Pitch Video Draft

5 W’s

Who are we?

* Calming Blue, anxiety app that’s plugged into your university’s mental health service providers.

What are we raising money for?

* Funding for programming, designing, legal research and consulting fees for mental health professionals.

Where will our product be used?

* At U of C, and expand to other universities around Canada.

When will we be finished?

* At least one university pairing with us for providing mental health services to students.
* Funding from NGO bodies, mental health organizations.

Why?

* U of C Mental Health initiative has no digital component.
* Demand is outpacing supply of available providers.
* Puts tools in the hands of the students, and makes them aware of the services available.

**Dialogue Suggestions**

* James provides a short founder intro/outro?
  + “Hello, I’m James, founder of Calming Blue, thank you for taking the time to learn about our program, and I hope you’ll
  + “Hello, I’m James, founder of Calming Blue, a way for universities to tackle mental health, and I’m here to ask for your support to help us support others.”
* Need a statement regarding the University Mental Health initiative
  + No digital aspect
  + Lots of money, but what’s being done with it?
  + Combine e-health with proven techniques to empower students.
  + Pair technology with mental health professionals to bring clinical practices to the masses.
* Mental health in Canada.
  + Lots of money floating around
* Basic walkthrough of the app?
* Highlight key features only?
* Talk about what we want to focus on going forwards.
  + Pro consultation, university buy-in, extra user testing.
  + Expand and refine our game and toolkit package