

# Going global with NiceDay

Umar Nizamani

# Hey, I'm Umar!

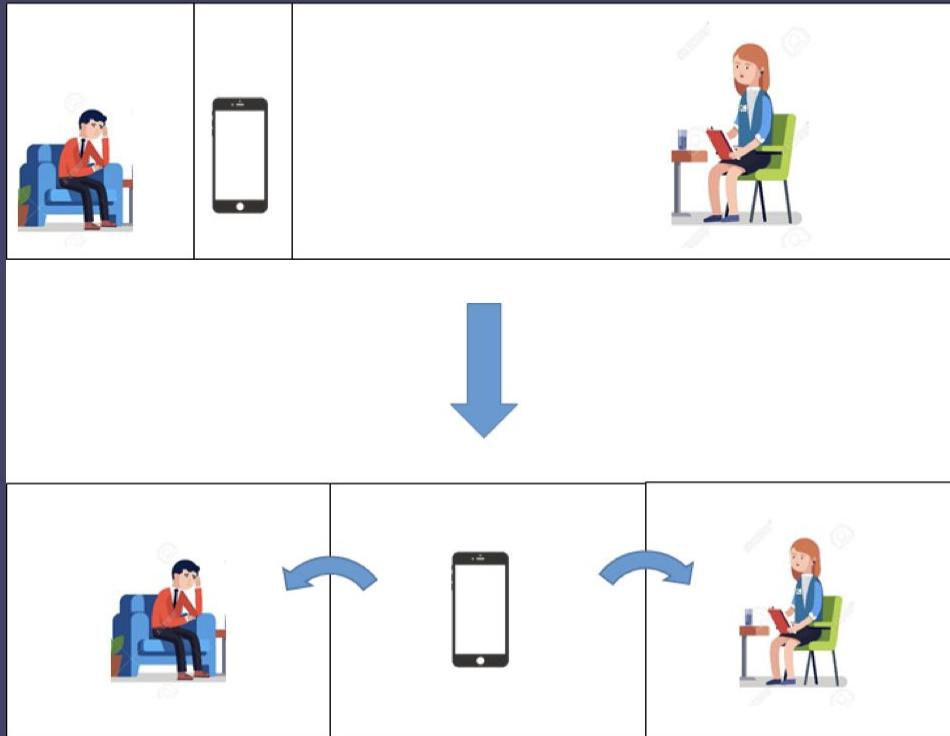
Umar Nizamani

**Slides:** [umarniz.com/2023-rotterdam-lsh-keynote](http://umarniz.com/2023-rotterdam-lsh-keynote)

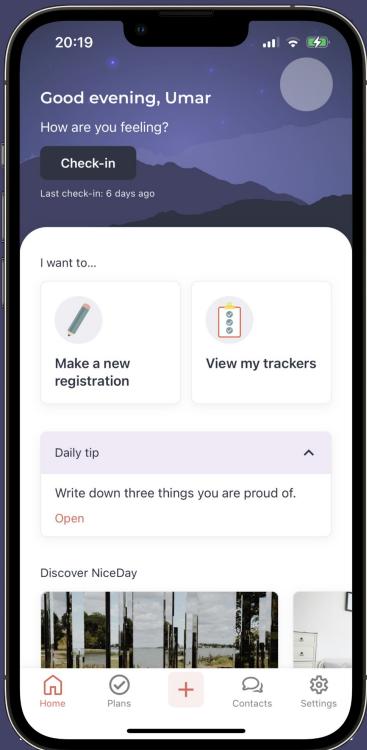


NICEDAY  
[nicedaytherapy.com](http://nicedaytherapy.com)

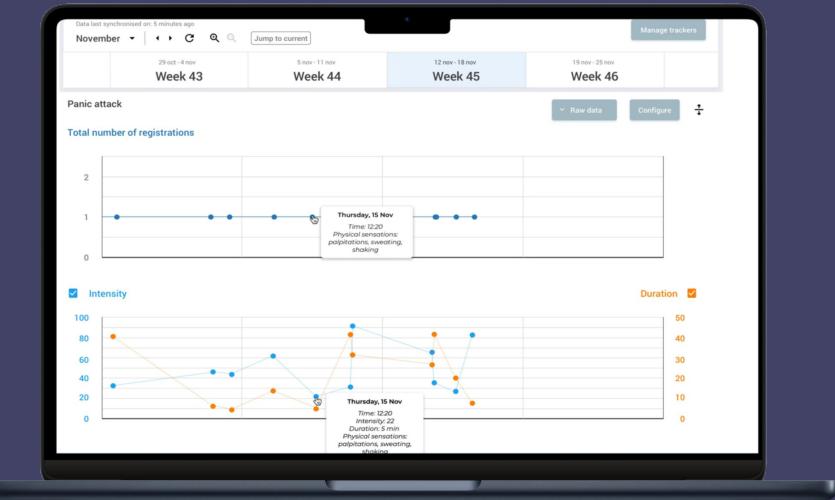
# Making care effective and efficient



# Data Supported Therapy



**Clients** take ownership of their well-being with the NiceDay app



**Care Professionals** use a web portal to see real-time progress of their client and are guided to work based on real world evidence driven practices

# Trusted in Dutch public healthcare

2.300  
Therapists

70.000  
Clients



# Going Global







# .1 Get more therapists to use NiceDay



# Optimise for failing fast

## Your therapy workspace

The only platform **built** from the ground-up **for therapists** and not administrators.

[Start For Free](#)

30 days free. No credit card.

<b>Solo</b> €19 /mo Price for one user	<b>Team</b> €59 /mo Price per therapist	<b>Enterprise</b> Call for quote
<a href="#">Free trial</a>	<a href="#">Free trial</a>	<a href="#">Plan a call</a>

### Get Started

Signup below and verify your practice to get started.

New: Sign-up now and get a 3 month free trial!

1 To ensure safety of our platform, our team verifies your details

2 Once verified, you will receive an email to setup your account (usually within 2 working days)

3 You can then invite your clients and start treating them with NiceDay!

Name

Work Email

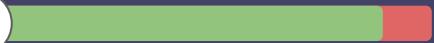
License Type

LinkedIn Profile (optional)

Company name (optional)

[Submit](#)

Never submit passwords or credit card information through this form.



## Spain - Cold Intros

-

116

Unqualified leads

Prospects

116

Approached

13

Discussions

13

Demos



# Belgium - Cold Intros

569

118

118

0

0

Marketing Leads

Sales Leads

DMU Approached

Discussions

Demos



## .2 Growing my network



Tech

Europe

Global

Prioritise for first 4 months, then re-evaluate



14 - 16 Sep

## European Conference on Mental Health

*Participant - Europe*

3 Oct

## Mobile Health Congress

*Participant - Netherlands*

4-5 Oct

## eMental Health International Match

*Speaker - Online (New Zealand + Global)*



26 - 28 Oct

## IIMHL (International Initiative for Mental Health Leadership)

*Participant - Ireland*

9 - 11 Nov

## eMental Health International Congress

*Speaker - New Zealand + Global*

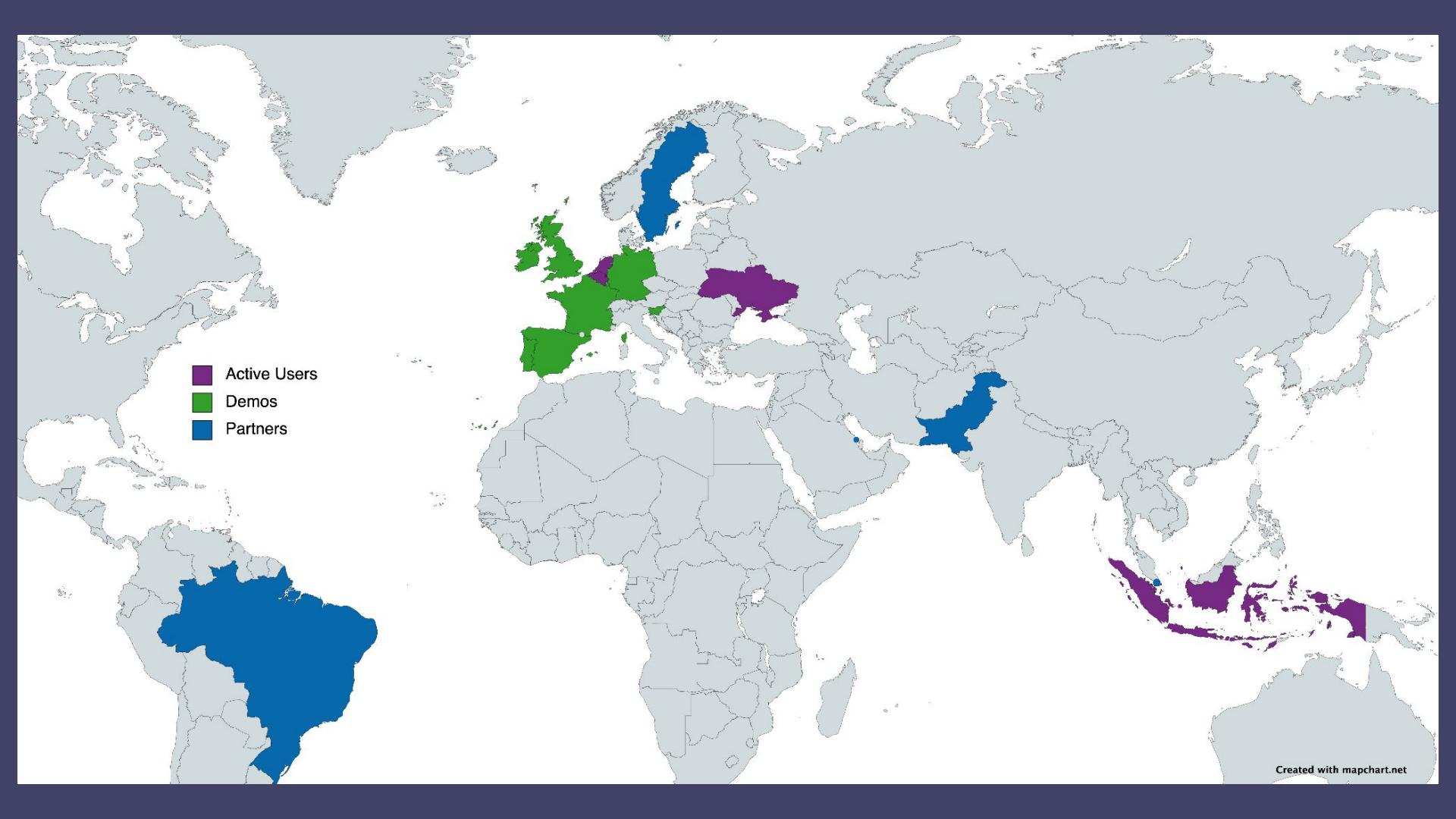


# The Loneliness

You are not  
selling your product  
in a new country

You are building a  
new business  
in each country





- Active Users
- Demos
- Partners

# Use the support network



RVO

NBSO

TFHC

# Work closely with academia



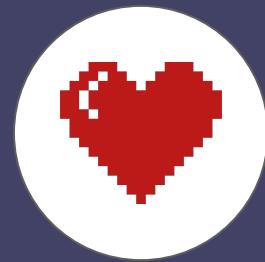
# Stay close to your values



Available free of cost to Ukrainians



**Go out there and keep listening**



# Thanks!

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