

<b>Develop an app</b>				
<b>\$ per SWLS total</b>	28.29			
<b>\$ per SWLS per download</b>	7.86			
<b>Total SWLS per year of treatment</b>	8270		<b>Total intervention cost</b>	234000
Downloads per year	100000		<b>Fixed costs</b>	150000
			Co-founder salaries	50000
			Operational costs	10000
			Staff	90000
			Development costs	<u>70000</u>
			Years before redevelopment	<u>20%</u>
<b>SWLS per download</b>	0.083		<b>Intervention costs (cost per download)</b>	0.65
SWLS for active user	3.3		iOS CPI	<u>0.86</u>
3+ month difference time (years)	0.75		Android CPI	<u>0.44</u>
Discount from no control at 3+ months	25%			
3+ month difference	<u>4.57</u>			
0–3-month difference	<u>2.95</u>			
Regular users per download	2.50%			
Headspace premium users (mil)	<u>1</u>			
Headspace downloads (mil)	<u>40</u>			

<a href="https://sci-hub.se/https://www.tandfonline.com/doi/abs/10.1080/16506073.2017.1347195">https://sci-hub.se/https://www.tandfonline.com/doi/abs/10.1080/16506073.2017.1347195</a>						
	before	after	difference			3 Months later
Treatment	16.31	19.66	3.35			21.28
Untreated	16.93	17.33	0.4	no statistically significant change	-	
Difference	-0.62	2.33	2.95			4.57
<a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4771536/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4771536/</a>						
Suggests cost is \$5 for commercial apps, could pay per user rather than fixed cost to develop						
<a href="https://www.cleveroad.com/blog/how-much-does-it-cost-to-create-an-app">https://www.cleveroad.com/blog/how-much-does-it-cost-to-create-an-app</a>						
<a href="http://howmuchtomakeanapp.com/estimates/results">http://howmuchtomakeanapp.com/estimates/results</a>						
<a href="https://thiswayup.org.au/how-we-can-help/internet-delivered-cognitive-behaviour-therapy/">https://thiswayup.org.au/how-we-can-help/internet-delivered-cognitive-behaviour-therapy/</a>						
<a href="https://www.researchgate.net/publication/324099700_Internet-Delivered_Cognitive_Behaviour_Therapy">https://www.researchgate.net/publication/324099700_Internet-Delivered_Cognitive_Behaviour_Therapy</a>						
<a href="https://www.tandfonline.com/doi/full/10.1080/16506073.2017.1401115">https://www.tandfonline.com/doi/full/10.1080/16506073.2017.1401115</a>						