

Fitbit for Your Brain

After going through the process of managing her own mental health in 2017 and seeing vast improvements to her overall wellbeing, Jana Dowling decided she wanted to help others do the same, which is how **MyArkeo** was born.



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The app (described as a 'Fitbit for your brain') helps people log and track their mental health patterns with a view to aiding recovery or preventing mental health episodes from happening entirely.

"When I was unwell I of course listened to doctors and therapists, and part of what they told me to do was to keep all these different diaries on my food, my sleep, my mood and many other things," says Jana. "I was trying my best to keep all these different diaries, which

"It empowered me to be the best version of myself that I could be."

was hard to do and I couldn't make any sense of the data. So I started my own process and over the period of a month I could see patterns that I'd not been able

to see before. I started making daily decisions based on that data and I realised that it was really helping."

Shortly after, Jana launched a beta version of MyArkeo and began looking for investment. Despite her initial success with fundraising, the pandemic meant Jana struggled to raise all of the funds she needed to take the next step. And that's when she discovered Funding Accelerator.

Strengthening the Offer

"I was having all of these conversations but I didn't necessarily know the right language to use with investors and I didn't have all of the materials I needed to help me raise significant funding so I was stuck," explains Jana. "I had a business plan and forecast but I soon realised that it was nowhere near the level of what I needed."

So in March 2022, Jana joined Funding Accelerator. During the programme (which is broken into three sprints) Jana followed a structured weekly schedule with homework and weekly deadlines to keep her accountable alongside engagement with other founders, which she found incredibly helpful:

"I was stuck needing to raise significant investment but not sure how to do it."

"It's always really empowering to be around other business owners and to hear what they are struggling with and what they are doing. The support is great - when you are presenting you aren't just presenting to one person, you are presenting in front of multiple people who've been where you are, so it really helps you push yourself."



The programme also helped Jana understand her target audience in more detail, with sprint two focusing on building investor profiles: "Starting with a target list of 100 investors can be terrifying but the programme helps you make sense of it - it really opened my eyes to various methods for finding potential investors, rather than just looking at my current connections. All of that structure and guidance was really motivating."

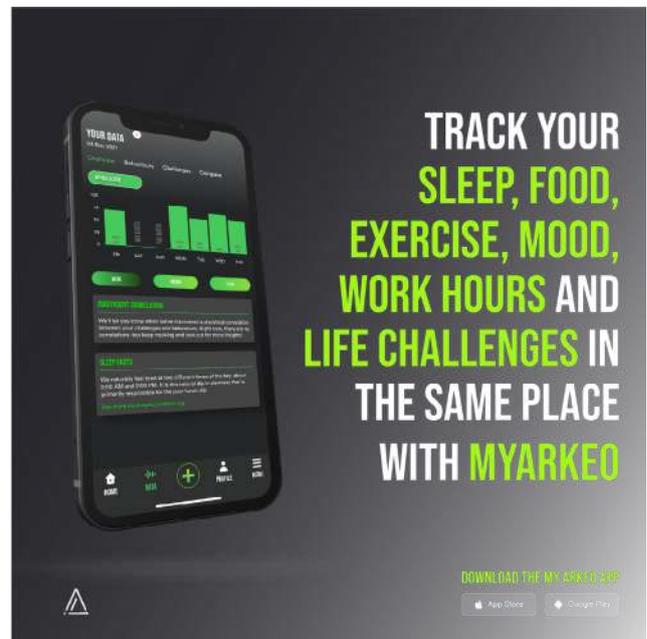
Taking the Next Step

Having completed the programme, Jana raised fifty percent of her funding target but, in doing so, came to realise that the business was not sustainable in its current form. After much soul searching, she took the tough decision to close the business rather than continue to seek funding.

"I had worked on the business over a number of years so it was a very difficult decision but, ultimately, I wanted to do justice to the idea and I realised that there were things that I would do differently now. Difficult as it was, it felt the right decision to draw a line and move on."

"Funding Accelerator helped me add weight and credibility to my proposal."

"Funding Accelerator helped me get to a stage where I was ready to go after significant investment."



**TRACK YOUR
SLEEP, FOOD,
EXERCISE, MOOD,
WORK HOURS AND
LIFE CHALLENGES IN
THE SAME PLACE
WITH MYARKEO**

Reflecting on her journey, Jana is thankful not only for the practical knowledge and guidance she has received, but for the way it has left her feeling about herself as a female business founder heading into the future: "Before starting the programme I was feeling really insecure and I was doubting my ability. I now know that I really do know my business - the programme helped me to make sense of that and put it all together using the language and terminology that investors expect. Whilst I am not going to use these skills in this business, Funding Accelerator has really changed how I am as a person. I've gone from being someone that is insecure and not really sure that I had the right skills to someone who is confident, knows their stuff and who can also take tough decisions. I will take that with me forever."



Funding Accelerator is an eight week programme designed to make it quicker and easier to raise equity investment

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