



BIG WHITE WALL



Problem

People with mental health issues, or experiencing emotional or psychological distress, may avoid sharing their feelings with friends, family or healthcare professionals due to stigma. Of the one in four who experience a mental health problem, the majority will not receive treatment.

Solution

Big White Wall is an anonymous digital mental health and wellbeing service where people who are experiencing mild to moderate mental health issues can talk freely about their problems and self-manage their own mental health.

Revenue Model

Big White Wall is a subscription service. The investment is repaid through subscribing organisations, including NHS providers, government departments, the armed forces and universities, as well as individuals.

Impact

Big White Wall members get instant access to 24/7 support, are supported to self-manage their mental health without recourse to further help, with 95% of users reporting improvements in their wellbeing.

 **Invested** £2 million

 **Cost of capital** Equity

 **Turnover** > £500,000

 **Duration of investment** Equity

Organisational form

Private Limited Company

Investors

LGT Venture Philanthropy, the Whittemore Collection

Other supporters

A number of charitable trusts and foundations

www.bigwhitewall.com

LGT VENTURE PHILANTHROPY

LGT Venture Philanthropy (LGT VP) is an impact investor supporting organisations with outstanding social and environmental impact. The LGT VP Impact Ventures UK fund can invest through equity, quasi-equity and debt-like instruments between half a million and £5 million.

Approach to investing

Impact Ventures UK will support social ventures which have a clear social mission, addressing key social challenges in the UK, improving the lives of our disadvantaged communities. Key social themes within its scope include education, employment and skills, health, housing and shelter, communities and social inclusion.

LGT VP is an impact-first investor. Whilst LGT VP examines social ventures for financial sustainability and aims to deliver a financial return to fund investors, social ventures are first examined on their social performance. LGT VP assesses ventures for reach, how many people a social venture impacts; and depth, how fundamentally the social venture improves the lives of those it impacts.

Why the investment was made into Big White Wall

Big White Wall is transforming mental health services in the UK, improving the wellbeing of thousands of people. We invested in the organisation so that it can scale up its activity and bring its innovative solutions to even more people.

Raf Goovaerts, LGT Venture Philanthropy



Key fund terms

 Liquidity	NA	Social issue	General
 Duration	10 years	Investment from Big Society Capital	£10 million
 Size	£30-£40 million (target)	Big Society Capital strategy element	Innovation
 Product type	Growth capital fund	Other investors	London Borough of Waltham Forest Pension Fund Deutsche Bank Impact Investment fund Golden Bottle Trust
Accessible to			
Institutional investors	✓		
Professional individual investors	✓		
Retail investors/depositors	✗		
		www.impactventuresuk.com	