

Wildya

Transform Eco-Anxiety Into Action



Executive summary

Mission

We protect & restore nature by helping people with their mental fitness.

Problem

10% of the global population have eco-anxiety, but can't find help.

Solution

A mental fitness app helping people to transform their eco-anxiety into action.

Opportunity

Google searches for "Eco-anxiety" increased by 4,590% in past 5 years

Team with required skills

Oliver
Founder
Biz Dev
+7 years experience

Winnie
Founder
Human physiology / neuroscience
+8 years experience

Rob
Founder
Software Engineer
+15 years experience



We are facing people & nature crises

810_M

People suffer from **eco-anxiety**
& need help

2_M

Species face extinction
& need action

Your App to Transform Eco-Anxiety to **Action**

Understand. Understand what eco-anxiety is & how it affects you.

Cope. Gain knowledge & techniques that help you to cope better.

Catalyze. Learn to transform it into real action, to make a difference.



Wildya in Action: Understand your eco-anxiety

Weekly Courses

- Transforms scientific research into digestible content
- Max. 10 min once a week
- Inspired by nature to improve memory

Eco-Anxiety Quiz

- Self reflection exercise
- Gamified learning experience
- Research based
- User gets immediate support
- Takes just 5 minutes



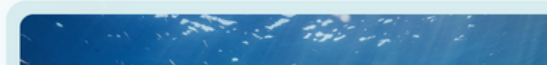
Lions & healthy ambition

Start Now



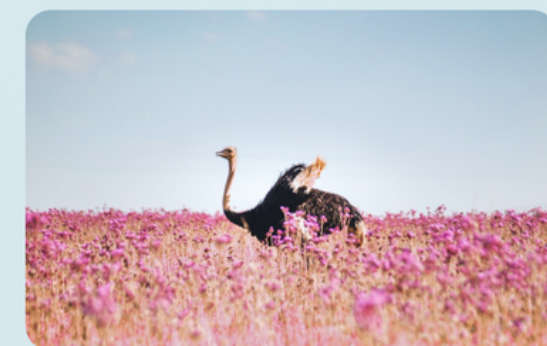
Dolphins & how to improve empathy

Start Now



Meet your mentor:

Ostrich

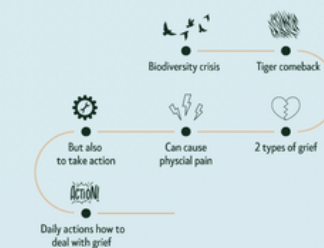


Hook: Eco-anxiety. Wtf is that?
Ostriches will assist you in starting this

STEP 1:

Inspiration

Today's course



Wildya in Action: **Cope** with your eco-anxiety

Community

- Meet others with eco-anxiety
- Celebrate victories together
- Vent when you feel down
- Learn from others
- Meet Live

Weekly Courses

- Get the mental tools to cope with the current state of the world
- Incorporates current events to support you

Many of us know the stages of grief



Denial: refusal to accept a new reality that a person, animal, or object is gone

Anger: recognition that they are gone; the body goes into motivated state

Bargaining: refusing to accept reality & wondering what you should've/could've done

Depression: "Why should I go on living?"

Acceptance: cognitively and emotionally accepting that life will continue

Good news



Wildya in Action: **Catalyze** your eco-anxiety

Micro Actions

- Daily 2 minutes mental health or eco-actions
- Ensure theory sticks
- Results in habit building

Nature Protection

- Protect & Restore 1m2 per user per month
- Explore the impact you create

Impact on You

Courses

2

Impact on Nature

m2 restored

0.75

How?

Actions

3

Impact on Wildya

Provide Feedback

Events

Contact u

Day 3: Understand the 3 dimensions

Action: Reflect on a memory with the one you've lost and identify elements related to space (location), time (when your interactions with them were), and closeness (emotional intensity).

Why: This foundational step ensures a clear understanding of the three dimensions in a personal context.

Example: John recalls evening walks with Max at the local park (space), always around sunset (time), and the deep bond they shared during those moments

Beavers & Self-Confidence

Start Now

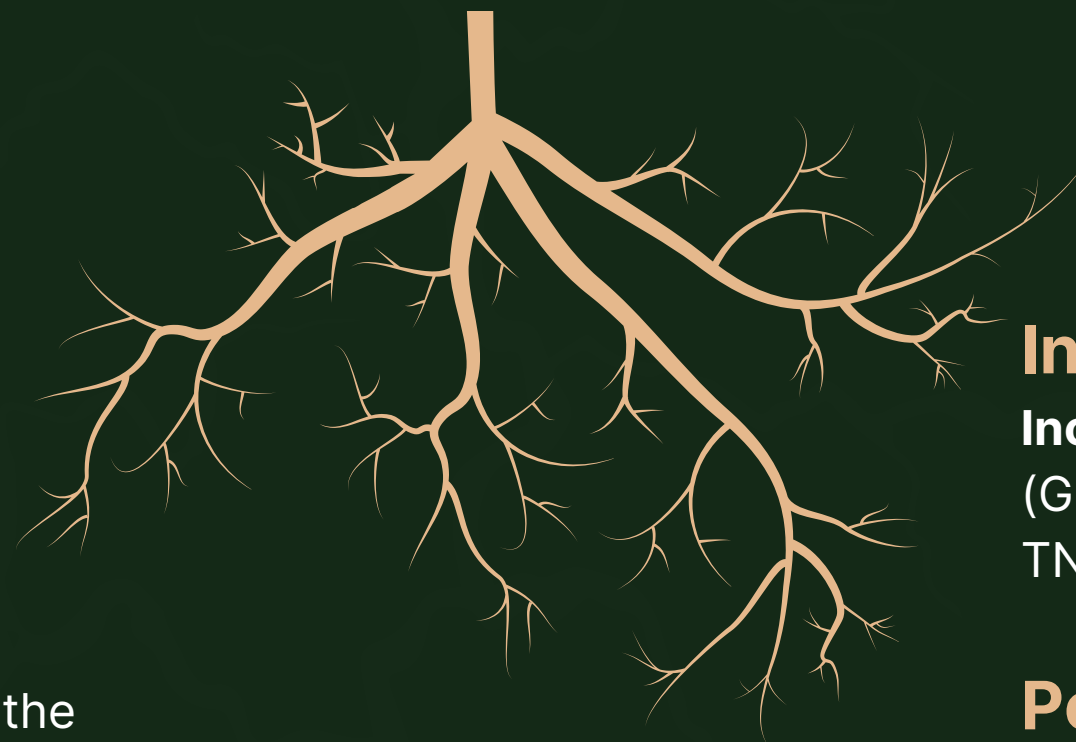
Actions

- Day 1 - Read the course
- Day 2 - Draw the circles
- Day 3 - What you love
- Day 4 - What you are good at
- Day 5 - What you can get paid for
- Day 6 - What the world needs
- Day 7 - Ikigai



A growing mental health crisis & increased interest in nature

Eco-Anxiety Increase



Growing interest.

Google searches for “Eco-anxiety” increased by **4,590%** in past 5 years.

No help available.

No commercial solution available on the market to support people with eco-anxiety.

Increasing nature demands.

Increasing awareness of nature loss & more public demand (Global Biodiversity Framework, Nature Restoration Law, TNFD).

People get affected.

Frequent **extreme weather** events (heat waves, floods, droughts etc.).

COVID.

Pandemic triggered **25% increase** in prevalence of anxiety & depression worldwide.

We are establishing a new category for an underserved & growing segment

Global & vast demand for mental health apps

Market growing by +16.3% (CAGR),
democratisation access
& support.

€ 5.3B

“Apps can not only help address the
volume of need for mental health
support, but also make that support
more accessible.”

Deloitte

Untapped market: eco-anxiety

There are no dedicated solutions for eco-
anxiety. People are left alone.

€ 150M*

“Environmental disaster is the biggest
mental health issue of our lifetimes.
And in our war against nature, young
minds are the collateral damage.”

Clover Hogan

Restore nature, by working on your mental health



WAKING UP

Calm

WHOOOP

BetterUp

Mental Health

Wildya

Competitive Advantage

- First mover advantage
- Founders experience with eco-anxiety
- Perceived as good for people & planet

Positive Impact

earthed

ailuna



AWWorld

A nature positive
B2C business model
that benefits people & nature



13€ Monthly
subscription



Pay nature 15% to
protect 1m² per user
per month



LTV
CAC

Step by step we democratize help for people with eco-anxiety

Aug 23

MVP Launch &
**Winny joins
(Neuroscience)**

*Validation:
With limited
resources we
can launch an
app*

Sep 23

Linkedin **Top
Voice**

*Validation:
>10k people
are interested
in this topic*

Oct 23

Pivot to focus
on eco-anxiety

*Validation:
MVP was too
general, here
we can help
the most,
because lack
of help*

Dec 23

**Community
launch**
(130 members
in 1 month)

*Validation:
Eco-Anxiety
not just a
problem for
the young,
people jump on
support*

Jan 23

Eco Anxiety
Quiz launch
(200 insights
in 1 month)

*Validation:
Quantitative
insights prove
severity of the
crisis & people
looking for
solutions*

Feb 23

Android
Launch & **Rob
Joins (Tech)**

*Validation:
Amount of
feedback is
more valuable,
than effort on
our side*

Mar 23

Launch Power
User Group

*Validation:
Constant
insights of 15
core users
allow us to
move faster &
better*

Continue to create a strong community of Wildya advocates to scale in the next months

Online Inbound Strategy

Volume

Co-create courses with **influencers** to tap into their audiences

Launch of **Youtube** Channel

Curious

SEO content
Create biggest library on eco-anxiety content to benefit from Google trends

Gamified lead magnets
Eco-Anxiety quiz, nature podcast lists etc.

PR opportunities:
podcast, keynotes, interviews

Foundation

Linkedin
Community >15k followers

Slack **Community**
>200 members

Referral Marketing to incentivize **WOM**

Experienced & passionate team who cares about eco-anxiety



Oliver Dauert

Visionary & Biodiversity Builder

7+ years leading B2B & B2C bizdev teams; Field Guide



Smriti (Winny) Sanchita

Listener & Mind Unblocker

8+ years in human physiology research (focus neuroscience)



Rob Aiken

Builder & Nature Tech Enabler

15+ years of software engineer experience in climate tech



Partners:



+200 engaged community members



What we are looking for

18 months

Runway to

- 1) Improve app
- 2) Get to break even
- 3) Scale growth with focus on SEO work, paid ads & influencer partnerships

€250K

Funding

Strategic value

Partners in impact

Focus on Impact
Interested in supporting nature or
mental wellbeing





Join us in
protecting **1%** of land & sea
by helping **300M** people
until **2030**

Let's connect



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