

Small Business Spotlight:

Ania Wysocka | CEO and Founder

Rootd, Est. 2017

Path to Entrepreneurship

Ania Wysocka's life has been filled with moments that deeply influenced her journey into entrepreneurship, such as her time spent living in different countries during her formative years. These worldly experiences have shaped her identity and helped her become comfortable with meeting new people and seeing things from a global perspective. It also sparked her love for learning languages. Because of this, Ania believes it's important for Rootd, her anxiety support app, to be accessible on a global scale and in many different languages.

How Rootd Came to Be

The motivation behind Rootd stemmed from her struggle to find accessible support for anxiety and panic attacks while studying abroad, where Ania was far from her family and living off student loans. Feeling the lack of resources firsthand, Ania recognized a critical need for a solution that could offer accessible support to those facing similar challenges.

Starting with just sketches and ideas in her notebook, Ania explored different ways to manage anxiety. Over time, these initial concepts evolved into Photoshop wireframes, and eventually became a real app in its minimum-viable-product form.

British Columbia's Tech Ecosystem

The vibrant tech scene in British Columbia has been a game-changer for Rootd's journey. Ania emphasizes the number of passionate entrepreneurs and great networking opportunities within the Province.

Despite encountering challenges and some rejections, Ania leveraged the entrepreneurial community and networking opportunities within B.C. She acknowledges the role of the tech ecosystem in connecting her with Rootd's initial developer. Rootd also found validation and support through prestigious events like the New Ventures BC competitions. Beyond the professional benefits, Ania finds

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solace in the natural beauty of B.C., utilizing moments of ocean gazing and trail running to replenish her energy levels during busy work weeks.



Encouragement for Aspiring Entrepreneurs

Starting a business can be tough. But for Ania, it's been worth it. Even though there are ups and downs, helping their people makes it all worthwhile and aids in overcoming these struggles. Ania believes that starting a business to advance mental wellbeing turns personal struggles into something positive for others.

Rootd's Positive Impact

Ania finds real joy in the reviews left by users on the app stores. With millions relying on Rootd for managing anxiety and panic attacks, these reviews show how much the app helps. Ania admits that reading these reviews boosts her spirits when she's feeling overwhelmed or discouraged. Driven by her personal experiences and the desire to fill a gap in accessible mental health support, Ania's journey with Rootd reflects her commitment to helping others.

Long-Term Vision for Rootd

From humble beginnings to a platform with millions of users, Ania's entrepreneurial spirit and dedication to mental health advocacy continue to drive Rootd's growth and impact.

Ania's long-term vision for Rootd is simple: she wants to keep improving it and making it easier for more people to access. Initially, Rootd was just an app you could download onto your smartphone from the app stores. But now, Ania is partnering with big healthcare companies to get Rootd's support to even more people. Ania's goal is to keep making support and relief as easy to get as possible, by helping to reach as many people as she can.