



TREASURY PRE-BUDGET SUBMISSION

2022/2023

SWISS 

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SUBMISSION OVERVIEW

The impact of Covid-19 on the mental of of the Australian population has been significant. While data is yet to be reported, the increase in Swiss 8 and partner organisations website traffic, app downloads and assistance requests have increased dramatically over the past 18 months.

Recommendations from all major mental health research and intervention development organisations both nationally and internationally, reflect strong concerns for an imminent increase in case numbers that will overwhelm existing systems.

Data from both the veteran mental health providers and organisations with other high suicide risk demographics show an obvious need for proactive and preventative interventions.

When these interventions for high risk demographics are co-designed in partnership with existing leaders within the community, and are delivered by peers within that community who have lived experience, the engagement cut through and reported outcomes are significantly higher than when created and delivered solely by clinicians.

This submission presents a tried and tested model of proactive and preventative mental health education and intervention. Built by Australian military veterans for the benefit of the veteran community and the whole of population within Australia. It aims to expand on the current model to develop a machine learning model that can predict and prevent mental health decline in high suicide risk demographics. Rather than asking men to talk more, we will develop a product that removes the stigmatic barriers to entry all together.

CHARITY OVERVIEW

WHAT IS SWISS 8

Swiss 8 is a health promotion charity founded by Australian Combat Veterans. Using Veteran lived experience combined with modern psychological research, we build proactive and holistic mental health tools for high suicide risk demographics.

Our team of Veterans have experienced disconnection, loss of identity, loss of purpose, anxiety and depression. Swiss 8 is taking this lived experience to create educational content and programs that assist in building a healthy, high performing lifestyle.

These digital tools and certified courses will help you connect with your tribe, structure your life for success, create your new identity and find purpose in your existence.

WHY SWISS?

One of the major causes of mental health decline in life after service is identity. As humans, we align the values of a person or organisation with their identity. We know that brand names with links to government, war, warriors, conflict, or injury, would alienate Veterans who do not align with those names. Some Veterans don't want to associate with the government anymore, some don't want to be seen as broken or injured because they are not, some don't want to identify with conflict, and some don't identify themselves as warriors. We wanted to build an organisation that was neutral ground. Neutral not just to Veterans from different nations and conflicts, but civilians, the general public who need the tools created by our lived experience Veterans to improve their lives. Switzerland is an internationally recognised nation that remains neutral through global conflict. We are Switzerland.

Like all good brand names, our brand identity has layers. Not only do we want to provide neutral ground, but we also want to encourage all humans to aim high, to put in the work and become better at life. Aligning with the values of Swiss 8 trains, Swiss chocolate, Swiss watches and of course, Swiss tennis players, Swiss 8 encourages you to pursue excellence.

OUR PHILOSOPHY

Despite decades of disagreement among mental health practitioners and researchers in the Western world pertaining to the causation, classification and treatment of mental ill-health, we have landed on a reactive care model that mimics the pharmaceutically driven health system.

With stigma and lack of education creating an immovable barrier to care, this model is failing our highest suicide risk demographics including men aged 18-44.

At Swiss 8, we believe a proactive and preventive model is the best path to solving the suicide crisis for these high risk demographics.

The interventions created in this model must be developed in partnership with thought leaders from within these high risk demographics. These people, with lived experience in overcoming mental ill-health, have insights that academics have overlooked or simply not considered as the individual and nuanced barriers to care for these high risk demographics have not yet been addressed.

We know that in the decades to come this lived experience will eventually be used in peer reviewed studies. However, contrary to the current single variable model of experimentation, a model that takes years to determine scientific findings and replicate results, our philosophy requires ongoing experimentation at an individual level. This research must look at a wide range of ecological and biometric factors through a holistic lens. This type of ongoing, personalised micro experimentation will allow for incremental lifestyle improvements and can only be achieved with a machine learning model.

ABOUT US

MISSION

To end suicide for all high risk demographics.

MILE- STONES

- Facilitate education, connection and competition to high risk demographics who are ready to proactively improve their mental health and optimise their lives.
- Build a tribe of like minded humans with unique lived experiences.
- Develop a machine learning model to allow individual experimentation and bespoke data reporting on the individuals ecology, biology and mood.
- Expand the learnings and model to all human demographics.

VISION

To give proactive mental health tools to the world, enabling individuals to create their own healthy, happy lives through pursuit of purpose and human connection.

VALUES

- **Be real** - Secrets and guilt in your life will only attract anxiety. Be open and transparent about who you are, what you are doing and what your intentions are. If the raw and real version doesn't impress you, start making changes.
- **Aim high** - The pursuit of excellence is our purpose. Set the bar high and aspire to excellence in everything you do.
- **Go hard** - Everything worth doing is going to require sacrifice and suffering. Minor sacrifice brings minor reward. Pick your targets wisely, plan your action, and go after it with everything you have.
- **Own it** - Every action, every event, every interaction in your life is on you. Own your environment, own your decisions, own the outcome, own every single day, own your life.
- **Balance** - Chaos and order. Good and evil. Yin and Yang. Work and recovery. Without one, we can not appreciate the other. If we are aiming high and going hard in everything we do, we must maintain balance with rest, recovery and peace.
- **Education** - An educated tribe is a successful tribe. To achieve success in anything we do, we must be armed with knowledge. The accuracy and efficacy of that knowledge elevates the tribal identity.
- **Connection** - Humans are social animals. To reach optimal human health and happiness we must do it together. Connection to tribe will increase your highs and minimise your lows.
- **Competition** - Comfort is a slow death. It is only through testing ourselves in conflict, resistance and struggle that we grow as humans. In the modern world, we find that healthy conflict through physical or mental competition.

8 PILLARS OF HEALTH

- **Purpose** - Find your why and learn to set goals to achieve your life's purpose.
- **Movement** - Move your body. Improve your physical fitness. Regulate cortisol and other hormones that impact your mind.
- **Nutrition** - From gut flora to nutrient deficiencies, what we eat, when we eat, and how we eat all impacts our brain chemistry and mental state.
- **Mindfulness** - In a fast paced world, overloaded with mental stimuli, we must find ways to block out the noise of life and be present.
- **Sleep** - The most undervalued pillar of health, regular deep sleep is essential to regulating our mood.
- **Personal Growth** - Moving our body prevents physical rust, as moving our mind prevents mental rust. We must be constantly growing, moving forward, towards our goals and purpose.
- **Discipline** - Motivation is fleeting. To grow requires suffering and the only way through that suffering is with well formed discipline.
- **Tribe** - Connection to other like minded humans, humans of our tribe, makes us happier. Our tribe is our safety and security. We have biologically evolved to initiate our sympathetic nervous system when separated from our tribe. In the past, this reduced our risk of being eaten. In modern societies, separation from our tribe increases our anxiety and depression. We must stay connected.

HIGH RISK FOCUS

Swiss 8 is committed to solving mental health problems for high risk demographics. Our primary focus group is Males 18-44, predominantly in blue collar working segments. This demographic is the highest risk demographic for suicide.

Sub demographics within this group are:

- Veterans
- Miners construction industry professionals
- Retiring professional athletes

This demographic is being missed by all current interventions as these men are the most susceptible to stigma. With stigma and pride preventing these men from speaking up, asking for help, and learning how to overcome their mental ill-health, all other organisations and research have found it impossible to study these men, find solutions to their issues, and solve suicide. At Swiss 8, we are this demographic. We have lived through these issues and have achieved phenomenal cut through with this high risk demographic.

Once interventions have been created for this demographic, we will take the lesson learned and focus on the next high risk demographic.





UNFAIR ADVANTAGE

Swiss 8 takes a proactive approach to all health education and intervention building. While the western medical model is all reactive and pharmaceutically driven, this model simply isn't working for our focus demographic. A proactive and preventative model does take longer to see results and does require complex and holistic data analysis, but it is the only way to create a lasting solution to suicide in our focus demographic.

All Swiss 8 content is created and delivered by veterans who have lived through their own mental health journey. This lived experience and peer to peer delivery is essential to gain trust and achieve cut through with this male demographic.

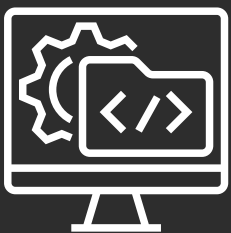
PRODUCT VERTICALS

CONTENT CREATION



- In partnership with S8 Digital and ISS Media, our production team delivers any digital media from photography to podcasts. From feature length documentaries to vlogs. All in-house. All Veteran-led.
- Through ISS, we produce a weekly podcast that gives our tribe easy to digest information about complex biological science and psychosocial research, bio-hacks and human optimisation.

TECHNOLOGY



- Our team of software engineers have the capability to solve complex problems using technology. Their current portfolio includes web and mobile apps, custom websites, business process automation, and full stack digital marketing.
- University partnerships allow us to develop a machine learning model. This gives our users real time, biometric data tracking. It removes barriers to mental health care for high risk demographics and allows us to predict and prevent mental health decline.

COURSE DELIVERY



- Our team of veterans, in partnership with leading mental health clinicians and health industry experts, allow us to create nationally recognised courses for mental health, holistic health and wellbeing, transitions through life stages and wellbeing leadership coaching.
- Digital, or face to face courses are targeted at veterans, corporates, sporting teams and other high risk demographics. Once trained as coaches, veterans are employed by Swiss 8 to deliver courses to the general public.

CONTENT CREATION

Our charitable priority is to create and deliver educational content that empowers our tribe to own, and then improve, their own health and wellbeing.

Current productions:

Finke Pursuit of Purpose documentary - Released Feb 2022

- A 40 min mini documentary that showcases the veteran journey after service and the human connection that is required to keep all of us on a healthy, happy path.

App content

- Data shows us that users need new content at least once per fortnight to stay engaged with a health and wellbeing app. We have an ongoing production pipeline of new physical and mental health improving programs to be delivered through the Swiss 8 app.
- The current model sees us create a new program every sprint (2 weeks). These programs are created by veteran owned businesses, clinicians and health experts.
- Each program costs an average of \$8,000 to design, produce and deploy.

Podcast

- The ISS podcast allows us to have long form conversations with industry experts, lived experience veterans and humans with knowledge to pass on that will help our audience improve their lives.

TECH

App

- The Swiss 8 app is a free to download mobile app available on Apple and Android. The app provides users with educational content, programs in fitness, meditation, yoga, sleep techniques, nutritional meal plans and recipes, personal growth hobbies and much more.
- The Swiss 8 protocols
 - Recalibr8 - An 8 week program for people who are navigating a major life transition event. or are in need of a lifestyle reset. This program includes progressive overload techniques that guide each user through an individually tailored 8 week program, adding new habits each week until a complete reset has been achieved.
 - Grow - An ongoing 8 week program that encourages individuals to add micro increases to one or more of the app pillars. This personal experiment mindset allows testing and adjusting different aspects of their lifestyle and habits to slowly but continuously improve their holistic health markers.

Website

- We have developed a custom website platform that enables referral of trusted health providers, information and educational vlogs on proactive mental health, event ticketing, digital fundraising, access to the web app, and forum based interaction between our tribe members.

COURSES

Our courses are delivered by lived experience Veteran health coaches in partnership with industry experts and clinicians. This ensures we deliver current and cutting edge science, with peer to peer delivery for maximum efficacy and cut through. Courses are delivered in workshop, retreat and online formats.

Courses for all organisations and individuals:

- Mental health at work - An introduction to mental health for your whole tribe.
- Mental health leaders at work - How to lead your team in a mental health conscious organisation.
- Recalibr8 - An immersive 9 day course that gives you the tools to calibrate your routine and identity through a life stage transition or major life event.
- Recalibr8 coach - A 6 month course consisting of face to face workshops and online learning. Ongoing access to Veteran coaches and alumni forums.

Tribe leaders course:

- How to lead your tribe to success
- SOPs to host Swiss 8 events
 - A BBQ To Remember
 - Pursuit of Purpose experiences like Finke and Thredbo
 - Creating purpose through charitable fundraising
- How to build an MOU with RSL NSW sub branches to create a younger veteran engagement model for your sub-branch.

FUTURE ROADMAP

2022

Content Team

- Produce an 8 part mini documentary series on holistic mental health. Use a platform that our audience responds to in order to teach our audience how to proactively improve and own their life.
- Open our content up to paying international partner organisations. Show the world what Australian veterans are capable of.

Tech team

- Deliver a paywall feature that enables industry experts and partnered organisations to build their own content ecosystem within the Swiss 8 app for their tribe and audience.
- Begin Wearable reporting dashboard.
- Pilot internal research project using the Swiss 8 protocol with all blue collar male demographics.
- Begin Development of K8E machine learning model including the app feature programs paywall.

Course Team

- Pilot the retreat model to facilitate full immersion in the recalibr8 courses.
 - High end health retreat to reset lifestyle habits and create a framework for transition to an optimised life.
 - Training retreats for Veteran, Corporate and Sporting tribe leaders to deliver certified training.

2023

Content Team

- Work with government approved psychedelic companies to promote the benefits of MDMA, Psilocybin and Cannabis treatments for anxiety and depression. Deliver educational series on psychedelics and their benefits. Improve trust.

Tech team

- Begin AI research to confirm the machine learning model.

SOFTWARE

All technologies used at Swiss 8 have been chosen with usability, security and performance in mind. For better reference, our stack is separated into multiple sections.

Operating systems and programming languages

Linux | iOS | Android | PHP | Javascript | Python

Servers and load balancing

Google Cloud Platform - Cloud run - Cloud CDN - Load balancing | Apache | Nginx

Data storage, caching, querying

MySQL | Redis | Google Cloud Platform - SQL - Big Query - Memory store - Cloud Storage

Backend frameworks

October CMS

Frontend frameworks

Bootstrap | Vue | React | React Native

Security

GCP IAM | 1 Password | OAuth

Deployment, utility and performance tools

Github | Docker | Google Cloud Platform | TensorFlow | Firebase | Codepush | Mailchimp

Business solutions

Slack | Asana | Google Workspace

Behavioural and product analytics

Google Tag Manager | Google Analytics | Google Data Studio | Hubspot CRM | Facebook API | Appstore Connect | Google Play Store

INTERVENTION BUILDING AND QA

VALIDATE PROBLEMS

We test all perceived problems with our core demographic to identify the problem rather than making assumptions and build solutions to problems that do not affect our core demographic.

LIVED EXPERIENCE

Once we have a confirmed problem, our team reviews the current research and industry solutions to the problem, if they exist. We then hold brainstorming sessions with groups of individuals in our core demographic. These individuals identify how the problem has impacted them and what interventions they have found or created to solve the problem.

PRODUCT CREATION

We combine current research with the lived experience interventions to develop products that solve these complex problems. We then use technology to streamline the intervention, ensuring all barriers to entry or friction points are addressed.

BETA TESTING

Once we develop a Minimum Viable Product (MVP) we give early access to a group of beta testers. This beta testing allows us to iron out any unseen issues before releasing to the public.

COMMUNITY MANAGEMENT

Once the product goes live, our community managers and automated feedback forms allow us to continuously collect user feedback. This gives us early detection of bugs, allows us to constantly improve the product and ensure we are always delivering an effective intervention. Our software and content encourage users to live a life of ongoing experimentation. Always looking to make micro improvements to their life based on their own health data. What is working for them and what is not.

ONGOING EXPERIMENT MINDSET

We have partnered with The University of Newcastle to conduct detailed research, confirming the app as an effective intervention for anxiety and depression in veterans. We now look to continue allowing users to conduct micro experiments as well as working with leading institutions to conduct peer reviewed studies on all Swiss 8 interventions.

EXPERIENCE

TECH STARTUP

In 2019 Swiss 8 was accepted into the **Slingshot tech accelerator program**. This program, usually designed for for profit companies looking for investment, accepted Swiss 8 as a charity candidate and we progressed through the initial 300 company entry pool to the final 8 organisations who pitched for funding.

The 3 month courses helped strengthen Swiss 8 as a legitimate tech startup and gave us the industry expertise to confidently build, deploy, and fundraise for all Swiss 8 mental health tech products in our initial suite.

RESEARCH

In 2018/19 we conducted a **problem validation survey** to confirm we were creating interventions for the exact problems faced by the high risk demographics. We surveyed over 100 veterans who had transitioned out of defence within the past 10 years from non commissioned ranks in high risk roles (Special forces, Combat corps, Medics and Engineers.) The results showed the top 4 causes of mental health decline are; Loss of tribe, loss of identity, no purpose, and failure to maintain a healthy routine.

In 2021 a **PHD candidate at the University of Newcastle** conducted a study to test the efficacy of the Swiss 8 app in proactively improving mental health for veterans. The results will be published in 2022 but the summary is discussed by veteran and phd candidate Jake Jublin [here](#). The preliminary results show reduction in K10 scores across all candidates.

In 2020, through the peak of the Covid-19 pandemic, Swiss 8 was observing the entire country going through the same mental health problems our veterans had reported to be their primary reasons for mental health decline. Isolation, failure to maintain, Loss of purpose and loss of identity.

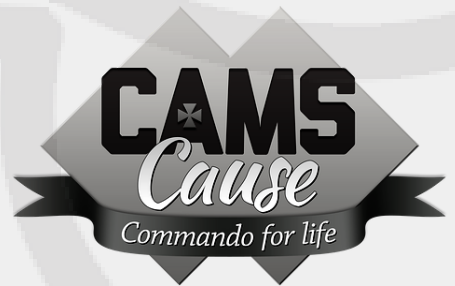
CONTENT AND MARKETING

To help all Australians proactively improve their mental health through this time, we opened access to all Swiss 8 services to the entire country. To bring awareness to the Swiss 8 product offering we launched our first annual mental health campaign, **A BBQ To Remember**. Unlike other charitable mental health campaigns, the primary goal here was not fundraising, it was connection. A campaign that not only created awareness but also acted as the first step in our intervention, we encouraged all Australians to connect with their mates, within state based restrictions, around a BBQ.

In the first two years of this campaign we have reached **2.3 million Australians** via socials, 5000+ veteran app users, 130 media placements on national mainstream media channels, 36k unique website visitors.

PARTNERS AND CLIENTS

MENTAL HEALTH CONSCIOUS ORGANISATIONS



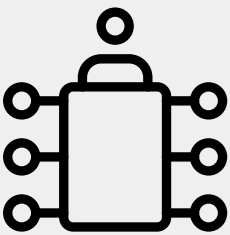
ORG CHART

BOARD



- As a registered Health Promotion Charity, Swiss technologies Ltd TA Swiss 8, have a board made up of leading minds in business, law, psychology and of course Veterans with lived experience.
- We also have an advisory board that assists in guiding the charity and ensuring we maintain a direction that reflects our values and mission.
- Our board do not get paid for their role in the charity.

TEAMS



- Our small employee team and contract partners are experts in software development, marketing, holistic health and veteran lived experience.
- Our business model ensures we can scale elastically with veteran partner organisations so to keep operating costs low while all funds are directed to education content production.

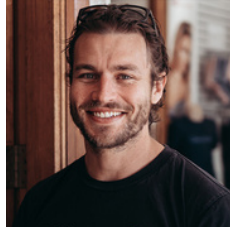
TRIBE LEADERS + AMBASSADORS



- We have created a tribe of loyal supporters who align with our values and want to support our mission towards zero suicides.
- Our tribe leaders and ambassadors assist with delivery of training, public speaking, and organisation of fundraisers and purpose events.

MEET THE TRIBE

BOARD



Adrian Sutter
Veteran



Anthony Meixner
Veteran



Ben Jones
Veteran - OHS Expert



Tom Hobday
Veteran



Hugh Somerville
Barrister at law



Frances Lambkin
Psychologist

ADVISORS



Jane Burns
International Mental
Health Expert



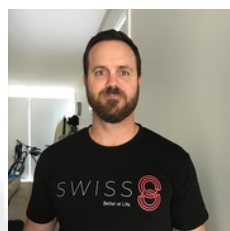
Tim Owen
Defence Industry



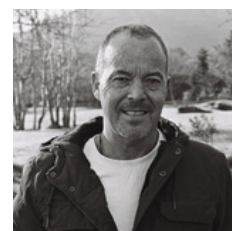
Scott Mitchell
Energy Lobby



Shannon Sedgwick
Cyber Security



Kieran Toohey
Veteran



Barry Zworestine
Veteran Psychologist

MEET THE TRIBE

ADVISORS CONT.



Ben King
Google



Dr Anne Lewis
Military Health

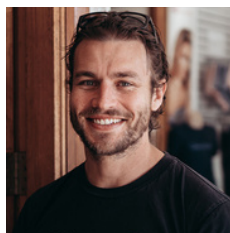


Rowena Horne
Marketing + PR



Adam Boyd
Veteran

TEAM LEADERS



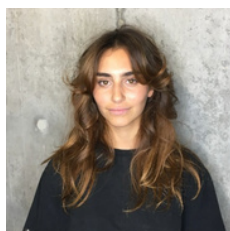
Adrian Sutter
Founder - Veteran



Anthony Meixner
Founder - Veteran



Ben Sutter
CTO



Grace Baweja
Marketing

MEET THE TRIBE

TRIBE LEADERS



Kaine Shepherd
Tribe Leader SE QLD



Mcquilty Quirke
Tribe Leader Nth QLD



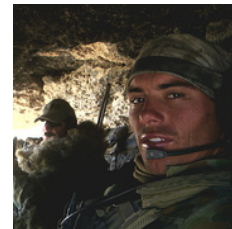
Paul Warren
Tribe Leader SE QLD



Joel Forster
Tribe Leader VIC



Steve Hobday
Tribe Leader Nth QLD



Shaun Kober
Tribe Leader Thailand

AMBASSADORS AND PATRONS



Phil Thompson OAM
MP - Patron



Isaac Heeney
AFL



The Wolfe Brothers
Country Music



Harries Carroll
Bondi Rescue



Wendell Sailor
NRL



Drew Mitchell
Wallabies

AREA OF OPERATIONS



Veteran tribe leaders currently based in key locations around the country



Key locations for 2022 tribe leader training.



Global app access and digital course delivery by end of 2022.

TESTIMONIALS

**SHAUN
KOBER**
FORMER
AUSTRALIAN ARMY
SNIPER

"Building a routine around Fitness, Nutrition, Sleep and Mindfulness is what allowed me to maintain and improve my mental health when I left the military. Now, thanks to this app, the entire veteran community will have access to these life saving tools."

**FRANCIS
LAMBKIN**
CLINICAL
RESEARCH
PSYCHOLOGIST

"Swiss 8 stands to be a real game changer in supporting the mental health and wellbeing of our veterans. Evidence suggests that fitness, nutrition, sleep and mindfulness based stress reduction are the foundations for building mental health and wellbeing, reducing anxiety and depression."

**PHIL
THOMPSON**
OAM MP
FEDERAL MEMBER
FOR HERBERT

"During my time in the Australian Defence Force, I served in Afghanistan with Swiss 8 founders, Adrian Sutter and Anthony Meixner. As such, I can confidently say that this is one of the few organisations lead by veterans who understand the core issues being addressed. I am continuously impressed by the research focus Swiss 8 has adopted and will do everything in my power to ensure my colleagues in Canberra support Swiss 8."

FUNDING REQUEST

This request shows intervention development and delivery over 3 years from 22/23 - 24/25.

Content creation

- 1 x 8 Part documentary series. \$297,120.00
- 36 x Supporting podcast and mental health vlog series per year. \$367,146.00
- 26 x Fortnightly app programs per year. \$626,028.00

Content total for 3 years

\$1,290,294.00

Technology

- Development of paywall model for partner content delivery \$148,380.00
- Integration of biometric data feeds through wearables. \$209,220.00
- Ai model development and delivery in partnership with Monash University. \$1,859,000.00

All tech projects include:

- Co-design consultation and validation with health experts and community partners.
- Build, Test, Deploy
- Ongoing performance review, user feedback reporting an updates.

Alternate funding model for individual demographics (Veterans, Rural communities etc.)

- On completion of paywall feature, individual departments have the options to fund respective demographics at the rate of \$120 per user per year. Paid on elastic scale based on user uptake.

Technology total for 3 years

\$2,216,600.00

Alternate funding model for individual demographics (Veterans, construction and mining etc.)

- On completion of paywall feature, individual departments have the options to fund their demographics use of the scientifically proven Swiss 8 app at the rate of **\$120 per user per year**. Billed on elastic scale based on user uptake.

Course delivery

- Pilot the Swiss 8 Recalibr8 course with 100 transitioning veterans. \$147,520.00
- Monash University evaluation of impact \$150,000.00
- Course module improvement after evaluation \$71,800.00
- Scale the Recalibr8 course for all transitioning members. \$1,350,000.00
- Train 30 veterans as Recalibr8 Coaches to deliver mental health training to all Australian population groups. \$474,000.00

Course delivery total for 3 years

\$2,193,320.00

Total budget request over 3 years

\$4,539,214.00