

**“People of color, particularly African Americans, feel the stigma more keenly. In a race-conscious society, some don't want to be perceived as having yet another deficit.”**

-Bebe Moore Campbell

---



WellSis

## PROBLEM

- Estimated **16%** of non-Hispanic Black women experiencing generalized anxiety in their lifetime
- Estimated **27%** of non-Hispanic Black women experiencing depression in their lifetime
- Approximately **40%** that needed mental health treatment or counseling did not receive it

## FOCUS GROUP QUOTES

*"My anxiety definitely comes from being the first person in my family to do a lot of things."*

*"It just seemed normal to be...so worried, and trying to be perfect and whatever, or feeling like blue, or something like that. If somebody had named it, and then I could have been like, "Okay, so there are support services for that?"*

*"I think having a space to talk about it, where it was known that it was a space to debrief...would have been helpful...Just thinking back...somebody naming what [anxiety and depression] were would be really helpful."*

# 3- TIERED SOLUTION



**Self-management**



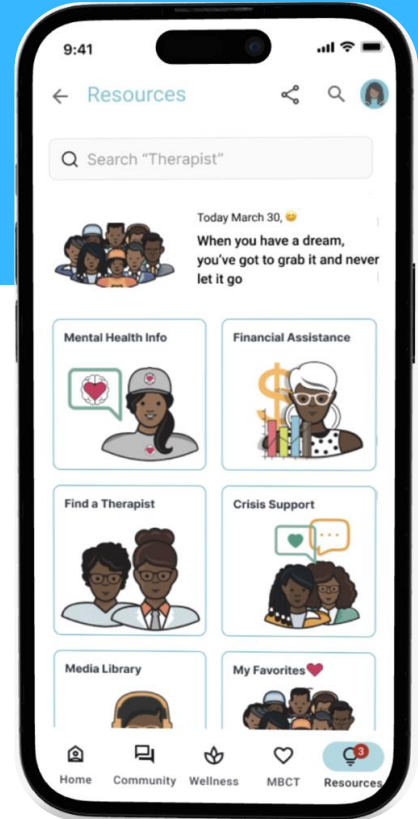
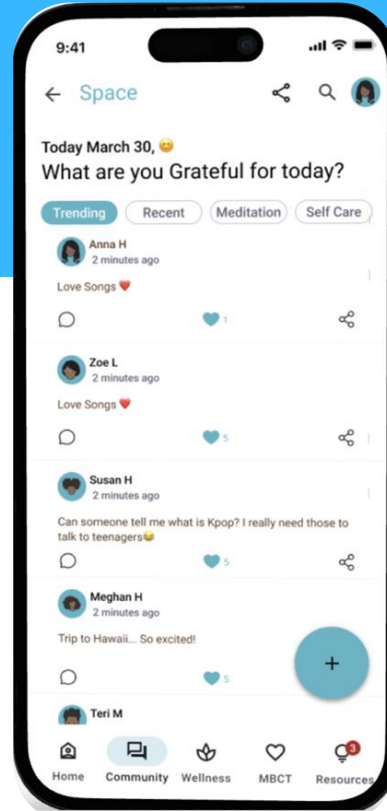
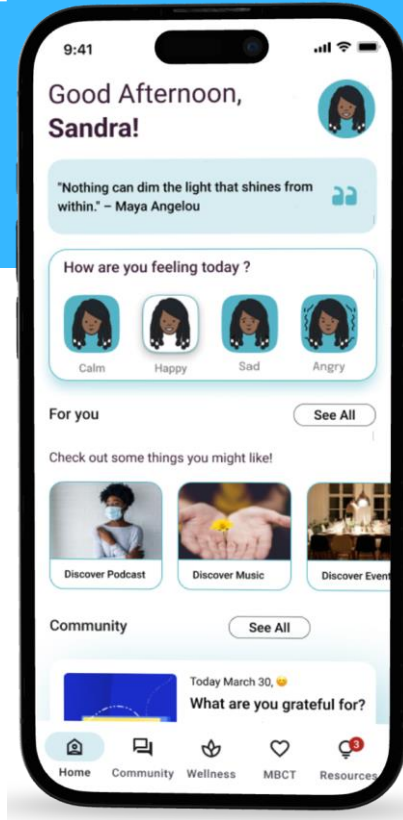
**Peer Support**



**Connection to mental health professional**

**80% of Black women own smartphones**

# PROTOTYPE

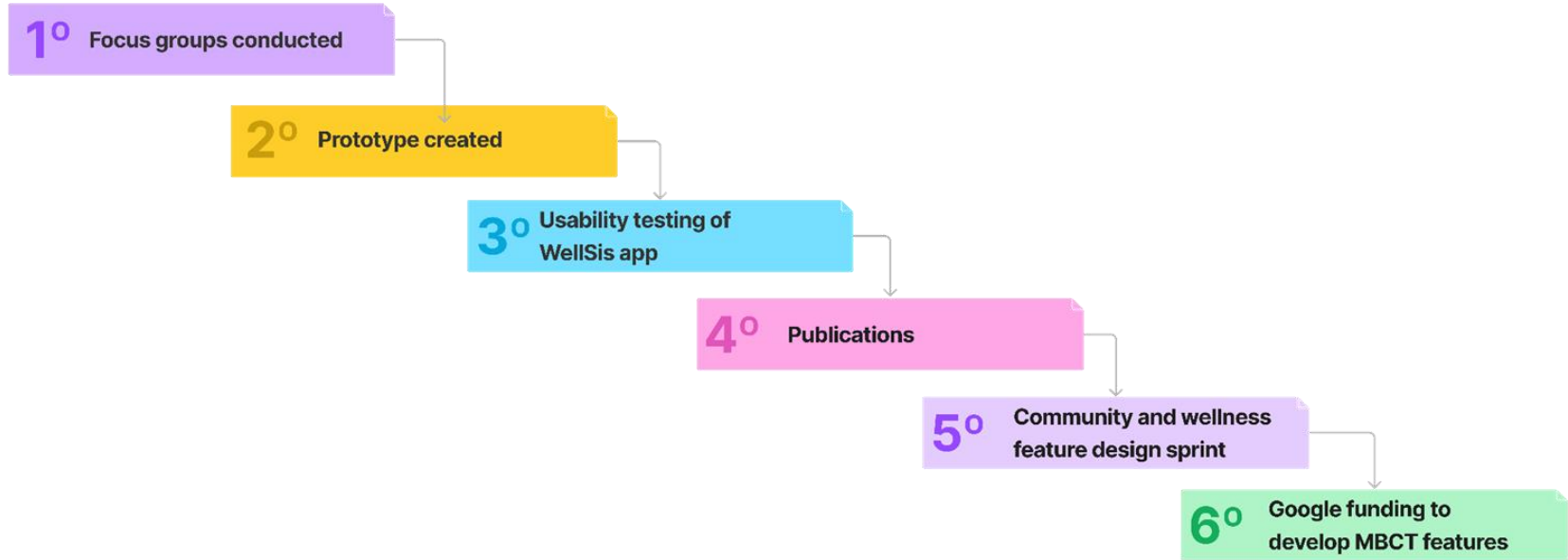


# COMPETITOR LANDSCAPE



| Features                                 | Shine | Exhale | Clarity | Wysa | Breeze | WellSis |
|--|-------|--------|---------|------|--------|---------|
| Daily meditations                        | ✓     | ✓      | ✓       |      |        | ✓       |
| Self-care resources                      | ✓     |        | ✓       | ✓    |        | ✓       |
| Guided thought journal                   |       |        | ✓       |      |        | ✓       |
| CBT/MBCT                                 |       |        | ✓       | ✓    | ✓      | ✓       |
| Culturally-relevant resources            | ✓     | ✓      |         |      |        | ✓       |
| Peer support                             | ✓     |        |         |      |        | ✓       |
| Connection to mental health professional |       |        |         | ✓    |        | ✓       |

# MILESTONES



## BUSINESS PLAN

- **B2C** free version; advertising events and relevant products and services according to user's interests
- **B2B** premium subscription; more mental health insights and resources available

## SPONSORS

The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, green, red, blue).The Yale University logo, featuring the words "Yale University" in a dark blue, serif font.

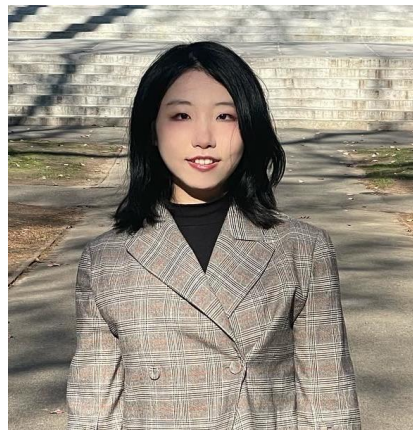
# TEAM



**Dr. Terika McCall**  
Director and Principal Investigator



**Yuechen Liu, MS**  
Research Assistant



**Qingyang Yu, MS**  
Research Assistant



**Vignesh Hari Krishnan, M Arch**  
Research Affiliate



**Advisors (left to right): Drs. Chyrell Bellamy (Yale), Cheryl Woods Giscombe (UNC-Chapel Hill), Cindy Brandt (Yale), Trace Kershaw (Yale), David Mohr (Northwestern)**