



GAMES FOR EMOTIONAL & MENTAL HEALTH

TRANSFORMING THE WAY MENTAL HEALTH INTERVENTIONS ARE DESIGNED, DELIVERED AND EXPERIENCED

THE PROBLEM



One in 4 people worldwide will develop anxiety or depression by the time they reach adulthood.



The best evidence-based prevention and treatment approaches help only about 50% of those who seek help. These school and clinical programs are perceived by the young people as didactic, boring and disconnected from their daily lives and the emotional struggles they face.



80% of young people who need mental health care never seek treatment because of stigma.

MORE THAN AN E-HEALTH APPROACH...

YOUNG PEOPLE ARE SEEKING EFFECTIVE MENTAL HEALTH TOOLS THAT DON'T BORE OR TALK DOWN TO THEM. OUR GAMES ALIGN WITH THEIR EMOTIONAL ASPIRATIONS, DELIGHTING AND INSPIRING THEM TO LEARN RESILIENCE SKILLS THAT HELP THEM BECOME THE BEST VERSIONS OF THEMSELVES.

OUR SOLUTION

The **GEMH Lab** takes **therapy** and training out of clinics and schools and empowers youth to choose the best **gaming tools** for their emotional and mental health needs.

Through **play**, we help youth gain the confidence to **confront and overcome** emotional challenges.

Our unique **social mechanics** embolden youth to share games that work for them and build supportive friendships, on- and offline.

We commercialize our products to insure scalable, global **impact**.

SCIENTIFIC RIGOUR

All our games are tested with the most scientifically rigorous RCT designs

Controlled experiments test how our games work, for whom they work best, and how to boost effects over time

All data are published and public, regardless of outcomes

DESIGN THINKING

Lab includes veteran game designers with decades of commercial experience

Lean, iterative prototype testing keeps products relevant to the digital "now"

UX and UI testing insure unprecedented scaling potential



RESEARCH



VALIDATED MECHANICS



COMMERCIALIZE



IMPACT