

MindFit



Private AI companion for mental wellbeing

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HK's Mental Health

- 61% HK adults currently suffer from poor mental well-being
- 1 in 7 develop will develop a common mental disorder
- 1 in 4 workers suffer symptoms of depression and anxiety – 2.5 times the global average – and around 18% require psychological treatment
- Among university undergraduates, 69% currently show symptoms of depression, with 54% suffering from anxiety
- 3.7% secondary students considered killing themselves in 2023
- 1.6% secondary students attempted suicide (up 50% since 2019)

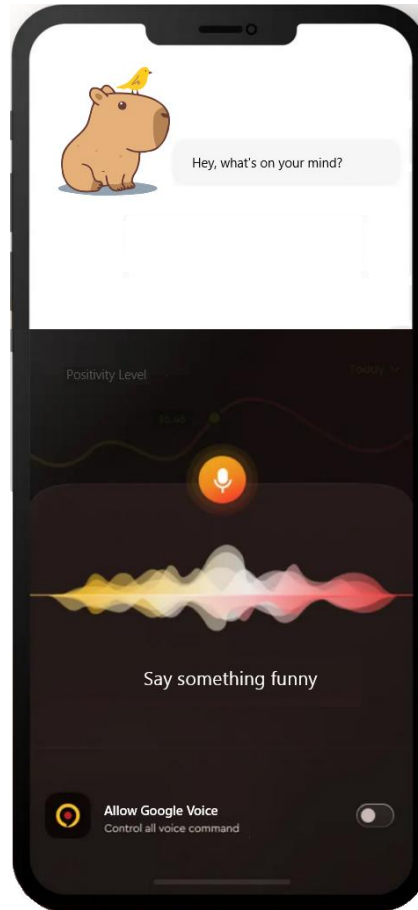
Invisible Mental Health Challenge

- 74% sufferers in HK don't seek any form of professional help
- Majority of sufferers remain undiagnosed due to
 - Stigma
 - Lack of awareness
- 1 in 3 willing to end friendships with those diagnosed with mental illness

MindFit Mission

Integrate mental health support
seamlessly into user's daily routine
in a positive and helpful manner

Our Solution



A digital companion powered by Gemini to improve emotional well-being for the Millennials and GenZs through conversational prompts and adaptive dialogue

The Science

Cognitive Behavioral Therapy –
evidence-based therapeutic approach that helps individuals identify
and change destructive thought patterns influencing their behavior and
emotions.

The Interventions

Rely on “adaptive dialogue” to provide personalized support, making each interaction unique and meaningful.

- Humor and Fun
- Cuteness (i.e. Puppy pictures)
- Physical exercise
- Mindfulness exercise
- Motivational quotes
- Reframing
- Journaling and thought records
- Nudging
- Positive feedback

Live Demostration

Emotional State Assessment by analyzing

1. Conversational content
2. Interaction pattern
 - typing speed and voice tone
3. Language pattern

Impact

Individual

Improve mental health by

- Overcoming negative thoughts
- Coping with stress, and everyday ups and downs
- Developing skills to deal with stress and anxiety

Society

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Future Enhancement

- Integrating with biometric data from Google Fitbit
 - Heart rate variability (HRV) and electrodermal activity (EDA)
- Behavioral phenotyping for more effective interventions
- Better contextual and situational awareness
 - Current activities and social setting
 - Voice analysis of speaking partners
- Emergency protocols
 - Care escalation
 - Crisis support
- Digital Twins (an idealized future self as motivation)

Business Model

B2C – freemium model

B2B – subscription per user

Partners

NGOs

Insurers

The MindFit Squad

