



The Helpnet

SUSTAINABLE MENTAL HEALTH

Preface

*« In order to help others,
you have to take care of
yourself first »*

Mental health and well-being lays the groundwork for good communication, interpersonal interaction, coping, happiness, respect and general health as well. Mental health prevention is just another word for taking care of oneself.

The Helpnet shall become the go-to place for information, teaching, learning, counselling and prevention in the mental health field. So that everyone can live a happier and therefore healthier life. Happy and balanced people are capable to focus on other things than themselves – and that has the power to change the world !

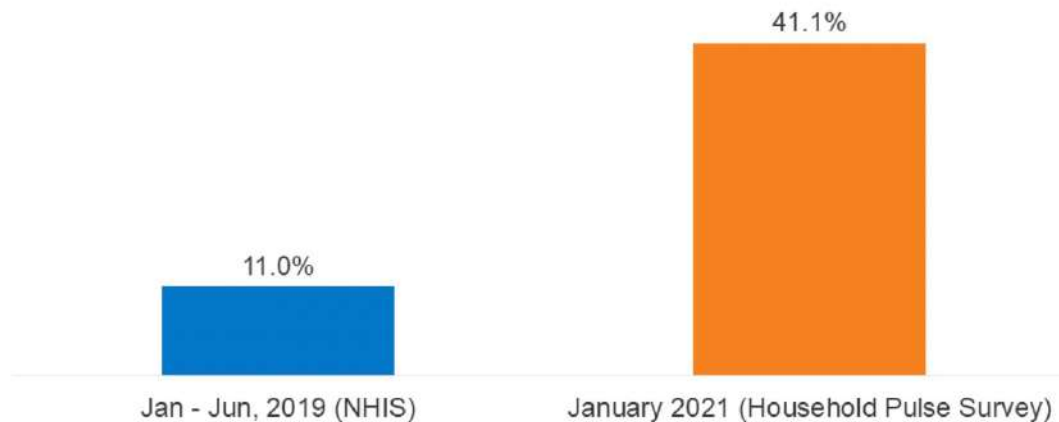
Joanna Bessert-Nettelbeck, founder

Reality check

Mental health* is a state of well-being in which a person can fulfil their abilities, cope with the normal stresses of life, work productively and contribute to his or her community.

Figure 1

Average Share of Adults Reporting Symptoms of Anxiety Disorder and/or Depressive Disorder, January-June 2019 vs. January 2021



NOTES: Percentages are based on responses to the GAD-2 and PHQ-2 scales. Pulse findings (shown here for January 6 – 18, 2021) have been stable overall since data collection began in April 2020.

SOURCE: NHIS Early Release Program and U.S. Census Bureau Household Pulse Survey. For more detail on methods, see: <https://www.cdc.gov/nchs/data/nhis/earlyrelease/ERmentalhealth-508.pdf>

KFF

Source: Kff.org , siencetaskforce.ch ,

* WHO's definition of mental health : https://www.euro.who.int/__data/assets/pdf_file/0006/404853/MNH_FactSheet_DE.pdf

What is The Helpnet ?

Intro

1. What?

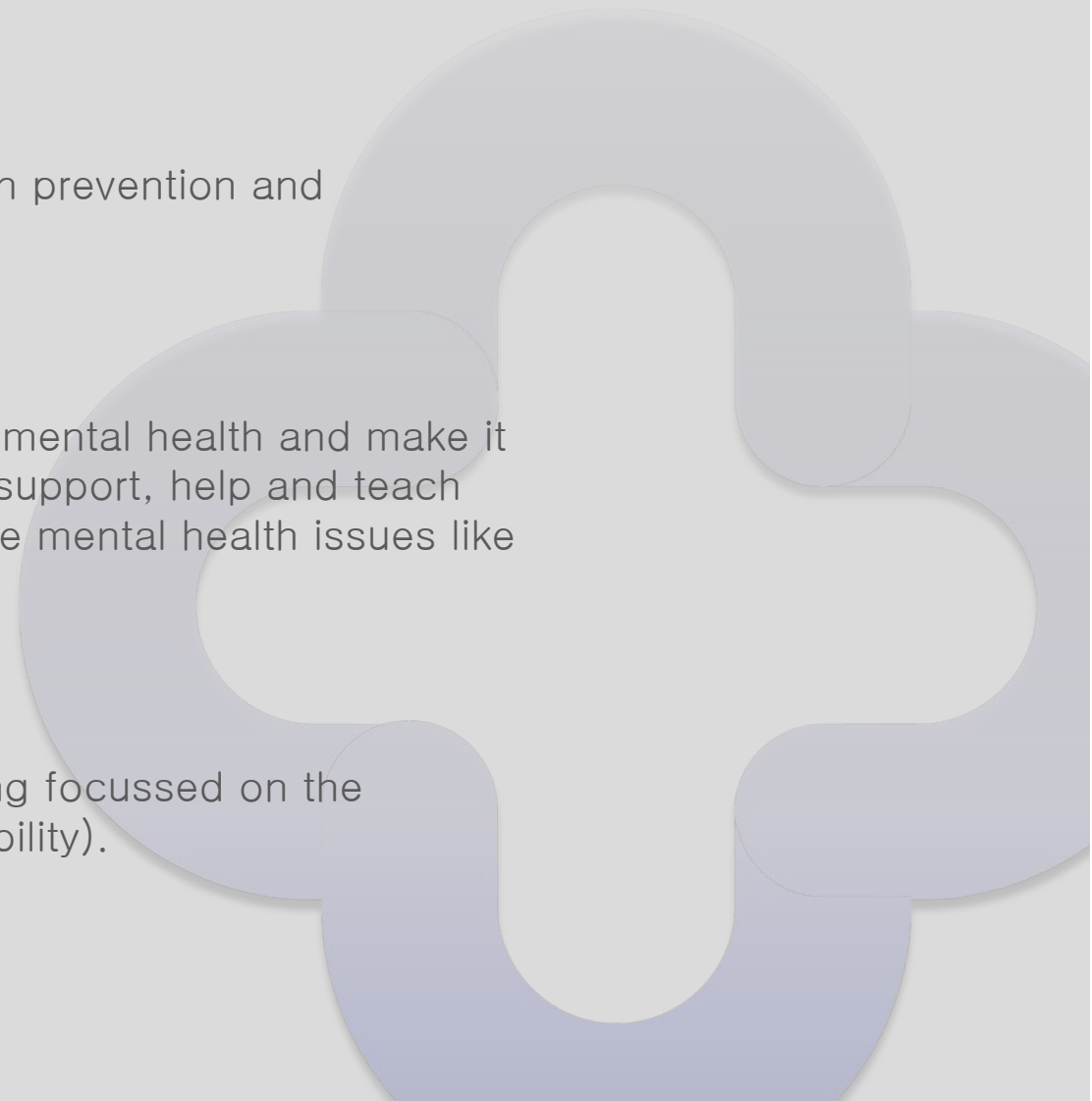
An **online counselling platform**, that focusses on prevention and sustainable mental health counselling.

2. Why ?

“Better Safe than Sorry!” **Raising awareness** of mental health and make it more accessible and common to enable acute support, help and teach **effective prevention** and therefore reduce severe mental health issues like depression, burnout, etc.

3. What for?

For a more **sustainable mental health** counselling focussed on the individual needs of the patient (time, field, flexibility).



A number of trends fuel the need for a sustainable mental health field

Timing

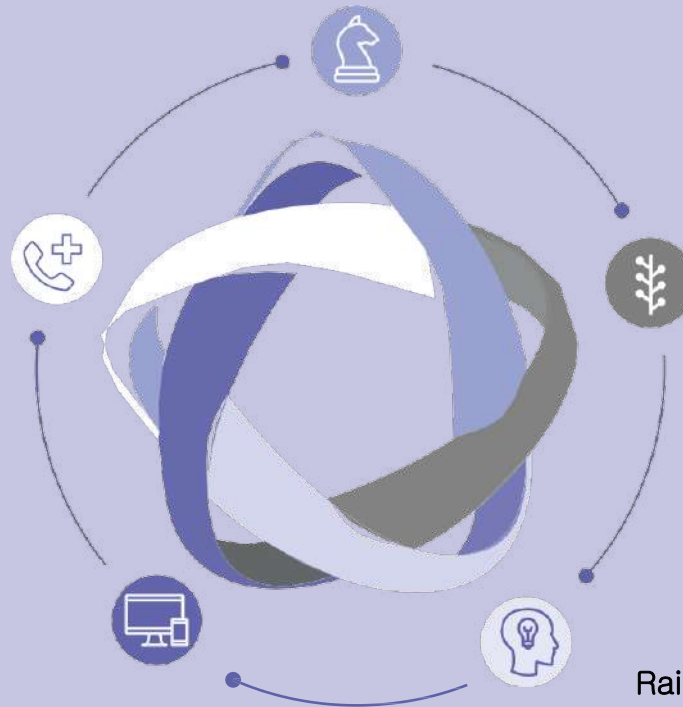
Mental health: The future is digital

<https://progress.im/en/content/mental-health-care-future-digital>

Increasing patient and therapist receptivity to telehealth, accelerated by the Coronavirus pandemic

Prevention is better than cure !

People are feeling more and more adept and comfortable interacting via technology



1 in 4 people experience a mental health problem in a year

[Mind.org.co.uk 2019](https://www.mind.org.uk)

Mental health problems are very common and need to become destigmatised

Taking care of your mental health can also reduce your physical health issues

20–30 % of medical / physical illness are psychosomatic

[Prof. Dr. Winfried Häuser, Innere Medizin](#)

Raise awareness of mental prevention / hygiene and the impact of it, to make a step towards a sustainable mental health

Both, people seeking mental help and therapists face issues

Problem

Therapists

- Corona crisis showed, that the digital is getting really important and that a change is needed
- Flexibility is not always given
- Being on a platform is often combined with complex procedures and paperwork.
- A minimal years of experience are needed

Patient

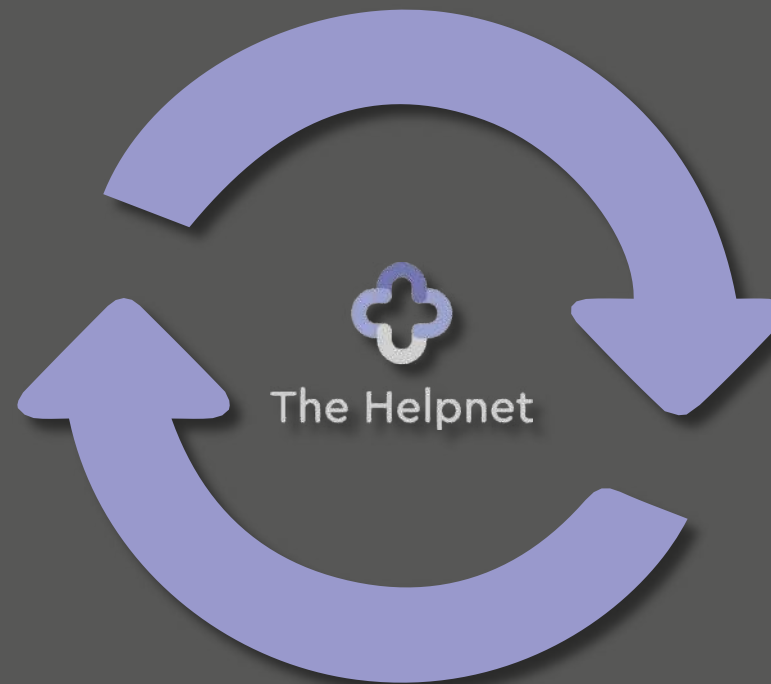
- Access to herapy is a challenging (depending on area, immobility)
- Finding the “right” **counsellor** for their specific need can be difficult (regarding language, culture, time-zones, etc.)
- Time issue: Patients need help in the now, not in the future (waiting time)
- Lack of awareness in prevention

The Helpnet provides benefits to both patients and therapists

Benefit / USP

Patients

- + Mental health counselling and education (Helptalks)
- + Easy access (24/7 and no geographical obstacles)
- + The client chooses the best fit: Therapist, coach, etc.
- + Culture is considered
- + Sustainable mental health prevention
- + Anonymity
- + Virtual waiting room (incl. newspapers etc.)



Therapists

- + Increased coverage area & visibility
- + A secure tool and payment method at disposal
- + Freedom to work from anywhere
- + International network and further education
- + Interdisciplinary and international exchange
- + Secure video platform (incl. translation tool)
- + Extensive presentation (video, profile)
- + No strings attached

GDPR compliant!

No installation needed!
Server based in Europe!
Computer, tablet &
telephone

Counsellors



“I was seeking a personal and individual coaching on The Helpnet and it managed to help me in opening me to new perspectives and helped me getting an employment in well-known companies. The counsellor's empathy and great analysing skills helped me to find solutions to problems, of all kind. Doing this via video-call was not that foreign to me and helped me especially when I wasn't able to get help in an other way.”
M.L.D.

The Helpnet and its competitors

Positioning



Counsellors are freelancing and are only charged when the platform did its commissioning work

Packages & Benefit

	Basic	Advanced	Professional
Basic			
45 € / new client			
5 % / consultation			
Book			
Advanced			
55 € / new client			
5 % / consultation			
Book			
Professional			
299 € / Month Flat fee			
10 % / consultation			
Book			
Profile page	YES	YES	YES
Marketing	YES	YES	YES
Clients	YES	YES	YES
Messaging tool	YES	YES	YES
Video comm. tool	YES	YES	YES
Paid seminars	YES	YES	YES
Group communication	NO	YES	YES
Blog articles	NO	YES	YES
Invite own clients	NO	YES	YES
Quick consult	NO	YES	YES

The Helpnet

What the future holds

Our Vision

- Prevention of severe mental health issues
- Apps for iPhone and Android
- Seminars for clients led by therapists
- A counsellor Network : encouraging exchange, networking, learning and growth
- Listen line, where people can talk and others listen
- A conferencing platform for counsellors
- International further education for students and counsellors
- Real walk-in stations
- Charity: teaching children from the start good mental health and providing services on remote sites without access to internet



FINANCING

To go forward

To reach our goals we need

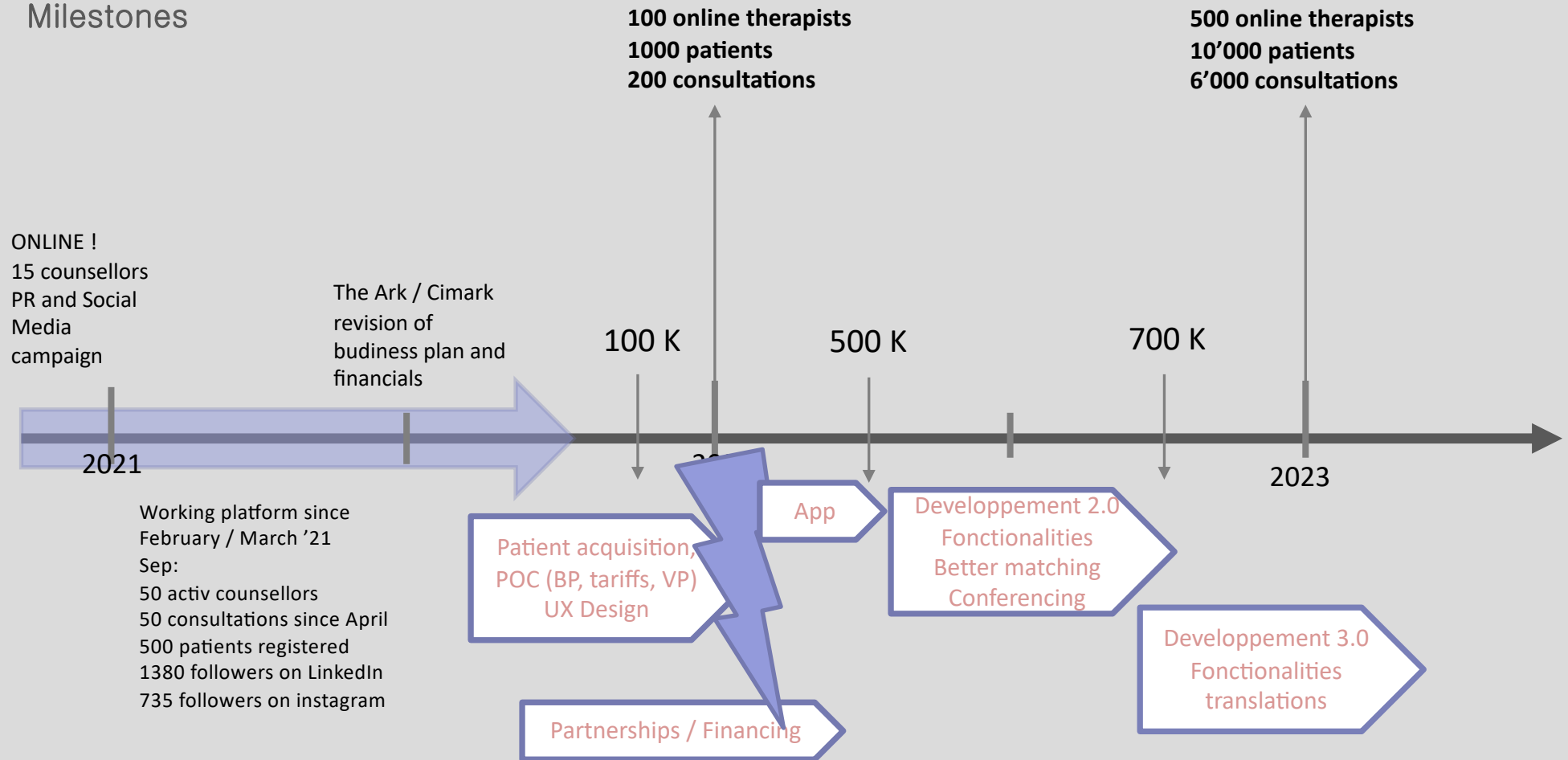
(Google, Social Media, Personnel, IT Developpement)

1. 100'000 € → POC, Patient acquisitions, POC, UX Design, App
(Partnerships)
2. 500'000 € → Functionalities (+app), Better matching, conferencing
3. 700'000 € → Functionalities, translations

*Please contact us for detailed figures

Timeline

Milestones



Our Partners

2021

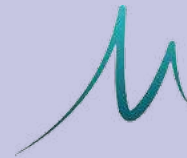


BERNER KLINIK MONTANA
CLINIQUE BERNOISE MONTANA



PHILIPPE HATEM
FOUNDATION

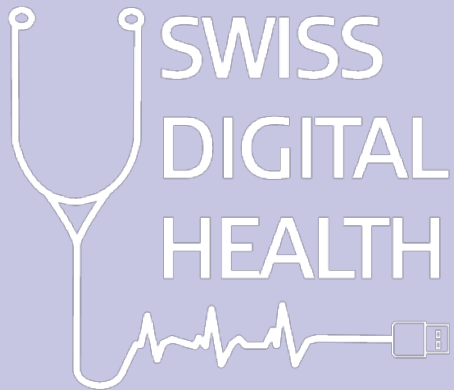
for a happy childhood



Luzerner
Höhenklinik
Montana



Quadrimed



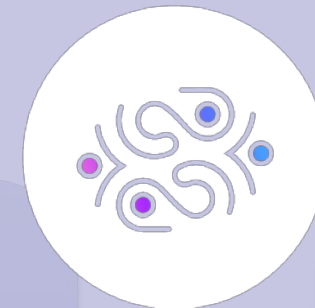
SWISS
DIGITAL
HEALTH



PSYCHO'NNEXION



Save the Children



S.M.A.R.T. Confluence
INNOVATIVE HEALTH ECOSYSTEM

The team behind The Helpnet

Team



**Joanna
Bessert-Nettelbeck**

Mental health enthusiast

Psychologist in training
and personal coach

Self-starter



Peter Lermen



Chief physician of a
rehabilitation clinic
Crans-Montana

Co-founder



Holger Nagel



IT Product-Management &
Online Marketing

Strong entrepreneurial
background

Advisory Board

Dr. Prof. Tilo Held, Psychiatrist,

Dr. Prof. Gil Noam, Prof. in Psychology

Florian Lehwald, CEO ritzelmutventure

Jean-Jacques Duclaux, Marketing Specialist

Sebastien Fanti, Lawyer / Notary

Jessica Tabary, Public Health, fundraising specialist



CONTACT

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Fact & Figures

Annexe

Clients (are gathered through social media and Google Ads):

Start → February 2021

Mid-march : 100 clients
Sept : 520 clients

Counsellors (mainly gathered through LinkedIn):

Start → November 2020

April : 100 counsellors
Sept: 215 counsellors (online 50)



1350 Followers (10 months)



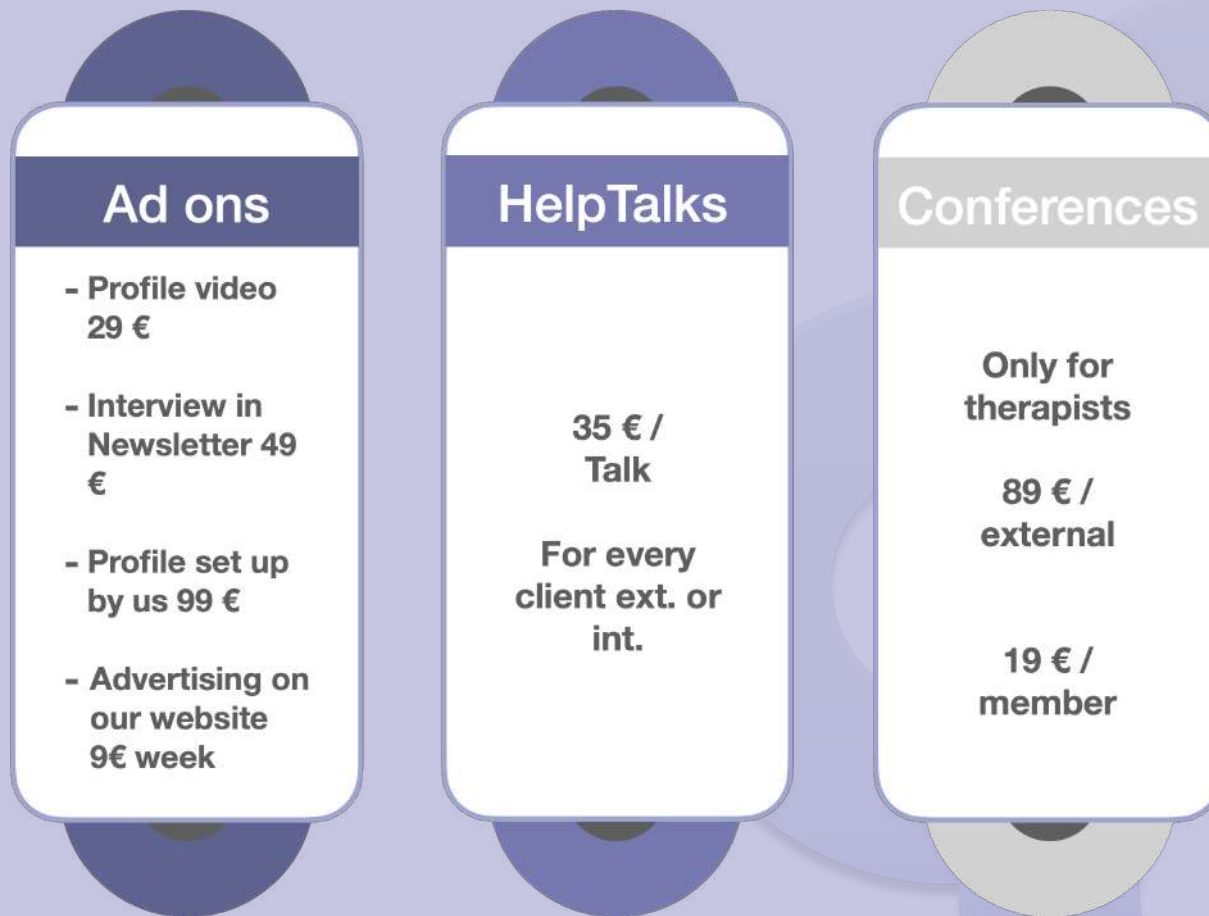
Instagram

730 Followers (5 months)

THE FIRST CONSULTATION TOOK PLACE MID OF APRIL 2021

Other products

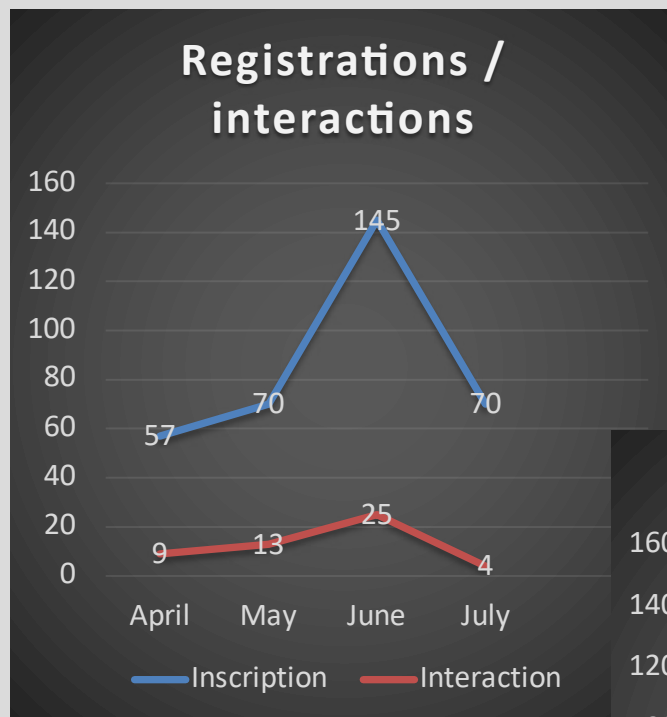
Annexe



Some figures

Most recent numbers

The correlation between registrations, interactions and the SEA is apparent. As soon as SEA stops or goes Down so do the registrations and the bookings



Potential Growth





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