



# MAZE

An antidote for your class!

# TEAM



PRIYANKA



MAHTAB



TEESTA

# WHY DO WE CARE?



## OUR INTERVENTION

To set intentional breaks from technology and leverage the power to practice our humane sensibilities collectively.



## POTENTIAL MARKET



**3.7**

**million**

College teachers across U.S.



**19.9**

**million**

College students in U.S.



**81**

**colleges**

Private and public College  
in the Bay Area

## OUR PRODUCT

A platform with **5 min exercises for teachers to facilitate in their classes** where they find lack of motivation, low energy and decreased attention span.



## FOR BUILDING THESE ACTIVITIES:

We are working with

- **THERAPISTS**
- **TEACHERS**
- **MEDITATION & YOGA  
GURUS**





# mindhood

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Mindhood flips the current  
mindful digital habits and  
resulting in happier, health

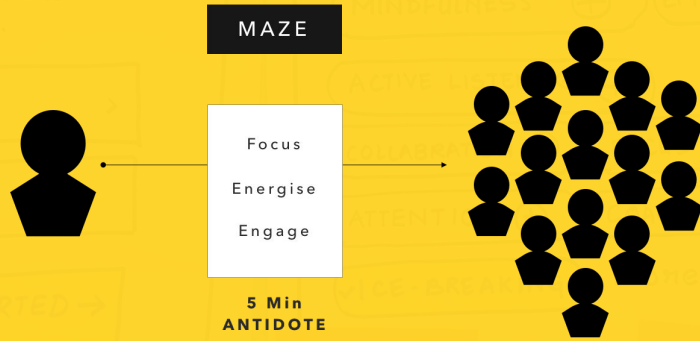
# 78%

of our students report being  
happier using technology with  
intention. Mindhood can help.





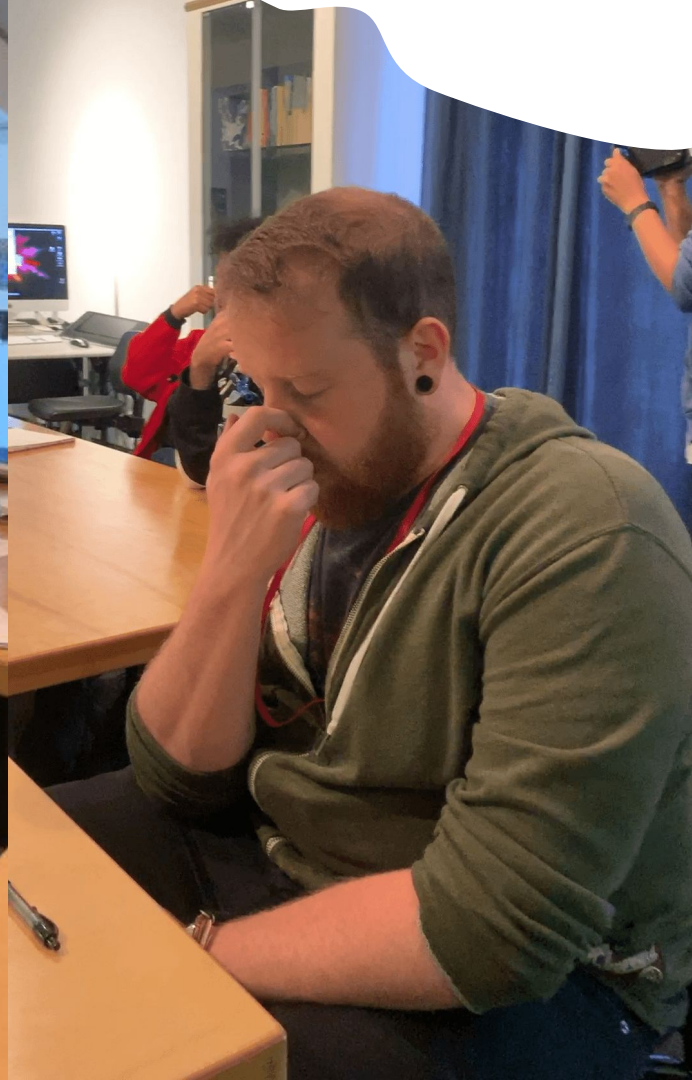
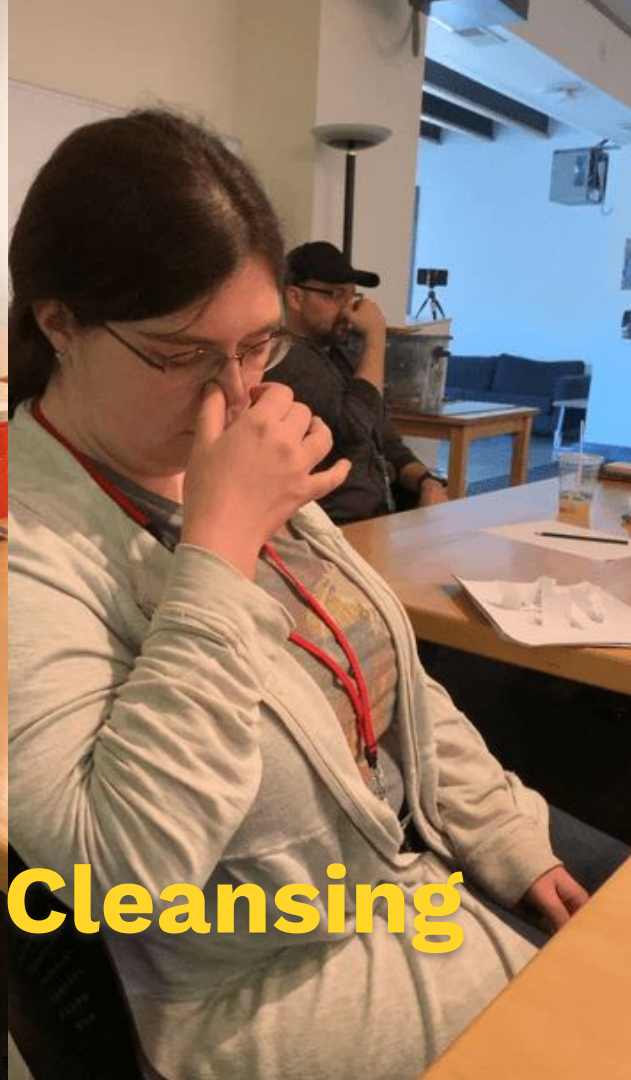
# HOW IT WORKS?



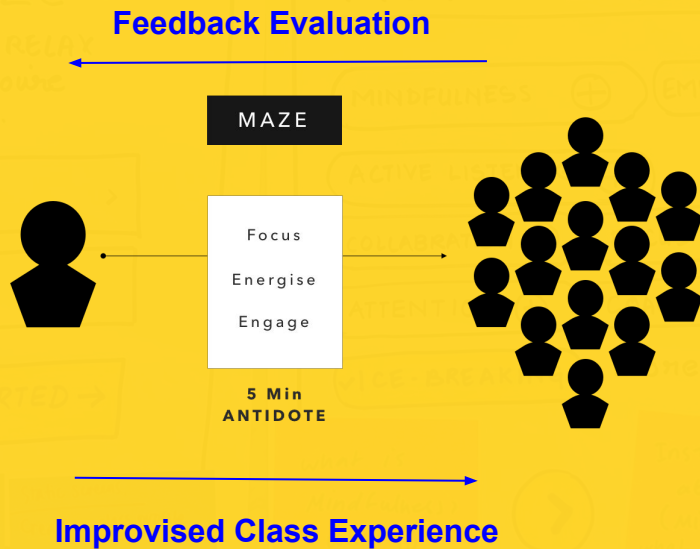


**FOCUS**

**2-5 Min  
Channel Cleansing**



# HOW IT INFORMS?



## **SUCCESS METRICS**

- **Positive student responses on improved engagement levels**
- **Number of teachers engaged around the problem space**

**Happiness**

**Teacher +  
Student  
Engagement**

**Product  
Adoption**

**User  
Retention**

**User Task  
Success**

# REVENUE MODEL

**B2C**



## Teachers

- **Freemium activities**
- **Premium Reports**

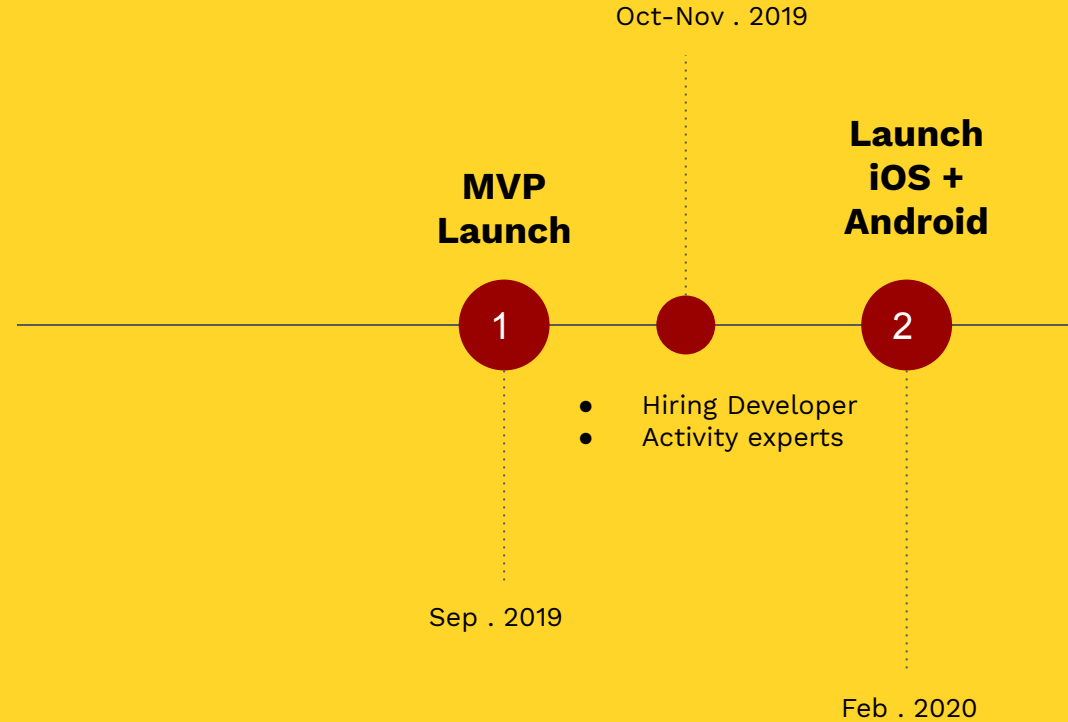
**B2B**



## Universities

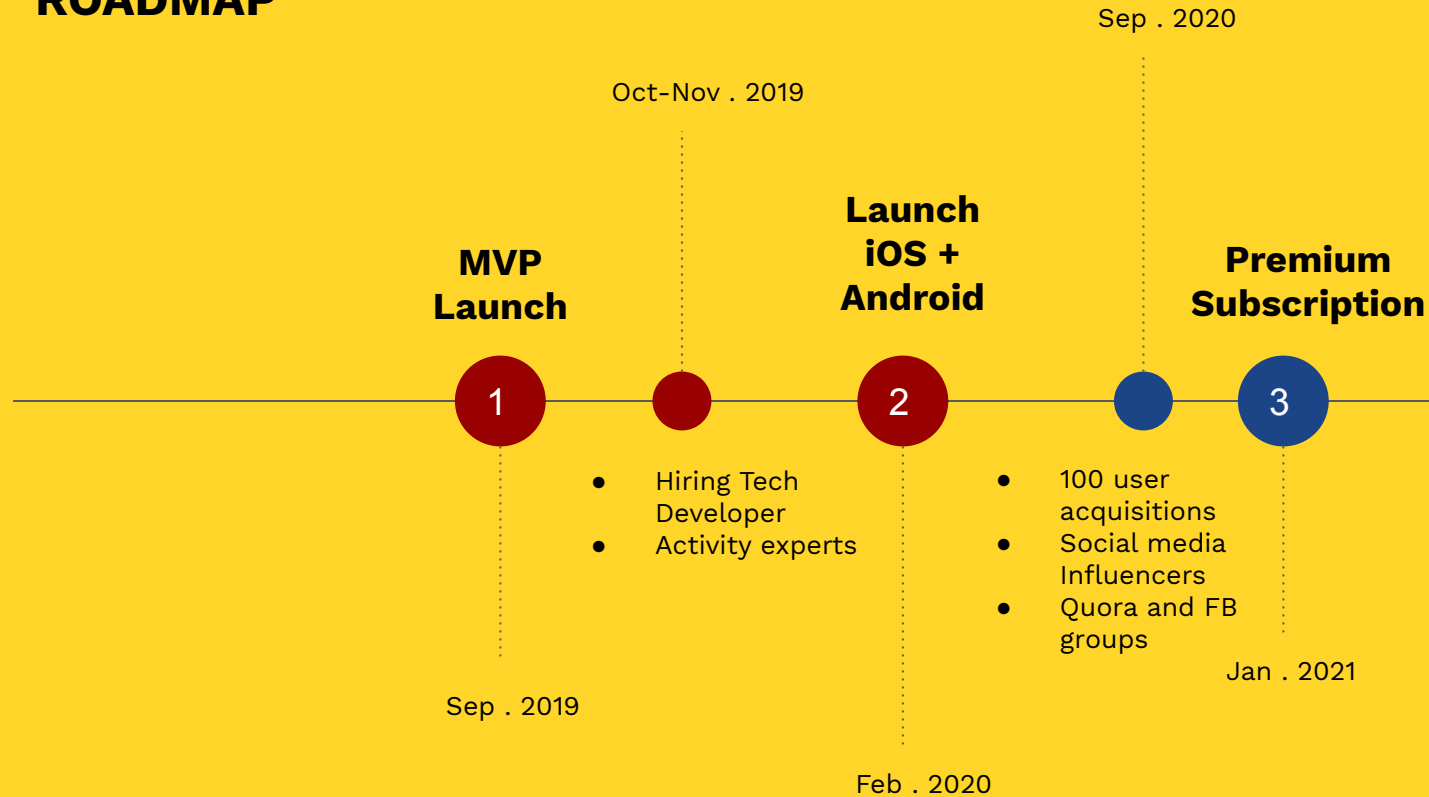
- **Yearly Subscription - Activities + Report**
- **Part of the curriculum**
- **Partnerships: Technologists, Educators and Psychologists**

# PRODUCT ROADMAP





# PRODUCT ROADMAP



## MVP Launch

1

Sep . 2019

- Hiring Developer
- Activity experts

Oct-Nov . 2019

## Launch iOS + Android

2

Feb . 2020

- 100 user acquisitions
- Social media Influencers
- Quora and FB groups

Sep . 2020

Partnerships with Industry Experts

## Premium Subscription

3

Jan . 2021

- Gathering Data
- Learn & Evolve

## Introduce to 10 University

4

Jan . 2022

Hire Technologist & NLP Experts

- Gathering Data
- Introducing Mental health Evaluation in the curriculum

## Exploring Workplace & K-12 Schools

## University Subscription

5

Jan . 2023

## IMPACT POTENTIAL

**150  
TIMES**

Millennials check their  
phones in a day

**11  
HRS**

Young adults spend  
on average using  
digital technologies

**73%**

Young adults suffer  
from digital eye  
strain



*Source:*

*Centre for Humane Tech Resources & Nielson 07/31 2018 Survey*

## HUMANE CONCERNS



- The need to be socially and emotionally present



- The need to discover enthusiasm and dynamism



- The need to pay close attention to human relationships



THANK YOU  
Q & A



M A

An antidote

Since 1982 2019