



Wysa

AI-driven digital mental health companion offering 24/7 support, CBT-based exercises, and optional human coaching for stress and anxiety.

<https://www.wysa.io>

Overview

Wysa is an AI-driven digital mental health platform that provides personalized, confidential, and scalable support for mental wellbeing. It is designed for individuals (B2C) and organizations (B2B/B2G) like employers and healthcare providers.

Product Overview and Key Benefits

Wysa's core offering is an AI-powered conversational agent, often referred to as the 'Pocket Penguin Coach,' which uses natural language processing to listen empathetically and guide users through evidence-based therapeutic techniques. The platform is built on principles of Cognitive Behavioral Therapy (CBT), Dialectical Behavior Therapy (DBT), and mindfulness, offering immediate, non-judgmental support 24/7. The primary benefit is accessible, anonymous, and stigma-free mental health support, acting as a first step of care or an adjunct to traditional therapy.

Main Features and Capabilities

AI Chatbot: 24/7 support and conversational guidance using AI to help users reframe negative thoughts and manage emotions.

Self-Care Library: A comprehensive library with over 200 digital tools and guided programs (Packs) on topics like stress management, sleep, anxiety, and mood.

Human Coaching: Optional one-on-one sessions with licensed mental health professionals, available via text-based messaging or, in select regions (US and India), via audio-video calls.

Crisis Detection (SOS): AI continuously screens for signs of distress and can escalate the situation by guiding users toward local and national crisis helplines and resources.

Wysa Copilot/Navigator: B2B solutions for organizations, providing a wellbeing hub to route employees to employer benefits, offering anonymized analytics for HR/care teams, and streamlining automated workflows for clinicians.

Mood Tracking & Journaling: Tools for users to log emotions and track progress over time.

Target Users and Use Cases

Wysa is intended for individuals over the age of 13 who are experiencing low mood, stress, or anxiety, or who are interested in improving their emotional resilience.

Individual Users: Self-management of mild-to-moderate mental health symptoms, building coping skills, and emotional support.

Employers/Organizations: Providing a scalable, confidential employee assistance program (EAP) for workforce mental wellbeing.

Healthcare Providers/Public Health Systems: Integrating behavioral health care (e.g., Collaborative Care Model) into clinical settings, extending support between therapy sessions, and managing large patient caseloads more effectively (Wysa Copilot).

Key Features

- AI Chatbot (Pocket Penguin)
- Cognitive Behavioral Therapy (CBT) Exercises
- Optional Text/Video Human Coaching
- AI-powered Crisis Detection (SOS)
- Anonymized Analytics for Organizations
- 200+ Self-Care Digital Tools
- Mood Tracking and Journaling

Pricing

Model: freemium

Offers a limited free version. Premium Self-Care subscription starts at \$74.99 annually with a 7-day free trial. Human coaching is an additional paid service, starting at \$19.99 per session. Enterprise/Employer solutions are custom priced.

Starting at: USD \$74.99

Target Company Size: startup, small, medium, enterprise

Integrations

Electronic Patient Records (EPR) Systems, Zoom (for AV sessions), Calendar Apps, WhatsApp (piloting in India)

Compliance & Certifications

HIPAA, GDPR, ISO 27001, ISO 27701, DCB 0129 Clinical Risk Management Standard, NHS Digital DSP Toolkit, FDA Breakthrough Device Designation

This document was generated by IntuitionLabs.ai with the assistance of AI. While we strive for accuracy, please verify critical information independently.