US Patent pending.

### TARGET MARKET & CUSTOMERS

1. Clinical organizations or hospitals treating mental health disorders.
2. Digital mental health companies that provide solutions to healthcare providers and consumers. Ideal customers are looking for solutions to improve their patient engagement, treatment outcomes, and efficiency of their clinical operations.

### FINANCIAL OVERVIEW

The project has received funding from Innovation Foundation (1.5M DKK), Offerfonden (1.5M DKK, shared with SDU), and DTU Tech Transfer (0.4M DKK). We aim to spin out the company this year, which is the reason we are looking for a commercial co-founder.