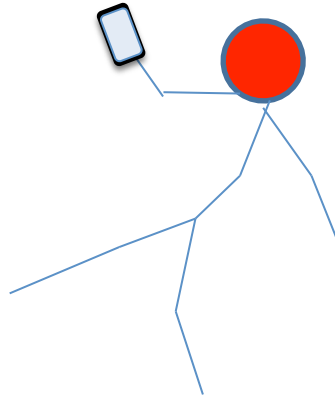


Mind Traction

Venture Pitch

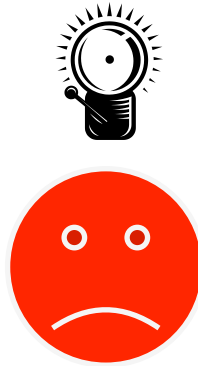
David William Price

dwprice@gmail.com



Pain Points

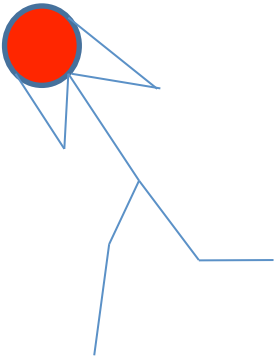
Anxiety impairs learning



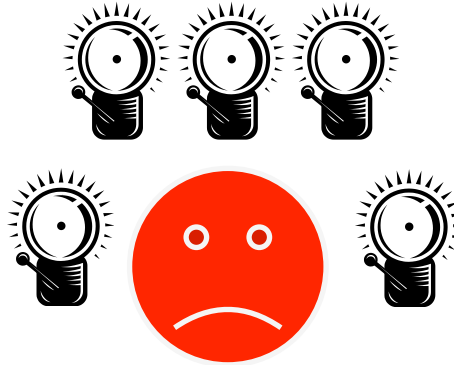
- More easily distracted¹
- Focus more on potential threats than goals¹
- Work a lot slower or a lot harder to keep up²

Anxiety impairs learning

- reduces performance
 - tests,³ math,⁴ foreign language learning⁵
- causes avoidance of courses, careers
 - stats,⁶ speaking new language⁷
- causes procrastination and distress
 - stats,⁸ foreign language learning⁹



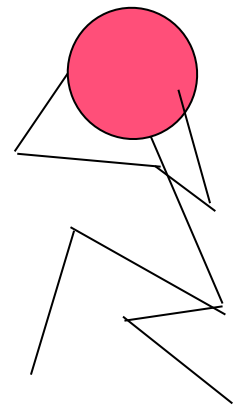
College student anxiety is rising



- lowest emotional health in 25 years¹⁰
- more overwhelmed¹⁰
- more driven to succeed¹⁰
- more financial worries¹⁰
- more volunteering and student groups¹⁰

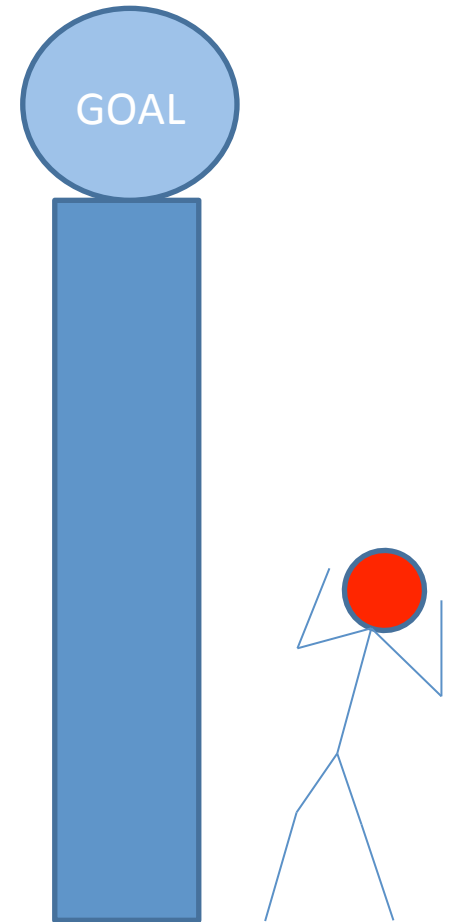
Learners suffer needlessly

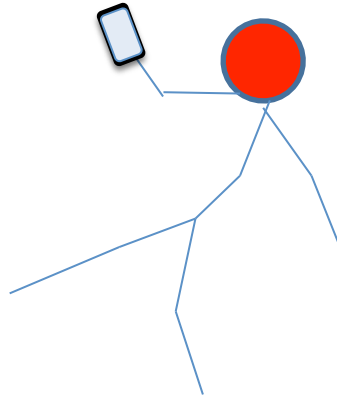
- feel alone & pressured to look calm¹¹
- unlikely to seek counseling (less than 10%)¹⁰
- fail to monitor symptoms or use techniques¹²
- men use leisure but women work more¹¹
- Simple techniques reduce anxiety and improve learning performance³



Options are limited

- counselors charge high hourly rates
- some counselors chase trends with no scientific basis¹³
- self help pressures people to change to meet ideals, and shames them for failing¹⁴
- learners may not recognize symptoms before they panic, fight, or give up
- learners may struggle to remember or use techniques because anxiety impairs problem-solving





Solution

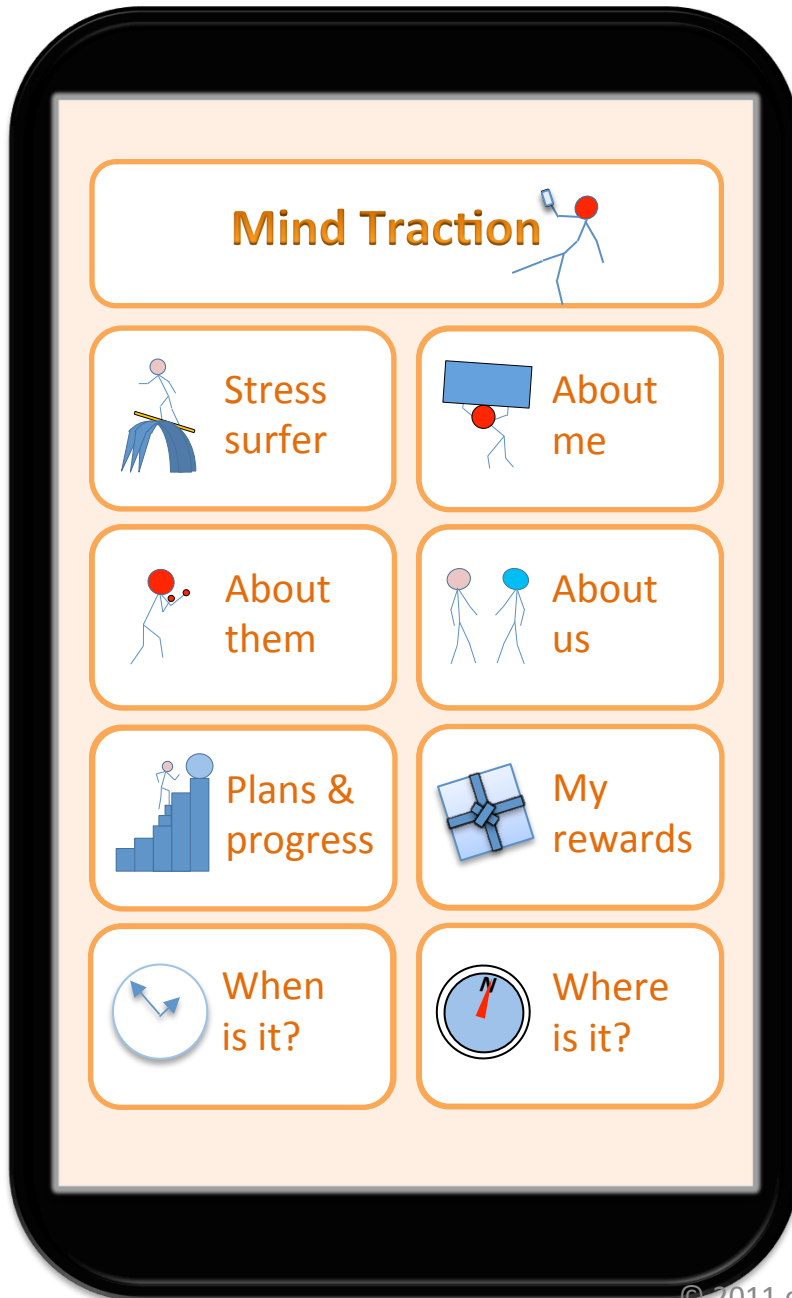


Use their mobiles

- 96% US own mobiles¹⁵
- 99.8% students own mobiles¹⁵
- 50% are smartphones¹⁶
- Highest-selling consumer electronic by 2011¹⁷
- Android smartphones doubled world market share in 12 months¹⁸

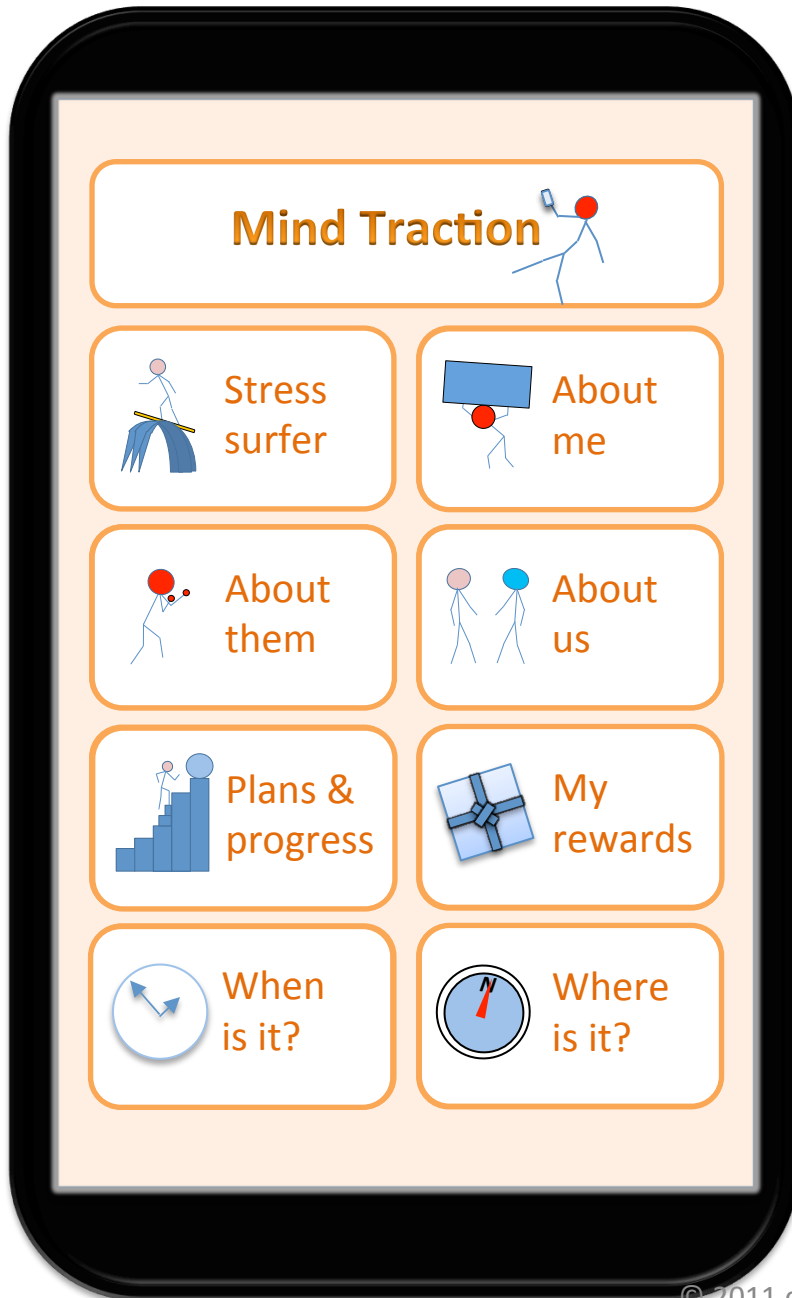
Anxiety manager

- Combines anecdotes, tips, interactive tools
- Calms panic, grief, anger
- Helps identify and challenge negative thoughts & mistaken beliefs about self, others, life
- Guides through anxious social interactions and conflict management
- Designed for sharing during interactions and conflicts

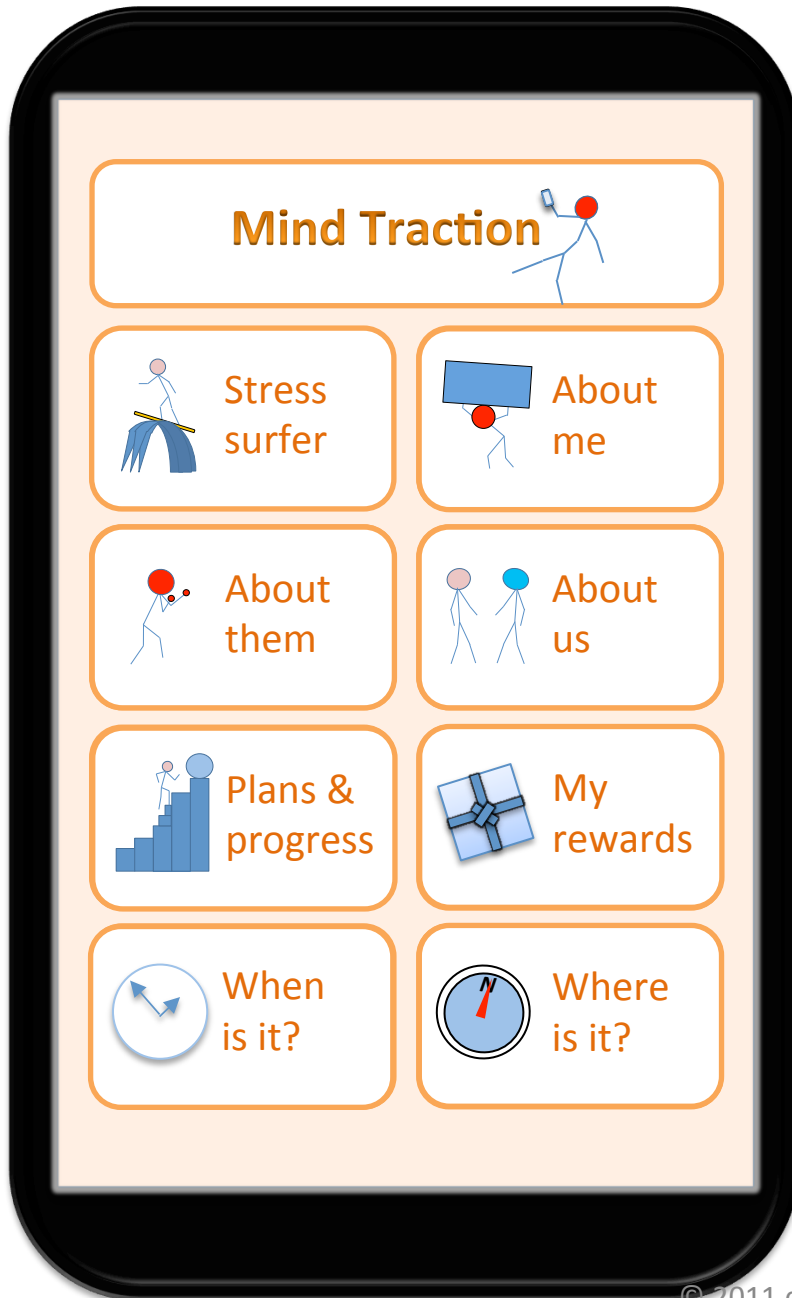


Mentor

- Mines learner's negative self-talk and mistaken beliefs to suggest goals
- Helps create plans to break goals into realistic steps and address fears through graduated exposure
- Uses anecdotes to resonate with learner
- Prompts for desired rewards and reminds learner to claim them for achieving tiny steps



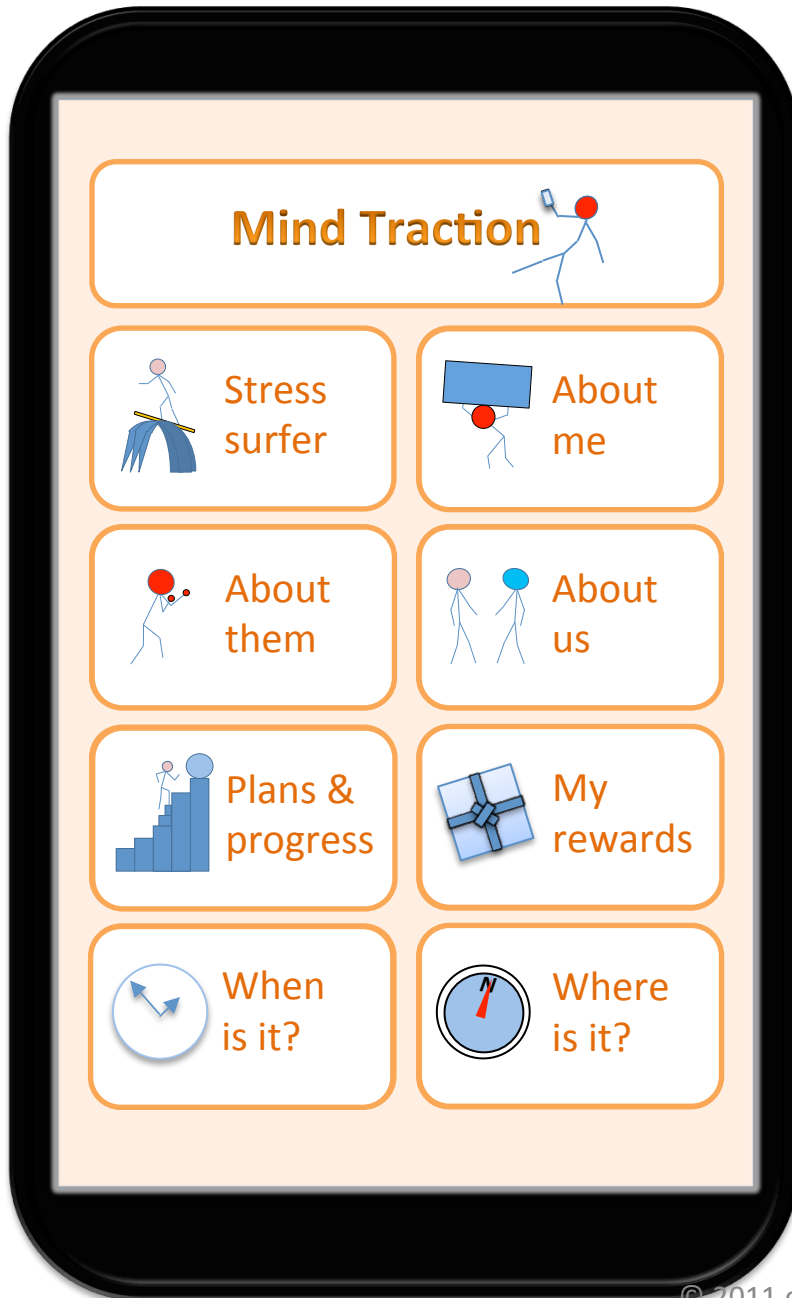
Cheerleader



- Monitors plans and progress
- Prompts learner to take tiny regular steps and preparations, based on plans, calendar, GPS
- Prompts for progress updates
- Helps adjust plans that aren't progressing
- Suggests helpful food, exercise and activities based on goals, GPS, and calendar free-time
- Focuses on encouraging and rewarding tiny steps
- Compatible with exercise tracking software

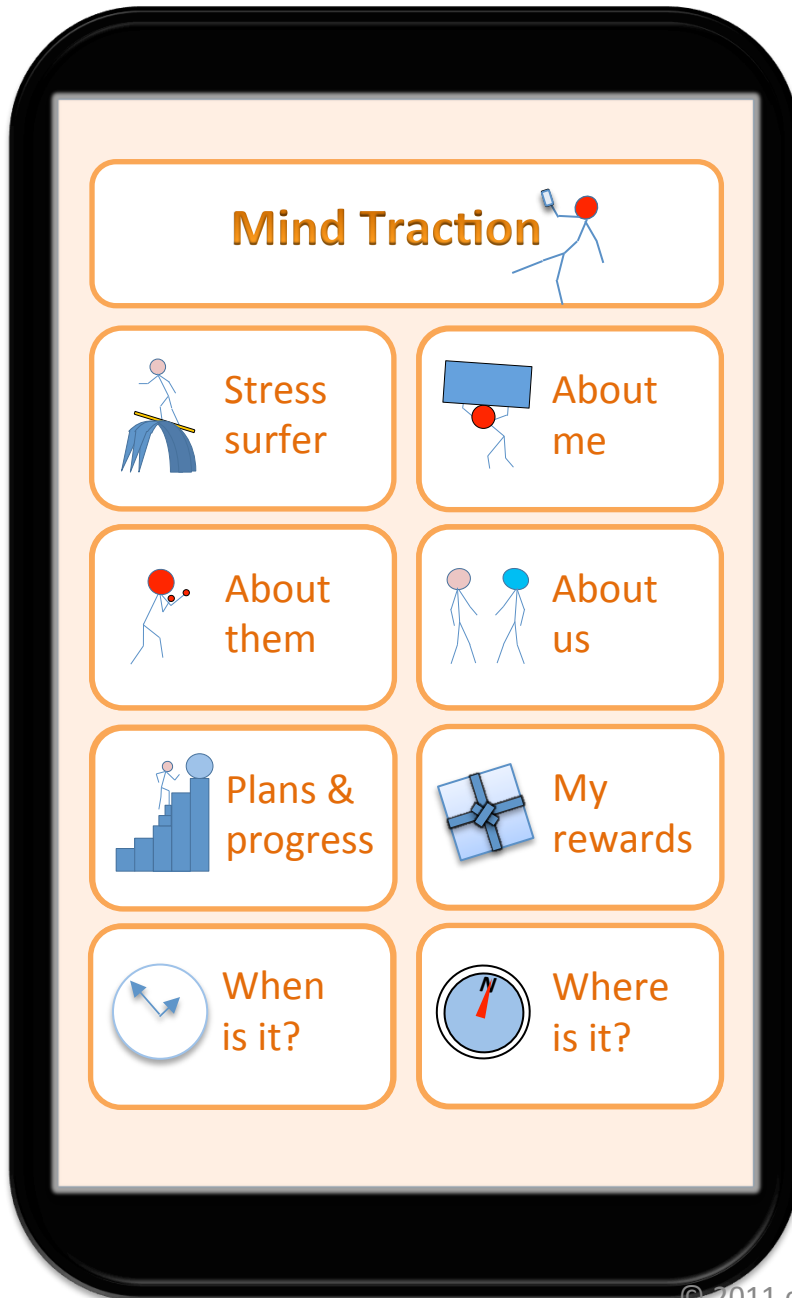
Socializer

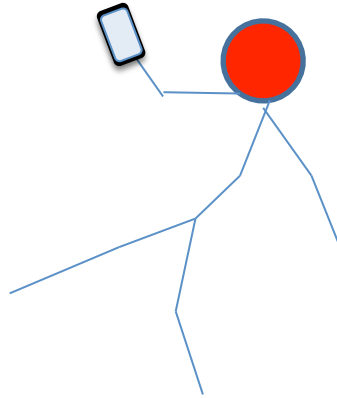
- Designed for sharing the mobile as a collaborative problem-solver
- Connected to a community to share problems, successes, suggestions
- Learners learn by applying concepts to others, scaffolded by the app
- Updates app's anecdotes regularly with edited user stories so using the tool remains fresh and relevant



Collaborator

- Conversational
- Promotes practical approaches, not ideals
- Focuses on persistence, not perfection
- Engages learner with questions to turn learner into a collaborator, not a listener or reader
- Works daily to help learner think, plan and prepare
- Encourages learner to help others using the tool

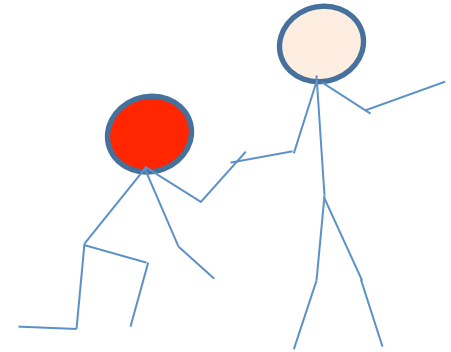


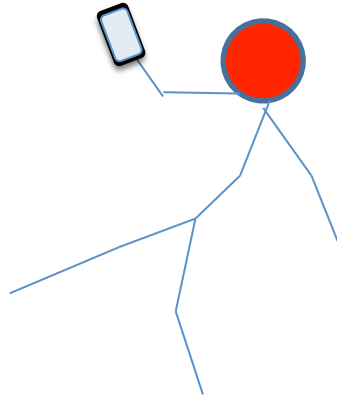


Differentiation

Mind Traction collaborates

- Rejects idealism and perfectionism
- Collaborates with learners
- Connects isolated learners
- Resonates by using real user stories
- Focuses on small daily wins
- Provides ongoing support for healthier practices
- Helps scaffold self-regulation





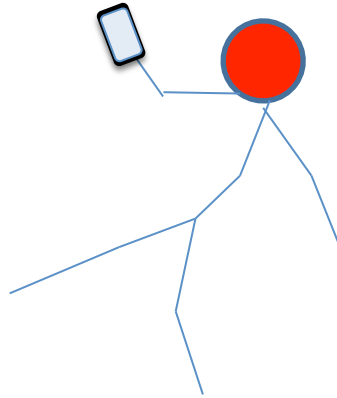
Marketing

Targeting universities

- Sell multi-year bulk site licenses
- Low per-user fee reflects bulk commitments
- Sell directly to avoid 30% app market fee
- Universities host downloads
- Universities perform first line support

Targeting universities

- Start with U.S. universities (20 million students)¹⁹
- Start with high anxiety areas (math, stats, ESL)
- Build faculty, admin, political support with demos
- Build key reference customers
- Build learner support with tastemaker reviews, viral YouTube videos
- Add Canada (1.1m)²⁰ UK (2.5m)²¹ Australia (1.2m)²²



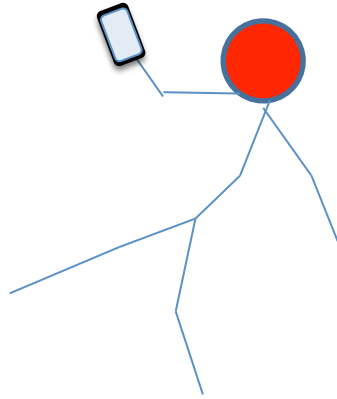
Championship

Founder has broad experience

- MA Candidate in Educational Technology
 - Researching anxiety and learning
 - Wrote needs assessment on anxiety management performance intervention
- Former high-tech corporate lawyer
 - Advised clients in software development and licensing
 - Assisted tech start-ups with setup and financings

Founder has broad experience

- Former business analyst and content writer
 - Worked with SME to create e-learning
 - Worked with engineer to build licensing management app
- Trained in professional journalism
 - Skilled in interviewing and writing



Competition

Competition is simplistic

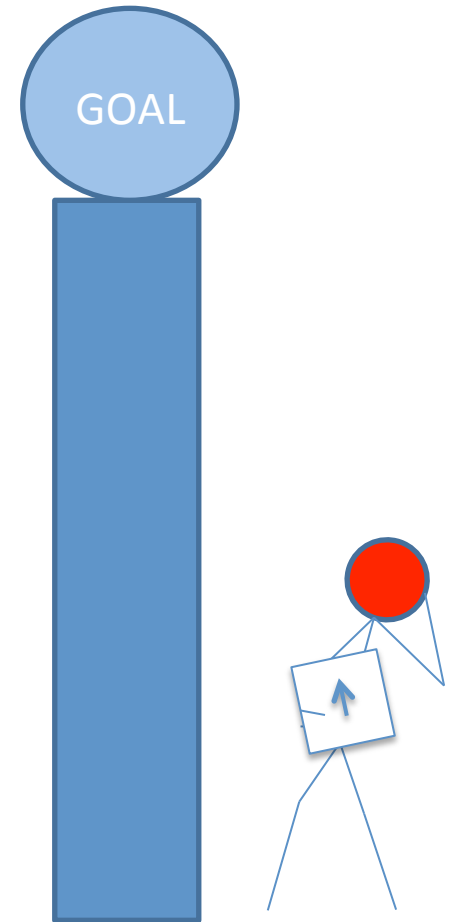
- Counsellors
 - expensive, scheduled, time consuming
 - may use ineffective techniques
 - hard to remember and apply tips
- Self-help books
 - cheap, aimed at middle-aged women
 - hard to carry around
 - hard to summarize, remember and apply tips

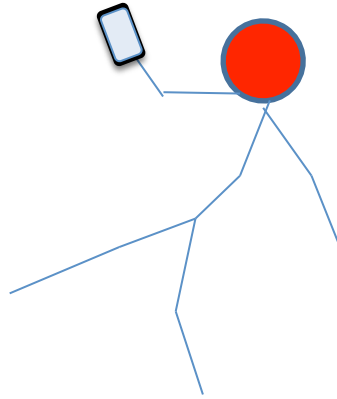
Competition is simplistic

- Android apps for anxiety
 - Reading (e-books, forums, blogs)
 - Recording (diaries, moods, affirmations, tests)
 - Listening (music, coaching, affirmations, hypnosis)
 - Watching (meditation videos)
 - Practising (guided breathing, scheduled exercises)

Competition is simplistic

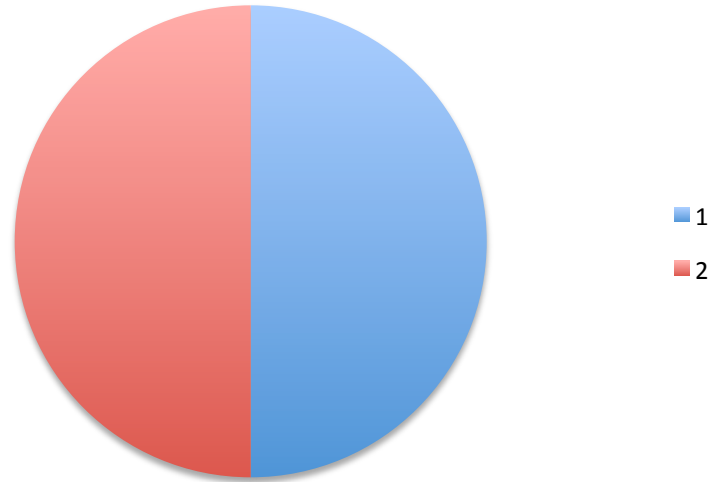
- Often idealistic and vague
- Hard to apply during anxiety
- No collaboration
- No long-term hand-holding
- No conflict management
- No tailoring of plans or rewards
- No integration with calendar
- No GPS-driven suggestions



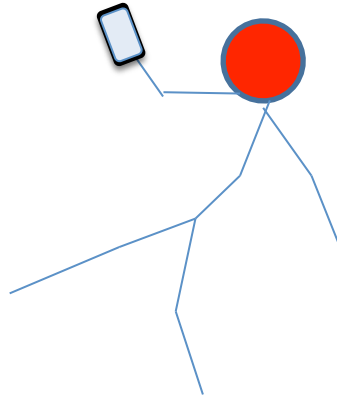


The Ask

\$100,000 for 50%



- \$45,000 Android app development²³
- \$35,000 project management, graphics, pilots, marketing, travel, legal
- \$20,000 contingency



Return for investors

Healthy profits come quickly

- By year 3: return of initial \$100,000 plus \$67,061.90 profits
- By year 5: return of initial \$100,000 plus \$692,333.90 profits

Year	Students	Smart phones	Android	Price	% of Students	Units per year	Income	Expenses	Net	Taxes	Profit	Investor %
1	20,000,000	0.6	0.55	\$1.00	0.50%	33,000	\$33,000	80,000	-47,000	0	(\$47,000.00)	\$0.00
2	21,100,000	0.7	0.6	\$1.00	1.00%	88,620	\$88,620	10,000	78,620	8,648	\$69,971.80	\$34,985.90
3	23,600,000	0.8	0.65	\$1.00	2.50%	306,800	\$306,800	10,000	296,800	32,648	\$264,152.00	\$132,076.00
4	24,800,000	0.9	0.7	\$0.90	5.00%	781,200	\$703,080	10,000	693,080	173,270	\$519,810.00	\$259,905.00
5	24,800,000	0.9	0.7	\$0.90	7.00%	1,093,680	\$984,312	10,000	974,312	243,578	\$730,734.00	\$365,367.00

- Small business tax rate of 11% Federal and 0% BC (April 2012) for years 1, 2 & 3
- General corporate tax rate of 15% Federal and 10%BC (2012) for years 4 & 5

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