

Fact sheet

Name: Mental Workout Inc.
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Quick facts

- Established in New York in April 2009.
- Mental Workout provides access to self-change programs designed with nationally recognized experts and accessible via the web and mobile devices in a format personalized to fit the users' needs.
- Privately owned company, with notable industry figures at its helm.

Boiler plate

Mental Workout has designed a revolutionary digital delivery platform for psychology providing unparalleled accessibility to personalized programs by world-renowned experts and free social support tools via the web and a growing range of mobile devices. At its core, Mental Workout believes every individual should have access to the tools they need to reach their greatest potential and help others reach theirs.

Company backgrounder

Mental Workout was established in New York in 2009 by Mickey Beyer-Clausen and Tony Hanna.

The Spring of 2009 through Summer 2010 was a time of mobile app development and exploration, topping the mobile app charts across multiple categories and countries. Based on those learnings, they spent the next 1 1/2 year transitioning these stand-alone apps to a multi-program, multi-device platform that is reinventing the delivery of psychology.

Mickey Beyer-Clausen is an award-winning entrepreneur with a long track record of successful Internet ventures, and Tony Hanna is an interactive concept designer mastering both graphic design, usability, and engineering.

Mental Workout's programs are harnessing best-in-class expertise to inspire and empower people to improve their lives, but until now the accessibility of those tools has been limited.

Mental Workout's experts is a group of nationally recognized experts. As a group, they create a powerful array of complementary tools for self-empowerment and learning. An expert must be invited to join Mental Workout. Careful process provides an unparalleled level of trust and credibility for the programs provided.

Mental Workout's mobile apps are perfect examples of how mobile devices can improve our lives in unexpected ways.

Today, the company HQ is located in Water Mill, New York, USA with development and distribution satellites scattered around Europe and the US.

WorkoutMental

Founders

Mickey Beyer-Clausen, Founder & CEO

Mickey Beyer-Clausen is an award-winning entrepreneur and the CEO of Mental Workout, which he founded in 2009. Mickey is responsible for setting the overall direction and strategy for the company and leads worldwide business development. In the '90s, he became one of the first to launch successful Internet businesses and today he is pioneering mobile health. Prior to founding Mental Workout, he co-founded Speednames, Ascio Technologies, Afilias, and Trunk Archive. He is also the Founder of Happiness Foundation, helping business leaders and experts donate their time, knowledge, and contacts to help nonprofits increase their impact. Mickey has been a guest lecturer at INSEAD and is frequently invited to speak at industry and consumer forums. Mickey has a degree in Economics and Management (HHX) from Niels Brock, Julius Thompsens Plads, Denmark. He also participated in the Young Managers Programme at INSEAD, Fontainebleau, France.

Tony Hanna, Co-Founder & Creative Director

Tony Hanna is the Creative Director of Mental Workout, which he co-founded in 2009. Tony leads the design of Mental Workout's service and development of its core technology, bridging the gap between designers, developers, and end-users. Prior to co-founding Mental Workout, Tony worked for Tele 2 and later on 3Logic where he held various positions, including his last role where he managed the e-media department focusing on sensory design, video, and sound. In 2002, he founded Teedot, focusing exclusively on user experience. Tony has a technical degree (HTX) from Copenhagen Technical College.

Resident experts

Stephan Bodian

Stephan Bodian is an internationally celebrated meditation teacher and a licensed psychotherapist specializing in stress management. He is the author of several books, including *Meditation For Dummies®*, and the former editor-in-chief of *Yoga Journal*.

Dr. Michael Breus, Ph.D.

Dr. Michael Breus is a Clinical Psychologist and both a Diplomat of the American Board of Sleep Medicine, and a Fellow of The American Academy of Sleep Medicine. He was one of the youngest people to have passed the Board at age 31 and, with a specialty in Sleep Disorders, is one of only 163 psychologists in the world with his credentials and distinction.

Virgin Atlantic Airways

Founded in 1984, Virgin Atlantic Airways is Britain's second largest carrier serving the world's major cities. Virgin Atlantic has enjoyed huge popularity, winning top business, consumer and trade awards around the world. Virgin Atlantic has carried approximately 58 million passengers and now has over 9,000 employees worldwide.

Hazelden

Since its was founded in 1949, Hazelden has become one of the world's largest and most respected private not-for-profit alcohol and drug addiction treatment centers. Hazelden has served people from all over the world with quality addiction treatment, recovery support, and expertise on addiction and recovery issues.