

notok<sup>TM</sup>

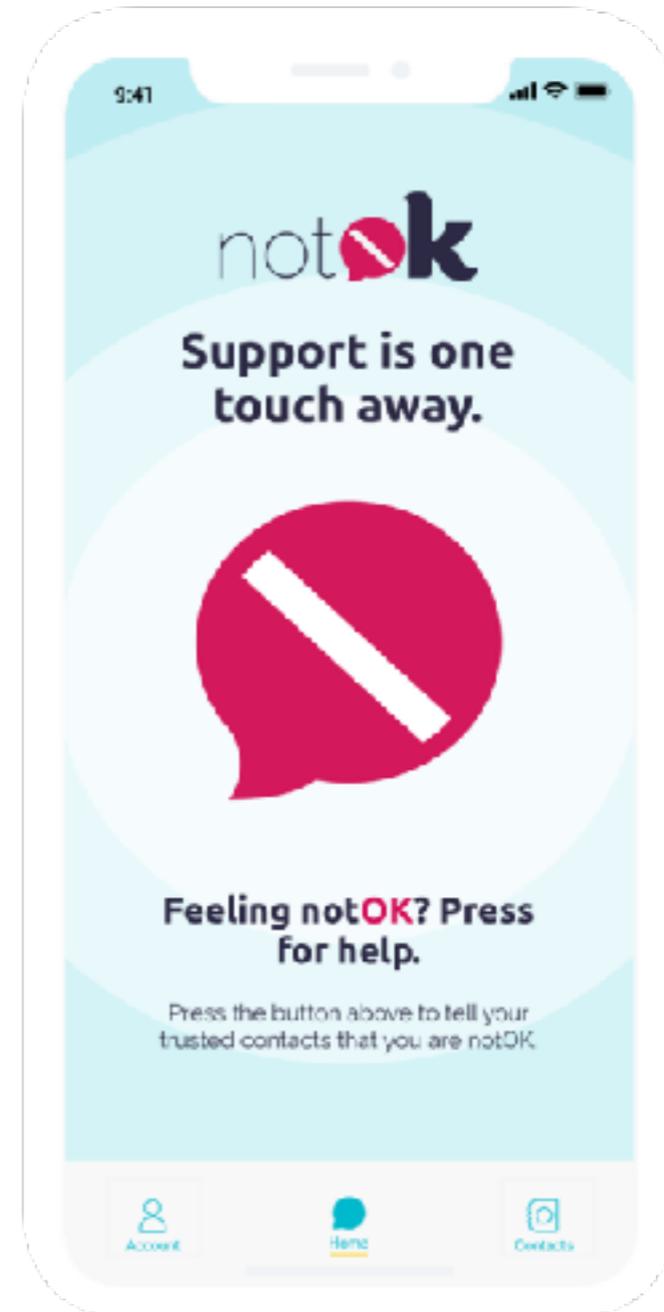
press kit



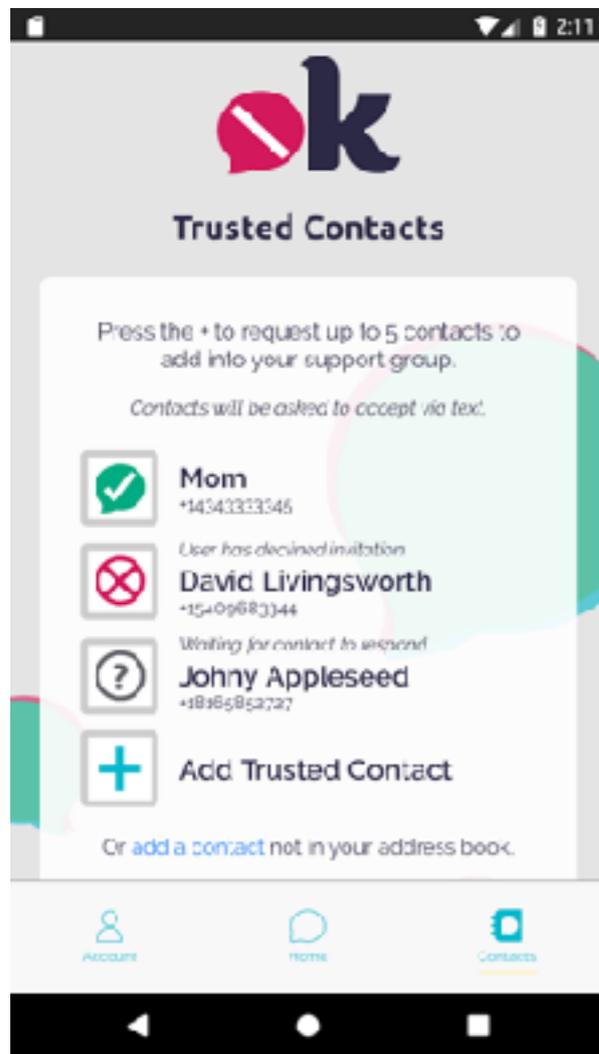
# The notOK App™

The notOK App™ is a digital panic button available in iOS & Android versions.

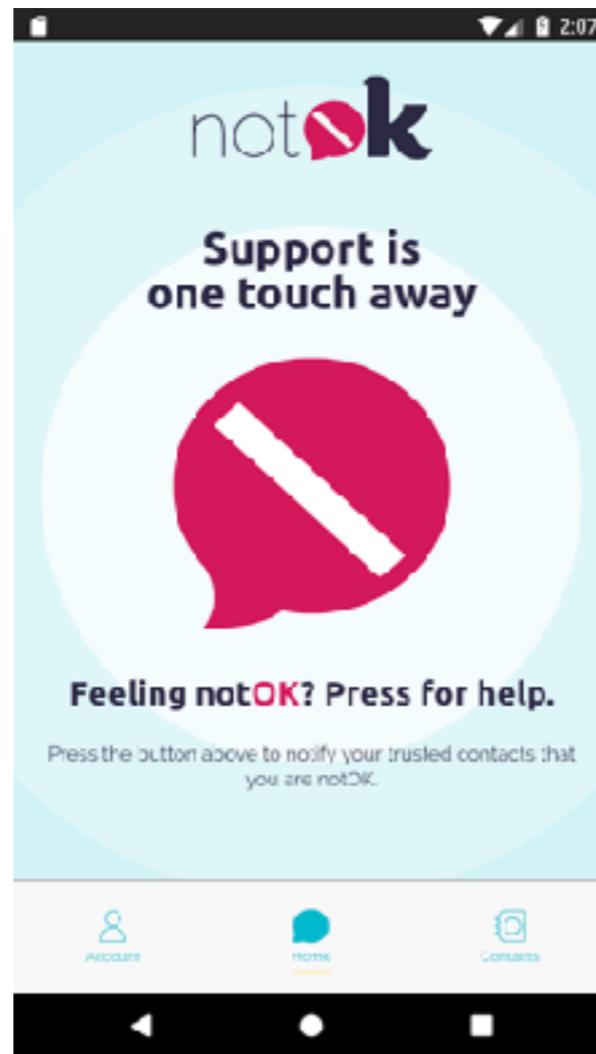
When you can't think of the right words, the notOK App™ takes the guesswork out of getting the help and support you need through immediate physical, emotional, or mental support from your friends, family, or peer network.



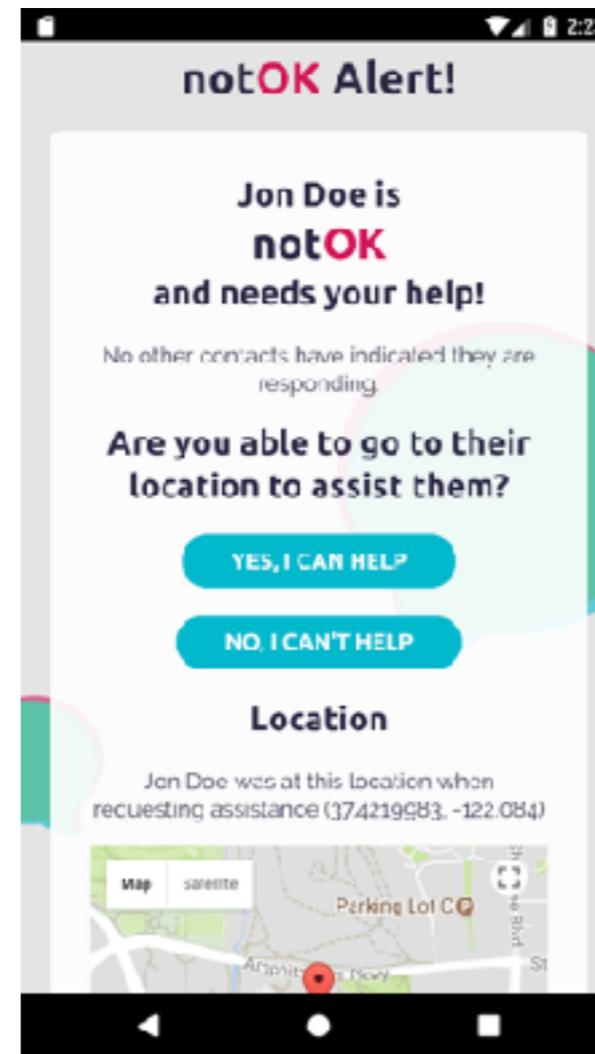
# notOK™ Images



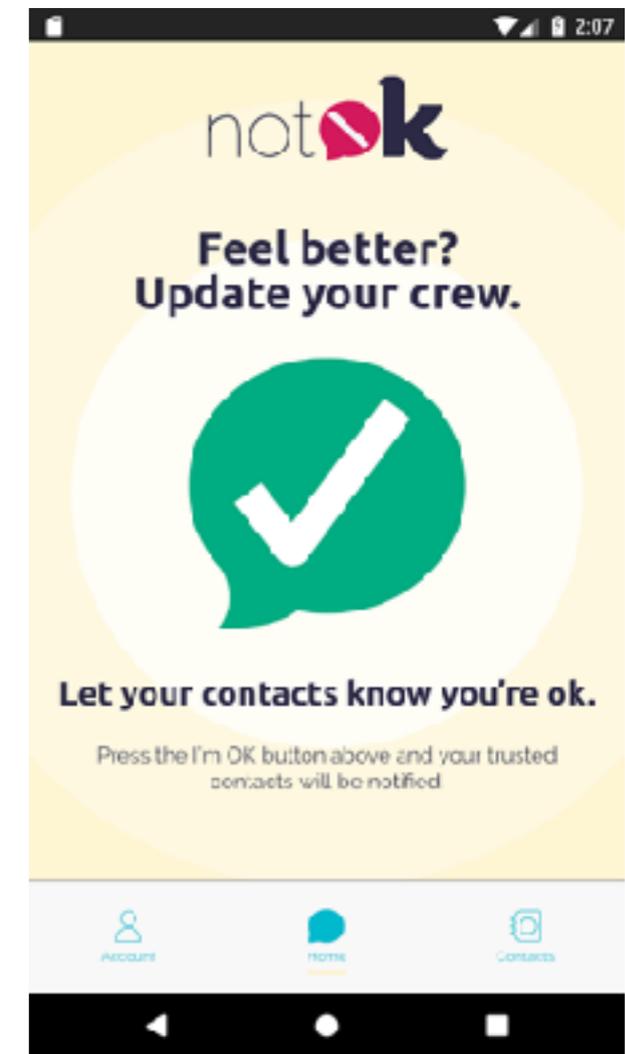
Add Trusted Contacts



Press notOK Button when you need support



Trusted contacts receive a text that links to a message like this to include the User's current GPS location



Update Trusted Contacts

# Professional Reviews



**“The notOK App is a fast and simple way to reach out for support and help. Anyone struggling with anxiety, depression, or drug or alcohol abuse should download it and subscribe.”**

-Dr. Anis Abi-Karam PhD  
Founder, President and Clinical Director, Human Behavior Institute

[www.notOKapp.com](http://www.notOKapp.com)

“notOK is extremely timely, offering a social media outlet for young adults in crisis. The app easily and quickly opens the door for a young person to reach for help. Recent news stories of crisis in our public schools make notOK a real value to our communities”

-Mark L. Black  
Business & Technology Entrepreneur

“I am so amazed by the notOK app and the positive message about mental health Hannah and Charlie are spreading. What an amazing way to stop the stigma.”

-McKenzie Lawson  
School Counselor at Woodward Academy

“notOK App is a powerful tool created by a powerful young woman to instantly assist those in distress.”

-Representative Yvette D. Clarke, NY-09

“You don't understand what depression and anxiety does to a person's ability to ask for help. Making it THIS easy IS necessary for many people. The very people this app is meant to help.”

-Michael Lewis

# Team



Hannah Lucas, 16

After developing **POTS**, a condition that causes her to faint, then 15-year-old Hannah Lucas, was terrified of being alone. What would happen to her if she fainted and no one was around?

Hannah's fears quickly spiraled into anxiety and deep depression, which led to self harm. By the end of her freshman year of high school, she missed 196 classes due to her condition.

It was during one of Hannah's lowest moments, alone in her room and contemplating self harm, when the idea for the notOK App™ was born. What if there was a button she could press and someone would immediately know she was not okay?

When her condition stabilized, Hannah was able to take coding and entrepreneurship classes at local colleges, which empowered her to see her vision through.

notOK™ is Hannah's first app and Bug and Bee, LLC is Hannah's first company.

# Team



Charlie Lucas, 13

Watching his older sister suffer from a disorder made Charlie Lucas feel utterly helpless. He couldn't drive her to doctor appointments. He couldn't make her better. He couldn't even catch her when she fainted.

But Charlie knew he could step in to help his sister when she told him about an idea for an app she'd had. With the family nickname, "Tech Support," Charlie went to work. He wireframed the app's basic premise and figured out the best workflow. He even built Hannah a website and created their first logo.

As the technical genius at Bug and Bee, LLC, Charlie is responsible for any updates, design ideas, and developer approvals. He's already began initial planning for their next app.

notOK™ is Charlie's first app and Bug and Bee, LLC is Charlie's first company.

# Media Report to Date

- **Good Morning America** - <http://abcnews.go.com/GMA/Wellness/teens-struggle-depression-led-brother-create-app/story?id=52791054>
- **Yahoo** - <https://www.yahoo.com/gma/teens-struggle-depression-led-her-brother-create-app-193503691--abc-news-wellness.html>
- **Aplus** - <http://aplus.com/t/notok+app>
- **Black Enterprise** - <http://www.blackenterprise.com/teenpreneurs-create-app-for-peers-in-distress/>
- **Blavity** - <https://blavity.com/how-one-teen-girl-and-her-brother-used-her-struggle-with-depression-to-create-an-app-to-help-others>
- **The Wire** - <http://www.thewire985.com/13-year-old-techie-creates-life-saving-app-for-his-sister/>
- **Good Men Project** - <https://goodmenproject.com/featured-content/teen-siblings-create-notok-app-for-peers-in-distress-xela/>
- **Atlanta Black Star** - <http://atlantablackstar.com/2018/02/02/13-year-old-techie-creates-life-saving-app-sister/>
- **Financial JuneTeenth** - <http://financialjuneteenth.com/read-13-year-old-created-app-saving-sister/>
- **NorthFulton.com** [https://www.northfulton.com/community/teenage-siblings-create-notok-app-to-help-others/article\\_df2eeb3e-0b5a-11e8-9186-e776b622d160.html](https://www.northfulton.com/community/teenage-siblings-create-notok-app-to-help-others/article_df2eeb3e-0b5a-11e8-9186-e776b622d160.html)
- **Living Civil** - <http://livingcivil.com/teens-struggle-depression-led-brother-create-app-help-others/>
- **World Pro News** - <http://ly.worldpronews.com/69900/6238/0/1c0bf0259b456d3a68b1729339c15d7a19300102>
- **Why Nots** - <https://whynots.io/2018/02/teenage-girl-creates-help-app/>
- **BCK** <https://bckonline.com/2018/02/13/thirteen-year-old-creates-life-saving-app-sister/>
- **The Mighty** - <https://themighty.com/2018/02/notok-app-support-system-button/>
- **SwaggGirl** - <https://swaggirllicious.com/23907-2/>
- **I Press On To Beat Depression** - <http://ipressonmovement.org/3-reasons-why-i-love-the-notok-app/>
- **AJ Plus** - <https://twitter.com/ajplus/status/963049571935952896>
- **The Star Online** - <https://www.thestar.com.my/tech/tech-news/2018/03/02/us-sibling-duo-creates-app-for-when-youre-not-ok/>



**This teen's struggle with depression led her and brother to create app to help others**

February 2, 2018



notOK App

Thank you for your  
time