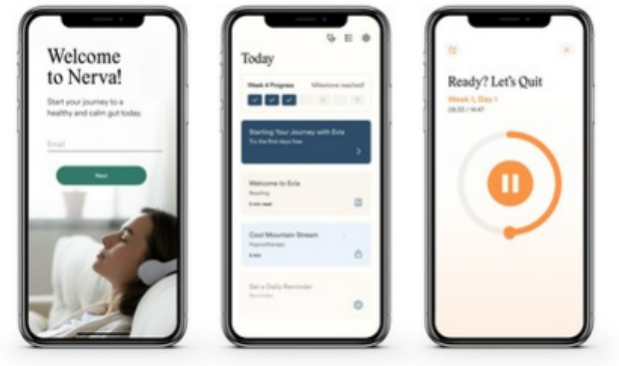
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Australian startup Mindset Health raises $12 M to expand digital hypnotherapy apps

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The funding will allow Mindset Health to continue its clinical and real-world research programmes



Mindset Health, a digital hypnotherapy startup based in Australia, has raised $12 million in an oversubscribed Series A financing led by King River Capital, the leading US, Australian VC investor, with investments from Tatterang's Tenmile, Yard Ventures, Matt Mullenweg (founder of Automattic, Wordpress), John Kim (founder of SendBird), Alex and Anthony Zaccaria/ Nick Humphreys (Linktree founders), Sandy Kory, Banana Capital and others.

Mindset Health helps people with chronic conditions learn to manage their health via app-based audio, combining the expertise of world-class health specialists and clinical research with a proprietary scalable technology platform to deliver evidence-based, consumer-friendly digital hypnotherapy. The apps help people manage a range of health conditions anytime, anywhere.

Mindset Health's top three markets by users are the US (38%), Australia (19%), and United Kingdom (15%).

Funding from this latest round will support the continued growth and development of Mindset Health's digital hypnotherapy apps, including broadening channels-to-market to support increasing global demand; and launching new apps in response to market demand for conditions including anxiety and depression, sleep and chronic pain.

Importantly, the funding will allow Mindset Health to continue its clinical and real-world research programmes, partnering with institutions like Baylor University and Monash University in Australia, to further progress health and economic outcome evidence generation, as well as enhancing existing hypnotherapy programmes with additional features and personalisation.

Mindset Health currently has three hypnotherapy apps, addressing medically-diagnosed irritable bowel syndrome, menopause and smoking cessation.