



# Gheorg Pty Ltd



*Gheorg, the little virtual robot helping children aged 7-12yrs to manage anxiety and build resilience*



First responder AI  
enhanced digital  
mental health  
increasing access to  
help and services  
around the world



**Products:** Provides digital mental health access around the world using AI delivered therapy and diagnostics

**Benefits:** Increasing access to psychological therapy and improving diagnosis

**Company:** Founded in 2019, located in Sydney Australia

**Business:** Automation of psychological services to improve access

**Funding:** Raising \$500k seed. Raised to date: \$120k from BlueChilli, Artesian, MVP grant, Futureminds and Rio Tinto Pty Ltd

**Intellectual Property:** All IP and current algorithms are owned by Gheorg.

## Team and Experience

**Dr Louise Metcalf** - Serial mental health and mental health tech entrepreneur, senior manager in consulting and service products, PhD in human change. 30 year senior psychologist.

**Ms Lucie Gordon** - Human design expert for children, Massey University BDes, awarded for development of diversity website for NZ govt.

**Ms Cynthia Painter** - Senior trainer and educator, previous Woolworths, Repco, Luxottica, leader in Future Achievement program for schools.

**Mr Parth Mehta** - Senior software engineer, previous New Reflections Sydney, Blue Chilli and then Invoice2Go.

**Ms Lana Weal** - Marketing consultant specialist in SEO and partnerships, previous Blue Chilli, now consulting with Gheorg, and Atto.

**Ms Sherie Pan** - Wharton intern, consumer psych and computer science degree, now back in the US so also working with Penn labs.

## The Need

\*Almost 1 billion children with diagnosable anxiety or severe stress (1 in 2) (UNICEF) around the world

\*At pre-pandemic levels (1 in 5), 66% of children with diagnosable anxiety never diagnosed or treated in Australia, where treatment rates are the best in the world

\*Lack of treatment means significant risk of severe mental illness in adulthood

\*Insufficient mental health services, which will worsen

\*No current solution beyond existing mental health services for under 12's

\*Only human treaters, with wait lists of 6-9months

## The Solution

\*Gheorg is AI enhanced first responder psychological therapy for children, with resources for parents to improve therapy progression.

\*Daily treatment in the home, with immediate help for panic episodes when the child needs it

\*Connected to hospitals and treaters, Gheorg ensures waitlist triaging based on highest need

\*Schools and GP's can recommend Gheorg with approval from a treating psychologist

\*Children in rural and remote areas can access psychological therapy without having to travel hundreds of miles