

# Success Story



- 🌐 trees.app
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## Trees.app

Jonny White, PhD is mapping out what works for whom in a machine learning platform called Trees.app. Imagine you're facing a new situation—you're a freshman at university, or starting at a new job, or facing a mental health challenge, or you're a new parent. Millions of people have dealt with this situation before you, but all the data—about what worked for whom—was lost, so that you're now starting from scratch. (In the best-case scenario you get a pamphlet or a generic YouTube video.)

What if the data on what worked for whom wasn't lost? What if someone was tracking what worked for the people who came before you, and measuring who those users were, such that you could follow in the footsteps of people like you who succeeded at what you're trying to do?

In Trees.app, new users fill out a questionnaire that assesses habits, personality, demographics, and situation. Based on the answers, the app recommends the step-by-step resources (groups, videos, articles, books, calendar plans, strategies to manage sleep, diet, etc.) that others who filled out the questionnaire in a similar manner rated most highly.

The company started two years ago and is still run out of Cal Poly's CIE Hothouse. The team began paid trials in 2022 and the app is already in use for university students, mental health, and employment readiness.

## SBDC Assistance

Venture Capital

Business Plan

Operations

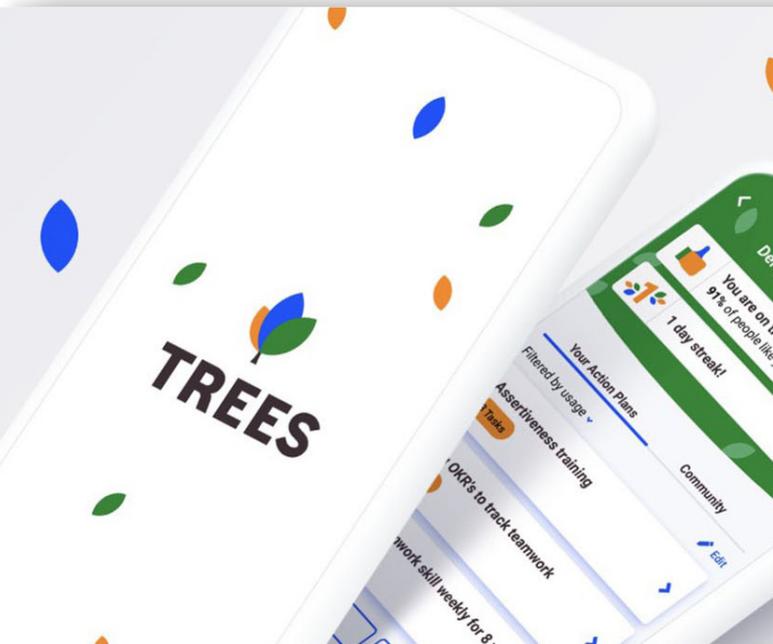
Funding Assistance

## Economic Impact

**\$140K** Angel Investments

**\$325K** MITACS Grant

**\$50K** SSHRC Grants



“I had been conceptualizing this thing for a while, but the action truly started at a CIE Hothouse event where I met our first investor. From there I quit my job, joined the CIE Incubator, started working with SBDC consultants, and reached out to Cal Poly profs and interns. I've hired three of those interns now, and we continue to win grants, build great features, and develop our strategy with the connections (and education) we've gained from the SBDC. This stuff is so important. I believe that without startups the economic landscape becomes stagnant, so the work the SBDC does is crucial to the energy and crackle that exists in SLO. My app figures out what works for whom, but I'm very lucky that I found the SBDC, which works for me and works for Trees.”

- Jonny White, Founder



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