

Our world is engulfed in sadness, confusion, and fear.

This crisis is costing us more than we know, and the old ways of dealing with it are failing.

We know there are newer, better ways.

And we have the means, methods and motivation to pursue them.

Our mission is bringing hope to those who suffer around us.

Rewarding the vision of those who invest in us.

And demanding the very best of those who work alongside us.

Today, we take the next step towards our goal.

Certain in the knowledge that tomorrow will be better.

*Cybin*  
Get better

*Our vision is filled with humanity,  
warmth, clarity and precision.*

*The hexagonal/circular lens flare  
device is the consistent thread,  
connecting both human and abstract  
scientific subjects.*



[Our work](#)

[Our investors](#)

[Our team](#)

[Our story](#)

[Leadership](#)

[People](#)

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[Contact](#)

We're on a mission  
to revolutionize  
mental healthcare

NEO:CYBN \$1.09 ▲ 0.07 3.80%

*We strongly recommend the use of video and motion graphics wherever possible to communicate dynamism, progress and constant change.*

## APPROACH FOR SOCIAL MEDIA

### 1. Lead the conversation (promoted tweets, example pictured)

*Basic principle: Demonstrate progress and achievement on a daily basis, focusing on stories relevant to investor audience.*

[#CybinInc](#) [#Getbetter](#)

### 2. Contribute to the conversation

*Basic principle: Actively engage in debates around sector topics and broader issues of mental health where appropriate - offer knowledge and information, challenge misperceptions, seek to transcend differences of opinion, communicate our vision, appeal to the better angels of our nature.*

[#Getbetter](#)

