



## Ksana Health Letter of Support to Renewing UVDF Program

To whom it may concern,

I am writing to urge you to renew the University Venture Development Fund program in this session of the Oregon Legislature. I co-founded Ksana Health, a digital mental health company, with my partner, Dr. Nick Allen, as a spin-out of the University of Oregon in July 2019. The UVDF grant of \$45k that we received at that time was THE critical factor in providing the resources to start the company and bring our first product, The Effortless Assessment Research System (EARS), to market.

With that funding we were able to drive almost \$600k in SaaS license sales in our first full year of 2020, with deals at Universities and Hospitals across the US, Europe and Australia. Our customers are pre-eminent researchers in behavioral science at institutions such as Cambridge, Stanford, UT Austin, Penn State, Duke, and the ABCD longitudinal study – the largest ever funded by NIDA spanning 21 institutions and tracking 10k youth over two years. We expect to win the contract for the next two years of the ABCD study later in 2021.

These sales have generated the revenue to hire our first employees here in Eugene and contract with a local development shop to build our next product, the Vira Digital Mental Health System, which is just entering Beta stage this month. This product is the vision and mission of the company. We will take the objective and passive continuous sensing from mobile phones that was the core of Nick's research at the UO, and deliver those data and insights back to the individuals and their therapists to really transform the way we deliver mental health. Now more than ever, we need to change the way we think about mental health, how we monitor it and how we maintain it. We don't think twice about doing that for our physical health, and health equity is central to our mission.

With Vira we are addressing the global mental health care crisis, and large insurance players and investors are starting to notice. We expect to close \$1.6m in new deals in 2021. We should have two big announcements in the next two months with national and international relevance, focusing on this innovative digital mental health company blazing new trails from the great State of Oregon. We plan to hire 25 people in the next nine months, most of them high paying jobs in Oregon. None of this would have been possible without the initial UVDF grant we received to help form the business. From that seed, we are growing a mighty tree that will branch out in new directions, with multiple benefits for our customers, stakeholders and our home state.

Oregon has all the resources to become a bigger player in the tech innovation space, but the thing it desperately needs is more of the investment networks which are so active to our north and south. This Fund has played a key role in filling that initial gap in the start-up ecosystem, and we urge you to renew the program to help bring more impactful research and innovation to market.

Sincerely – Will Shortt  
COO & Co-Founder of Ksana Health