



Global Care
Development

Whitepaper

2025–2027

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EXECUTIVE SUMMARY



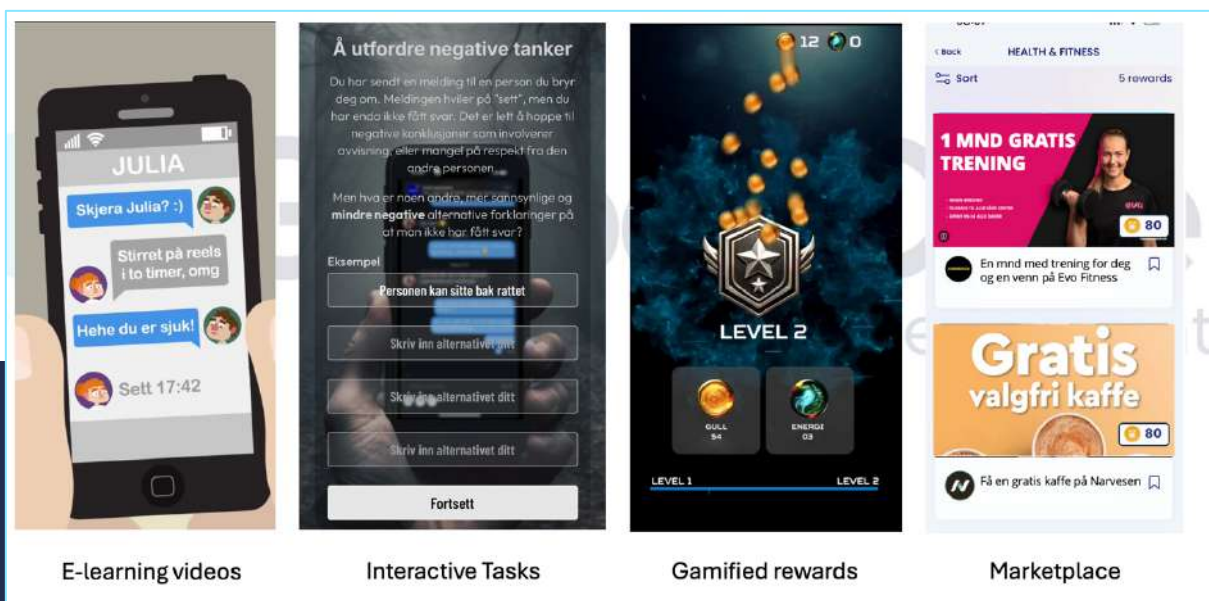
Global Care Development (GCD) is positioned to transform mental health accessibility through innovative digital solutions. Our flagship product, Ung Depresjon, is a mobile application designed to prevent depression in young adults through engaging short-form video content and a unique reward system. We target the Norwegian market initially, with plans for Nordic expansion. Our revenue model centers on direct license sales to individual users and institutional licensing to organizations.

PRODUCT DESCRIPTION



Ung Depresjon represents a user-driven paradigm shift in preventative digital mental health interventions. The mobile application delivers psychological tools and coping mechanisms through carefully crafted short-form videos, aligned for modern attention spans and digital consumption habits. The platform is built on established cognitive behavioral therapy principles, ensuring clinical validity while maintaining user engagement.

The core user experience revolves around daily interaction with educational content, complemented by practical exercises and progress tracking. Our distinctive reward system converts user engagement into tangible benefits, allowing users to redeem points for real-world preventive activities such as gym memberships, social event tickets, and wellness activities. This approach creates a powerful feedback loop between digital engagement and real-world positive behaviors.



E-learning videos

Interactive Tasks

Gamified rewards

Marketplace



MARKET ANALYSIS

The Norwegian mental health market presents significant opportunities, with approximately 560,000 young adults between 16 and 35 years old. Research indicates that roughly 20% of this population experiences mental health challenges, creating a direct target market of 112,000 potential users. Our conservative initial goal aims to capture 3-5% of this market, representing 28,000 users within a two-year period after launch.

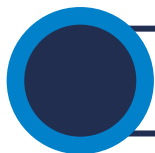


The competitive landscape includes traditional therapy services, existing governmental mental health applications such as Tankevirus and Grublr, and various self-help resources. Ung Depresjon differentiates itself through its unique reward system, content style and delivery method, specifically designed for the digital natives of our target demographic.

COMPETITOR ANALYSIS



To validate our approach and evaluate the competitive landscape, we conducted a comprehensive systematic review examining the effectiveness of unguided internet-delivered therapy interventions for depression. The review analyzed 21 studies comparing various digital interventions to care-as-usual or waitlist controls. This research not only validated the potential of unguided digital interventions but also provided crucial insights into existing solutions' strengths and limitations. Key competitors like Deprexis, MoodGYM, and the Sadness Program showed promising results but faced challenges with user engagement and retention. These findings directly informed our product development strategy, particularly our focus on incorporating gamification elements and reward systems to maintain user motivation and engagement.



MARKET ENTRY AND EXPANSION

Our market penetration strategy unfolds in carefully planned phases. The initial launch focuses on Tromsø and Northern Norway, leveraging our existing relationships with local mental health centers and educational institutions. We will establish pilot programs with educational institutions to demonstrate effectiveness and build credibility.

Marketing efforts will primarily target young adults through social media platforms, emphasizing the accessible and engaging nature of our solution. As we expand to major Norwegian cities in years two and three, we will develop deeper institutional partnerships with schools and healthcare providers. This expansion coincides with the planned launch of complementary products including Ung Angst and our ADHD toolkit.



REVENUE MODEL AND PRICING STRATEGY

Our revenue model is built on a straightforward licensing structure. Individual users can purchase perpetual licenses at competitive price points, while institutional customers receive custom pricing based on user volume. Our placeholder price per license is set at 200 NOK.

Institutional partnerships will be structured as enterprise licensing agreements, providing volume discounts while maintaining healthy margins. This dual approach ensures steady revenue from individual users while allowing for significant growth through institutional adoption.





FINANCIAL PROJECTIONS AND METRICS

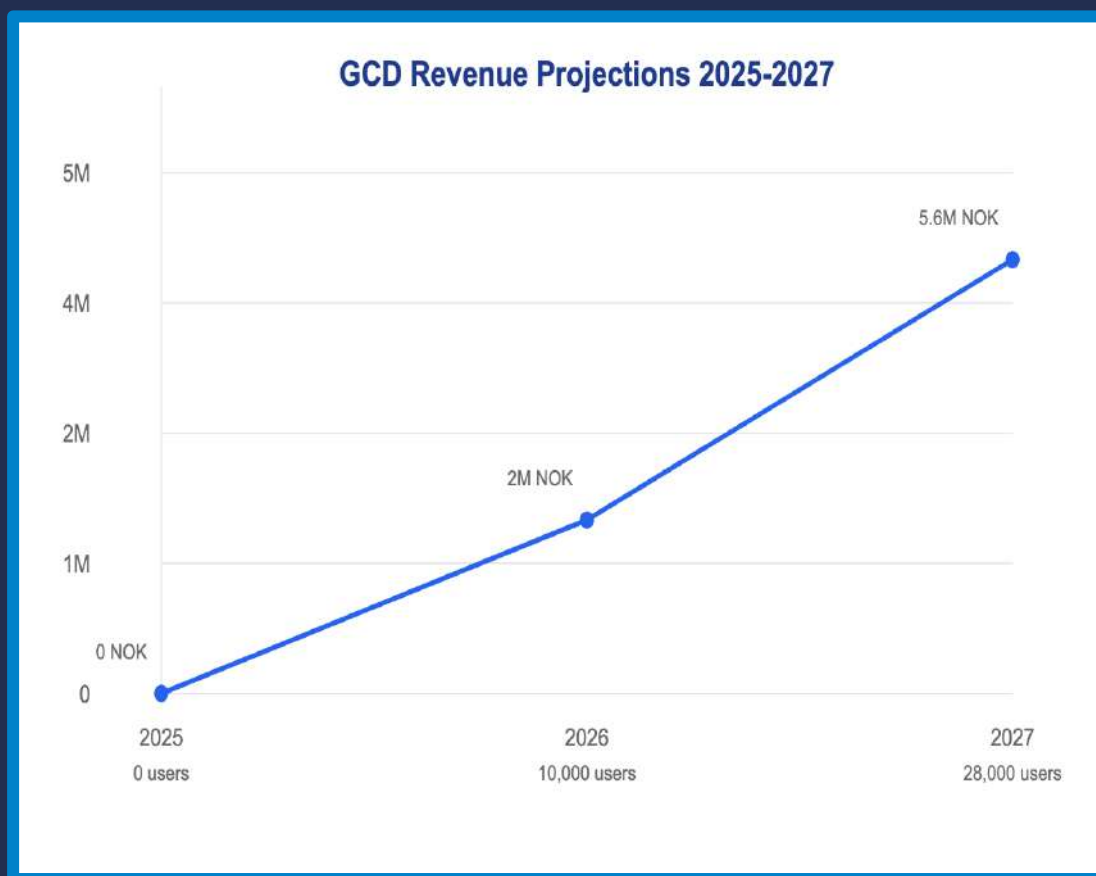
Our two-year financial projection demonstrates strong growth potential. In year one, we target 10,000 users generating approximately 2M NOK in revenue, with 2M NOK allocated to marketing initiatives. By year three, we project 28,000 users generating 5.6M NOK in revenue, with expected profitability achievement. By this time, we will be ready with the launch of our second platform aimed at Anxiety disorders, "Ung Angst".

Success metrics focus on user acquisition cost (targeting below 200 NOK), Engagement metrics track daily active minutes, while clinical effectiveness measures (TBD, most likely Beck Depression Inventory or similar validated scale) validate our impact on user mental health outcomes.

 Ung Depresjon

 Ung ADHD
Toolkit

 Ung Angst



TEAM STRUCTURE AND GROWTH

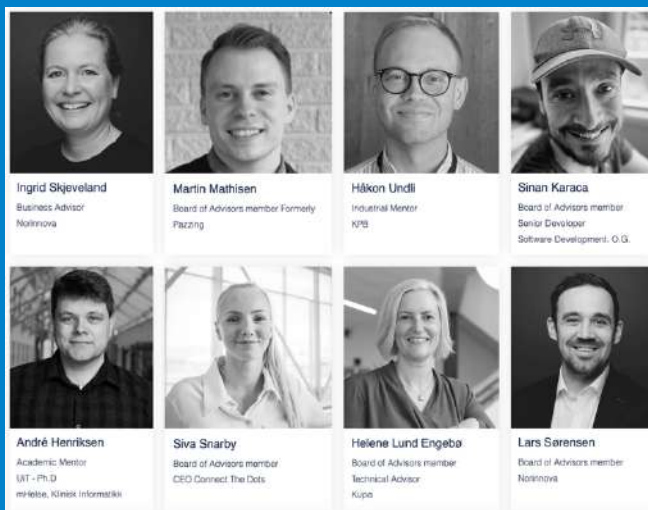


The current team consists of two full-time equivalents in management and product development, supported by a full external development team and immediate plans to hire for a community management role. Our growth plan for year two includes expanding the team with in-house developers, dedicated support, sales, marketing, and content creation professionals.

BOARD OF ADVISORS



SIMON BRENNSTRØM
FOUNDER & CEO



RISK MANAGEMENT AND COMPLIANCE



Risk management centers on four key areas: regulatory compliance, user engagement, clinical effectiveness, and competitive positioning. Our partnership with Inventas ensures robust GDPR compliance and proper handling of sensitive health data. We follow Helsedirektoratets regulatory guide (Tryggere Helseapp). Additionally, continuous user feedback integration and regular platform updates maintain engagement, while clinical validation studies verify effectiveness.

Total Development Costs: 1M NOK



FUNDING REQUIREMENTS AND ALLOCATION

Our immediate funding needs total 1M NOK, allocated across development, MVP refinement, marketing, user acquisition, and operational costs. The growth phase in year two requires 6.5M NOK for product development, market expansion, and team growth. This funding structure supports sustainable growth while maintaining focus on product quality and market penetration.



IMPLEMENTATION TIMELINE

The implementation schedule spans 36 months, beginning with the MVP launch in Q4 2025. Key milestones include initial market penetration in Tromsø by Q1 2026, expansion to major Norwegian cities in Q2 2026, and Nordic market entry preparation by Q4 2027. Each phase includes specific deliverables and success metrics to ensure accountable progress tracking.



Globalcaredevelopment.com

Ungdepresjon.no

Brennstrom.com