Develop an app			
\$ per SWLS total	52.43		
\$ per SWLS per download	8.67		
Total SWLS per year of treatment	7500	Total intervention cost	393200
Downloads per year	100000	Fixed costs	90000
		Co-founder salaries	50000
		Operational costs	10000
		Staff	30000
		Development costs	<u>198,500</u>
		Cost of maintaining an app	20%
SWLS per download	0.1	Intervention costs (cost pe	0.65
Effect of active user (use positive edu	3.00	iOS CPI	0.86
Regular users per download	2.50%	Android CPI	0.44
Headspace premium users (mil)	1		
Headspace downloads (mil)	<u>40</u>		

https://smartmood.io/	L							р	revious workings	Develop an App			
										\$ per SWLS Total	745.46		
Positive education ef	ffect	Gratitude lists											
SWLS per year	3.0	SWLS per treatr	2.8	Weight									
6-12 months afte	1.3	Length effect last	2							Total SWLS per	561	Total interventio	328200
0-6 month/active effect	1.6	Study 1 (2 weeks	1.49	0.55									
SD of SWLS	6	Study 2 (8 weeks	1.41							Regular users	3%	Fixed costs	90000
Effect size 0-12 months	0.22	Study 3 (1 week	Q	0.05						Headspace prem	1	Co-founder salar	50000
Effect size 0-6 months	0.26	Study 4 (4 weeks	<u>1.91</u>	0.1						Headspace dowr	<u>40</u>	Operational costs	10000
		Study 5 (2 weeks	0.51	0.1						Expected downlo	7480	Staff	30000
		Study 6 (4 weeks	Q	0.05						Downloads per y V	/eight		
										500	7.50%		
https://mhealth.jmir.o	rg/2013/2/e11/?newD	esign								1000	14.11%		
2.8 app	o-based ACT									5000	4.51%		
https://journals.plos.c	org/plosone/article/file	https://type=printable&id=10.1371/jour	rnal.pone.020	n=29 total 62						10000	7.41%		
,		ace for 10 to 30 days								50000	1.93%	Development costs	198,500
3.52	1.83									100000	2.66%	Cost of maintaini	20%
		m/doi/abs/10.1089/g4h.2014.00-		n=12 total 42						500000	0.58%		
3.97	super b	etter for 6 weeks for depression								1000000	0.63%		
										5000000	0.10%		
https://www.statista.c	com/statistics/269884/	android-app-downloads/								SWLS per treatr	3.0		
		id=com.getsomeheadspace.and					given headspace is 40 m						
https://play.google.co	om/store/apps/details?	id=com.sparkwave.mindease&hl	l=en_US	although ratio did	not check out when I lo	oked at some games	but downloads are betw	veen 1000 and 10000	at least on google play				
https://www.guora.co	m/How.can.l.tell.how	-many-downloads-an-app-has-ha	ad										