

A Danish GDPR-compliant digital platform/network that fights mental distress and strengthens communities seeks partners for growth in Europe.

Summary

Profile type

Business Offer

Company's country

Denmark

POD reference

BODK20250331003

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

• **World**

Contact Person

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Term of validity

31 Mar 2025

31 Mar 2026

Last update

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General Information

Short summary

The company has succeeded in Denmark and expanded to Sweden with a scalable model. Now, it seeks partners for further European growth. Its GDPR-compliant platform fights mental distress by connecting people through shared interests, activities, and experiences. Launched in 2016 with the Danish Red Cross, it fosters community building. AI technology enhances the platform by prescreening users for mental distress and delivering tailored interventions.

Full description

This company's product is an innovative digital platform that uses technology to help people fight mental distress and loneliness based on shared interests, activities, or life experiences.

The platform has existed since 2016 and was developed in collaboration with the Danish Red Cross, which remains a strategic partner for its operation and ongoing development. Additionally, the platform is widely used to meet new people, find communities, arrange activities, and help others.

The platform has a big social impact and have been used by thousands of people in Denmark to find meaningful social activities and receive support in their everyday lives. The platform offers a GDPR-compliant and user-friendly experience where users can engage in communities with a positive focus on mental health and social well-being.

This not only helps create new communities but also serves as an important tool in preventing issues such as loneliness, stress, and mental health distress.

An analysis supported by the charitable foundation behind the largest insurance company in Denmark shows that, among the citizens on the platform:

- 74% find exercise and physical activity enjoyable..
- 67% meet people through the physical activities they have joined through the platform.
- 40% feel less lonely..
- 33% have experienced higher self-esteem.

The platform has a broad and diverse user base, spanning all age groups from 16 years to 75+ years. The largest group of citizens is in the 16-24 age range. The next largest groups are those aged 25-34 and 35-44. As age increases, the number of users declines, with the smallest cohort represented by individuals aged 75 and above.

The platform is designed to ensure user access from all devices, including smartphones, tablets, and PCs. Users can utilize the app-based solution to engage with communities, meet new people, arrange activities, and provide support to others.

The company is already working with advanced AI technology and sees great potential in integrating more AI to further optimize and personalize the user experience, making it easier for people to find and participate in communities and interventions that can improve their quality of life.

Advantages and innovations

- GDPR-compliant platform for communities: The company offers a GDPR-compliant platform that promotes a holistic approach to improving both mental and physical health.
- Prevention and social inclusion: The company actively works to prevent loneliness, stress, and mental health issues, while also fostering new communities and enhancing social inclusion.
- Strong experience in the Danish market: The company has a solid foundation based on partnerships, providing it with broad experience in creating positive societal outcomes.
- High user engagement: The company has already gained significant popularity, with 660,000 users, and has substantial growth potential across Europe.
- Scalable and flexible SaaS model: The platform is a SaaS platform designed to be adaptable to different cultures, languages, and markets, providing a strong basis for international expansion.
- Opportunities in AI technology: The potential to leverage more AI technology opens future development to prescreen users for mental distress and deliver interventions based on the user challenges, needs and interests

Technical specification or expertise sought

Stage of development

Already on the market

IPR Status

No IPR applied

IPR Notes

Sustainable Development goals

• **Goal 3: Good Health and Well-being**

Partner Sought

Expected role of the partner

The company is seeking strategic partners with focus on mental health and preventing loneliness. The target group for the partnership could be private entities, insurance companies, universities, organizations,

NGOs or public institutions, that share a vision of creating positive social change through digital communities.

The company is open to cross-border collaborations and looks forward to finding partners who can help scale the successful model in new markets and bring innovative mental health solutions to the communities.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME <=10**
- **Big company**
- **SME 11-49**
- **SME 50 - 249**

Dissemination

Technology keywords

- **11008 - Creative services**
- **11006 - Citizens participation**
- **11009 - Creative products**

Targeted countries

- **World**

Market keywords

- **02007016 - Artificial intelligence related software**
- **02007005 - Communications/networking**

Sector groups involved

- **Health**