

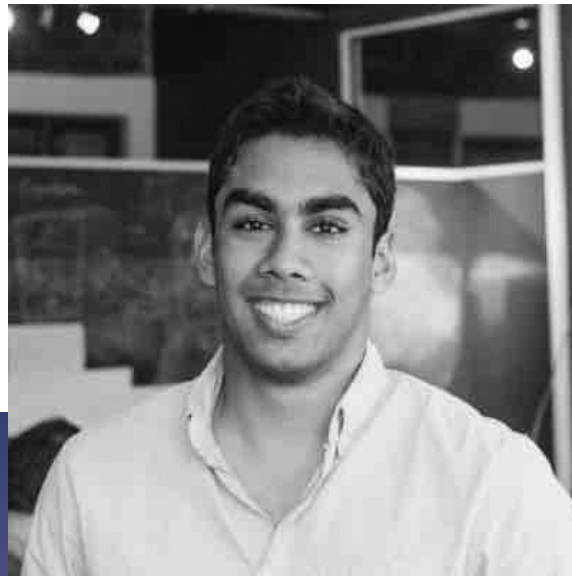
You use a toothbrush to keep your teeth clean,
why not use MindBrush for your mind?

MindBrush is an app that promotes mental hygiene by making aspects of it a daily routine.

OUR TEAM



Daniel Autry
Computer Science &
Psychology



Yash Tekriwal
Commerce, Computer
Science & Data Science

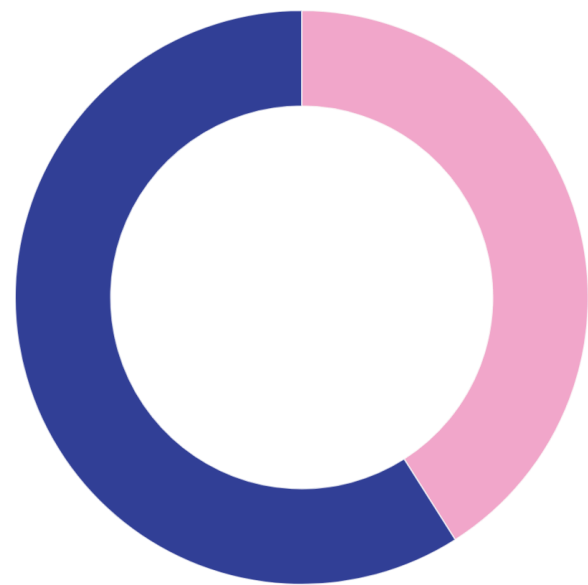
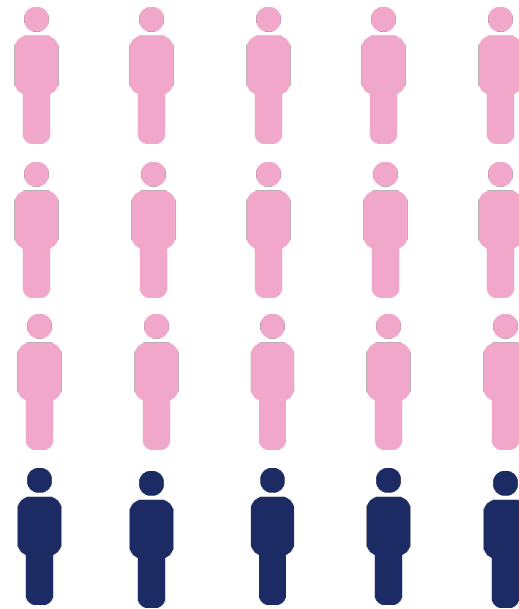


Emily Yun
Cognitive Science &
UX Design

THE ISSUE

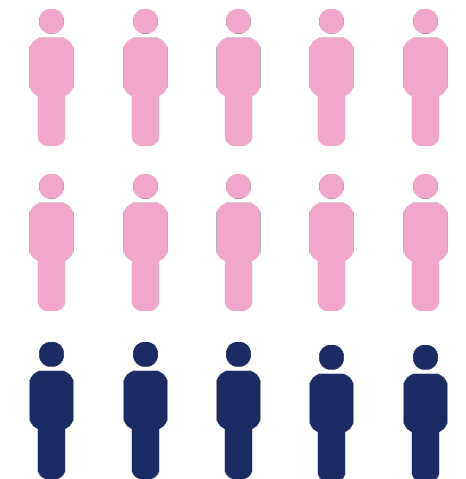
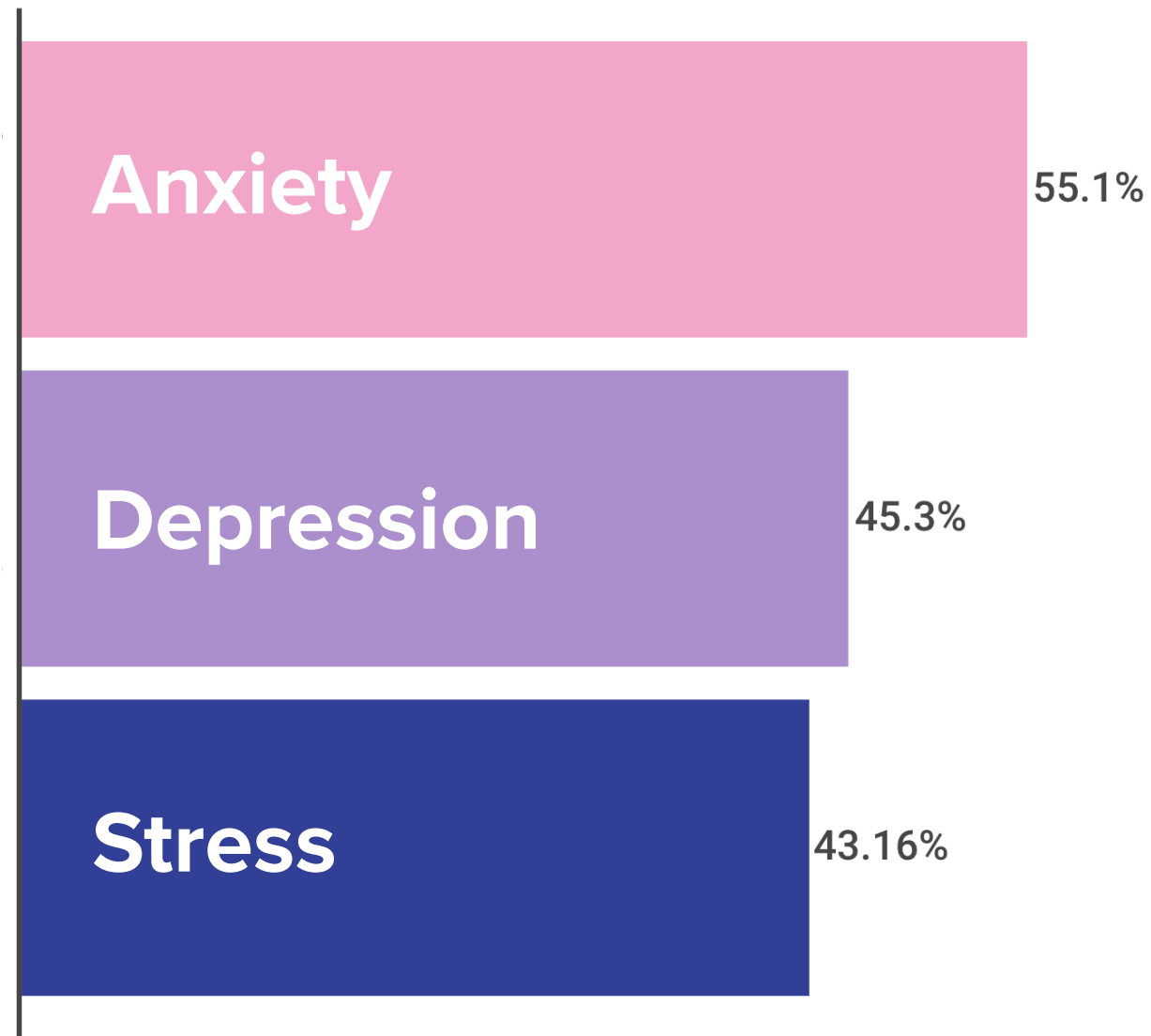
Mental illness plagues college campuses

75% of lifetime
mental illness cases
develop by age 24



41% of college
students suffer from
a mental health issue

Center for College Mental Health Penn State, 2015
National Alliance on Mental Illness, 2016



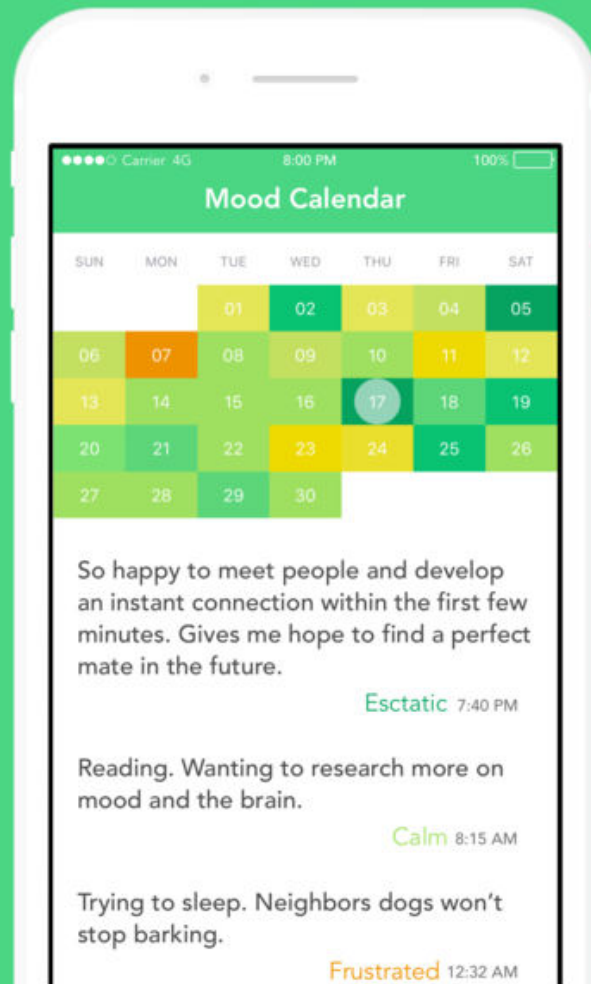
2/3 of students who are
struggling do not seek treatment

*Center for College Mental Health Penn State, 2015

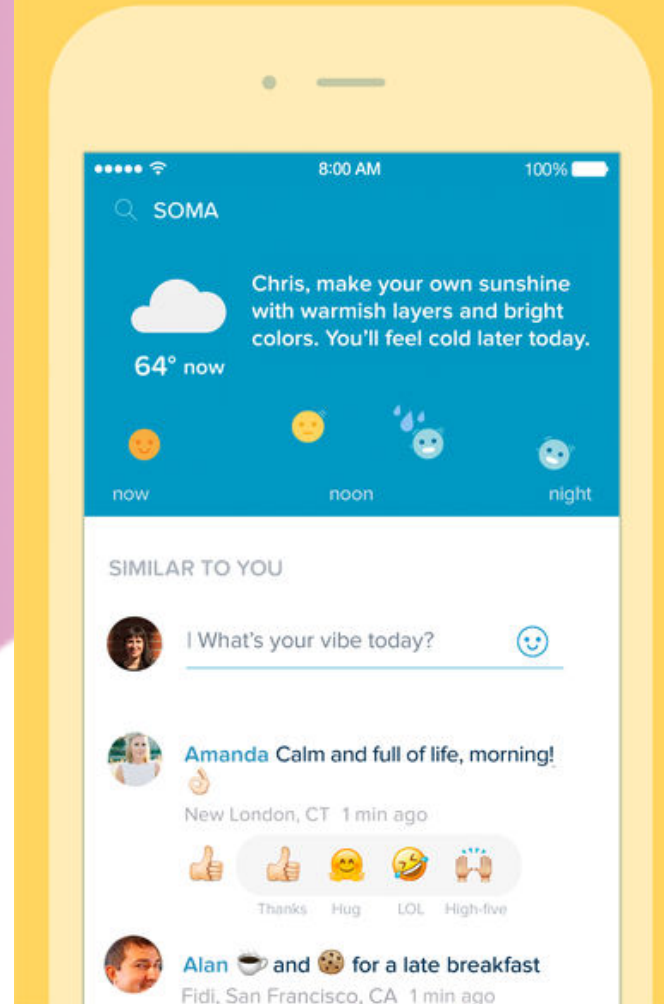
**The issue is highly stigmatized,
and most solutions are prescriptive
rather than proactive**

THE MARKET

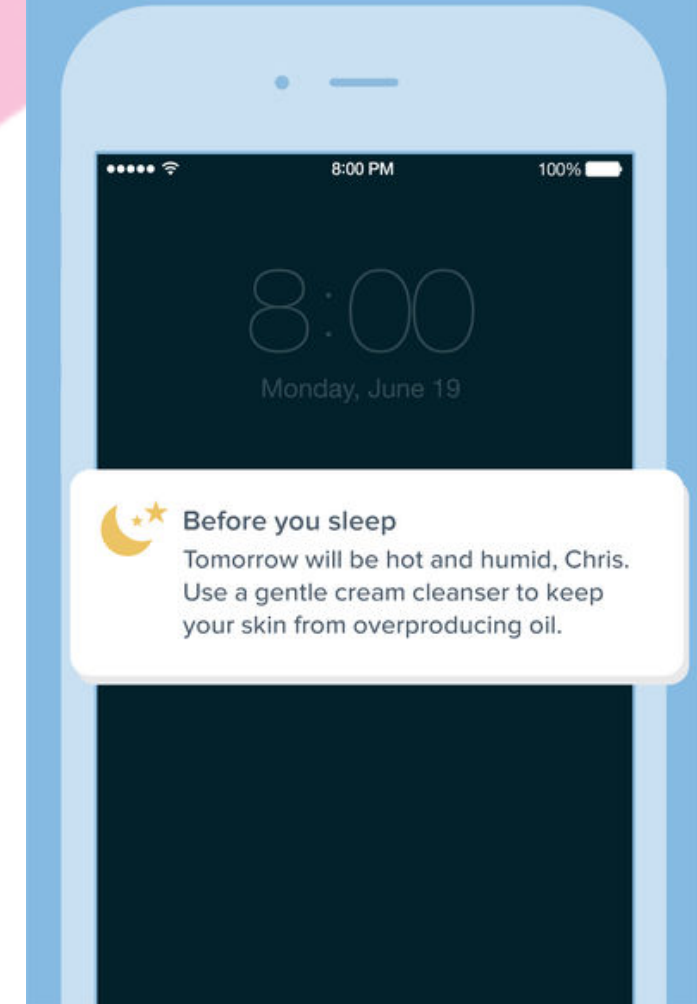
Keep an eye on
your well-being.



Gives smart, personal tips
throughout the day



And takes care of you so you
can stay one step ahead



Current mental health apps in the
market have **low user retention rates**

100+

INTERVIEWS

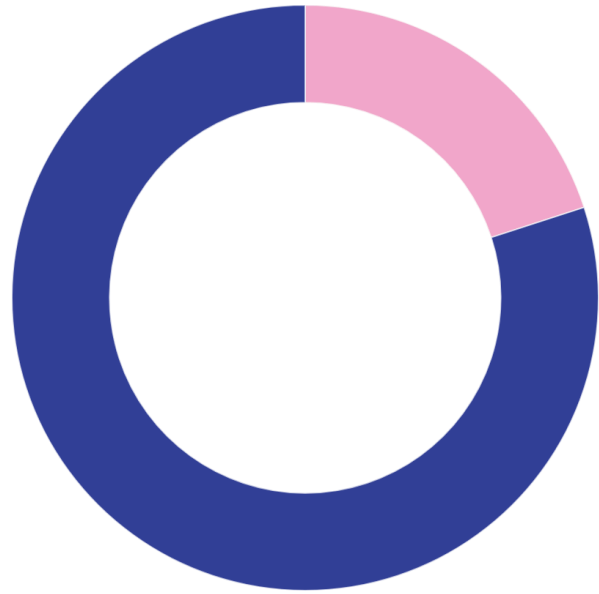
RESEARCH

“I have a **hard time balancing** academics, friends, and self-care with the added **stress of college life.**”

“I **value spending time with friends** but **struggle to find a time** that works for both of us.”

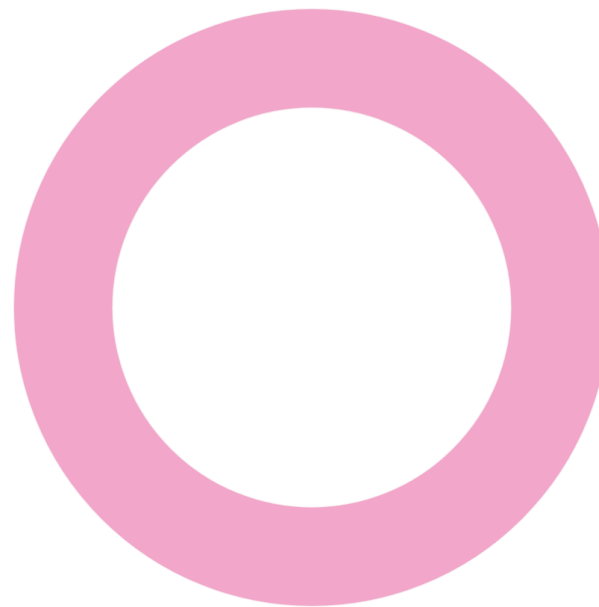
“It’s **hard to stay motivated** when I feel like I’m **too busy to** make time for friends.”

RESEARCH



Only 20% said they would use a “mental health” app

100% said they struggled to make time for people that mattered in their daily life

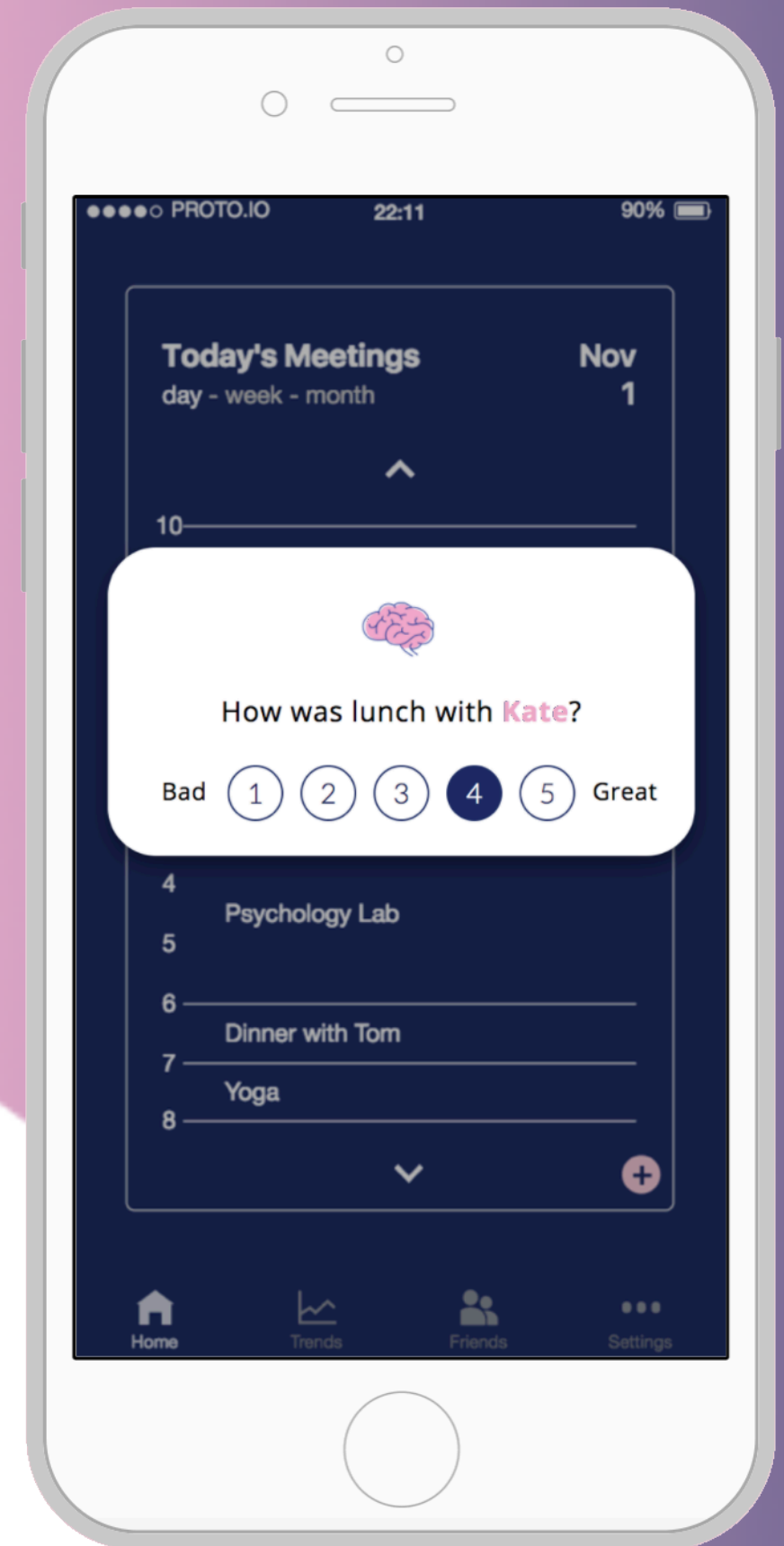
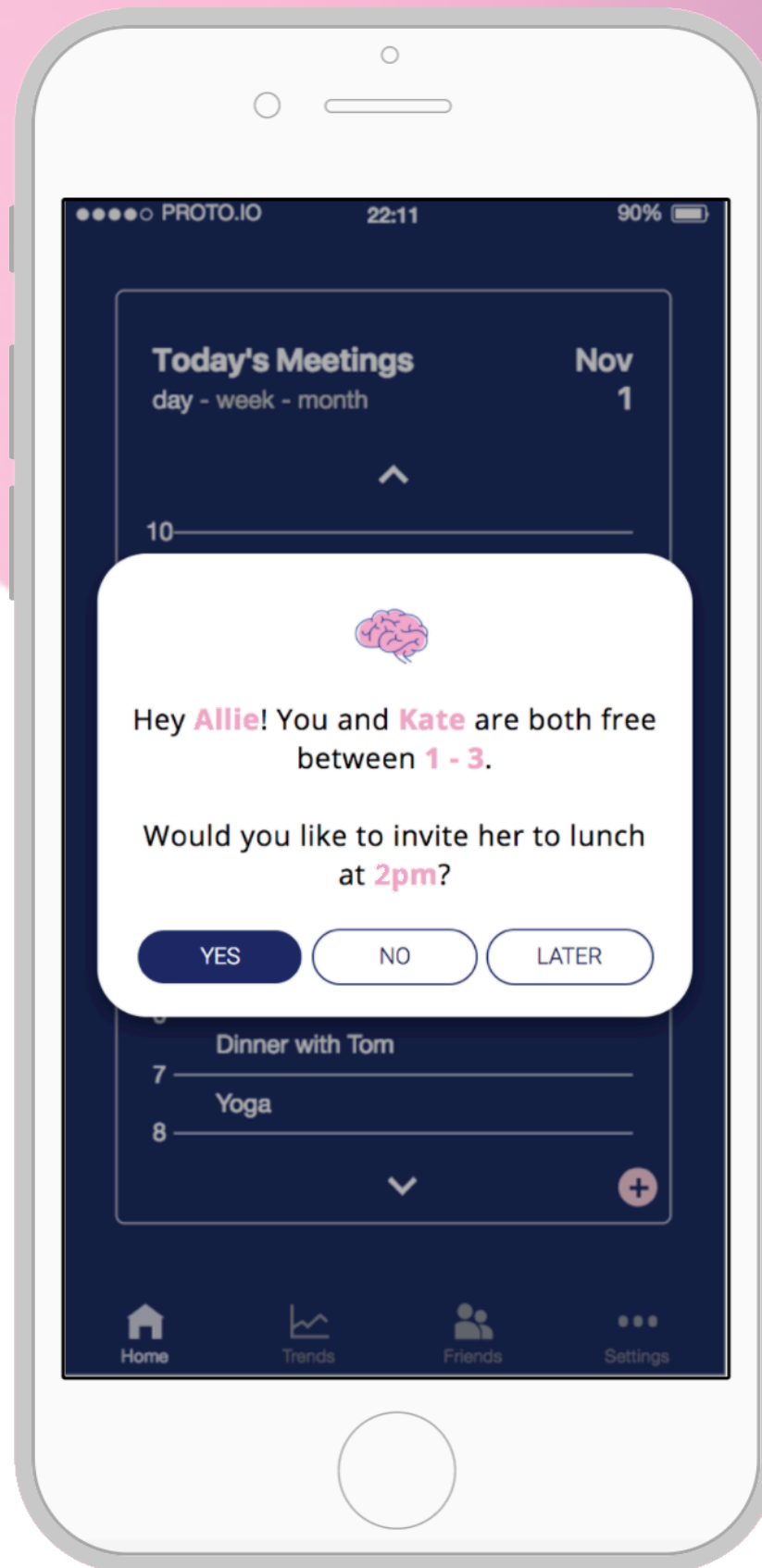
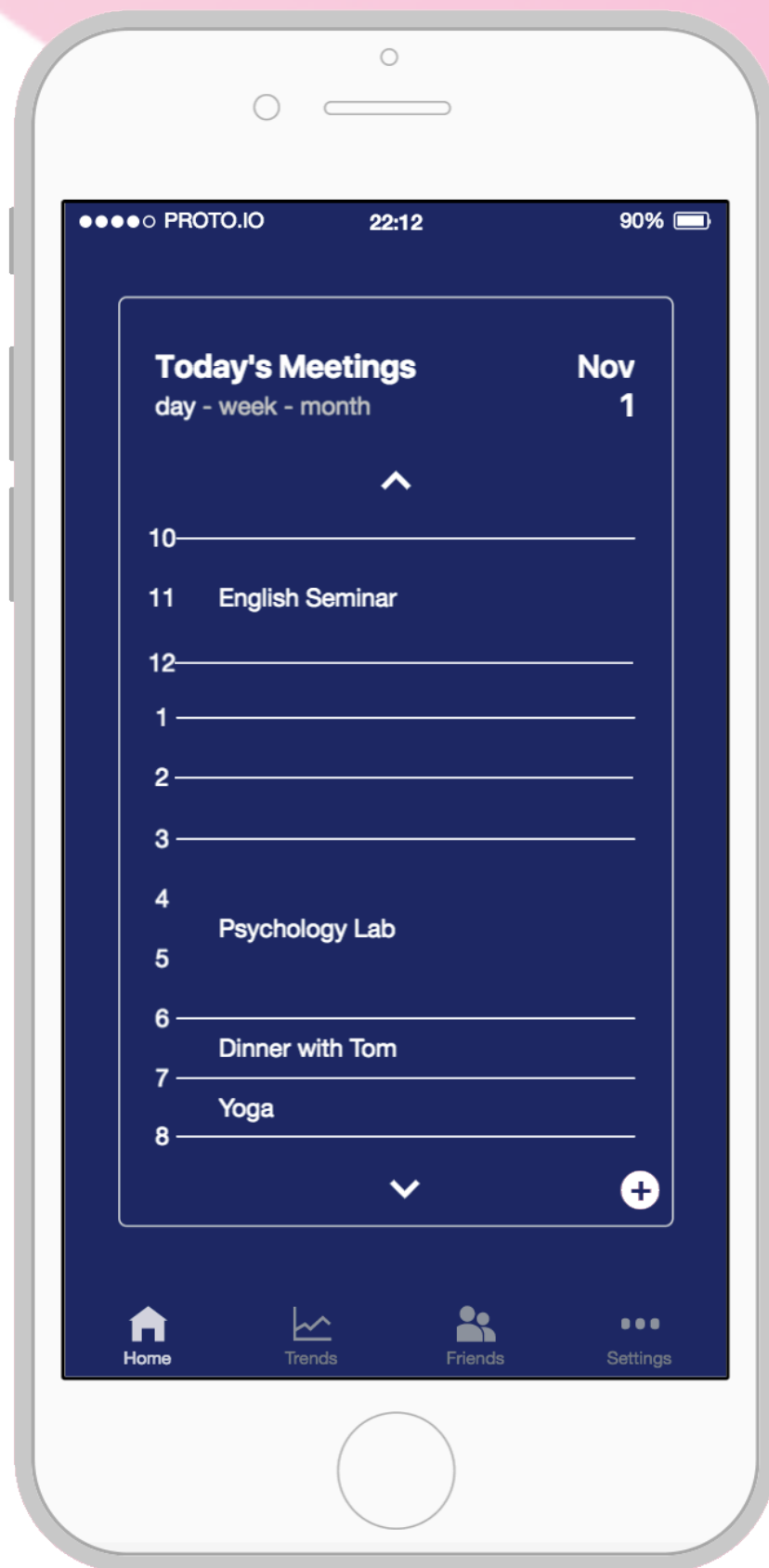


OUR SOLUTION

MindBrush is an app that promotes mental hygiene by making aspects of it a daily routine.

WHAT IS MENTAL HYGIENE?





NEXT STEPS

1. **Friend (Scheduling)**
2. **Pattern Recognition**
3. **Community Building**



mind  rush

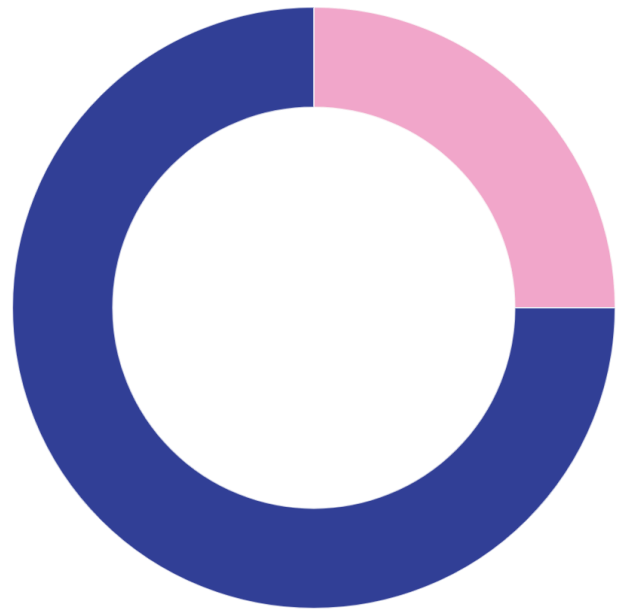
Thank you for listening!

Special thanks to our mentors at:



**GENERAL
ASSEMBLY**

Appendix A



25% of American adults
suffer from a mental illness**

****National Alliance on Mental Illness, 2016**

Appendix B

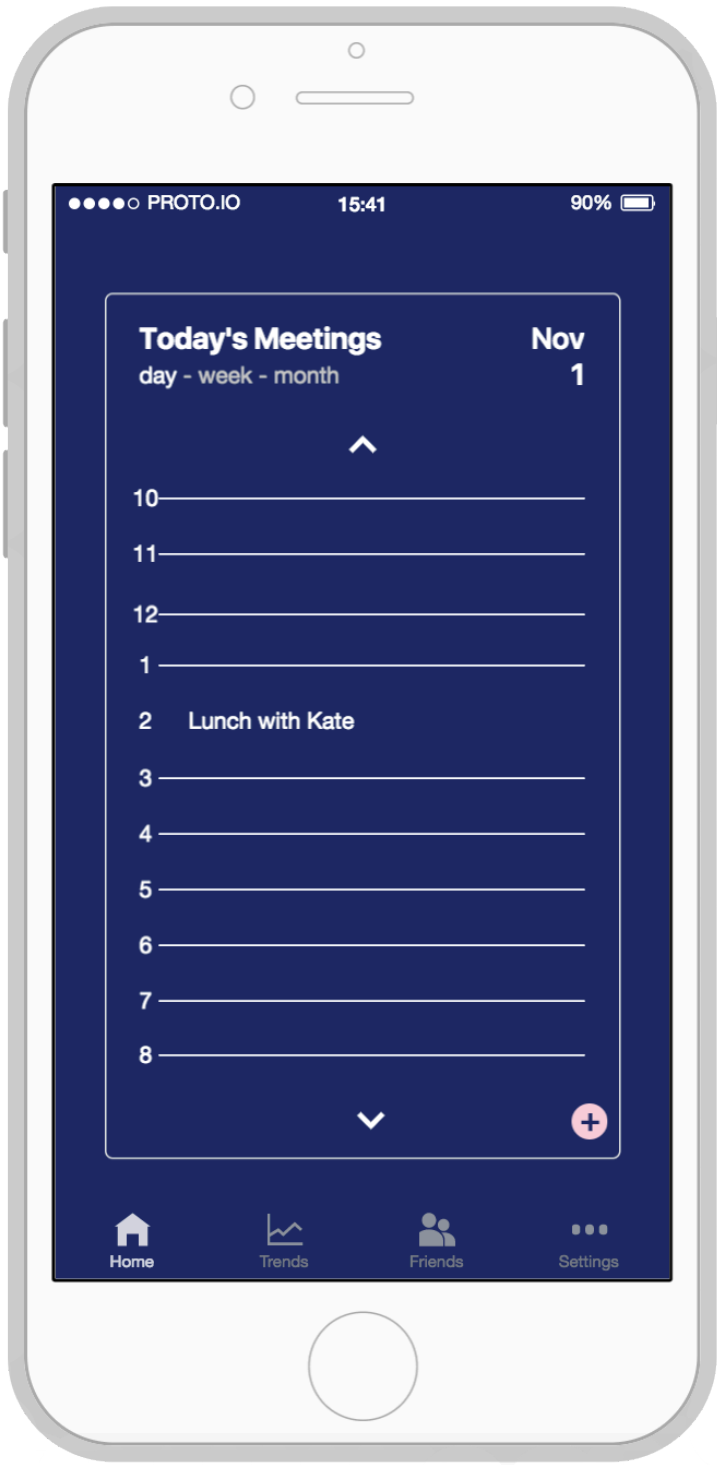
Importance of Social Networks



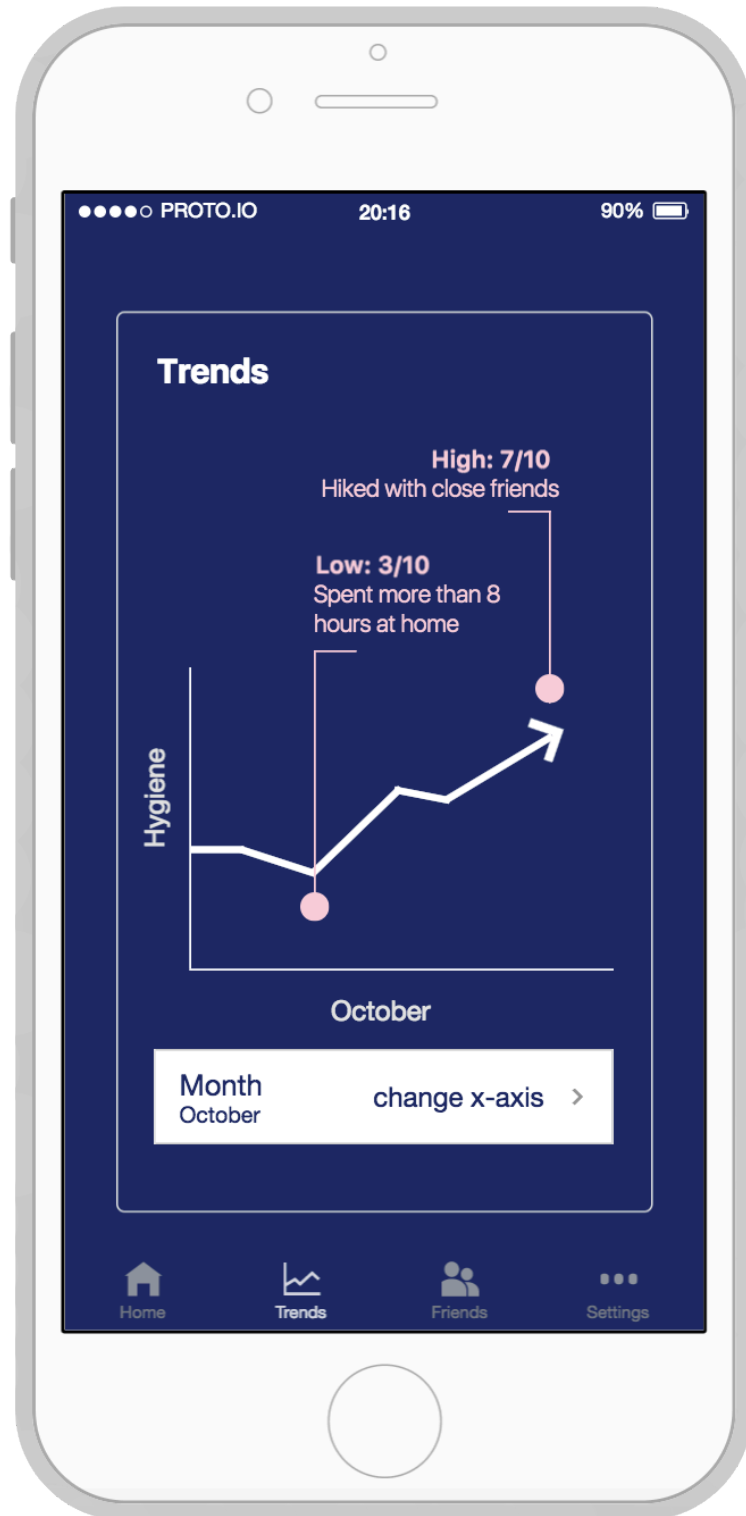
**Regular face-to-face interaction
reduces risk of depression by 50%**

*Oregon Health & Science University, 2014

Appendix C



Appendix C



A table listing friends and the number of days since they were last seen. The table has two columns: the friend's name and the number of days. Each row has a right arrow next to the number of days.

Amanda	3 days
Dan	30 days
Josh	0 days
Sam	27 days
Gabby	6 days
Tom	1 day
Kate	4 days
Chase	54 days
Julia	2 days
Hannah	5 days
Adam	90 days