

hovanka



this is kris and kris is me, and here is my psychiatrist's conclusion

& the times the idea of Hovanka appeared

**Висновок**

**Діагноз основний:**

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

**Ускладнення основного діагнозу:**

back then, Kris really needed Hovanka, to understand and learn what's going on with her, and to have tools to help her

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# hovanka

## Your Daily Mental Wellness Buddy

for therapy-goers and self-help seekers, by those, who understand you

**hovanka** is a safe space to educate yourself, self-help your mental health and grow

We're not just creating a tool.

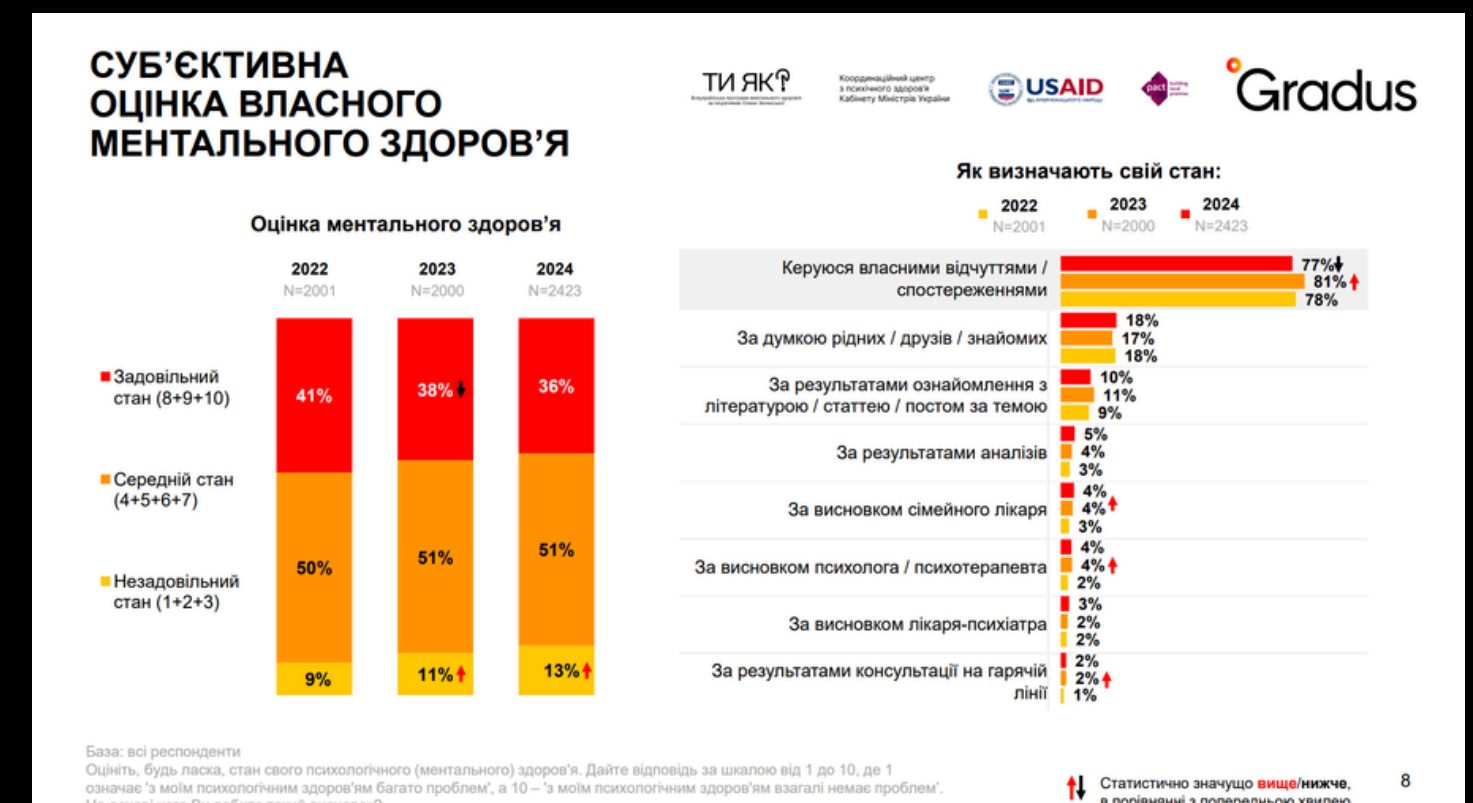
We're working to destigmatize mental health, making wellness accessible, understandable, and achievable for everyone.

# Problem

- 25% of Ukrainians are at risk of developing mental health disorders due to the ongoing war (Gradus)
- Lack of accessible, verified mental health content in Ukrainian
- Rising burnout cases: Google shows 6x increase in burnout-related searches over past 4 years

research that prove the need of  
our app in Ukraine

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# Solution

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A comprehensive mental wellness app that:

- Provides verified educational content about mental health in Ukrainian
- Offers practical tools from proven therapies (DBT, CBT, Schema)
- Creates a safe, customizable space for daily mental wellness practice
- Bridges the gap between self-help and professional therapy

# Market Size

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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 first year)

Global mental health apps market projected  
to reach \$16.50B by 2030 (CAGR 16.3%)

# Target Audience

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Our initial market in Ukraine is predicted:

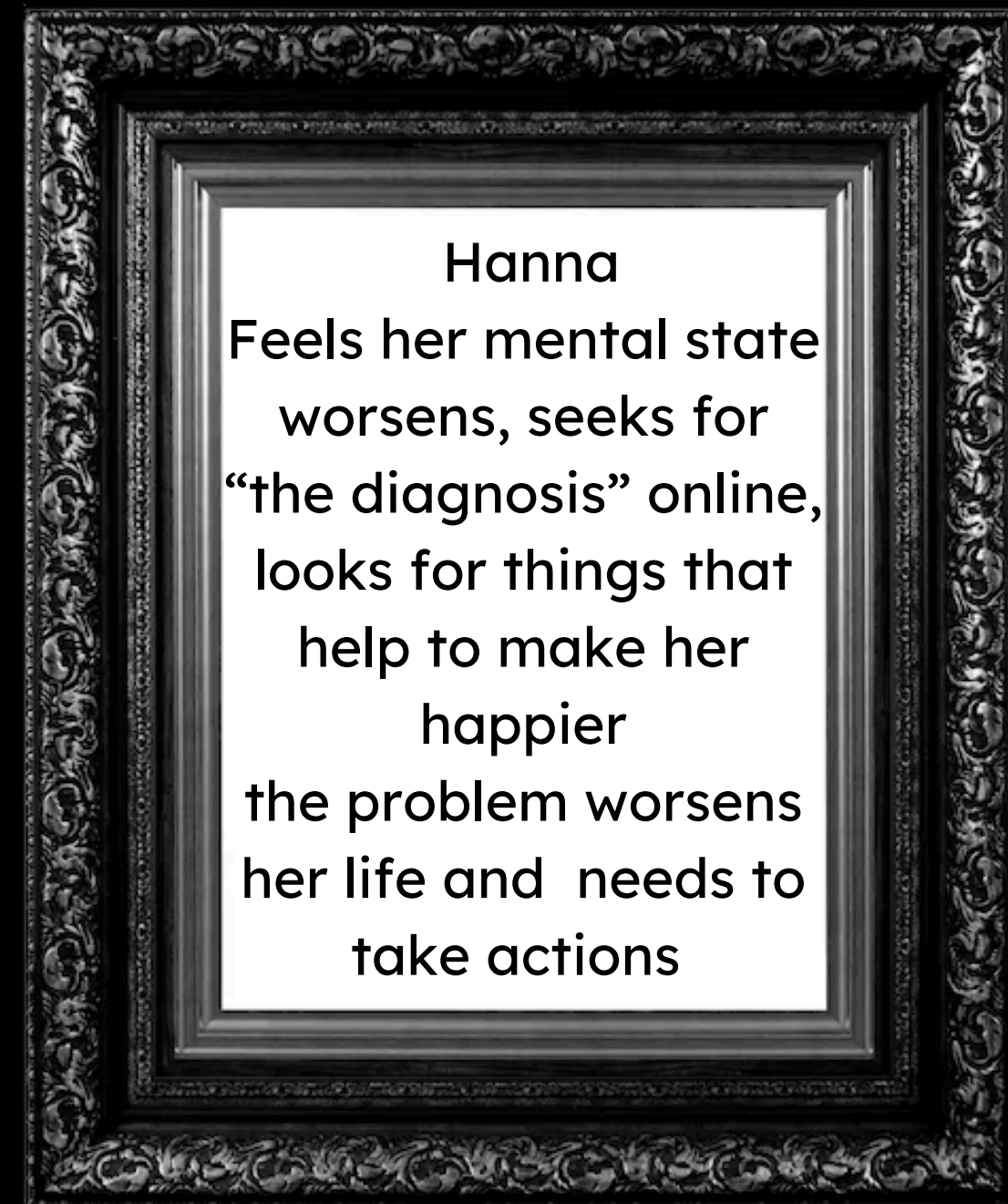
Youth: 19-35 y.o.

Location: Ukraine (we wanna firstly release in Ukraine and after MVP go to worldwide markets)

Education: university, finished or still studying but on the final years

Money: already earn enough to cover their basic needs (30 000 - 100 000 uah)

Behavioral characteristics: people are interested in mental health, want to make their life happier, they mostly all do sports





# Competitors

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A	B	C	D	E
Product Name	Hovanka	Quabble	Rootd	My Possible Self
Languages support	UKR, ENG	ENG	ENG	ENG
Educational content	Yes	Yes	Yes	Yes
Sharing notes with your therapist	Yes	No	No	No
Community features	Yes	Yes	No	No
Voice notes	Yes	No	No	No
Progress tracking	Yes	Yes	Yes	Yes
Mood tracker	Yes	Yes	Yes	Yes
Habits tracker	Yes	Yes	Yes	Yes
Gamification	No	Yes	No	No
Proven tests and content	Yes	No	Yes	Yes
In-app content search	Yes	No	No	Yes
Theme customization	Yes	No	No	Yes (dark/light mode only)

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



# Business model


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 Begin with

Free

Get started for free


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

 Mind explorer

\$7.99

Subscribe

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

 Expert

\$17.99

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

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Partnership with certified therapists

Social media awareness campaigns focusing on destigmatization

Collaboration with social programs, organizations & influencers

Direct marketing to therapy practitioners for client recommendations

Social media campaigns

# hovanka 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

for the past 5 years has been working as customer support for usa market in health startup, worked as talent acquisition in a startup, and as a PR manager, then as business developer

## tech



Bohdan & Maksym — developers working in zapal.tech together for the past 3 years developed web and apps, and other software in Ukraine and all over the world, for EdTech as well



## design

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

+ psychology & psychiatry experts

# Investment Ask

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Seeking \$24,000 PreSeed funding

and professional opinion on B2B scale

## Funds will be used for:

MVP development

Content creation

Marketing and user acquisition

## Hovanka's scalability

Hovanka is planned to be scaled in B2C worldwide;  
and in B2B specific features after MVP for a workplace mental wellness & future scale in specific  
soft creation for educational institutions, proving the scalability of Hovanka App

The



END

Contact us at  
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Find us at [www.hovanka.app](http://www.hovanka.app)