



**Sector:**  
Health

**Funding stage:**  
Series A

**Website:**  
getinflow.io

### What is it?

Inflow is a digital therapeutics company, addressing the needs of people who suffer neurological differences, in particular, attention deficit hyperactivity disorder (ADHD). The app offers personalized behavioural therapy led programmes as well as one-to-one coaching and a community support platform.

One in ten young adults globally suffer from ADHD, with up to 40% of those also suffering anxiety and substance abuse<sup>1</sup>. Many are reluctant to seek professional treatment and for those that do and are prescribed medication, adherence is very low. This is an entirely digital solution that is easy to use and much cheaper than a regular one-to-one with a coach.

Compared to other players and existing solutions, engagement rates are extremely impressive, with the company citing that users average 7.5 sessions per week<sup>1</sup>. Inflow aims to expand the platform to a range of neurological differences including autism, dyslexia, dyspraxia, OCD and Tourette's.

### Why we like it

The global ADHD market alone is worth around \$20 billion and is forecast to increase to \$36 billion by 2030<sup>2</sup>. Additionally, 31% of Inflow's members aren't actually diagnosed, which points to an even wider market for accessible and affordable therapy to support those who might otherwise not seek help<sup>3</sup>.

In the first 15 months since launch, the app achieved 200,000 downloads with thousands of paying members, and a survey of an initial customer sample revealed 90% had seen significant improvements in symptoms.

Inflow has a number of competitors in the broader mental health space, many of which are multi-billion dollar companies. However, most of these are following a business-to-business (B2B) model, signing up clients through employers. Inflow's direct to consumer approach puts it in a unique position to first build its brand, demonstrate value, grow the user base and potentially move to other distribution routes.

### Who are we backing?

One of the two co-founders comes from a scientific, technology-focused background whilst the other has extensive experience in managing product development, having worked previously as a product manager at Babylon Health.

As first time founders, they've achieved a tremendous amount already. They have a robust product that has been through the prestigious Y-Combinator accelerator program (well-known for working with the likes of Airbnb, Reddit, and many other eventual unicorns in their early days) with early demonstrations of market fit. That success is demonstrated by an advisory board made up of some of the great minds from well respected health companies.



**What our fund managers say**  
**Will Gibbs - Partner**

"What the founders have achieved in the last 15 months is best in class in terms of initial product, commercial traction and conversion rates. They've really impressed us."

<sup>1</sup>[www.ncbi.nlm.nih.gov/pmc/articles/PMC4414493/](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4414493/)

<sup>2</sup>[www.verifiedmarketresearch.com/product/attention-deficit-hyperactivity-disorder-market/](http://www.verifiedmarketresearch.com/product/attention-deficit-hyperactivity-disorder-market/)

<sup>3</sup>Inflow company research, 2022.

### Key risks

While we are really excited about this company's potential, please bear in mind that like all early stage businesses, it's likely to encounter both challenges and opportunities along the way and ultimately may not be successful.

Early stage investing is considered high risk and your capital may be lost. Any associated tax benefits are subject to qualification, personal circumstances and legislation.