

UngDepresjon

Potential Impact Analysis

Global Care Development AS • 2025

Part 1: The Burden of Depression

1 in 5

Young adults affected
by depression

560,000

Young adults (16-35 years)
in Norway

112,000

Experience mental health
challenges annually

Source: Helsebiblioteket, Norwegian health statistics

The Economic and Social Burden

70 billion NOK

Annual cost of depression in Norway



2x

Mental health challenges among young adults have **doubled in the last 10 years**



The Cost of Intensive Care

One case of severe depression requiring

Private Residential Care (1:1) + Night Care

11 million NOK

Yearly cost, per case

Part 2: Potential Impact Through Prevention

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A preventive digital mental health platform delivering evidence-based CBT tools through engaging short-form videos and gamified rewards

200 NOK

Per user license

112,000

Target market size

16-35

Age range

Following analysis assumes varying market penetration scenarios over 3 years

Scenario 1: Conservative Market Penetration

MARKET PENETRATION

3-5%

of target market

Preventing just 1 **case** of intensive care annually:

11M NOK

Annual savings to healthcare system

ACTIVE USERS

5,600

REVENUE POTENTIAL

1.1M NOK/year

Conservative scenario: Assumes minimal marketing and organic growth

Scenario 2: Target Market Penetration

MARKET PENETRATION

10-15%

of target market

Preventing **5 cases** of intensive care annually:

55M NOK

Annual savings to healthcare system

ACTIVE USERS

14,000

REVENUE POTENTIAL

2.8M NOK/year

Target scenario: Year 2-3 with active marketing and institutional partnerships

Scenario 3: Strong Market Penetration

MARKET PENETRATION

20-25%

of target market

Preventing **15 cases** of intensive care annually:

165M NOK

Annual savings to healthcare system

ACTIVE USERS

25,000

REVENUE POTENTIAL

5M NOK/year

Optimistic scenario: Year 3+ with strong institutional adoption and Nordic expansion

Impact Summary: Prevention = Value

Every Case Prevented Saves 11M NOK Annually

Even our most conservative market penetration estimates delivers substantial returns for both the healthcare system and society. And achieving that should be very realistic...

Problem Scale

112,000

Young adults need support

Solution Potential

165M NOK

Annual savings at 20% penetration

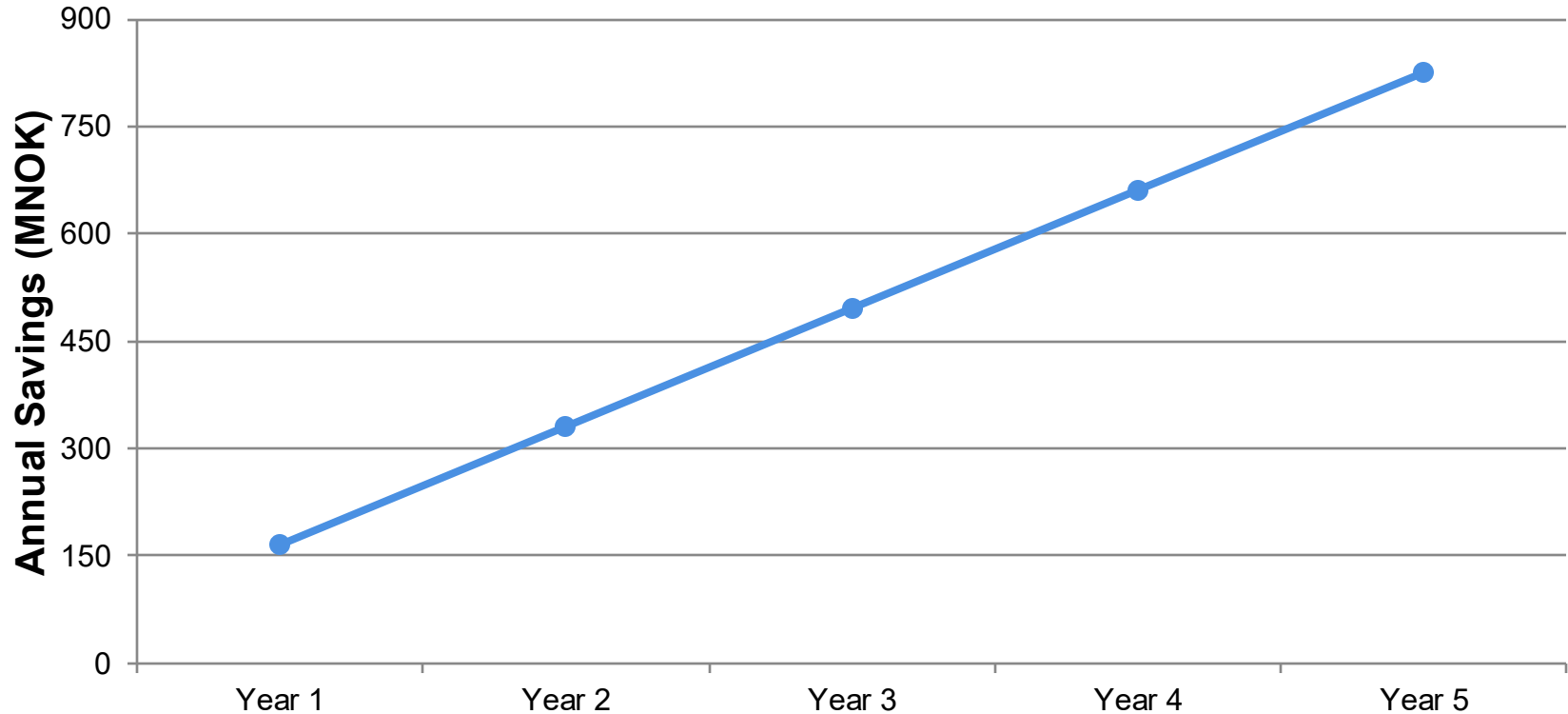
Cost to Deploy

200 NOK

Per user license cost

Prevention-focused solutions deliver measurable ROI while improving quality of life for young adults

5-Year Cumulative Savings Impact

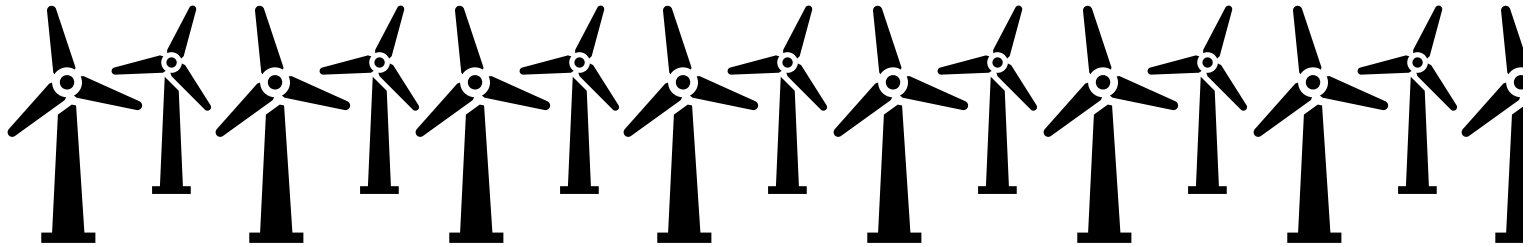


This assumes strong market penetration estimates

For 800MNOK we could produce and deploy:

14.5 wind generators

With a combined yearly output of 261 GWh



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