

Class Notes

Solving the Supervision Crisis in Mental Health with Rachel Ledbetter



✓ **Therapists Make Strong Founders**

Rachel believes therapists are uniquely positioned to solve industry problems. Their training in emotional intelligence, communication, and boundary-setting equips them to lead companies with empathy and integrity, especially in a crowded and often impersonal mental health tech landscape.

✓ **Affordable Supervision Shouldn't Be Optional**

With over half of counseling graduates never getting licensed, supervision is a bottleneck, not a formality. Rachel built Motivo to make clinical supervision more accessible, especially for rural and Medicaid-serving therapists who often face the steepest barriers.

✓ **Mission-Driven Doesn't Mean Tech-Free**

Rachel started Motivo on Shopify with no engineering background. Her experience shows that therapists can and should use technology to expand their impact, even if the startup world feels unfamiliar at first.

✓ **Venture Capital Isn't Always the Villain**

While VC gets a bad reputation in mental health, Rachel shares how working with impact-driven investors helped her grow without compromising values. Motivo's pricing and supervision model remain grounded in its original mission.

✓ **You Are Not Your Business**

Rachel opens up about learning to separate her self-worth from her company's success. Letting go of constant performance mode, especially post-divorce, has been key to sustaining herself as both a founder and a human being.