Fueled by the impact of Covid-19, the global demand for mental health services has surged to unparalleled levels, straining providers' time and technological capabilities. We’re facing a critical juncture in mental health care but with over 20,000 mental health apps trying to solve the growing problem there continues to be insufficient infrastructure for behavioral health services that can cater to culturally and linguistically aligned needs. This is where Trova comes in. Driven by Dana Allison's personal experience and the realization of untapped potential in global markets for accessible mental health care and companies transitioning to remote, culturally diverse workforces, the urgency for accessible global mental health services is mounting. Propelled by encouraging product/market indicators, Trova is set to launch in October, in its inaugural international market of South Africa.