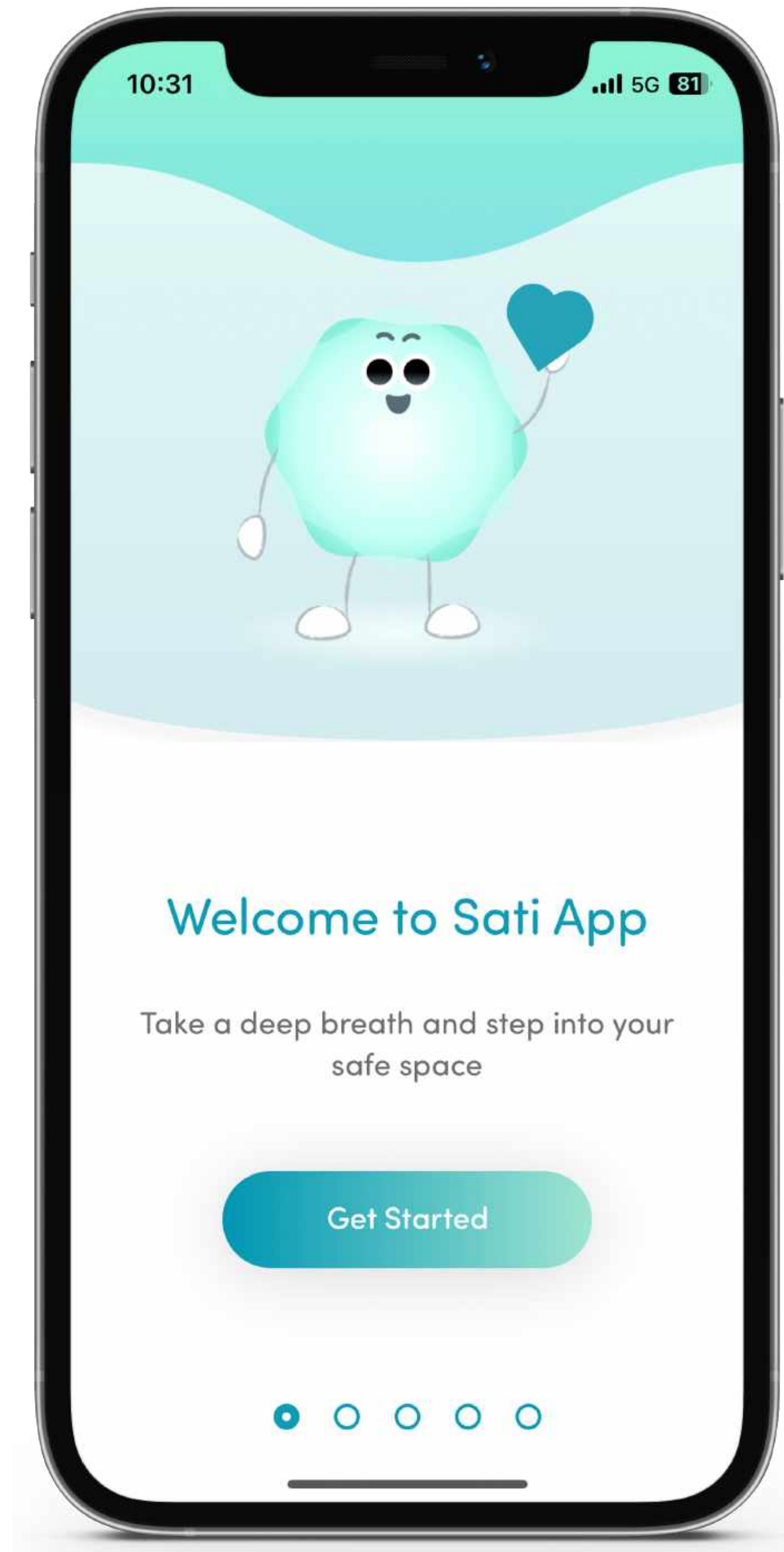




sati
your safe space to share

Strengthening mental health security resilience in Thailand



Our Story

Our Story



Amornthep Sachamuneewongse

Founder & CEO

Ondřej Nádvorník

Co-Founder & CTO

Chanon Wongsatayanont

Co-Founder & COO

Sati App came about with the realization of demand for safe space within our communities. With over combined 17 years lived experience with depression and as care taker, our founders understand for the need for a more empathetic society.

Mental Health Disorder carries one of the highest burden of diseases globally with Major Depressive Disorder having a prevalence of over 5% of the global population and affecting over 320 million people globally (1). By 2030, our global economy would have lose up to 16.3 Trillion USD due to deteriorating mental health (2).

With Sati App, we aim to tackle scarcity of mental health care resources, limited investment into mental health care, and inequality in accessibility and affordability of mental health care.

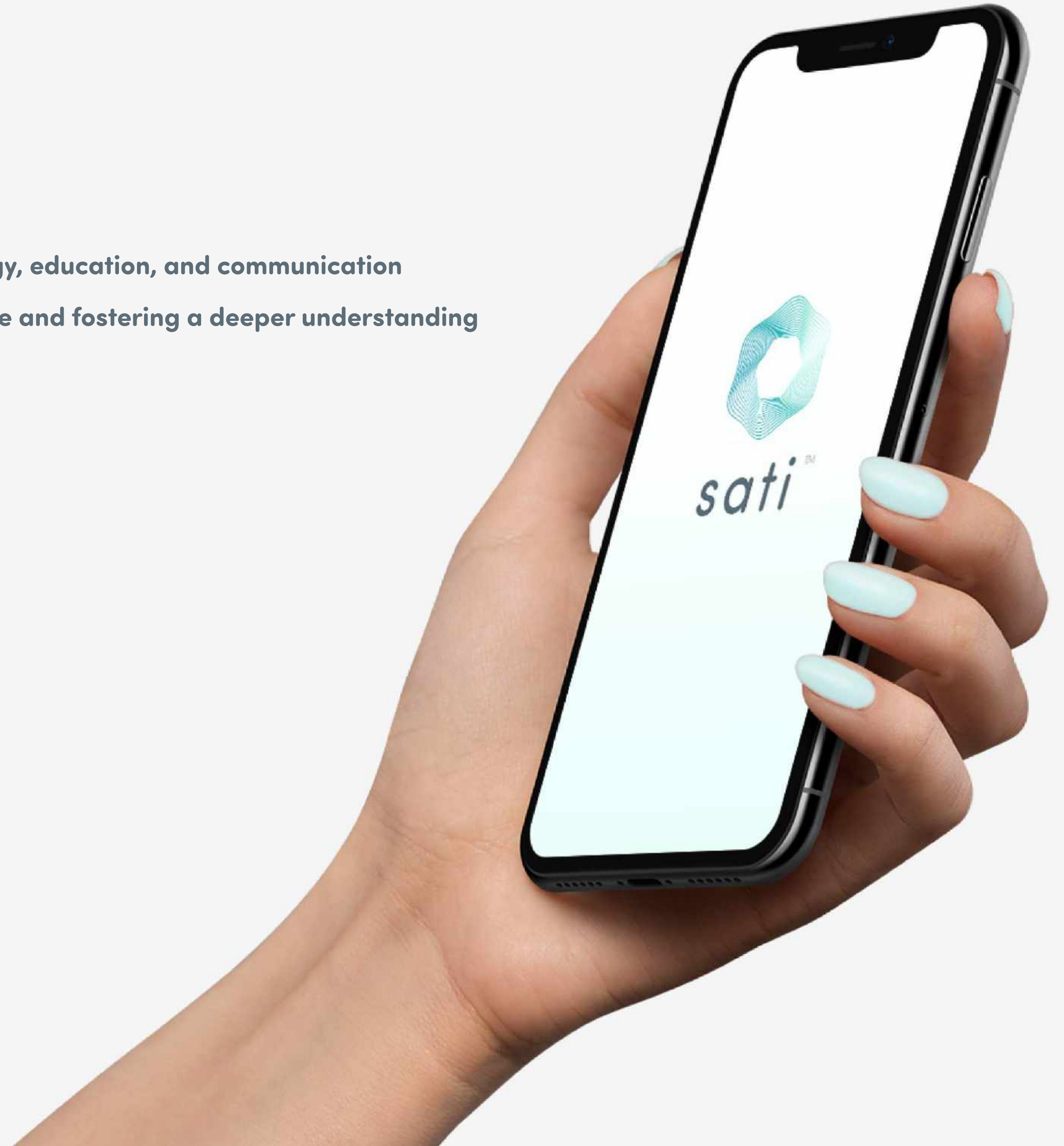
To do so, we have created an application that would bring on volunteers trained in Basic Psychological First Aid to provide “on-demand listening services” to anyone in need of a safe space.

Sources:

1. [World Health Organization](#)
2. [World Economic Forum](#)

Our Purpose

Our purpose is to collaborate with various agencies across health, technology, education, and communication sectors, striving to provide equitable access to affordable mental health care and fostering a deeper understanding of mental health challenges.



Current Mental Health Crisis



1 in 4 individuals lives with a mental health disorder ⁽¹⁾

Globally, close to one billion people live with a mental disorder

More than 3 million people in Thailand suffer from mental illness and are stigmatized ⁽²⁾



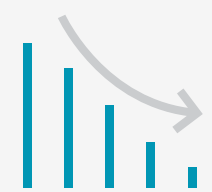
Anxiety and depression, two of the most prevalent **mental disorders**, annually cost the global economy **\$1 trillion in lost productivity** ⁽³⁾

Estimated lost to global economy due to mental health **by 2030 is \$16.3 trillion** ⁽⁴⁾



Estimated **cost to economy of suicide** per person **\$1.32 million** ⁽⁵⁾

More than 97% of this cost is lost to productivity and remaining 3% are costs associated with medical treatment



Global median expenditure for mental health was only \$2.5 per capita, compared to \$141 per capita for general domestic health ⁽⁶⁾

Mental health receives only 2% of national health expenditures.



1 person dies of suicide every 2 hours ⁽¹⁾

1 suicide attempt happen every 9 min 55 sec

5,086 people in 2020 died of suicide in Thailand



More than 3 million people in Thailand suffer from mental illness and are stigmatized ⁽²⁾



Limited accessibility to mental health care ⁽³⁾

1.2 psychiatrist per 100,000 people

1 child and adolescent psychiatrist per 75,000 children and adolescents

1.57 licensed psychologist per 100,000 people



High cost of medical care

1,500 THB - 2,200 THB per session at private hospital

Burnout rate for mental health care providers

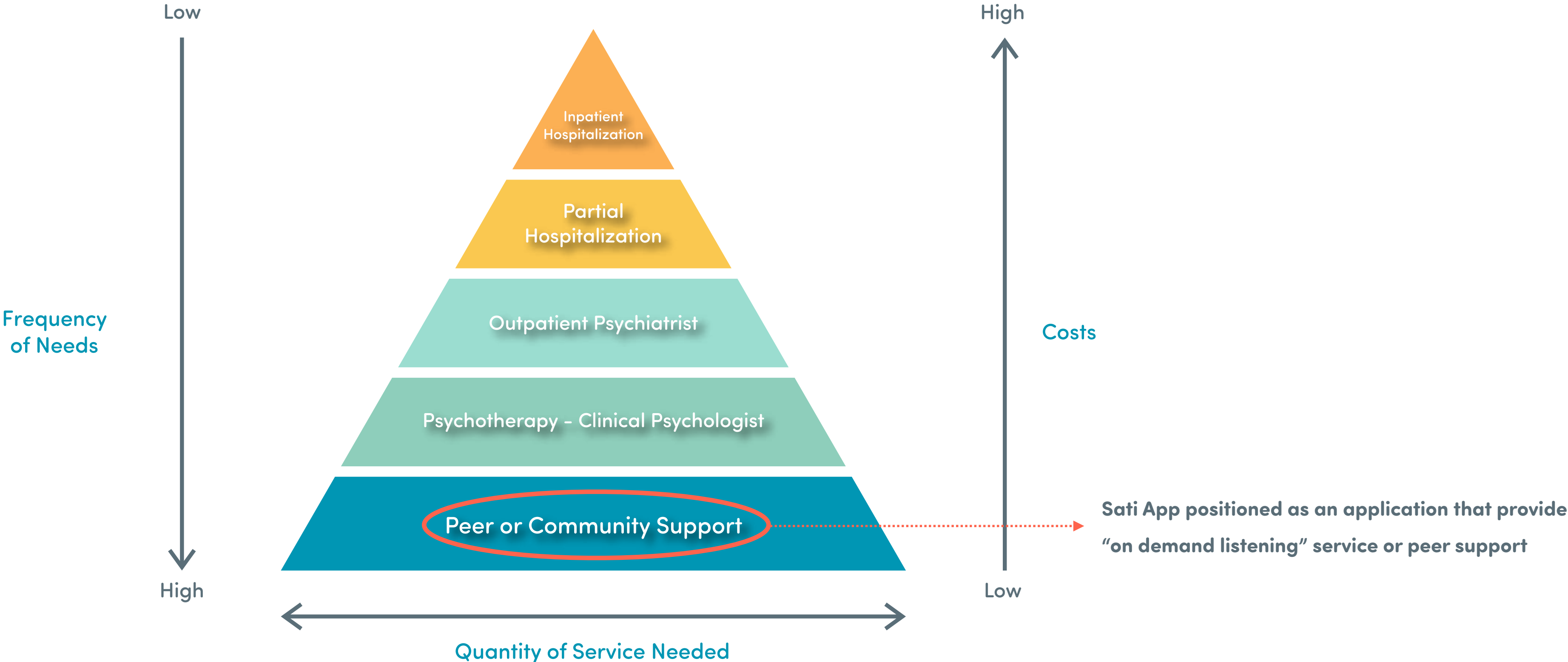
increased by

5 times

between 2019 - 2022

WHO Pyramid Framework

the optimal mix of services



As accessibility and affordability of mental health care in Thailand is one of the main issues (1.2 psychiatrist for every 100,000 people), we are using WHO optimal mix of services as our guideline in finding the best possible solution given the circumstances. Sati App is positioned as an application that provides “on demand listening” service or peer support to anyone who is in distress, and in need of someone.

Working with Government, Private and Public sector, we are ensuring that the service is provided at no cost with the hope to reach as many people as possible.



offline solution

Offline Solution - Creating Change at Grassroots Level



since April 2020

we have trained over 300 health care volunteers

in vulnerable communities in

basic psychological first aid



*1 health care volunteers look after 30 households

Offline Solution - Creating Change at Grassroots Level

In November 2022 Sati App team joined forces with Sati Foundation

We conducted a program on sexual education and mental health in Chiang Mai's northern district of Samoeng. Teachers in the area informed us that children as young as 10 were experiencing mental and emotional challenges and required assistance.

Children participated in self-care training workshops, and teachers underwent additional evaluations to better comprehend the current situation.

This project is ongoing and will be continued in 2023.



joined forces with



Better Mind Better Bangkok

With the help of over twenty partners, Sati App hosted our first World Mental Health Day event.

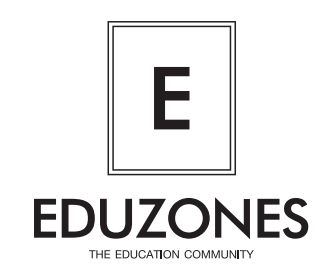
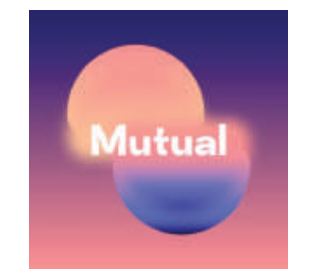
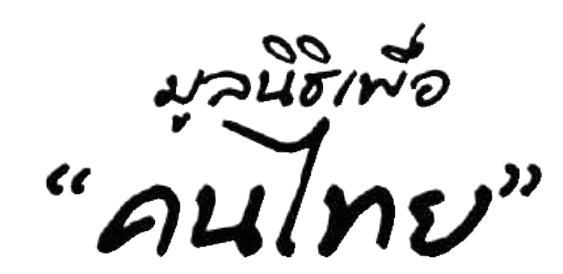
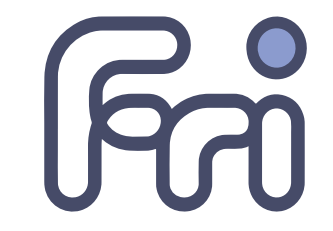
Initiating discussion on the following topics:

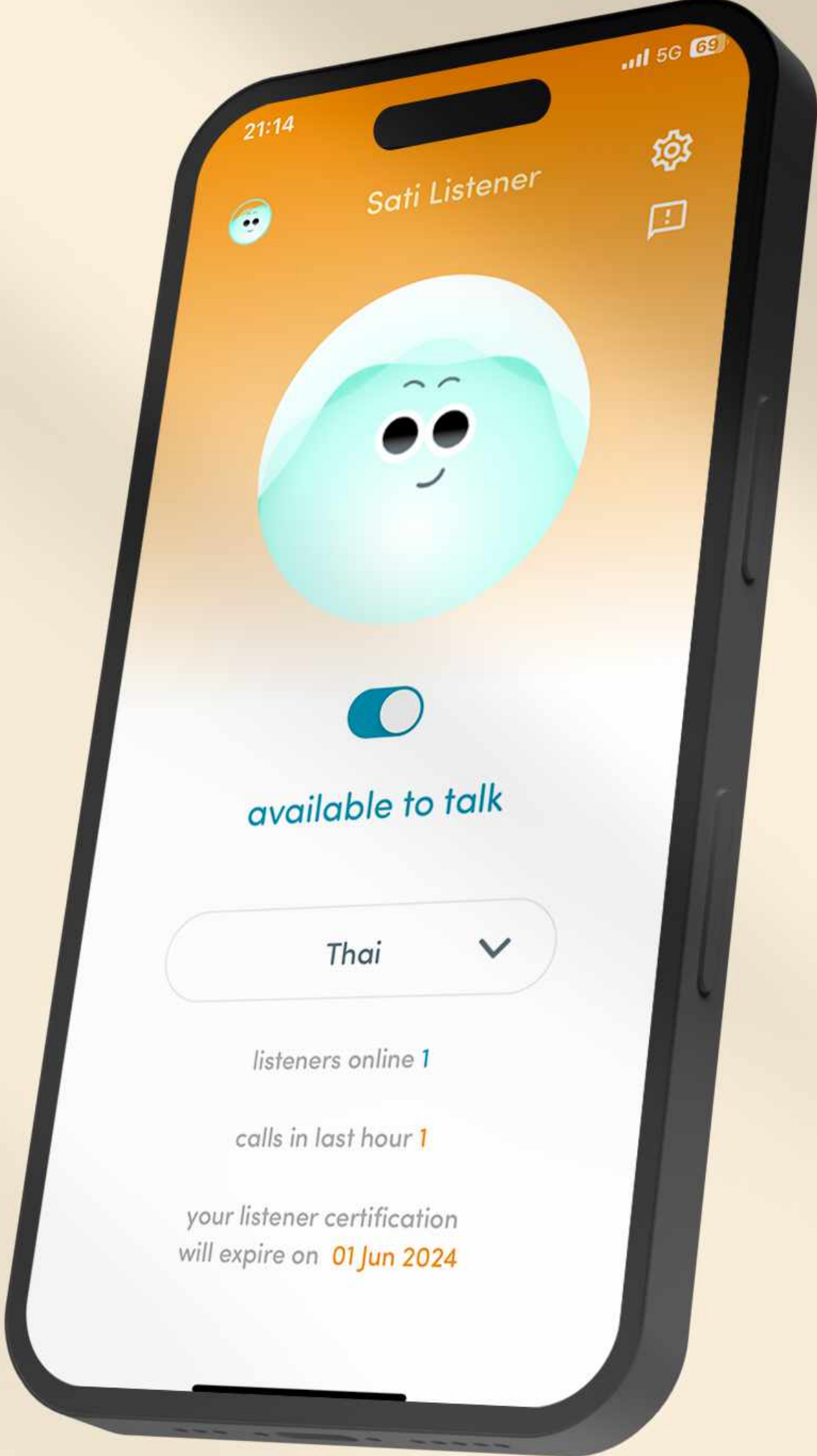
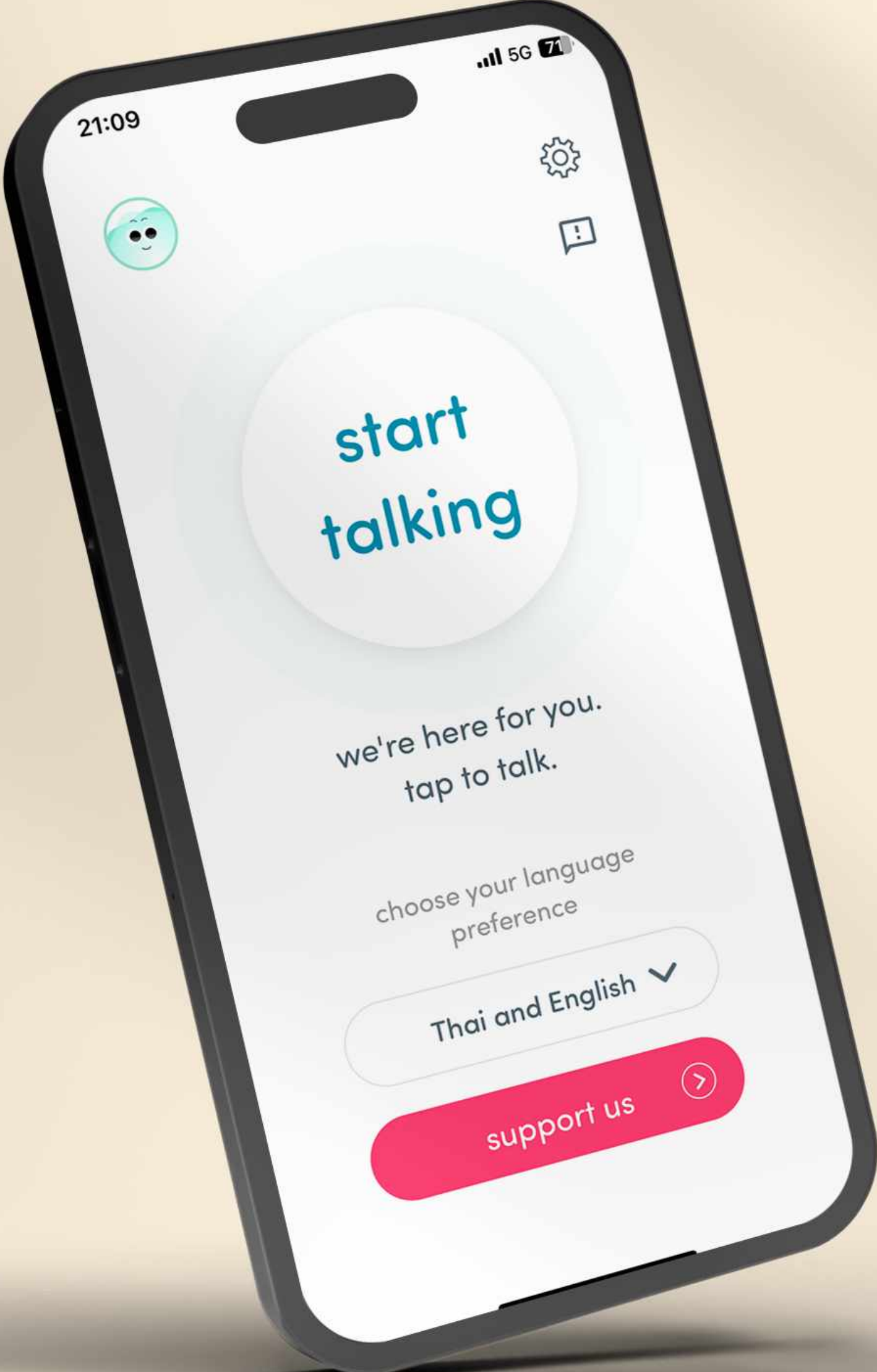
- Addressing Youth Mental Health to Foster Resilience
- Empowering women's mental health
- Effective and inclusive mental health support for LGBTQI+ community
- Urban Mental Health



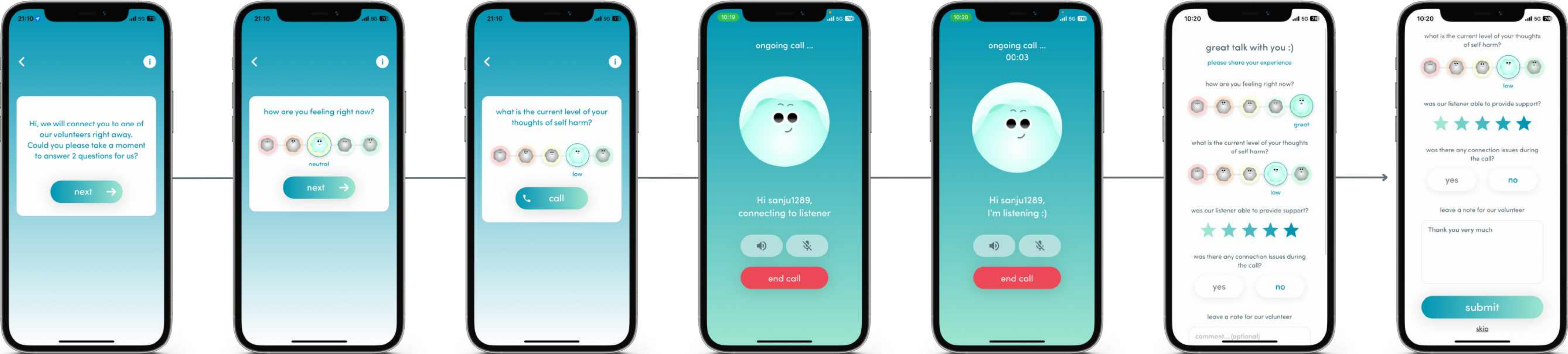
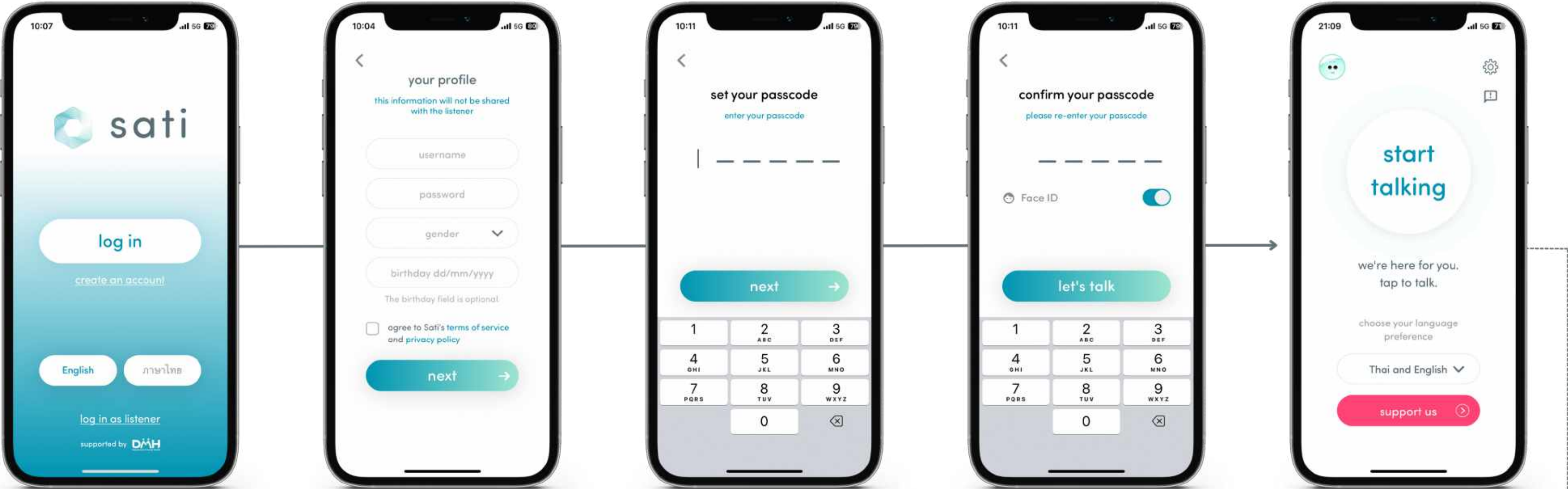
Better Mind Better Bangkok

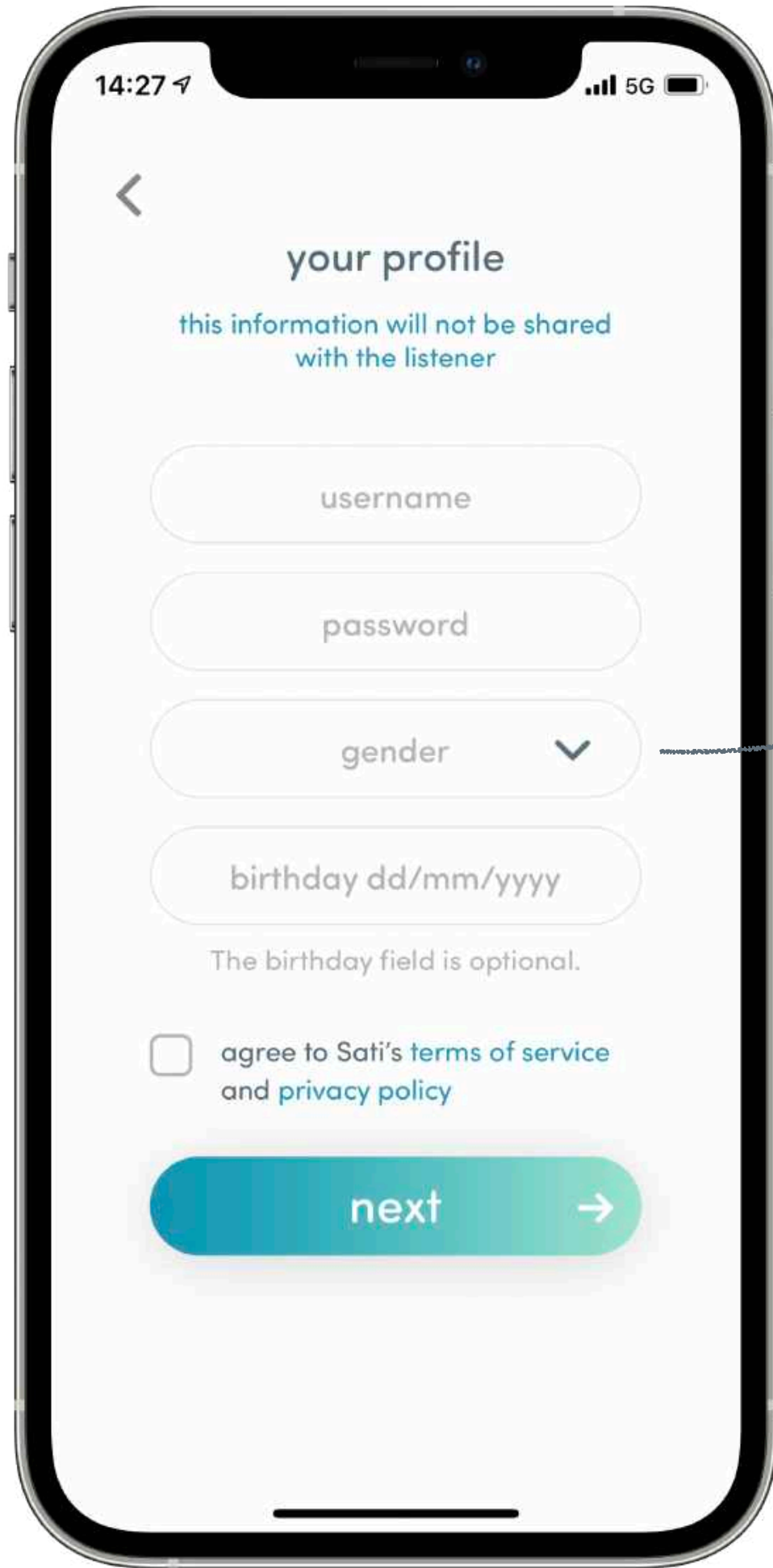
Sati App's allies and partner for Better Mind Better Bangkok 2022



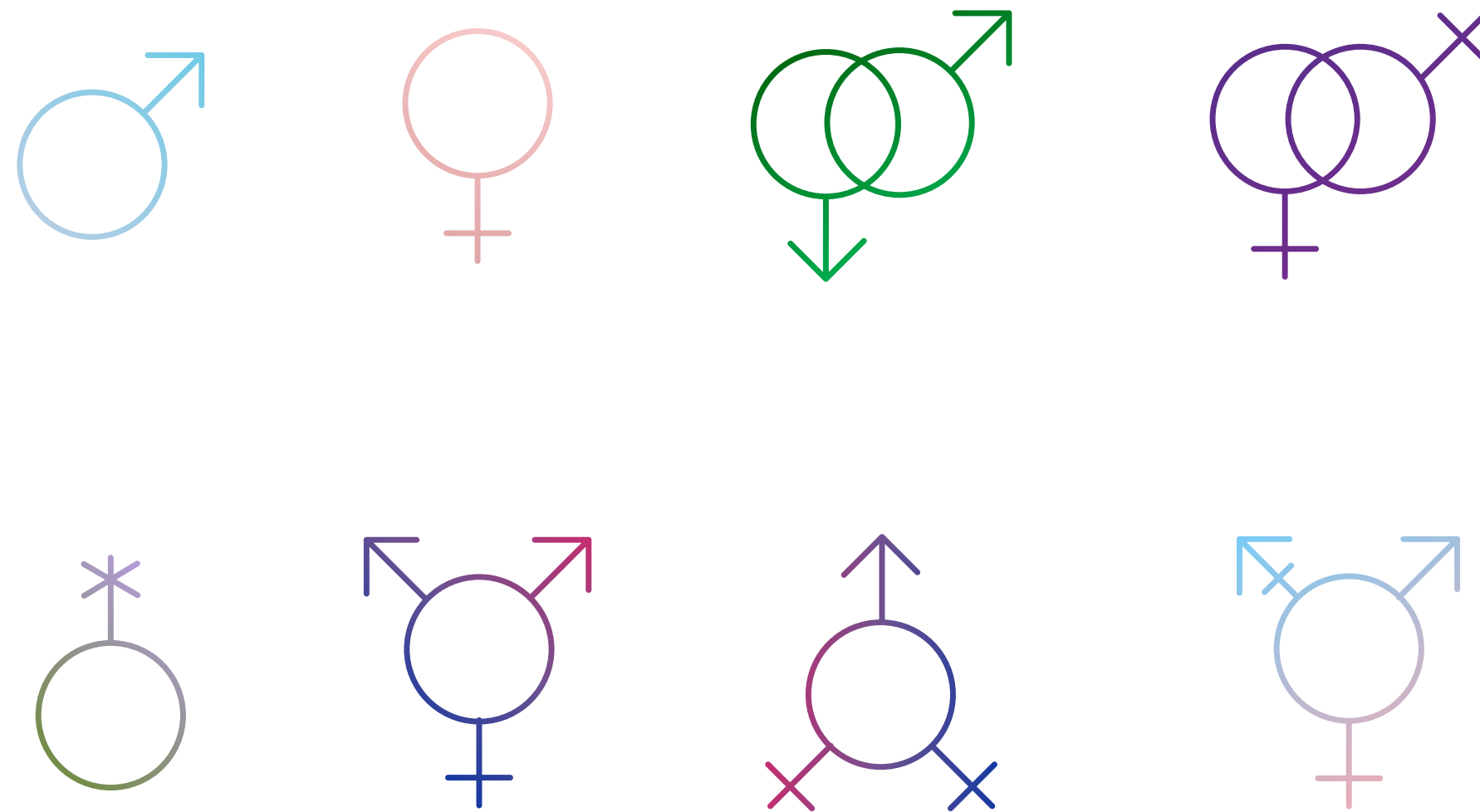


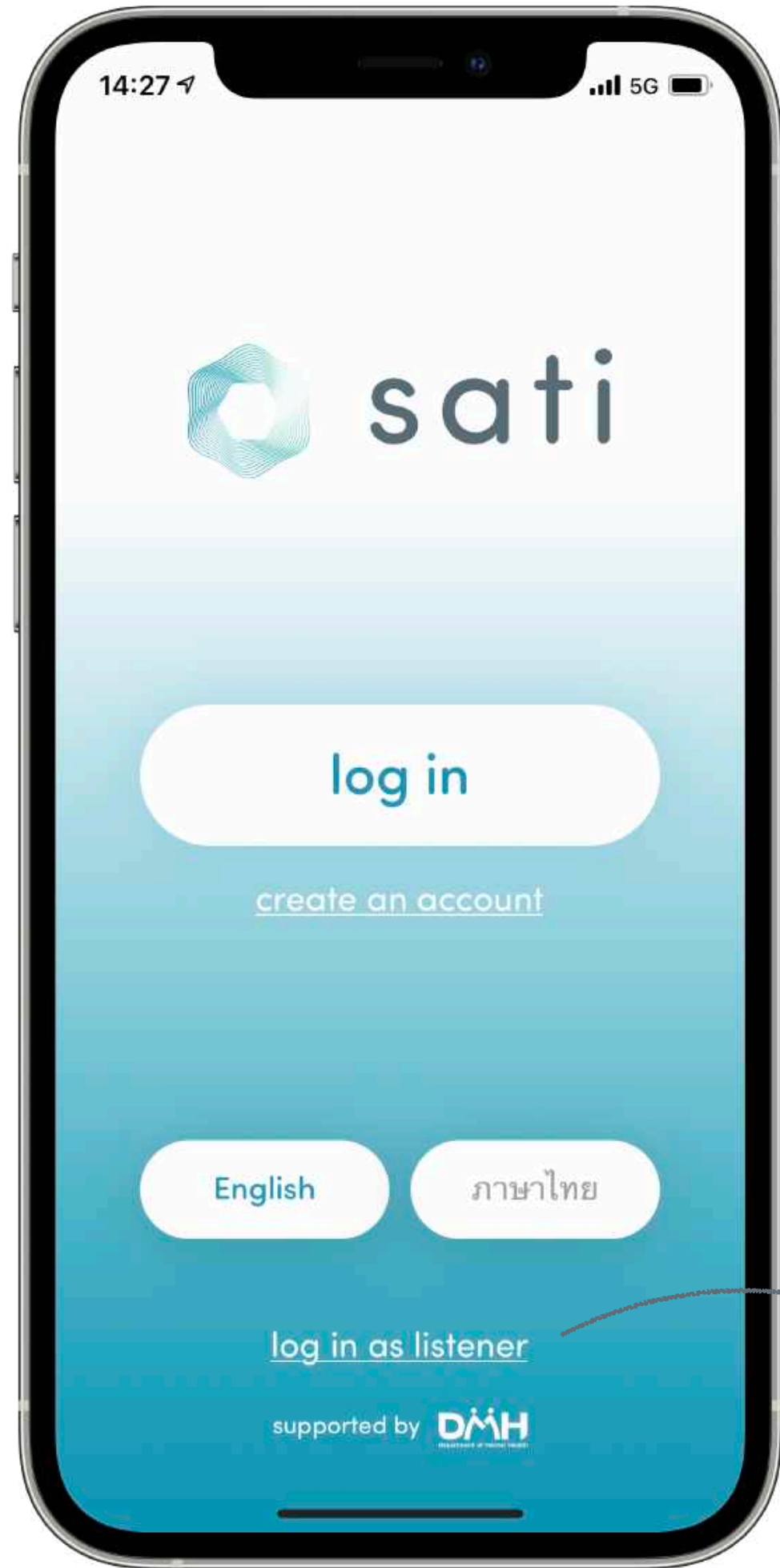
User's Journey



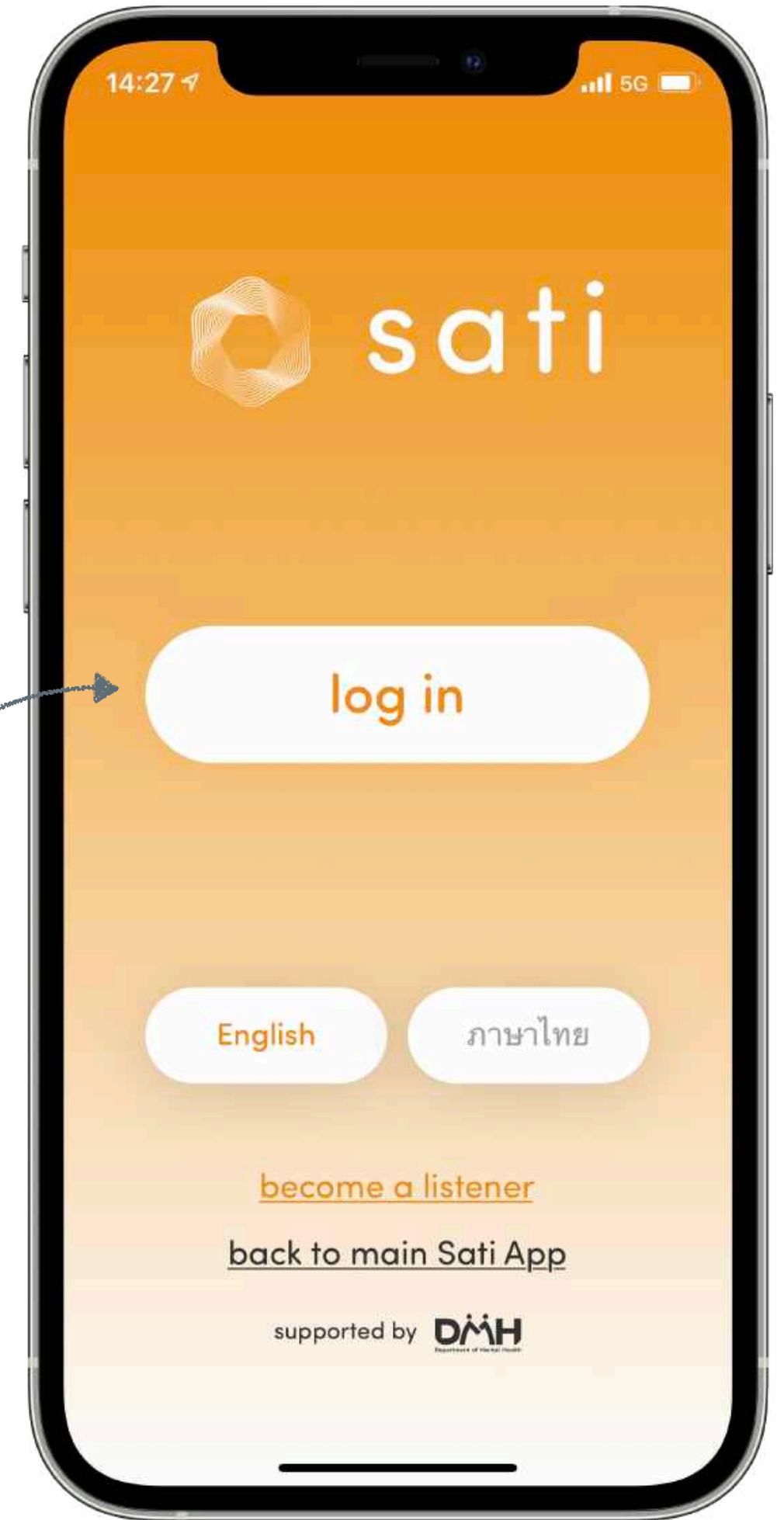


In order to be as inclusive as possible, and to understand stress factor that affects different diverse groups, we made sure that, we include different gender identity onto our platform





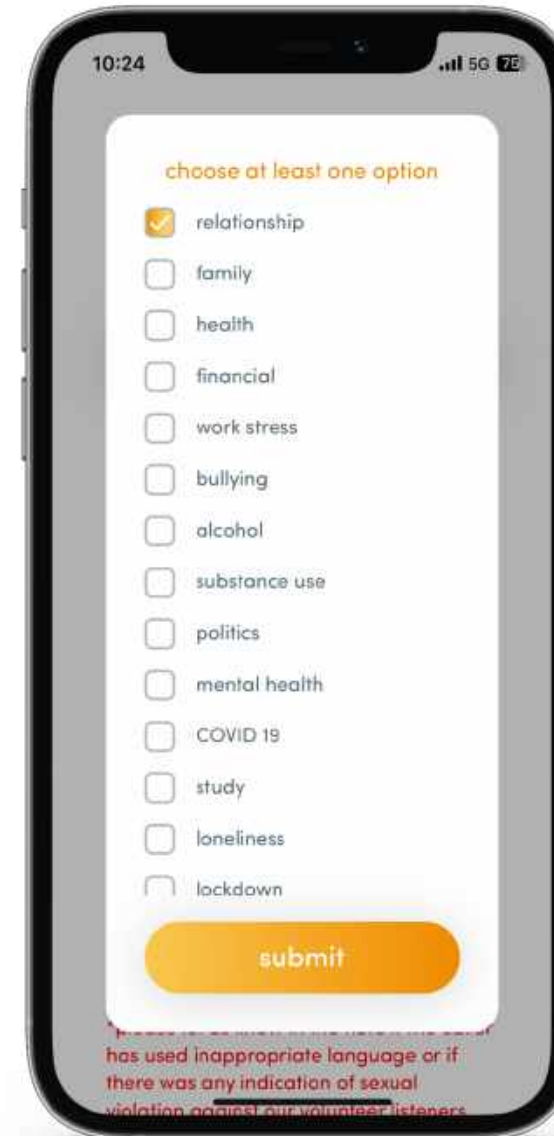
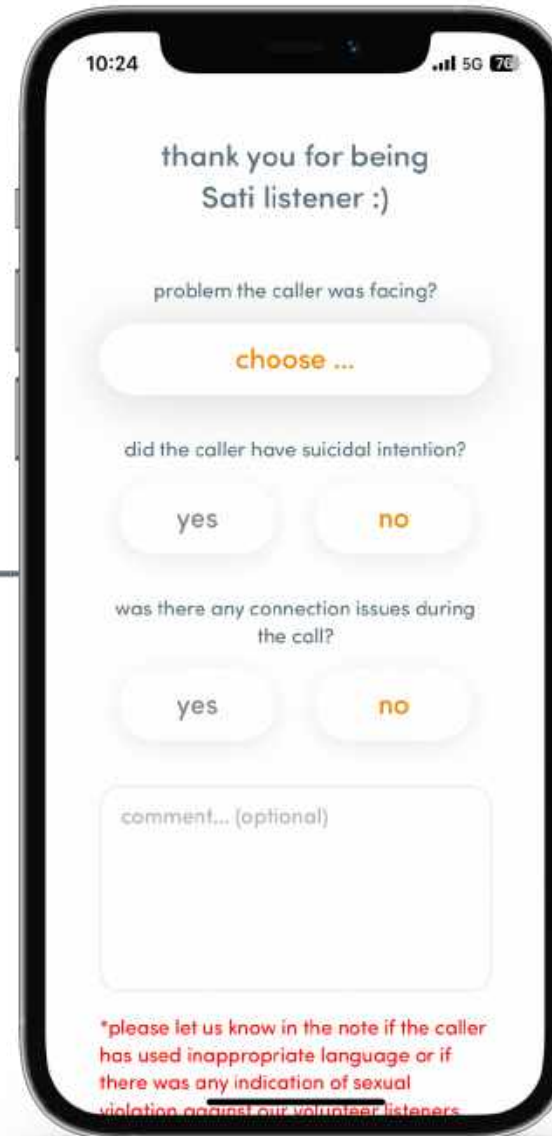
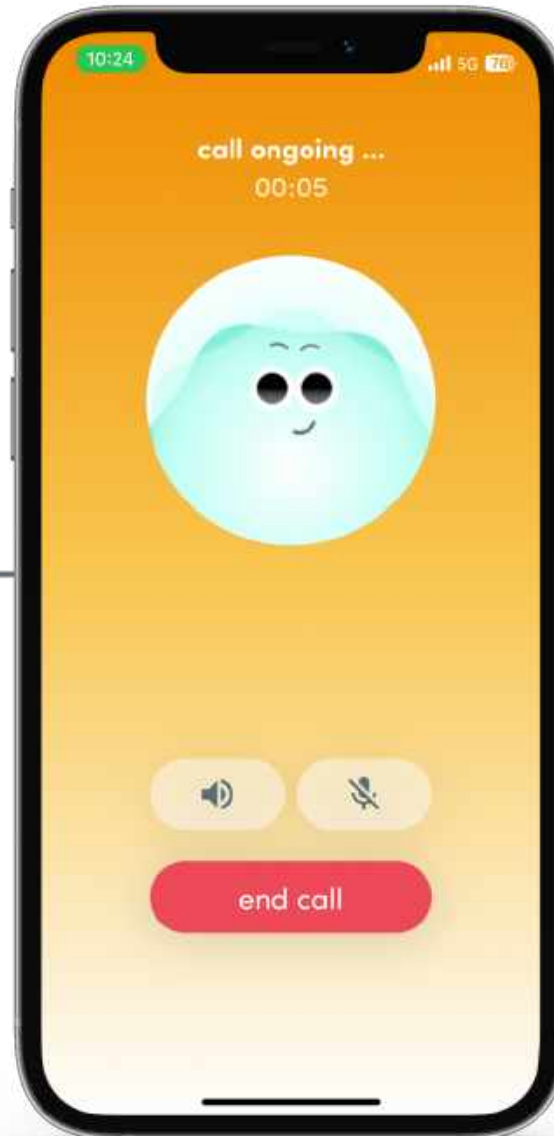
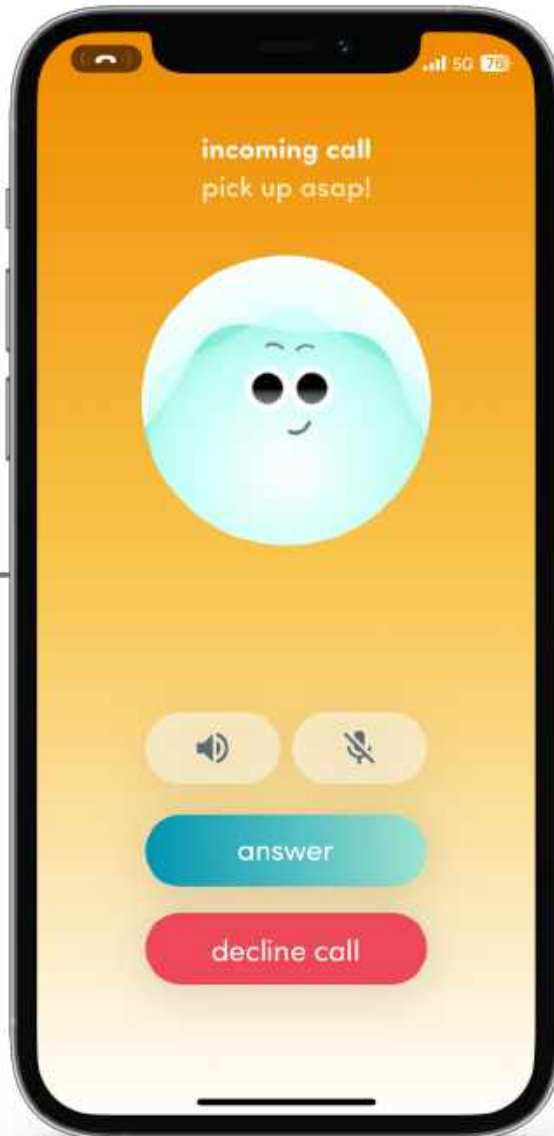
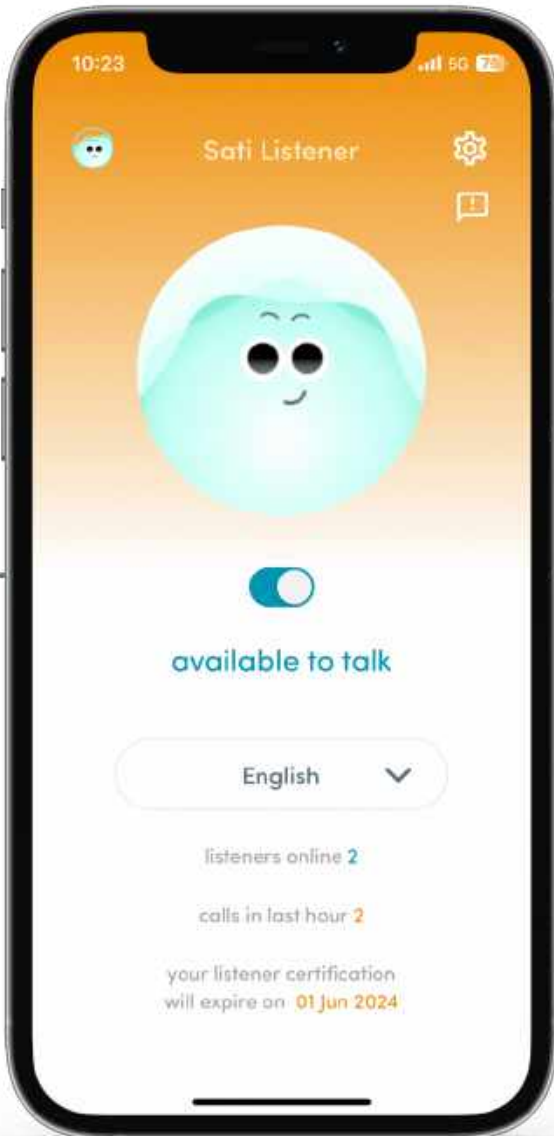
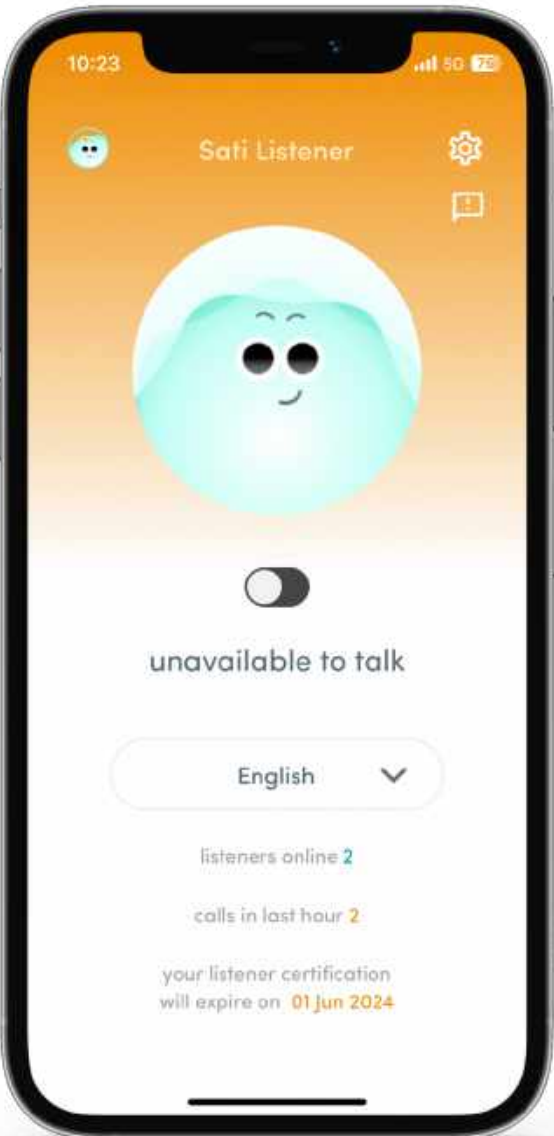
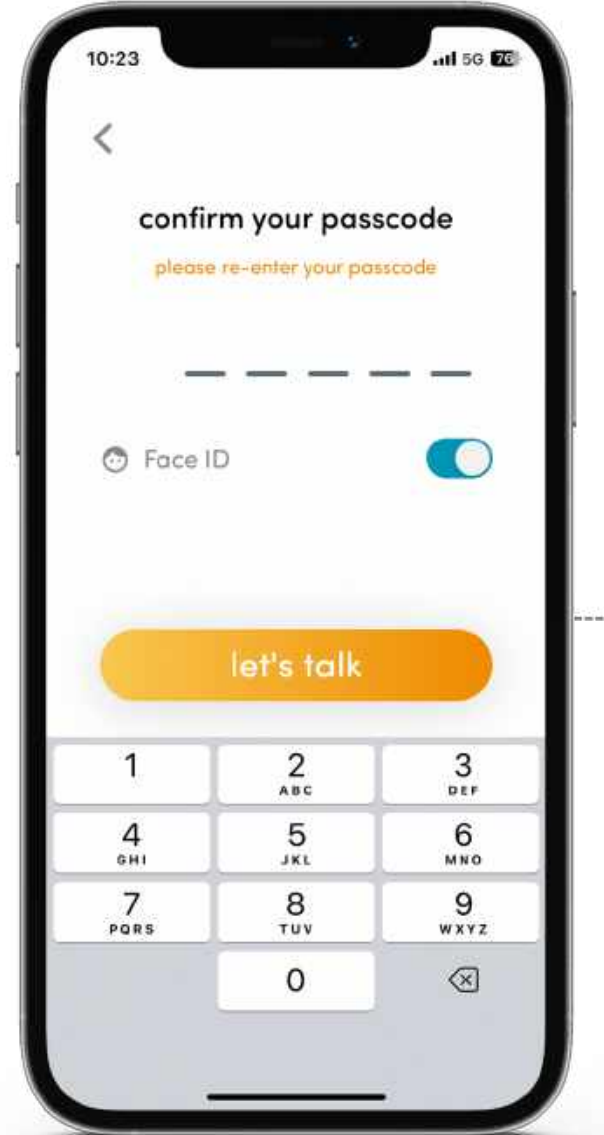
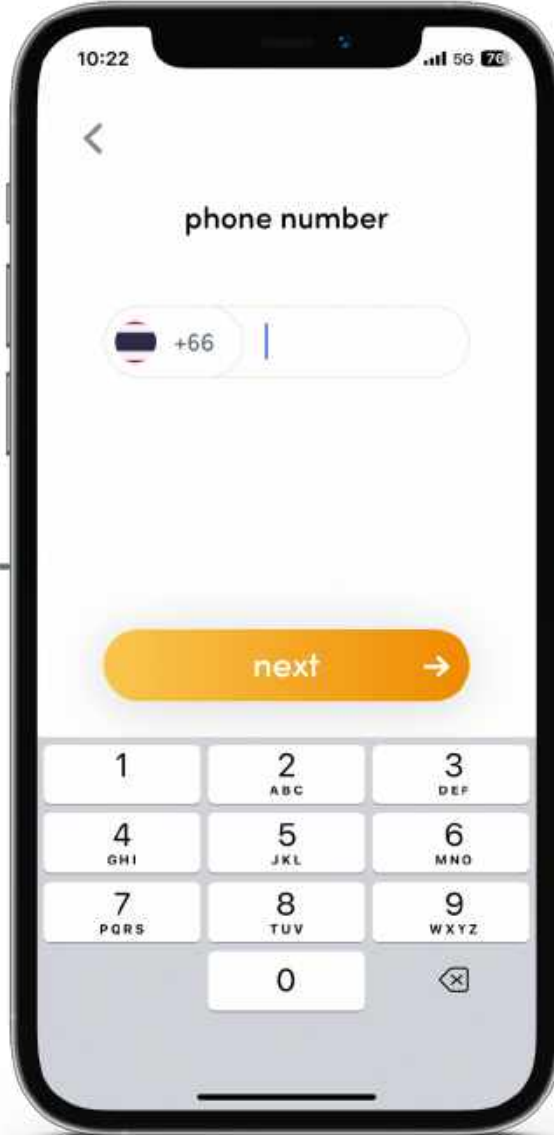
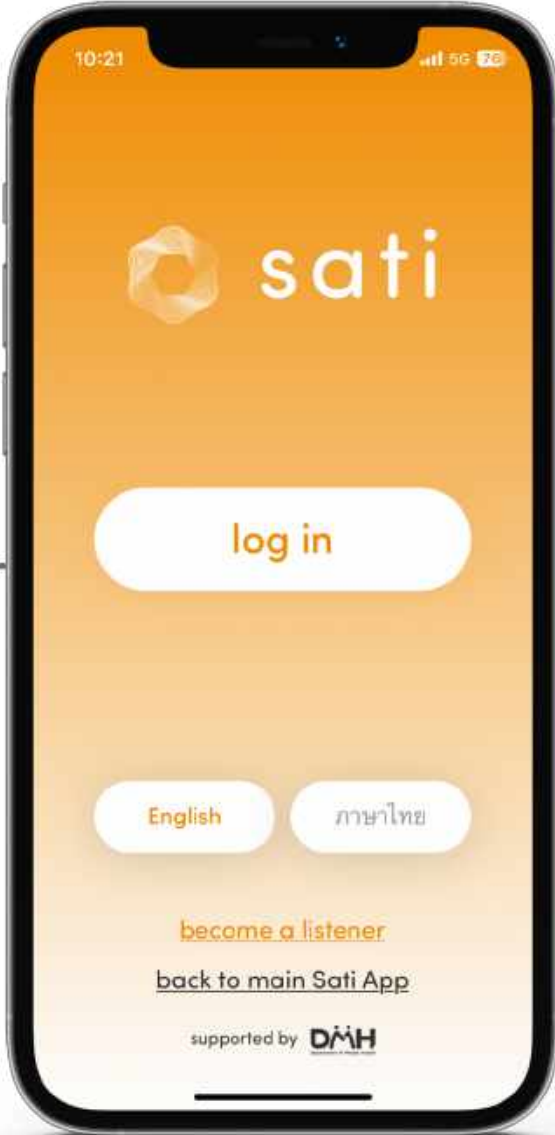
Easily transition from
User Application to **Listener Application**



Listener's Journey



Volunteers will be able to access Listener's App upon completion of Basic Psychological First Aid training.



Basic Psychological First Aid – Online Training




We collaborated with volunteers to translate the Basic Psychological First Aid (PFA) toolkit, developed by the Global Shapers Community, into Thai. Our e-learning course has been updated to account for cultural differences and perspectives, allowing us to standardize the training process for our volunteers. The course is divided into three parts: Look, Listen, and Link, with a passing requirement of 80% on the quiz for each section.


In addition to training volunteers, we have made the course available to the general public interested in learning basic PFA skills, without the obligation to volunteer. Our aim is to equip more individuals with a better understanding of mental health and empower them to offer support through PFA.



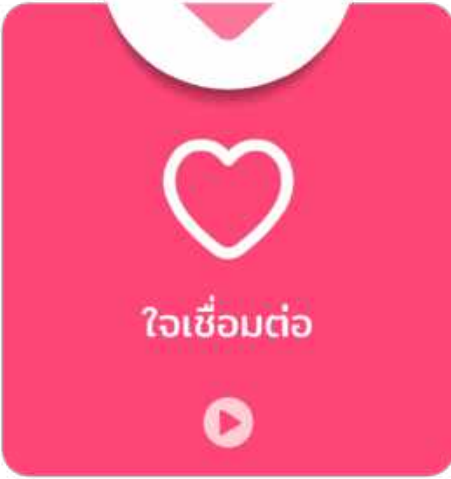
Our volunteers receive comprehensive training in three distinct aspects of Basic Psychological First Aid, equipping them with essential skills to provide effective mental health support.



ตา
Look



หูฟัง
Listen

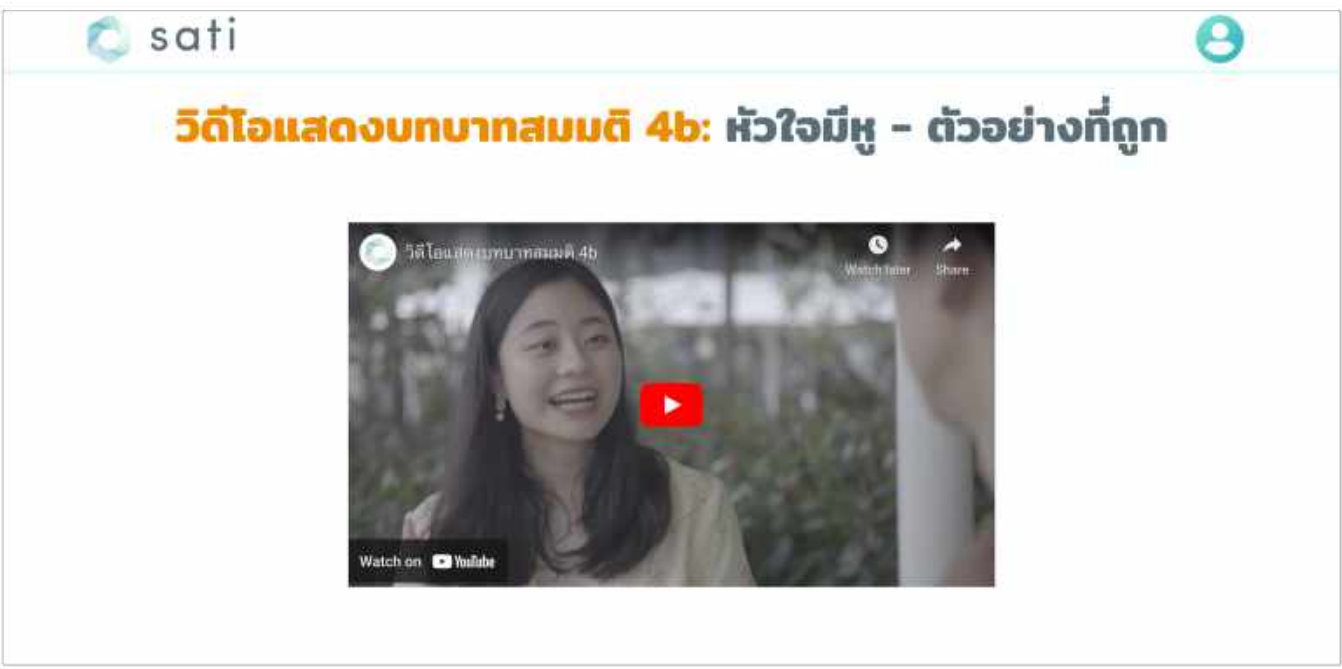


ใจเชื่อมต่อ
Link

This project was made feasible due to the substantial support and collaboration from Global Shapers Bangkok, Understand, Smile Space, along with the diligent contributions from over 20 volunteers. Special thanks to Chatrium Hotel for allowing us to use their location to record role plays which is an essential part of our training program. Their collective efforts have significantly contributed to the successful execution of our mission.



Lecture video

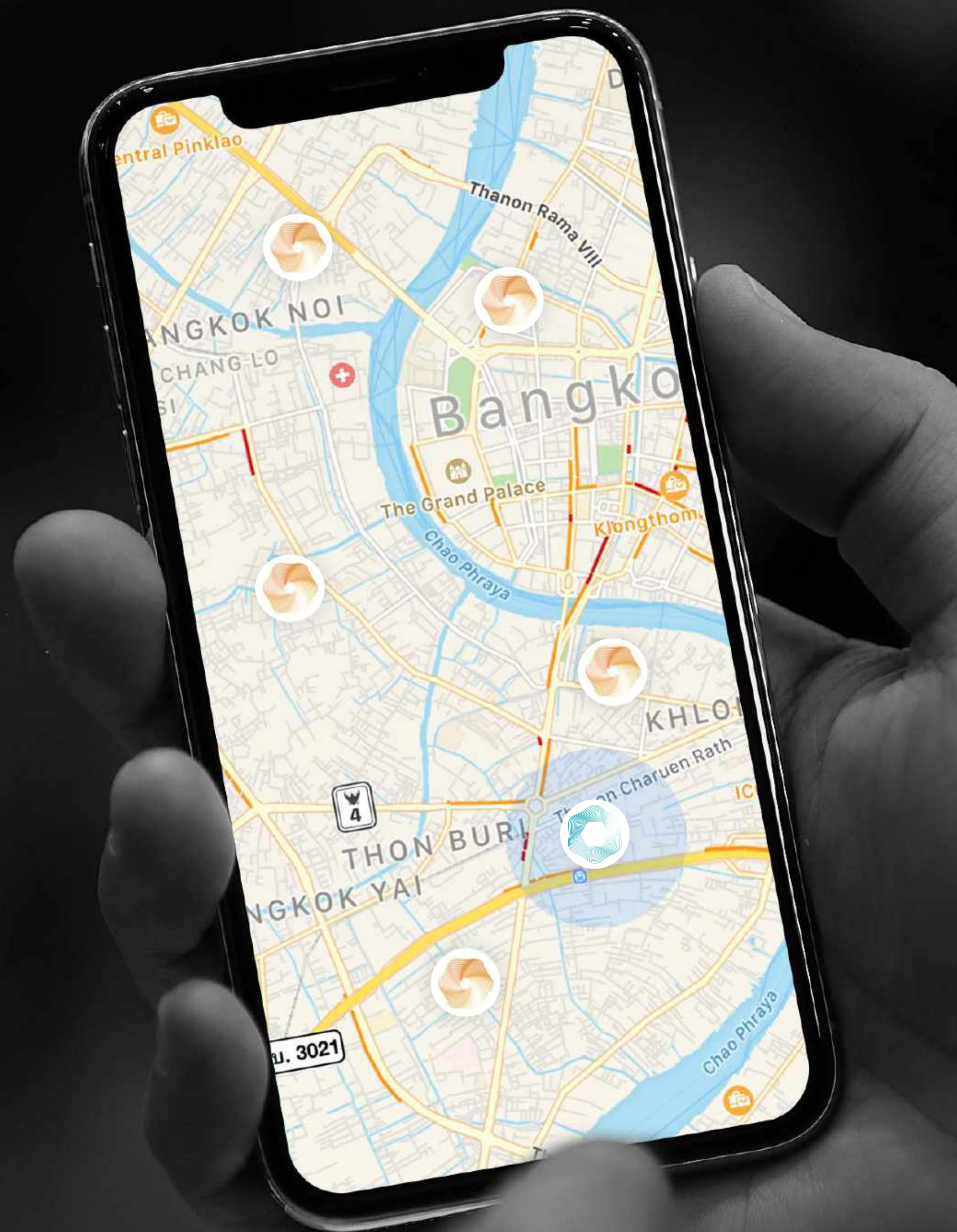


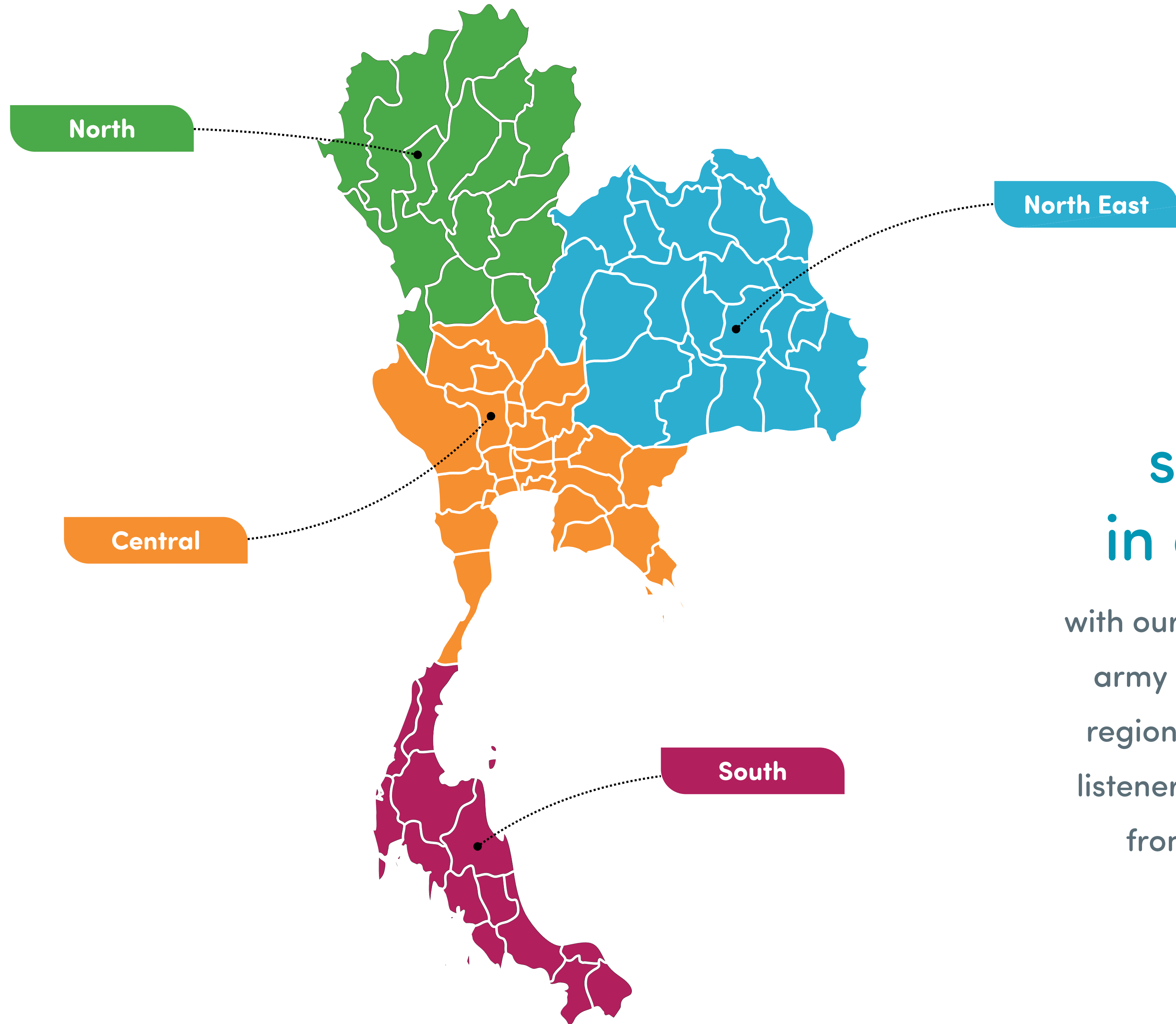
Role play video



with Sati

- listener uses their own mobile phone
- freedom to roam around

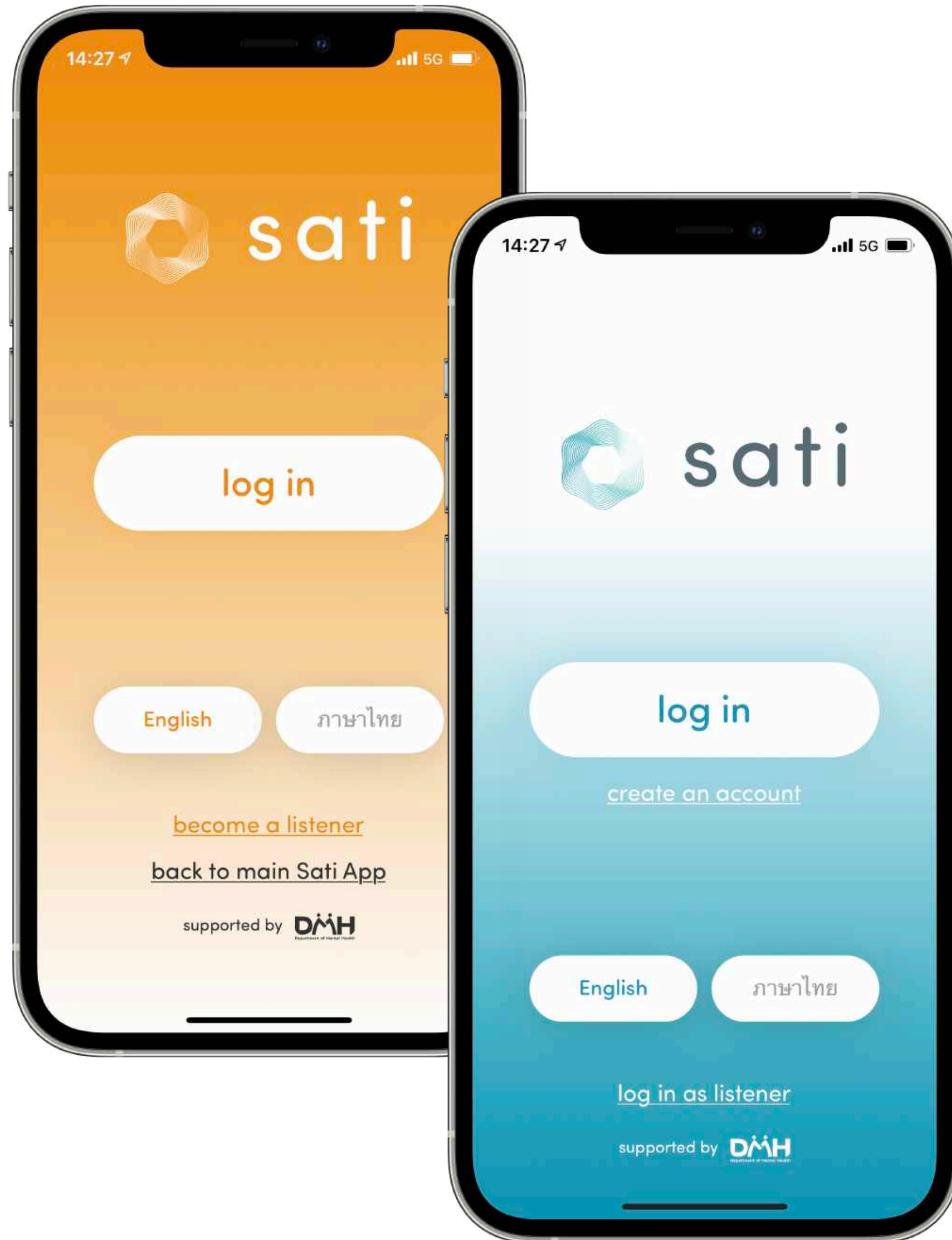




sati's volunteers in different regions

with our project, we are working to build our army of empathetic listeners in different region so that users can get in touch with listeners who uses the same dialect, or are from the same cultural background

Our Track Record



to date we have

12,600+

users

373

trained listener volunteers

Key Impact

Number of users

10,826

Number of trained volunteers

357

Total minutes conversed

44,400

Number of successful connection

4,478

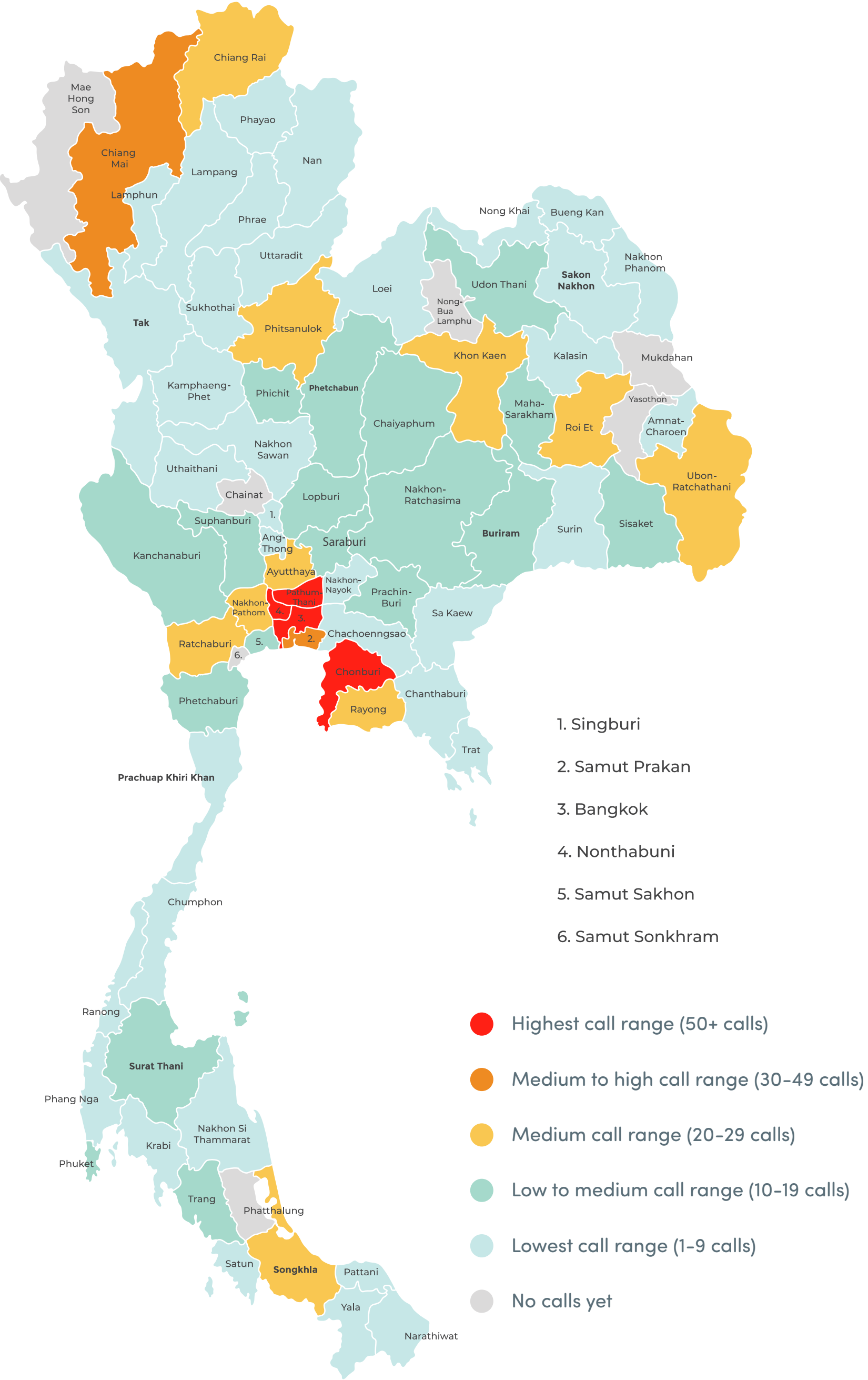
Pick up rate

60.85%

Average call duration

16_{min} 29_{sec}

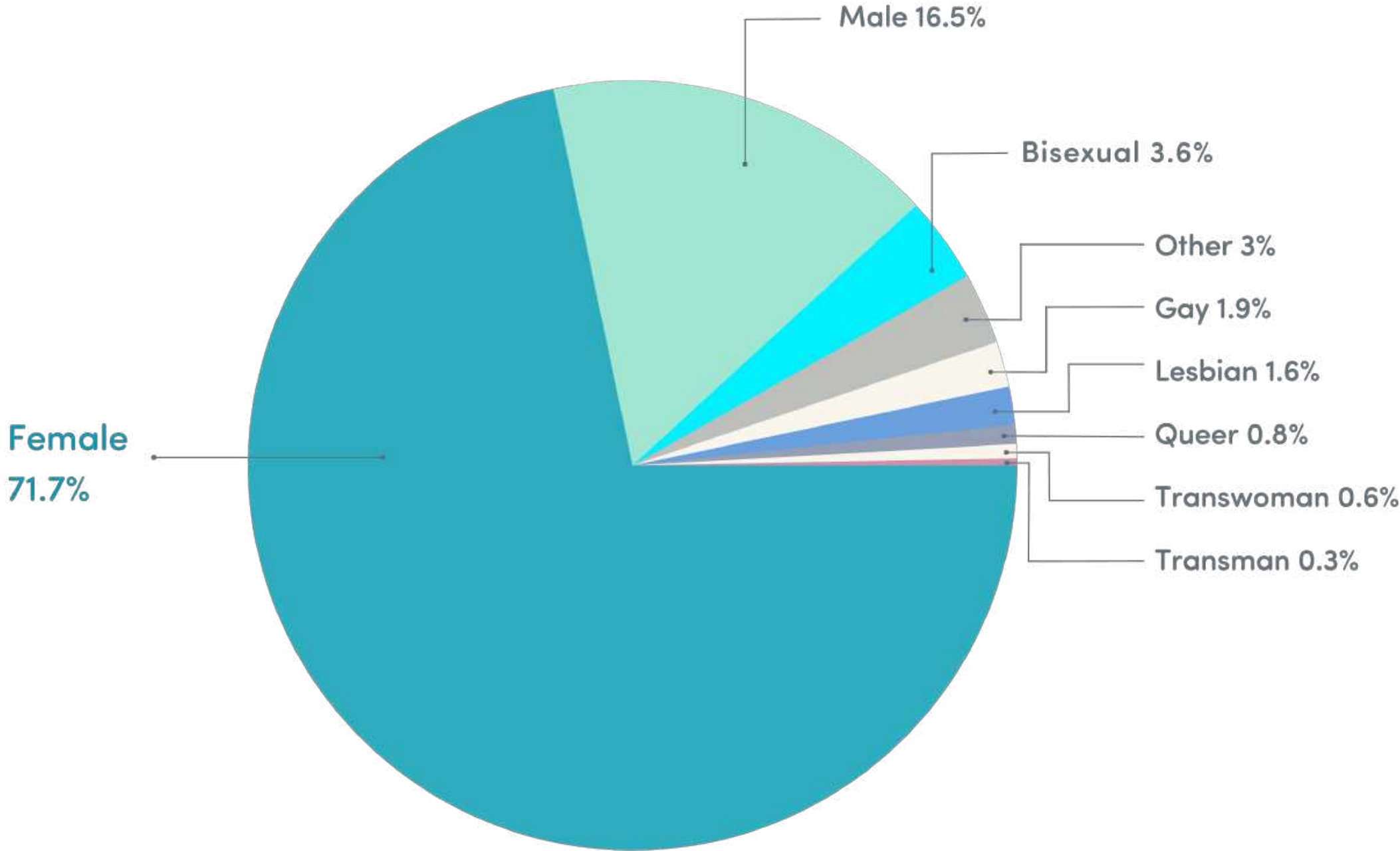
*Data collected between 1 April 2022 - 31 March 2023



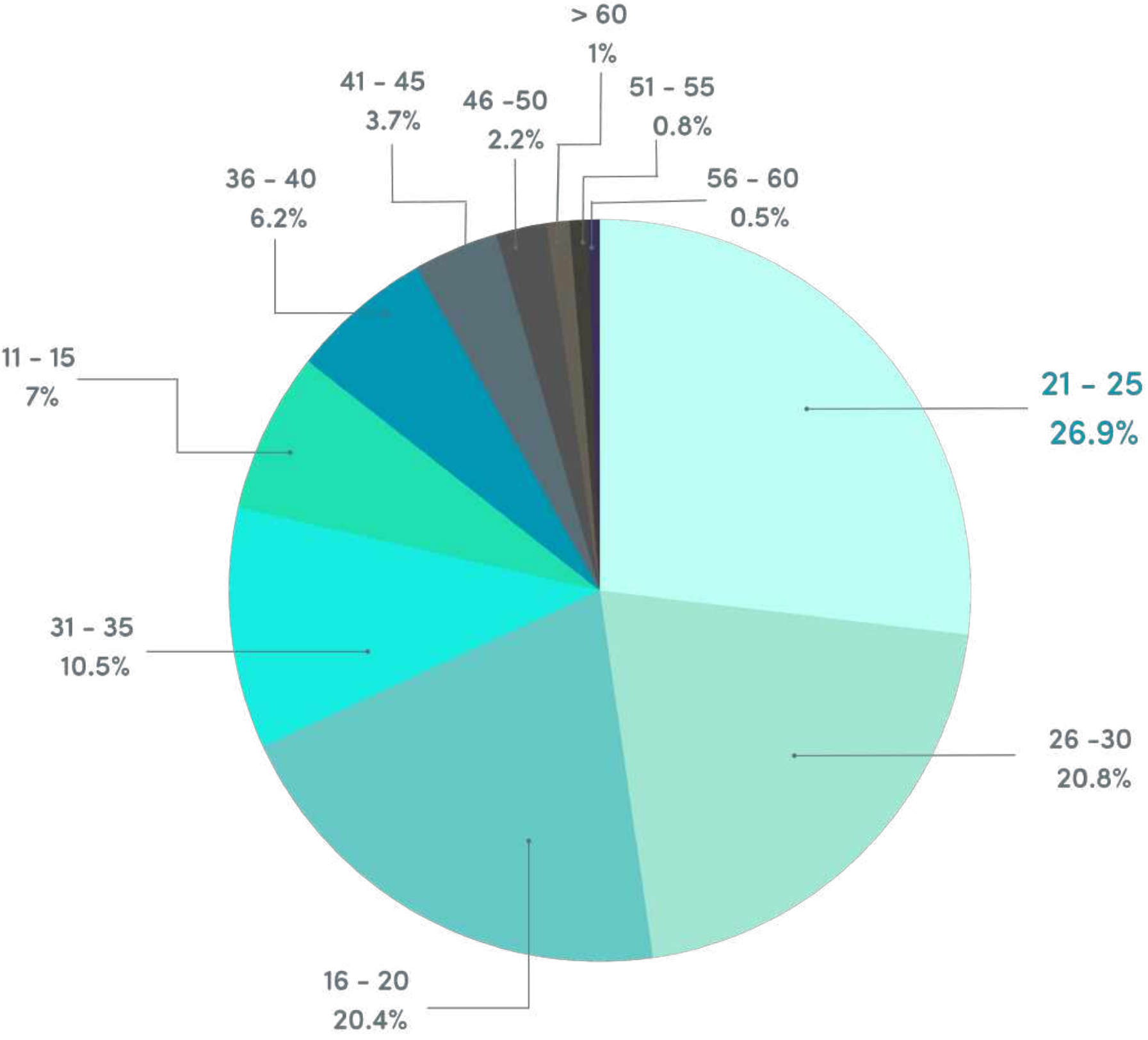
Calls from our Users come in from over 70 provinces across Thailand.

Our next mission to increase the number of volunteers in different regions, who uses different dialects, and identify as different gender across Thailand to provide the best support we can through our Sati App.

**Data collected between 1 April 2022 - 31 March 2023*

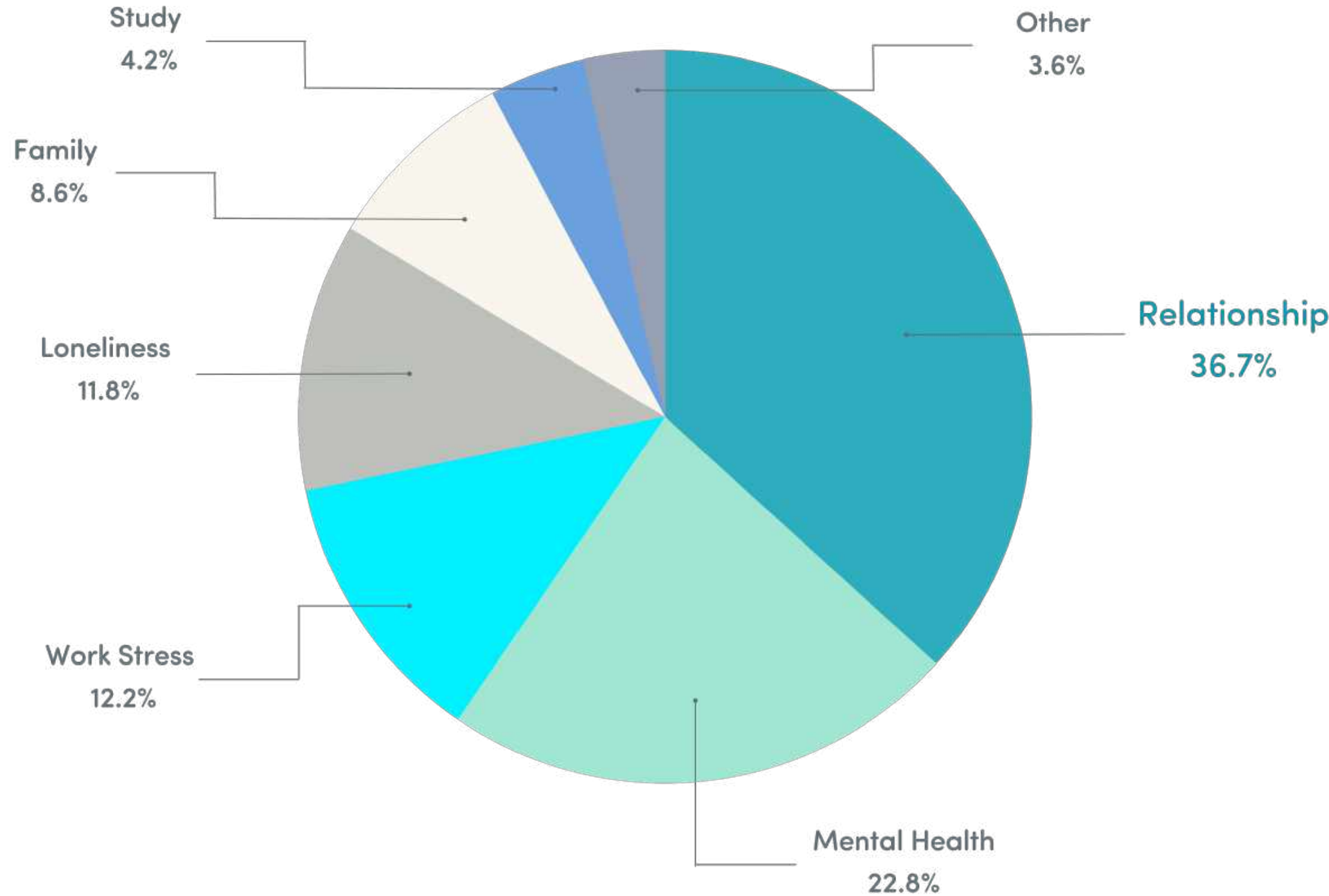


Gender

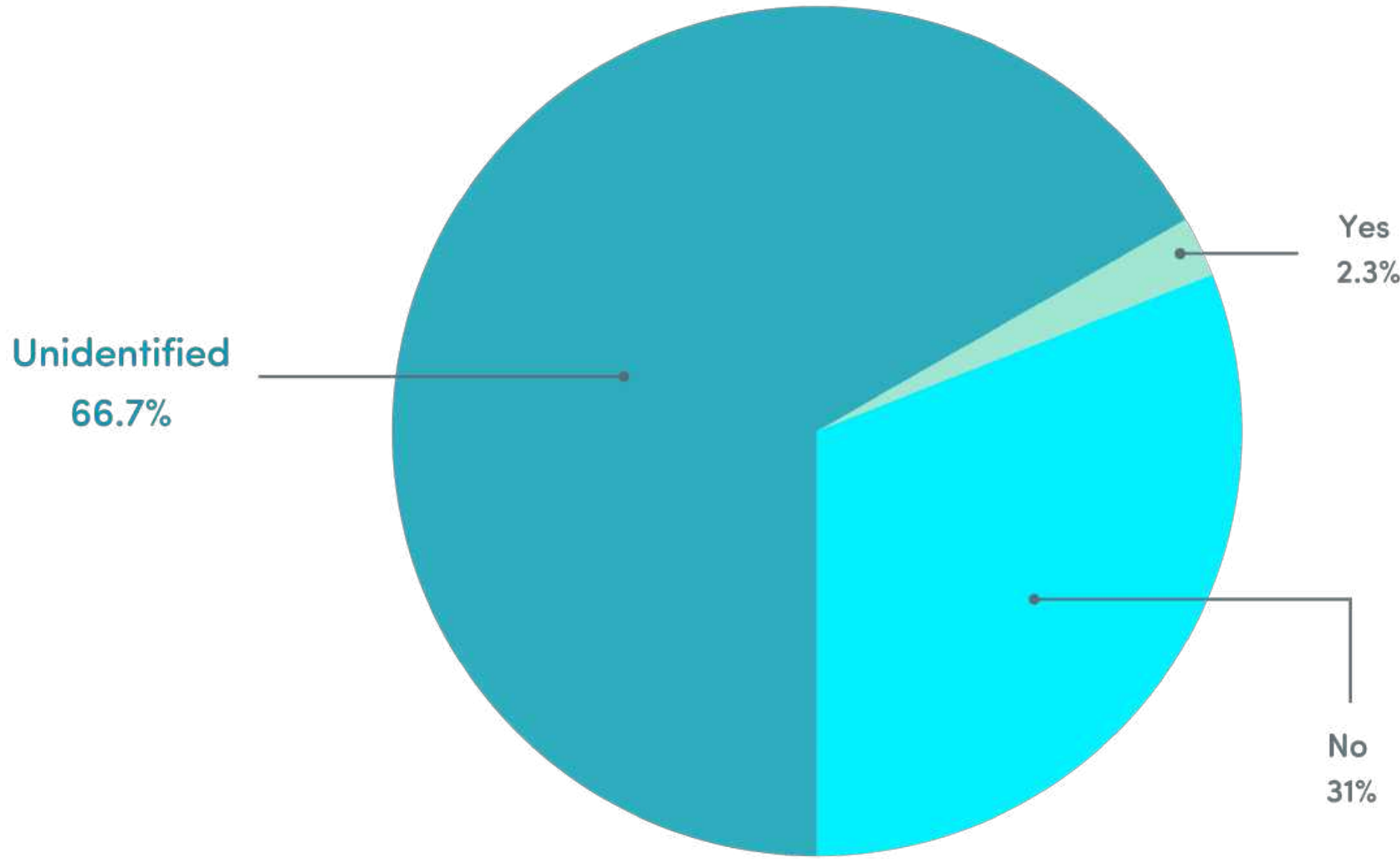


Age

*Data collected between 1 April 2022 - 31 March 2023



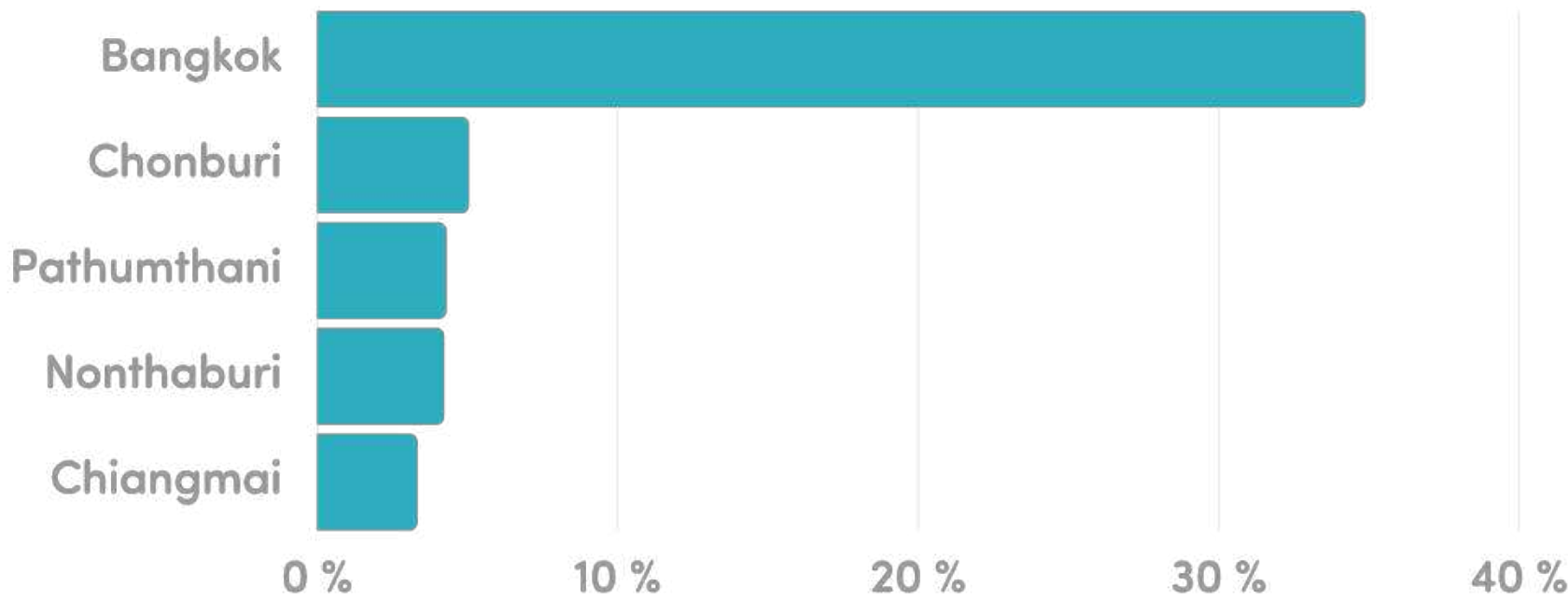
Stress Factor



Suicidal Ideation

*Data collected between 1 April 2022 - 31 March 2023

Top 5 Provinces with Highest Call Volume from Sati App Users

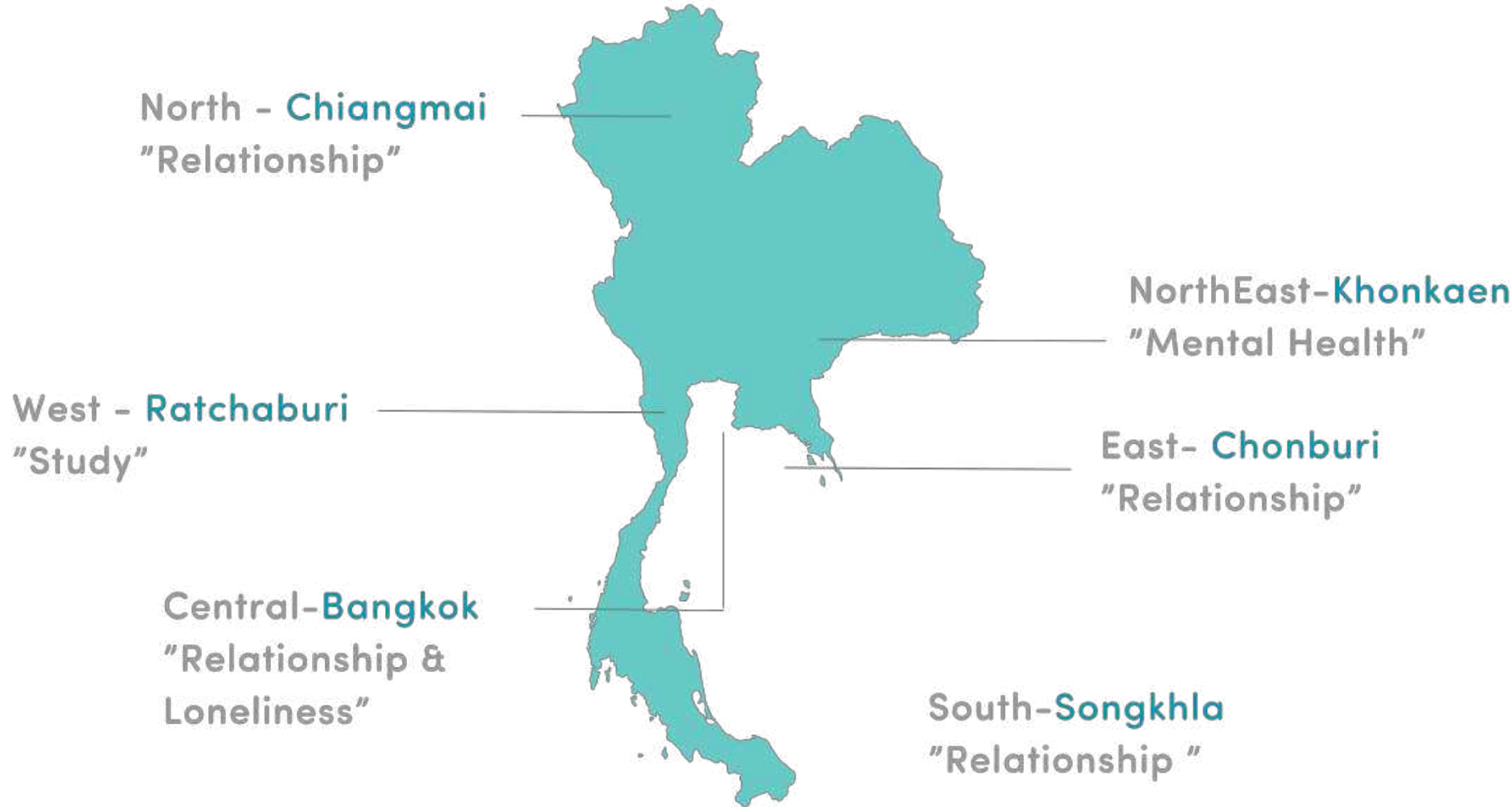


Sati App's call volume in Thailand varies across different regions, with some areas experiencing a higher percentage of calls than others. The following are the top 5 provinces in Thailand with the highest call volume:

- 1: Bangkok: As the capital and most populous city, Bangkok accounts for nearly 40% of the total calls made through the Sati App in Thailand. This indicates that a significant portion of the app's users are based in Bangkok, utilizing the platform for mental health support.
- 2: Chonburi: This province also has a high call volume. Its proximity to Bangkok and growing urban population may contribute to this trend.
- 3: Pathumthani: Located in the central region of Thailand, Pathumthani is another area with substantial call volume. Its close proximity to Bangkok may be factors driving this usage pattern.
- 4: Nonthaburi: Part of the Bangkok Metropolitan Region, Nonthaburi sees a high call volume as well. Its urbanization and connection to the capital city likely influence the demand for mental health support through the Sati App.
- 5: Chiang Mai: As the largest city in northern Thailand, Chiang Mai has a considerable call volume, reflecting the need for mental health resources in this region.

These top 5 provinces provide valuable insights into the distribution of mental health needs and communication patterns within Thailand. Understanding these trends can help inform targeted outreach and support strategies, ultimately contributing to the development of more effective mental health care initiatives.

No.1 call range in each region with their most reported stress factor



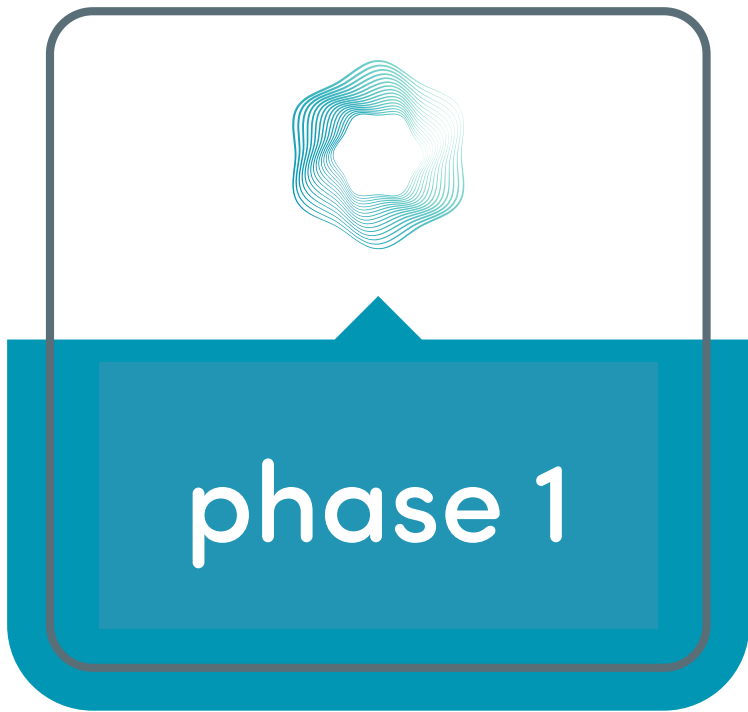
The Sati App yields insightful data regarding call volume across different regions in Thailand, alongside the key stressors impacting our users in these regions. Here's a breakdown of our findings:

- 1: Northern Region - Chiang Mai: In the North, Chiang Mai registers the highest call volume. The predominant stress factor for users here seems to be relationships, pointing to a need for resources and support in interpersonal matters.
- 2: Eastern Region - Chonburi: Similarly, in the East, Chonburi records significant call volume with relationships being the primary concern for users.
- 3: Southern Region - Songkla: Moving down to the South, Songkla users also identify relationships as their main stress factor, matching the trend observed in Chiang Mai and Chonburi.
- 4: Western Region - Ratchaburi: In contrast, users from Ratchaburi in the West are mainly stressed about studying. This finding suggests a higher demand for academic-related support in this region.
- 5: Northeastern Region - Khon Kaen: In the Northeast, Khon Kaen records a high call volume with mental health as the users' most pressing concern. This underscores the need for mental health resources and interventions in this region.
- 6: Central Region - Bangkok: Lastly, in the central region, Bangkok registers the highest call volume. Relationships are a significant stressor for users here as well, although loneliness is also identified as a major concern.

By understanding these regional trends and stress factors, we can better tailor our services and communication strategies to address the specific needs of users in different parts of Thailand. This data-driven approach helps us to provide more effective and personalized mental health support.

*Data collected between 1 April 2022 - 31 March 2023

this is just
phase 1



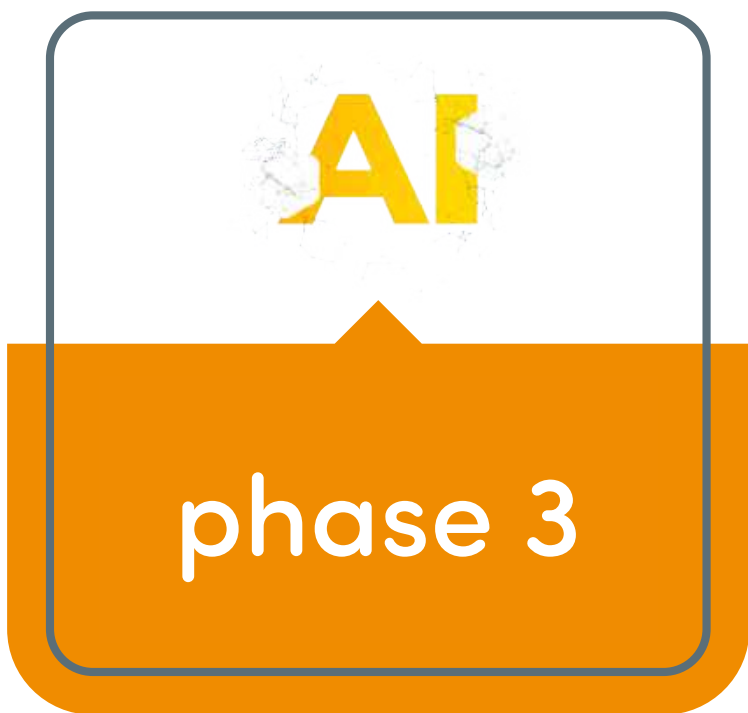
status ● launched

Development of primary mobile application to act as virtual call center, connecting users to trained empathetic listener volunteers. The app will also be used for data collection to understand the stress factors across age range, gender and in the future geographical locations



status ● launched

E-learning platform that allows general public to easily learn and attain certification in basic psychological first aid. Currently launching in Thai Language with the hope of later introducing Thai Sign Language
e-learning.satiapp.co



status ● planning stage

Adding AI capability to primary mobile application to allow for better service to be provided and easily connect severe cases to Department of Mental Health HOPE Task Force



status ● planning stage

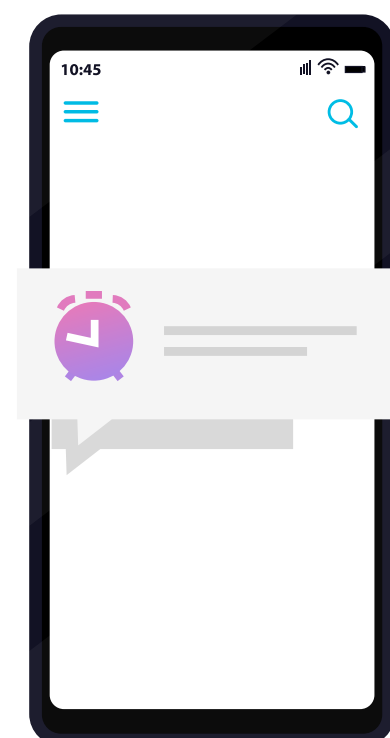
Self Care and Community app that provides safe for people to learn to take care of themselves. Gain the necessary tools from leading experts and learn about mental health journey from advocates and celebrities.

Freemium

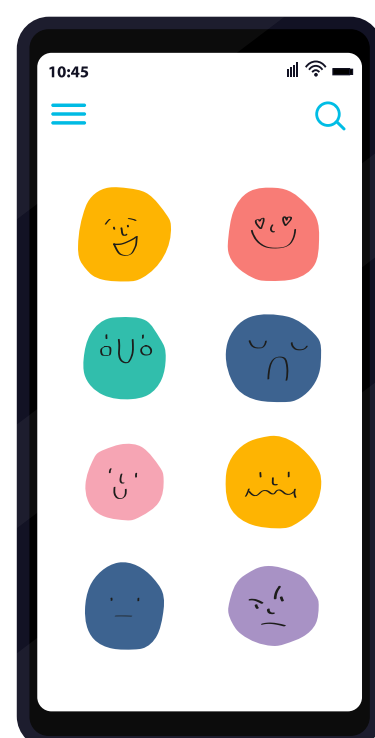
Community



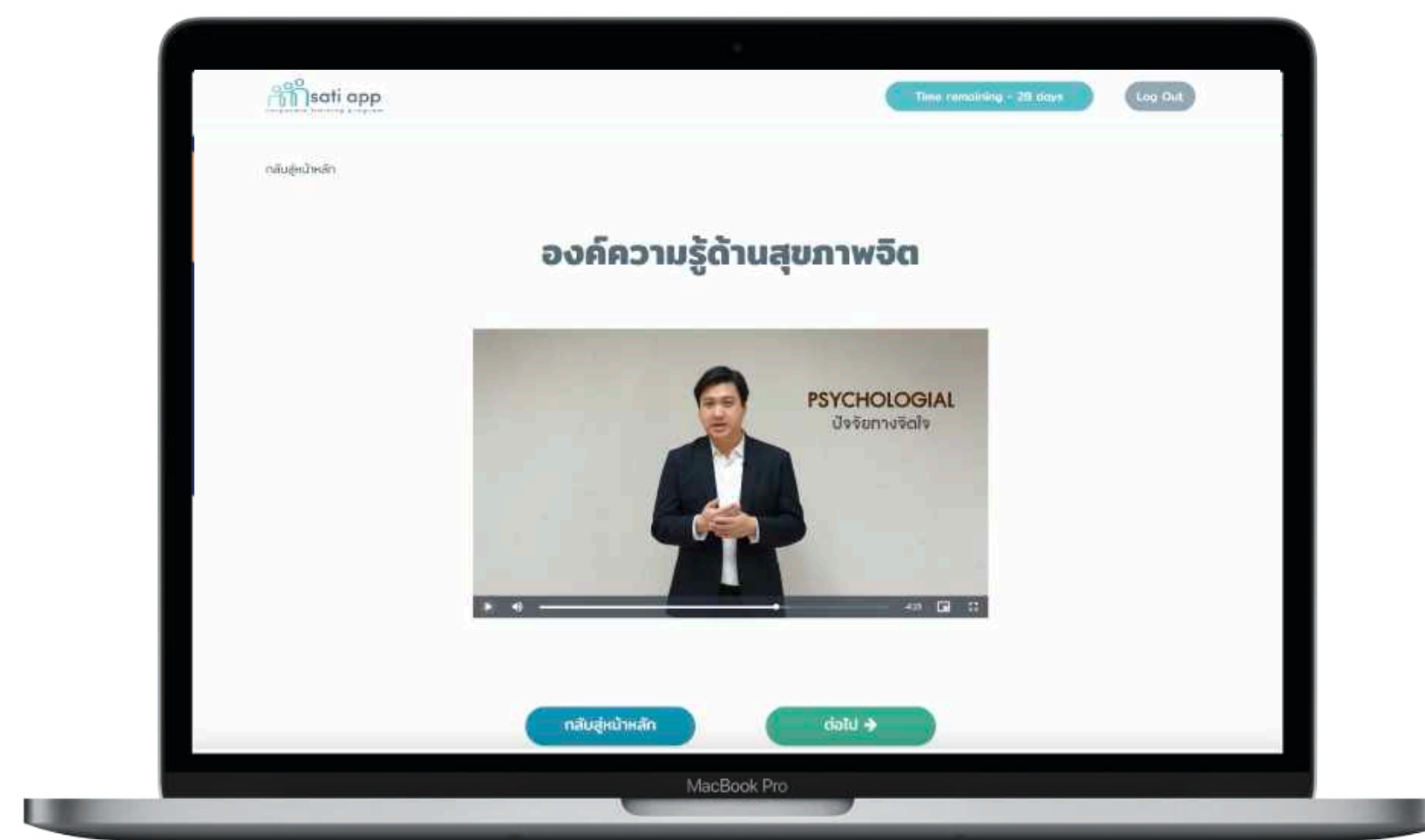
Call Scheduling



Mood Tracker



Corporate Wellness Training Program



Internship Program



1. Partnership with psychology programs to offer internships for students who need to accumulate counseling hours before graduation.
2. This collaboration helps students fulfill their academic requirements
3. Enhances our platform's capacity to reach and assist more individuals in need
4. Creates a win-win situation for both aspiring mental health professionals and the users of Sati App.

future with sati app: *reach listeners who uses the same dialect globally*



our team



Amornthep Sachamuneewongse
Founder - CEO



Ondřej Nádvorník
Co-Founder - CTO



Chanon Wongsatayanont
Co-Founder - COO



Thipaporn Ananjaroenkul
IT Project Manager



Tomáš Martykán
Senior Maintenance Manager



Michal Sixta
Frontend Developer



Wongsathorn Boonamnuaysuk
Volunteer Coordinator



Nanta Taratarn
Administrative Coordinator

our advisors



Dr. Nattakorn Jampathong, M.D.
Director, Galya Rajanagarindra Institute



Dr. Varoth Chotpitayasunondh, M.D.
Department of Mental Health, Thailand



Petr Winkler, Ph.D.
National Institute of Mental Health,
Czech Republic



Alexandr Kasal
Researcher at National Institute of Mental
Health, Czech Republic



Dr. Naeem Dalal, M.D.
Mental Health Expert, Zambia



Dr. Helen Wigglesworth, B.A., M.A. (Oxon), DClinPsy
Clinical Psychologist, Sheffield Children's NHS
Foundation Trust, and City of Sanctuary Sheffield,
United Kingdom



Peter Varnum
Director, High Lantern Group
Board Member, The Stability Network
Inaugural member, HBGI Lived Experience Council
Former Global Mental Health Lead, World Economic
Forum; Associate Director, Orygen Global

our advisors



Dmytro Turchyn, Ph.D.
Artificial Intelligence Lead CEE HQ at
Microsoft



Thiparat Chotibut, Ph.D.
Director for Chula Intelligent and Complex
Systems Research Unit Lecturer at
Department of Physics, Faculty of Science,
Chulalongkorn University



Trang Suwannasilp
Gamification & Corporate Strategy
Consultant, Founder of Growth Game



Aliza Napartivaumnuay
Co-Founder & CEO, Socialgiver



Drew B. Mallory, Ph.D.
Professor of Organizational Behavior,
Sasin School of Management



Sanjay Popli
CEO Cryptomind Advisory, Advisor at Thai
Digital Asset Association



Yeen Chalermvongsene
Marketing Director



Tarin Yuangtrakul
Art Director

reward and recognition

SOCIALGIVER
AWARDS
2022



ASIASTAR—
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FORUM



NETFLIX

THE STRAITS TIMES



South China Morning Post



bi brand inside



กรุงเทพธุรกิจ



CALIBRATE

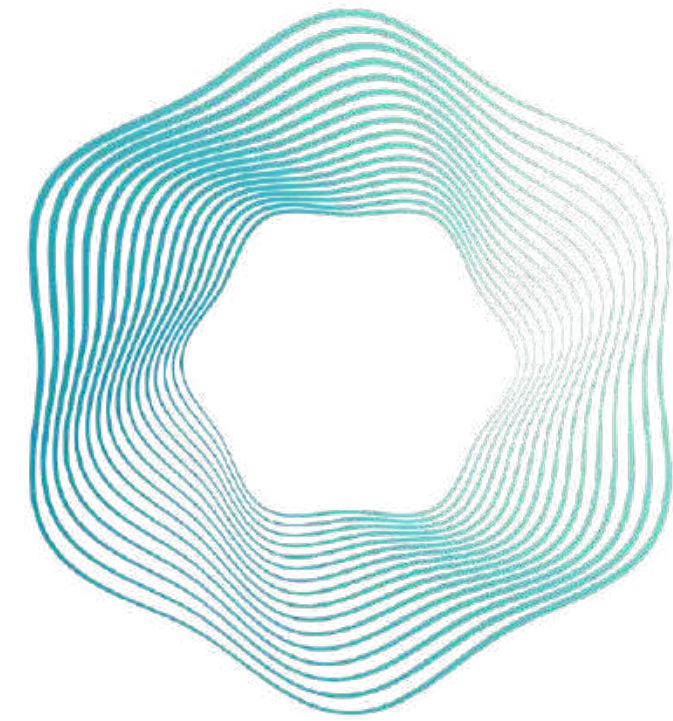
Bangkok Post

THAI
ENQUIRER



Our Allies





sati

your safe space to share