

Naia® – The Scalable AI Revolution for Mental Health

Launch: 6th June 2025

1. The Global Problem: Mental Health at Its Limit

Since the COVID-19 pandemic, mental health issues have skyrocketed worldwide – with a +220% increase in mental disorders, especially among young people. 77% of employees suffer from chronic stress. Companies lose over \$1 trillion annually due to absences, sick days, depression, and burnout. Healthcare systems are overwhelmed! Specialists are lacking! Global, scalable solutions do not exist.

Mental health is no longer a marginal issue – it is a global, economic, and societal core problem and one of the greatest challenges for companies.

2. The Solution: Naia – Rethinking Mental Health

Naia® is the world's first AI-based mental health coach that can be shared millions of times, is available in 50 languages, and operates 24/7! It is based on the Scheelen Institute and its Relief® program, developed in collaboration with top universities and Europe's leading experts in stress and burnout.

Naia® analyzes personal stress levels across 38 scientifically validated dimensions and offers individual support via chat, voice, or video – empathetic, data-secure, and scientifically validated.

Naia® sets new standards in mental health, making mental well-being accessible to everyone – 24/7 – instantly, anonymously, and on a scalable level.

3. Timing: The Perfect Moment – The World Is Ready!

The global mental health market is projected to grow to \$545 billion by 2031. The demand for scalable solutions has never been greater. Traditional coaching models are reaching their limits – they cannot be globally multiplied. Naia® can. What one coach can do for one person, Naia can do simultaneously for millions – in every language, anywhere in the world.

2025 is the perfect moment: product, technology, and market demand align seamlessly.

4. Technological Infrastructure: 100% Ownership, 0% Dependency

Naia® was developed entirely in-house – no vendor lock-in, no third-party dependencies. All core modules – AI engine, digital human, voice and video framework – operate on our GPU infrastructure (NVIDIA).

Naia offers:

EQ agentic AI with real-time learning, emotional voice and video coaching (true AI),

Blockchain-based logging for trust and data security,

Data protection at the highest international level.

Scalable, secure, global – with full technological control.

NAIA® Next Gen in Mental Health

AI disrupts old systems. With Naia®, we are unlocking a billion-dollar market – scalable, impactful, worldwide.