

Hi Ventures | Yana



Date of Investment

June 2021

Transaction Size

USD1.5m

Participation Stake

Undisclosed

Yana is an application that provides users with emotional support through its conversational platform and daily mental wellness activities. With support from Hi Ventures, Yana transitioned to an AI-based system, introduced its monetization model and expanded globally beyond Latin America. As of June 2025, Yana has over 17 million downloads worldwide, with more than 2.3 billion messages exchanged through its support system.

Investor Profile



FUND NAME

Hi Ventures III

FUND SIZE

USD85m

TOTAL AUM

Undisclosed

Company Profile



COMPANY NAME

Yana

INDUSTRY

Mental Health

LOCATION

Mexico

Founded in 2012, Hi Ventures is an early-stage venture capital firm focused on AI & software startups in Latin America. The firm seeks to partner with technically competent teams building unique solutions to complex global problems.

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The Opportunity

Globally, the World Health Organization estimates that one in eight people live with a mental health disorder. Despite its widespread impact, stigma around mental illness continues to prevent people from accessing care, especially in countries with limited mental health resources. In 2018, the median treatment gap for adults with moderate to severe mental health disorders in Latin America and the Caribbean was 77.9%. In other words, four out of five adults who needed treatment did not receive it.

After struggling with depression since childhood in Mexico, Andrea Campos created a digital system to help manage her own mental health in 2016. After three years of testing various formats with users, she raised an angel round of funding to launch Yana, a free Spanish-language application that offered emotional support through a conversational interface and daily mental wellness exercises. Yana, short for You Are Not Alone, helps users improve their emotional wellbeing and manage mental health challenges using Cognitive-Behavioral Therapy (CBT) techniques.

In 2020, Yana gained major recognition amid a challenging backdrop of a global pandemic. Apple featured the app for International Mental Health Day, and Google named it one of the year's best for personal growth. That same year, Yana became one of the top three most-downloaded apps in Mexico and twelve other Spanish-speaking countries, drawing interest from institutional investors.



Execution

In 2021, Hi Ventures led a USD1.5m round for Yana with the goal of supporting the application's adoption of generative AI technology and preparing for global expansion.

With the significant advances in Generative AI models in 2022, Hi Ventures created a strategy focused on transitioning Yana from a system based on decision trees to one powered by dynamic prompts and trained agents. The platform was able to train this new model on proprietary data from over two billion data points, ensuring more accurate, empathetic and safe support. Hi Ventures also facilitated connections between Yana's technical team and experts at Open AI and Llama by Meta, providing guidance on best practices for building with generative AI. Yana's crisis protocols are reviewed by a licensed therapist, and the user code of conduct is strictly enforced to ensure responsible and ethical use.

Yana offers a range of free features, including a gratitude journal, mood tracker, daily affirmations and up to 50 daily messages with its AI companion. In 2024, Yana launched a premium subscription model enabling users to have unlimited conversations within its platform, driving 19% MoM growth in monthly recurring revenue and strong adoption of annual plans, which account for 90% of the subscriptions.

In 2024, Yana launched new versions of the platform available in English, Portuguese and French by leveraging advanced AI language models. Hi Ventures helped secure strategic media partnerships to promote this global rollout, ensuring Yana's presence in top technology and business outlets. The company also raised a seed extension round with participation from Hi Ventures, 500 Global, Hustle Fund, Alter Global, Magma Partners, MGVCapital and other key investors.

As of 2025, Yana has over 17 million downloads across 35 countries, with more than 2.3 billion messages exchanged through its support system. The platform's effectiveness is demonstrated through its 4.8-star rating from over 200,000 reviews, with 92% of users reporting feeling better after each session.

