

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 per	0.65
Effect of active user (use positive edu	3.00		iOS CPI	<u>0.86</u>
Regular users per download	2.50%		Android CPI	<u>0.44</u>
Headspace premium users (mil)	<u>1</u>			
Headspace downloads (mil)	<u>40</u>			

