

The Velava Pilot

What it is, what we're asking, and what you get

May 2026

What This Is

Velava is a new practice management tool for independent therapists and coaches in the Netherlands - scheduling, clients, invoicing, tax overview, all in one place, in Dutch and English.

We're running a three-month pilot starting around 1 June 2026 with around ten therapists. The pilot exists to make sure Velava actually works for the people who'll use it every day, before we launch it publicly.

If you're reading this, you're either being invited to join, or you're considering signing up after launch and want to know what the pilot was about. This document covers both.

What We're Asking of Pilot Participants

If you join the pilot, here's what you commit to:

- **Use Velava as your practice management tool for three months.** Real clients, real workflow.
- **Tell us what works and what doesn't.** Not constantly - but when something is broken, confusing, or missing, we want to hear it. We'll check in regularly without being intrusive.
- **Stay engaged for the full three months.** Pilots only work if participants stick with them. If something comes up that makes finishing impossible, talk to us and we'll figure it out together.

We are not asking you to be a beta tester for an unfinished product. By the time the pilot starts, Velava will have everything an independent therapist needs to run their practice - scheduling, clients, contracts, invoicing, tax overview. Some features will be added during the pilot (tax overview ships in the first weeks; auto-send invoices, video, and a few others land at the end). The rough edges will be small ones, and we'll fix them fast.

What You Get During the Pilot

The whole product, free, for three months. No card on file, no trial limits, no "premium features locked." You get everything Velava can do, exactly as it would work if you were a paying customer.

What You Get After the Pilot

A Lifetime Discount

After the pilot ends and Velava launches publicly, every pilot participant keeps a permanent discount on whatever subscription plan they choose - for as long as they keep using Velava. The exact discount percentage will be confirmed when we finalise pricing during the pilot, and we'll tell you well before any charges begin. It will be at least 50% off the standard rate.

This is the simple version of the deal: you took a chance on us early, you pay less forever.

Six Months of Charity-Funded Subscription

For the first six months after the official product launch, 100% of pilot participants' subscription revenue goes to a Dutch mental-health charity. Not 5%, not 50% - all of it.

The charity will be chosen together with you, from a shortlist of Dutch organisations that are mental-health-focused and have ANBI tax-deductible status. We'll send the shortlist before the launch and decide together.

After those six months, your subscription begins funding Velava normally. At that point you join the standard policy: 5% of every subscription, pilot or not, goes to charity ongoing. So even after the six months, every payment you make has a charity component built in.

Referral Bonuses

Once the referral program is live (we're building it for launch), you're eligible for it on the same terms as everyone else. We'll share the details when they are finalised.

The Charity Policy in General

This isn't pilot-specific. Velava's commitment is that 5% of every subscription, from every user, goes to a Dutch mental-health charity - ongoing, not as a launch promotion. The pilot version (100% for six months) is just an enhanced version for the people who took an early bet on us.

Privacy and Data

Pilot participants put real client data into Velava. We take that seriously.

By the time the pilot starts:

- Velava is registered as a Dutch BV, with a clear legal entity behind the product.
- Standard privacy and data agreements are in place - privacy policy, terms of use, and a data processing agreement (DPA) that covers your obligations as a therapist handling client data under GDPR and Dutch healthcare data rules.
- Access controls and audit logging follow NEN 7510 alignment (the Dutch standard for healthcare information security).

You'll see and accept these documents when you sign up for the pilot. We'd rather you read them than skip them - they're not long.

A few things worth knowing up front:

- Client data is encrypted, stored in the EU, and never sold or shared.
- You can export everything at any time, and delete everything at any time.
- We do not log client names, session content, or anything else that identifies a specific patient. Logs are sanitised by design.

Practical Details

- **Pilot start:** around 1 June 2026. May shift slightly if needed; we'll communicate clearly.
- **Pilot length:** three months.
- **Cost during pilot:** zero.
- **Time commitment:** using Velava for your normal practice work, plus occasional feedback. Not a separate burden on top of your day.
- **Support during the pilot:** direct line to the founders. You won't be talking to a support queue.
- **Languages:** full Dutch and English UI from day one.

What Happens Between the Pilot Ending and the Public Launch

There's a short period after the three-month pilot ends and before Velava launches publicly. During that time:

- We process the feedback from the pilot.
- We finalise pricing tiers.
- We build the last few features that make Velava ready for paying customers (auto-send invoices, payment tracking, video for online sessions).
- We tell pilot participants exactly what their subscription will look like, what the discount is, and what charity is being funded for the first six months.

You won't be charged anything until the public launch. When charges do begin, you'll know in advance, you'll have agreed to the terms, and the first six months go to charity anyway.

Why We're Doing It This Way

A few honest reasons:

1. **We want feedback from real practitioners, not from people who think they know what therapists need.** A pilot with people who use the product daily is the only way we get this right.

2. **We want to align our incentives with yours.** A pilot participant who pays nothing during the pilot, gets a lifetime discount, and sees their first six months go to charity has good reason to give us honest feedback rather than tell us what we want to hear.
3. **We want to start the company with the right values, not bolt them on later.** The 5%-to-charity policy is built into Velava from day one because doing it later is harder than doing it now.

Who To Contact

If you're considering joining the pilot and have questions, the fastest path is talking to whoever sent you this document, usually a colleague who's already involved.

If you'd rather reach the founders directly, both of us are on LinkedIn:

- **Rares Şerban** - co-founder, product side. [linkedin.com/in/rares-constantin-serban-753074265](https://www.linkedin.com/in/rares-constantin-serban-753074265)
- **Juan Tarazona** - co-founder, technical side. [linkedin.com/in/juan-jose-tarazona-rodriguez](https://www.linkedin.com/in/juan-jose-tarazona-rodriguez)

We're a two-person founding team plus our domain expert - a practising therapist who's been part of Velava since the start. Once you're in the pilot, we'll set up a more direct line of contact at the kickoff, so you can reach us quickly when something comes up.