



Team

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Business Description

NGstress is a software family to **prevent distress**. It works continually in the background, and gives alerts (cf. EWS = **early warning system**), when the user(s or team-members) is getting to stressful. When the stress level getting higher, the leaders in a company receive an alert, and they can see which organization unit is more stressed at the time or where can be expected, that the stress approximates a critical level shortly. The users can also see their (own) stress level, and the system gives feedback and suggests customized solutions to reduce stress level.

Problem:

Total cost of mental health disorders in Europe in lost productivity, including sick leave: 136 billion EUR / year. Work-related stress is the second most frequently reported work-related health problem in Europe. Therefore the law system focuses already on the prevention (incl. monitoring of stress).

Market:

B2B: Our first targets are the **companies having more than 500 employees**. First of all, we search partners in Hungary, because of costs. After the first customers, we will find the next partners in Europe. When we have enough capital, we open for the entire world.

B2C: Users are stressed, or interested their stress level and stress management.

Results:

We are making the first steps in our startup, but the responses about our product are very encouraging. Some of multinational companies would like to make pilot with us, and there is some potential partners for advertising. Our software is under programming. Soon, we start to create and android software. We made a survey to measure the world's stress levels, in 9 languages, we make the last steps.

Products/Services:

We make two products: The measuring software for companies and a smartphone application for individual users and companies also.

Technologies/Special Know-how:

Similarity analysis, data collection software, world stress map survey (in 9 languages)

Strategy:

Developed HR organizations are increasingly recognizing the risk of workplace stress and make preventive steps to reduce the level of stress for workers. We will use the information from the smartphone application, and from our survey of world stress level (globalstressmap.com).

Competitors:

There is many companies, who are measuring stress levels, gives stress management tips and trainings, but they are making just one-time-tests. So **we are using a different way**. A big competitor is Remedy Interactive, from USA-CA. They aren't using the word "stress", but the system is a little bit similar.

Revenue streams

1.) License fee for software in companies
2.) Freemium app for smartphones

3.) Analytics fee for Global Stress Map results
4.) Advertising fee for stress management products