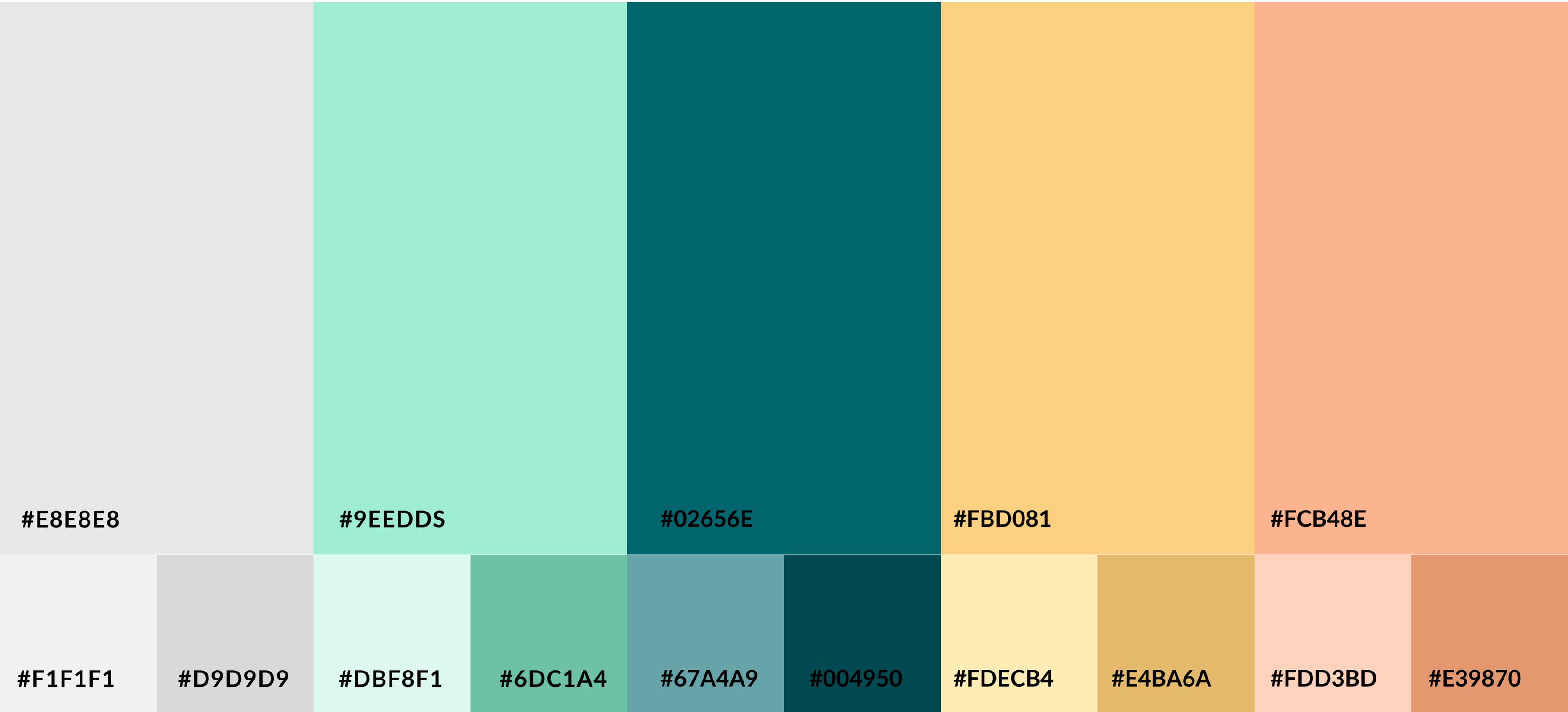


# Brand Colours



# Font Type

Headings - Lato Bold

General Text - Lato Regular

## PROPER SPELLING

CORRECT WAY TO USE OUR NAME

LYF SUPPORT APP

WRONG WAY TO USE OUR NAME

LYF APP

LYF SUPPORT

## PRONOUNCIATION

LYF IS PRONOUNCED "LIFE."

# Slogan

## Lyf Support

WE GOT YOU

# Brand Identity

## PLEASE DON'T

- USE OUR GRAPHICS AS PART OF YOUR OWN PRODUCT, BUSINESS OR SERVICES NAME
- ALTER OUR GRAPHICS IN ANY WAY WITHOUT WRITTEN CONSENT
- DISPLAY OUR GRAPHICS IN A WAY THE IMPLIES A RELATIONSHIP, AFFILIATION OR ENDORSEMENT BY LYF SUPPORT WITHOUT CONSENT OR CONTRACT.

# Logos



LYF

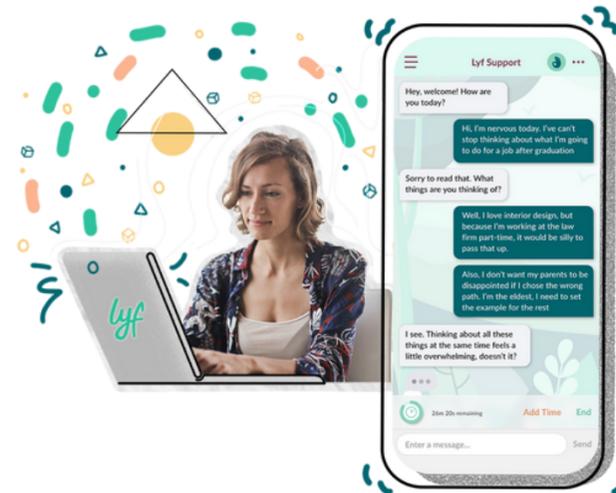
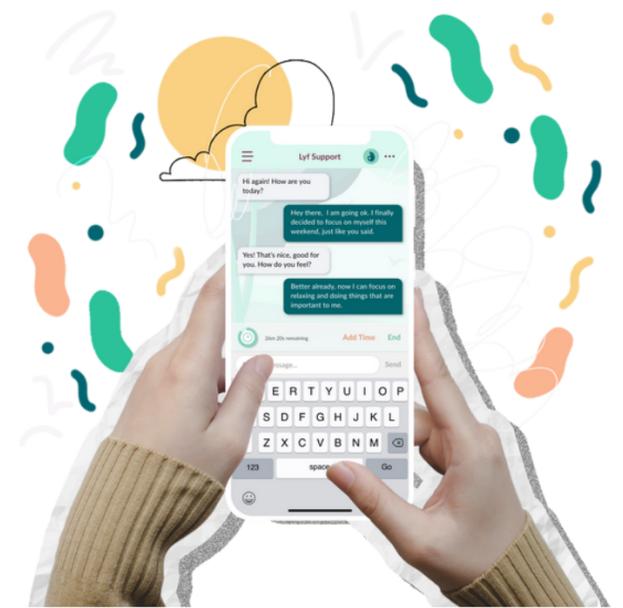
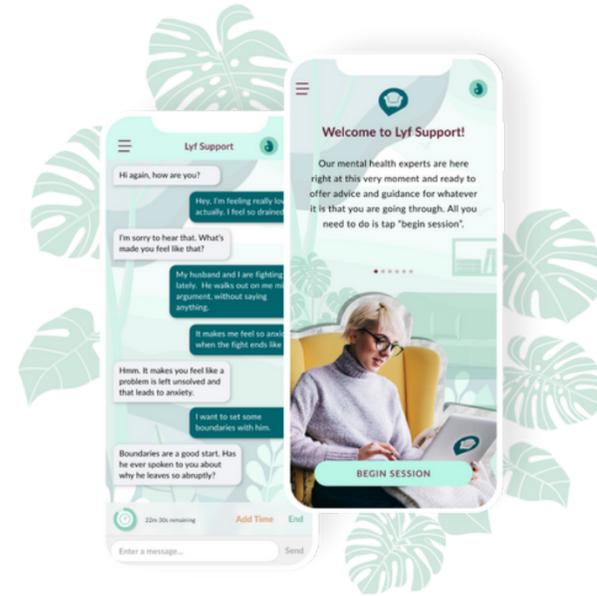


LYF APP



LYF SUPPORT APP

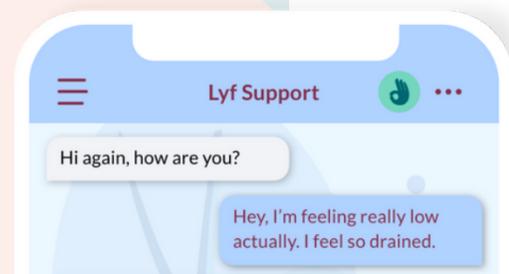
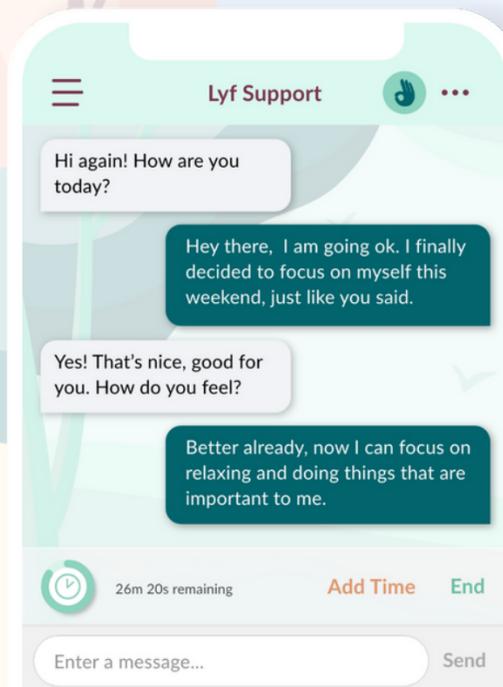
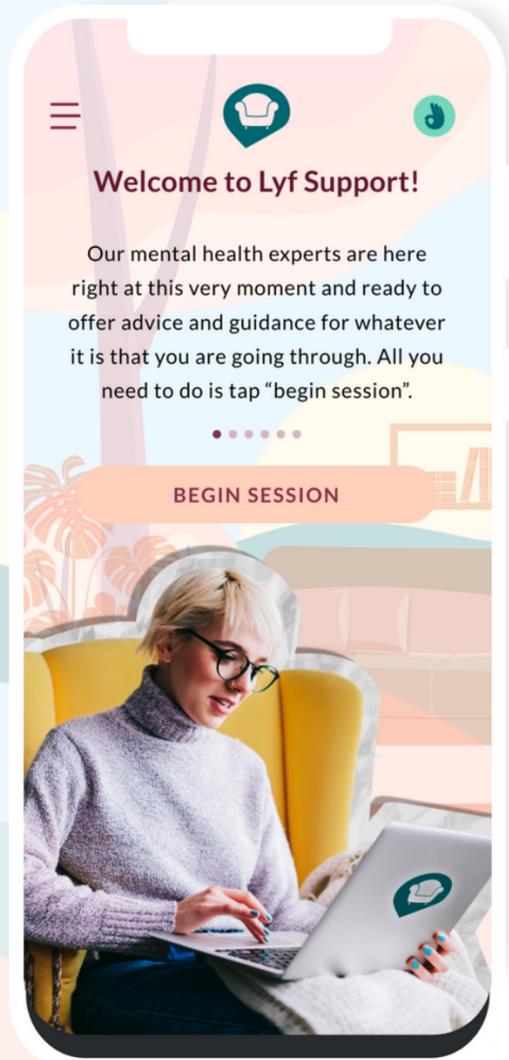
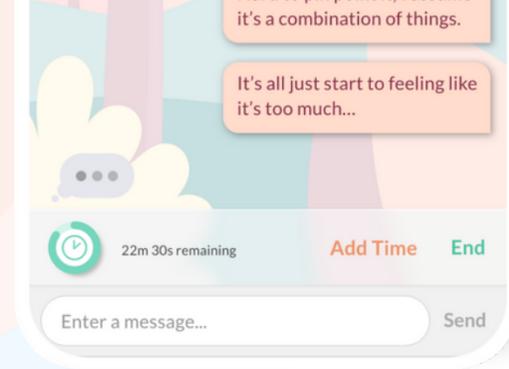
# Images media can use



# Company Description

Lyf Support is an instant text based chat session with a mental health expert. Each session is 30 minutes but can be extended for as long as you wish. No obstacles like annoying questionnaires or having to wait hours or days to be matched. You'll get immediate responses, help and guidance. The best part is that a professional is available at the tap of a button 24/7.

We created lyf support so that you have professionals to talk to right at the very moment you feel like talking. Not in a few hours time or in a few days or when you next have an appointment. In fact, no appointments are necessary. If you're someone who is up in the middle of the night struggling to sleep, lyf support is made for you. Having relationship problems and need to talk immediately? Try Lyf Support. Anxiety, depression, grief, addiction? We got you.



# FAQ'S

## WHAT IS LYF SUPPORT APP?

The short answer, Lyf Support App is a 24/7 instant text based mental health support app

## WHAT MAKES US SO UNIQUE?

We are the only 24/7 digital support system that allows an instant connection to a trained professional.

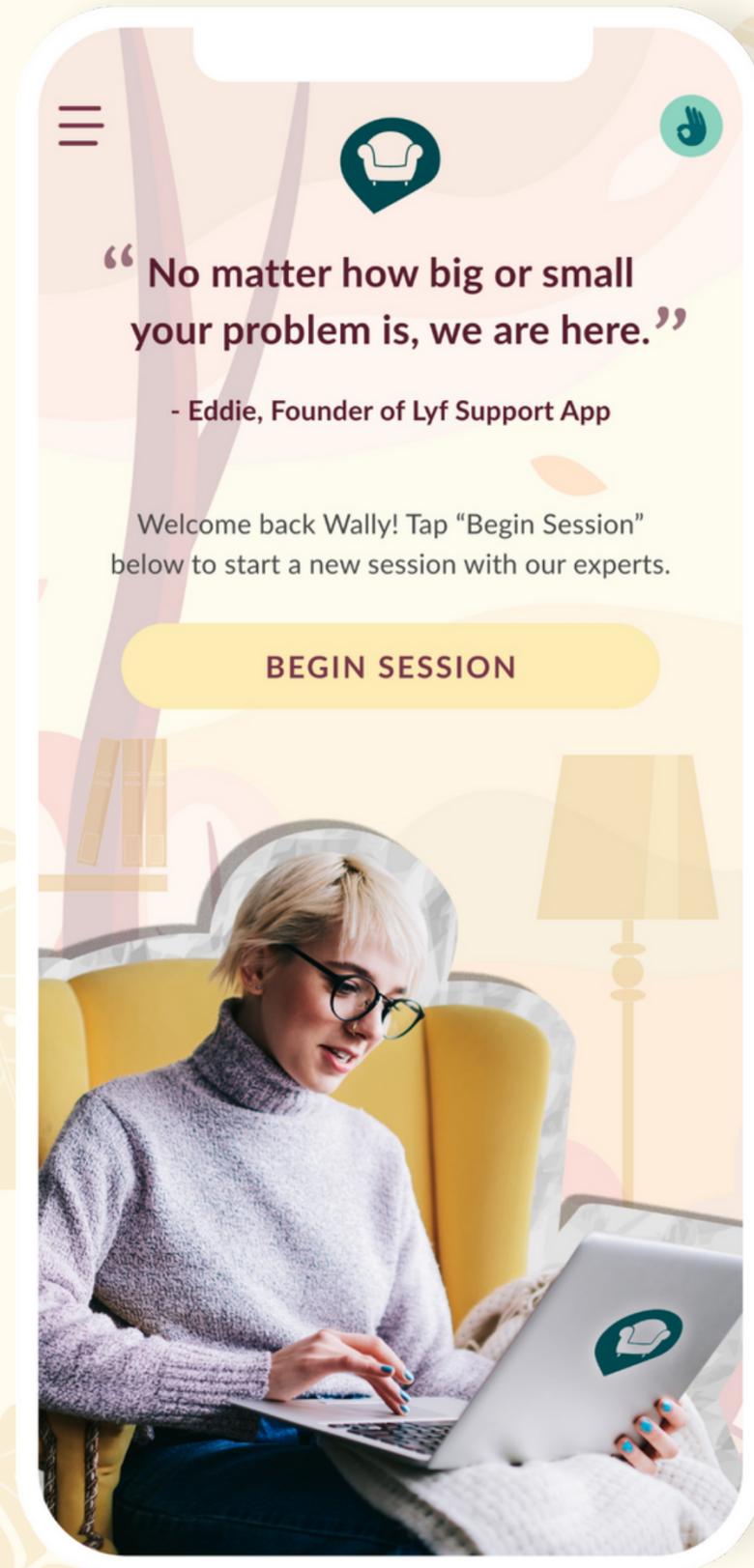
## LYF SUPPORTS AUDIENCE

Lyf Support App is there for anyone who feels lost in the current system. For those who experience wait room anxiety or who don't cope with face to face therapy. For the people who are up at 3am unable to sleep. Lyf Support App is there for anyone who needs mental health guidance.

## HOW DO CUSTOMERS BENEFIT?

They can access affordable 24/7 digital mental health help for a fraction of the cost of traditional therapy and without wait times or questionnaires





# FAQ'S

## THE CURRENT MENTAL HEALTH LANDSCAPE

The current mental health landscape is a tricky place to navigate.

**Case 1.** Going to a GP to find that you are not deemed "unwell" enough to receive a subsidised mental health care plan. Then the real struggle starts for these people, leaving them to fend for themselves. Some of these people who can't afford to see a psychologist without a care plan rely on self medicating, support of family and friends, some have opted out of the system all together and some have fallen into unemployment and into a more severe illness.

**Case 2.** You go to a GP, you get deemed "unwell" enough. You receive a mental health care plan and may also be prescribed medication. Then the wait begins. Currently in Australia it's up to a 9 month wait time to have an initial consultation with a psychologist. The out of pocket costs on top makes it unattainable for many. In any case we see the same pattern emerging, people are being left waiting far too long for help.

## HOW LYF SUPPORT APP CAN CHANGE THE CURRENT LANDSCAPE

Lyf Support App can help the missing middle. Giving support in your greatest time of need 24/7. Making sure no one is left alone.

We don't ask for questionnaires to be filled out when you're feeling at your lowest. Our aim is to connect you with a trained professional in seconds, breaking the traditional cycle and making sure no one is left behind.

# FAQ'S

## HOW CAN LYF SUPPORT CHANGE THE CURRENT LANDSCAPE?

Lyf Support App is breaking through the normal barriers. Giving support 24/7.

## COSTS

1 x 30min session \$9.99AUD

3 x 30min sessions \$27.99AUD

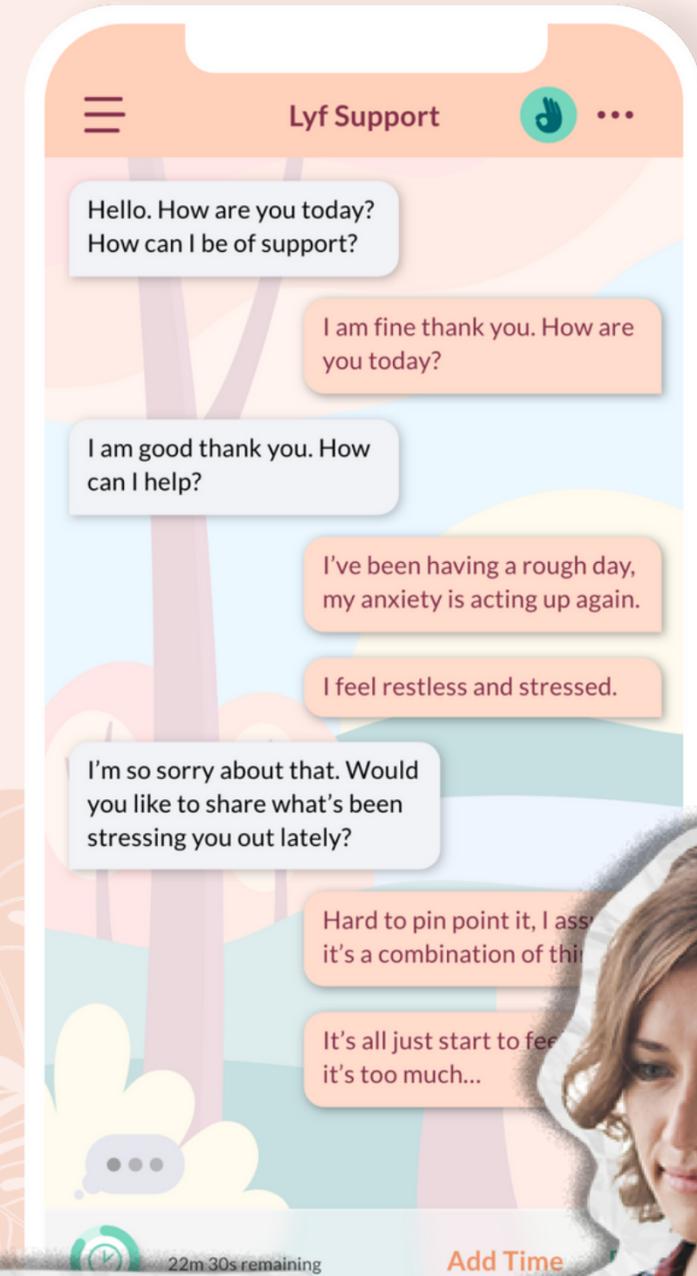
6 x 30min sessions \$54.99AUD

## WHERE LYF IS BASED?

Lyf Support App's Head office is located at 47-49 A'Beckett Street,  
Melbourne VIC 3000

## WHO TO CONTACT FOR MORE INFO?

[app@lyf.app](mailto:app@lyf.app)



# Our Mission

To help users turn what was going to be a bad day into a better one.

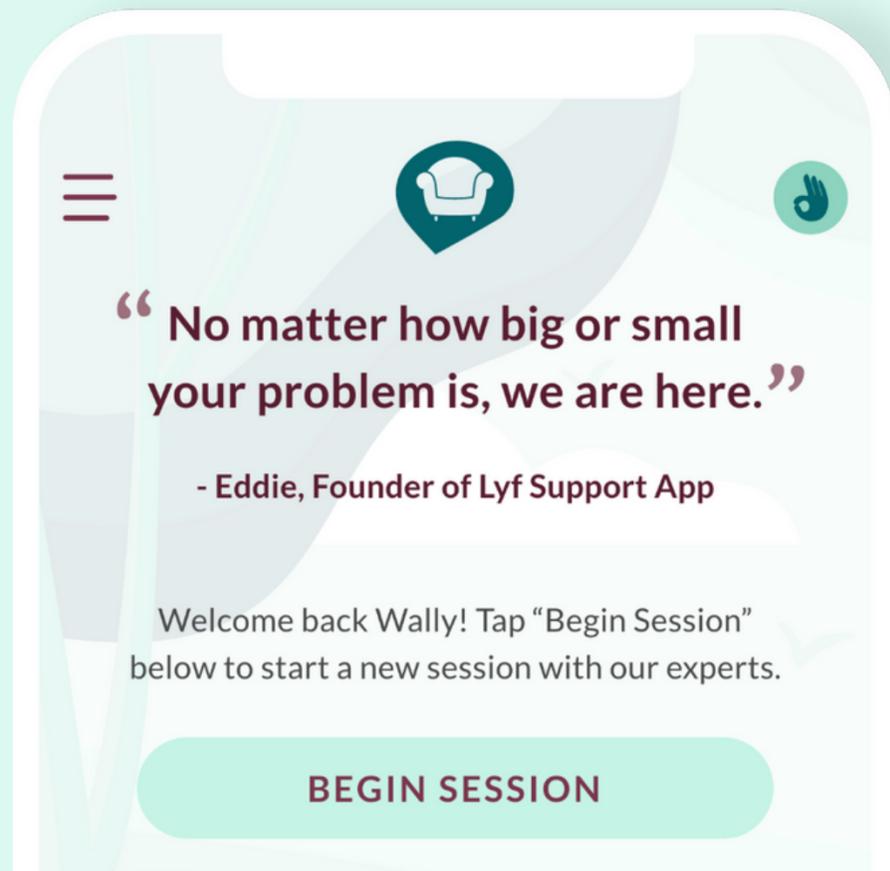


# How Lyf Support Was Founded

Founder and CEO Eddie Wittenberg began struggling with debilitating insomnia and the fall out that subsequently came along with it. He felt like no one understood what he was going through. Feeling helpless and alone he decided to do something about it. This is how Lyf Support App came to be. Making an app that would give the masses exactly what Eddie knew he wanted & needed during his own struggles.

**"With Lyf, you're provided a world of support in the palm of your hand."**

- Eddie Wittenberg, Founder



# Competition

## Beyond Blue

- Offer brief help for one-off calls
- Refer you elsewhere
- Online chat option operating between 11am-12am
- Wait times of up to 20 minutes
- Not for people who want ongoing support

## Life Line

- Telehealth
- Wait times of up to 30-40 minutes
- Can refer you elsewhere
- Not for people who want on going support

Lifeline is for people at their wits end, who need to be talked back from the edge. Unfortunately, due to the lack of mental health services, people suffering with anxiety and general depression have nowhere else to turn to and reach out to lifeline.

This means that their call lines fill up and the people who are truly are on the edge are left feeling alone in the worst time on hold waiting for help.

## Headspace

- For ages 12-25 only
- Doctors referral needed
- Online Chat only open from 9am-1am
- Wait times for face to face therapy currently between 6-8 weeks

## Better Help

**\$90-120 AUD/Week**

- Long annoying surveys & questionnaires
- Scheduled 30 min chat times
- Matchmaking service takes 2 days but have to wait longer for appointment
- Wait times between when a patient sends a message to when the therapist replies.
- Run from America

## TalkSpace

**\$182-564 AUD/Month**

- Long surveys & questionnaires
- A marketplace that matches professional counsellors with people in need of help in exchange for a finders fee which is taken by the platform
- Wait times between when patient sends message to when therapist replies
- Run from America

## Forums

Mental health discussion forums are generally just members of the public who are not trained to have the knowledge and expertise of a counsellor or therapist can lead to trolls. Tips and feedback given by general public on these forums are not always specific to situations.

## Traditional Therapy

**- Approx. \$270 AUD per session**

- Not affordable
- Closed books/ wait lists
- Waiting room/ couch anxiety
- Wait times of 2-6 months for initial consultation
- No guarantee of doctor/patient connection
- Travel times to and from appointments lived experience is not a factor

## How are we different?

- We offer 24 hour support
- We do not ask you to fill out forms
- We do not keep you waiting for days, weeks or months
- We do not charge excessive amounts
- We are there at the touch of a button anytime, day or night
- Providing help in an instant



# Lyf Support App In The Media

<https://abcnews4.com/news/local/lyf-offering-frontline-workers-free-60-minute-support-sessions>



## Quotes

"Now your therapist lives inside your iPhone"

- Apple Must, Jonny Evans

# Testimonials

I love Lyf Support. you get this service at an affordable price 24/7. It's like you get your own team of therapists literally 24/7, day and night at any hour. no matter the time Lyf Support is here for you when you need it. no matter if you have a big or small problem or concern Lyf Support is for you. Come install the app and join the community of Lyfers using the service.

- Gabie, March 2022



"Incredible Caring Insight. In the middle of my insomnia it was great to have a chat with someone who was able to listen to me and the provide a compassionate response. This actually helped me to relax and calm myself down enough to get some sleep. It's hugely important to be able to connect with someone when you need them which this app in the only one I've found that lets you text someone immediately. They were also very caring and helpful - a real human connection at 4 am! And the price is very reasonable. Lyf Support is part of my mental health arsenal from now on!"

- Riotnikki, February 2022



"Text based therapy with someone qualified, and very affordable. Very happy with the app and service."

- Sarah, December 2021



"Really affordable and easy to access instead of waiting months for an appointment or referral to come through. I felt heard and listened to."

- Simon, January 2022

