

Last Updated: 15 April 2019

## Company Background

PsycApps is a Digital Mental Health company that uses gaming, psychology and AI and to harness the brain's reward system to get people to stick to mobile therapy.

PsycApps is finding a way to get people suffering from depression, anxiety and other mental illnesses intrinsically motivated to stick to therapeutic digital programs. Many mental health issues include symptoms such as lack of motivation and cognitive impairment. Using gaming and AI to keep people motivated will be the Big Change that can better and save lives.

In a fast-paced, ever-changing digital world, what could be more attractive than a game that helps you fight your mental illness!?

PsycApps has partnered up with a US-based game development company called Collision Studios. Collision Studios has developed a vast suite of successful apps and games such as 300, The Walking Dead and Barbie. With their help, PsycApps created eQuoo, a sub-clinical award-winning Emotional Fitness Game that launched July 2018 in the iTunes App and Google Play Stores in the USA, UK, Canada and Australia.

### **Silja Litvin**

*CEO*

Silja Litvin, CEO and founder, currently finishing her PhD in psychology, has a background in psychology, with 2 years of experience providing counselling and therapy. Her specialty is in clinical psychology (depression and anxiety) as well as systemic psychology, the science of relationships. Due to her rather unusual career of modelling for 17 years, Silja has a unique approach to both the commercial and academic aspect of her products as well as years of self-dependent working experience. She routinely speaks on panels and as a keynote speaker about mental health and digital mental health tech, is a known mental health campaigner and writes for multiple news outlets about mental health. She mentors teens in tech and female founders.

## Team

### **Daniel Johnson**

*Head of Marketing*

Daniel is an experienced marketing expert having previously worked with multiple startups to generate millions of downloads in various verticles. A massive advocate for mental health awareness he previously co-founded a mental health charity helping young people. Additionally, he is a Google Marketing Mentor and Guest Lecturer on Marketing at Cambridge University.

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## **Med Bukey**

CTO

Med has worked extensively successfully delivering digital transformation projects for top companies in news media, telecoms and legal sectors, focusing on mobility and workflow.

His main focus is on innovation, data, systems analysis and design, systems architecture and user experience. He focuses on getting companies to the apex of business and technology to achieve their objectives with time and cost efficiency.

## **Products**

### *Equoo*

Award-winning eQuoo combines the excitement of the gaming industry and the expertise of mental health professionals to provide a new form of mobile therapy. The game is designed for young adults aged 18-28, and is backed by academic research. eQuoo users are five times more engaged than average mental health app users, making the game a pioneer in sustainable and scalable mobile therapy. The company behind eQuoo is backed by Techstars, and has partnered with many charities, including Mental Health America.

## **Previous Mentions**

### **PRESS**

- 1) [Therapy Today](#) Article
- 2) [Refinery29](#) Article
- 3) [TechCrunch](#) Article
- 4) [Forbes](#) article
- 5) [TechTimes](#) article
- 6) [Irish Tech News](#) Article
- 7) [SciTechEuropa](#) Article
- 8) [Studentproblems](#) Article
- 9) [Medical Device](#) Article
- 10) BACP Journal [Therapy Today](#) Article
- 11) [Insightssuccess](#): Most Inspirational Women In Tech 2019

### **COOPERATIONS**

- 1) Cooperation with [CBT Clinics](#)
- 2) Partnership with [Mental Health America](#)
- 3) Partnership with [Minds Ahead](#)
- 4) Partnership with UCL Partners

### **AWARDS**

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- 2) [THE EUROPAS](#) Pitch Awards
- 3) [Pitch@Palace](#) On Tour Winner
- 4) Named [Best Digital Mental Health Company - UK](#)
- 5) Named [Best eMentalHealth App](#) of 2018 by MensMovement
- 6) [Special Commendation Awards](#) for Innovation by MadWorldForum

### **Silja Articles (Written by or mentions)**

1. Addicted 2 Success. [Time to get Mushy](#)
2. Daily Mail. [Marvellous or Mortifying? Parents and Dating.](#)
3. Metro. [Is it Possible to Be a Shy Introvert?](#)
4. RealityTitBit. [Love Island](#)
5. RealityTitBit. [Love Island 2](#)
6. Express. [I blame Parents for Young Snowflakes](#)
7. Having Time. [It's Time to Put Emotional Fitness on The Curriculum](#)  
[The Reasons Why Vision Boards Work and How to Make One.](#)  
[How to Get Along With Difficult People](#)
8. Rachel Kelly. [Small Steps To Happiness](#)
9. Daily Mail, [When one Child Favours a Parent](#)

### **Silja Litvin PodCasts**

- 1) [The Mental Breakdown](#)
- 2) [Shrink Rap Radio](#)
- 3) [Psychology America](#)
- 4) [GeekGirl MeetUp UK](#)
- 5) [FitLife](#)
- 6) [Irish Tech News Podcast](#)
- 7) [TK Talks](#)
- 8) [Alexa Stop Podcast](#)
- 9) Jolsid [Part 1](#), [Part 2](#), [Part 3](#)

## **Assets**

TBC

## **Useful Links**

### **PsycApps**

- PsycApps Website - <https://psycapps.com>
- PsycApps Twitter - <https://twitter.com/PsycApps?lang=en>
- PsycApps Facebook - <https://www.facebook.com/PsycApps/>
- PsycApps LinkedIn - <https://www.linkedin.com/company/10518033>

### **eQuoo**

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- eQuoo Website - <http://equoogame.com>
- eQuoo LinkedIn - <https://www.linkedin.com/company/equoo/about/>
- eQuoo Twitter - <https://twitter.com/equoogame?lang=en>
- eQuoo Facebook - <https://www.facebook.com/eQuoogame/>

## Contact Details

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