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Change the World With Games

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# Goodville

Fight Depression With a Mobile Game →

**An Emotional Wellbeing Application**

# Depression is the Most Common Mental Illness in the World
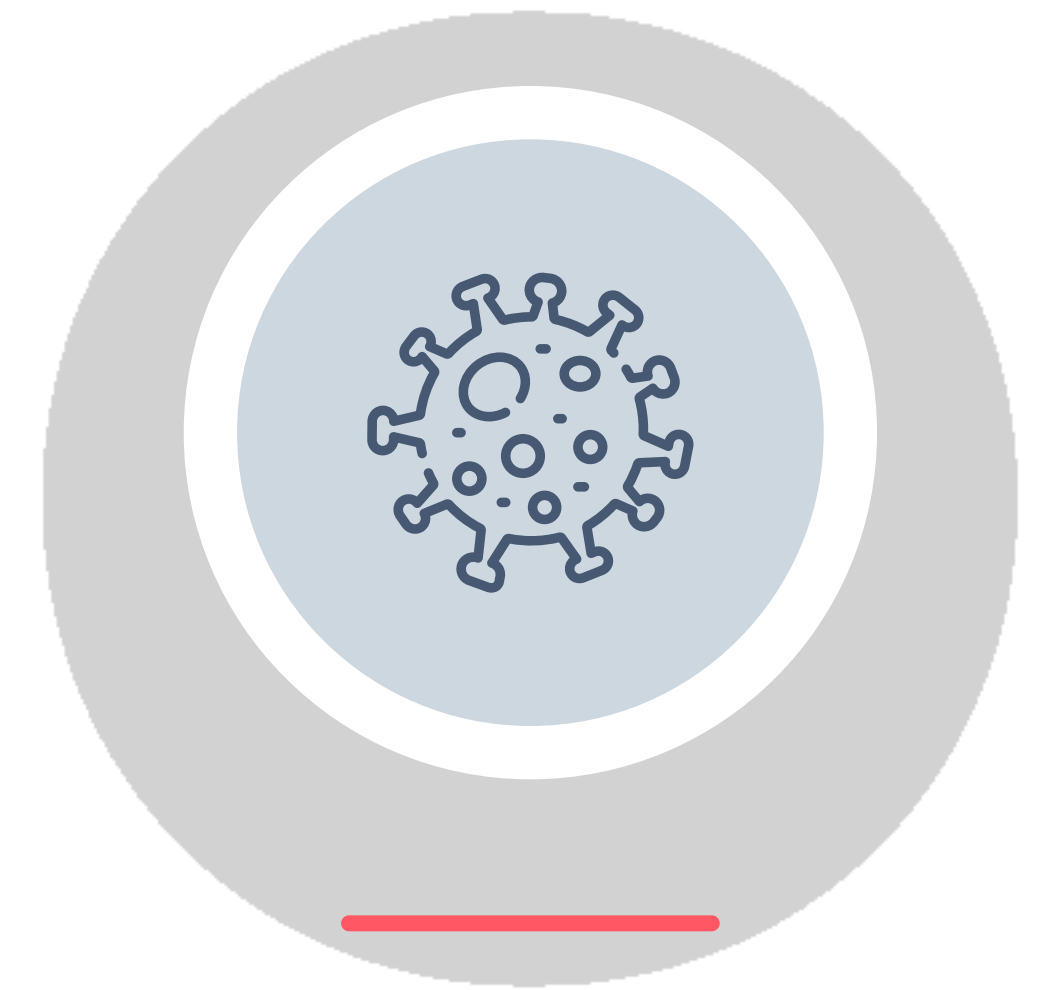
**20% of the population** is affected by depression and 50% is at risk

**12% of the population** uses antidepressants, an increase of 100% in the last decade

**More than 5 in every 1000 people die** by overdosing on antidepressants, an increase of 100% in the last decade

**Covid-19** leads to depression

# Depression is the Most Common Mental Illness in the United States

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**Pdf**

Today, **350 million** people in the world are estimated to be affected by depression.

**click to read**

**Pdf**

According to the American Psychological Association, **8.1% of Americans** have experienced serious psychological distress.

**click to read**

**Pdf**

**The antidepressant drugs market** was valued at **$13.69 billion in 2018** and is expected to reach **$15.88 billion by 2025** with a **CAGR of 2.15%** over the forecast period.

**click to read**

# A Mobile Game That
# Can Detect a Mental Disorder

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Goodville is a **mobile game** developed in collaboration with **neuro-physiologists** and **psychologists** based on **clinical research.**

When a player **interacts with the game**, an implicit psycho test is performed. Artificial Intelligence collects data on the player's mental state and offers unobtrusive **help to fight the depression.**

## Key features of the game include

✓ Unreal 3D engine custom license
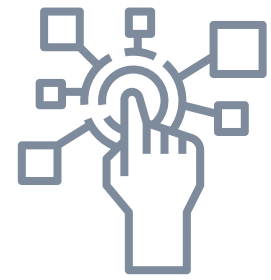
✓ HiPoly 3D MoCap animation

✓ Personal facial emotions

✓ About 70% of players read the text

Jane

Not enough 🪙

# Solution

Our solution is a mobile game that indicates symptoms that may be caused by the presence of mental disorders and provides specific **problem solving options.**
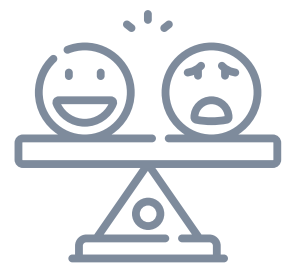
Casual game with interactive content

Combines game mechanics and psycho-therapeutic approaches

Created in associate with psychologists and scientists

## Techniques used in the game:

**Lusher test** (mood)

**SWM test** (cognitive ability)

**Google Fit/ Apple Health** (physical activity)

# How it Works

**01**

The player **interacts** with the characters in a game. The **characters tell** the player **about their depression and negative emotional feelings.**
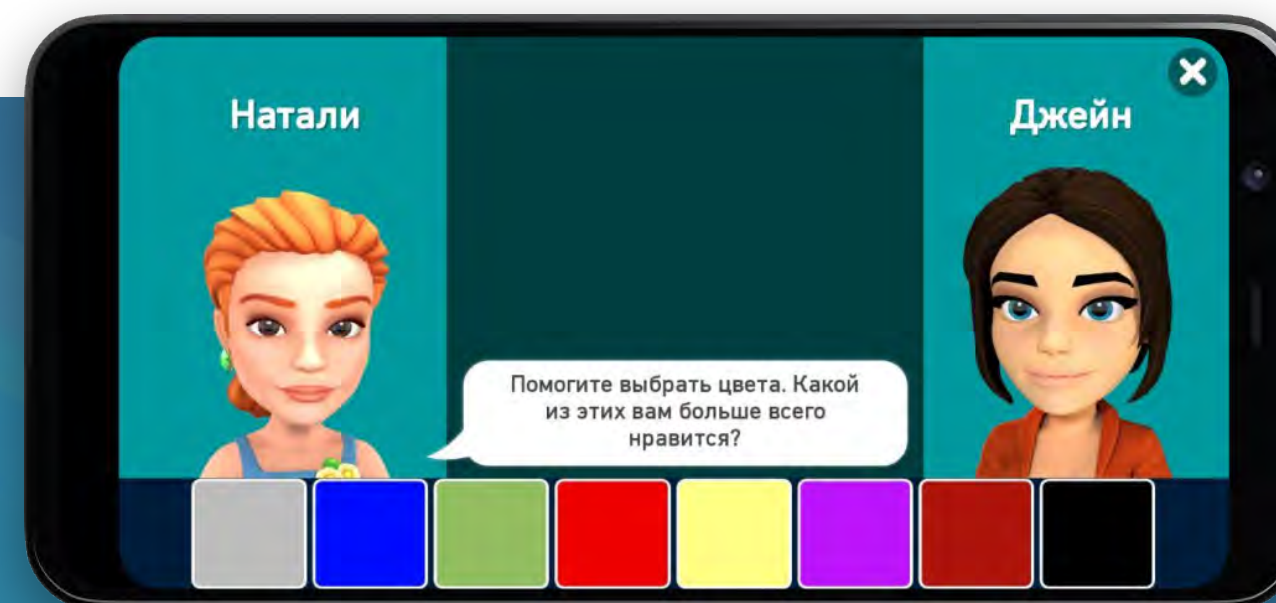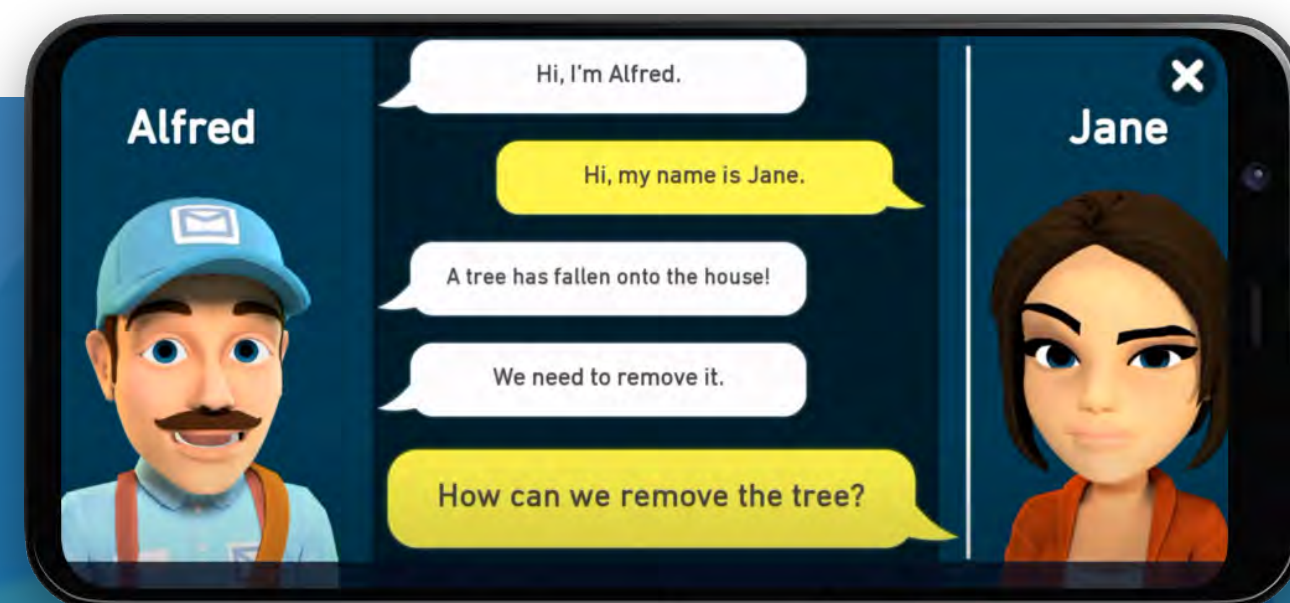
**02**

The player **receives information** in an unobtrusive way to **help them** deal with their **negative emotions and depression.**
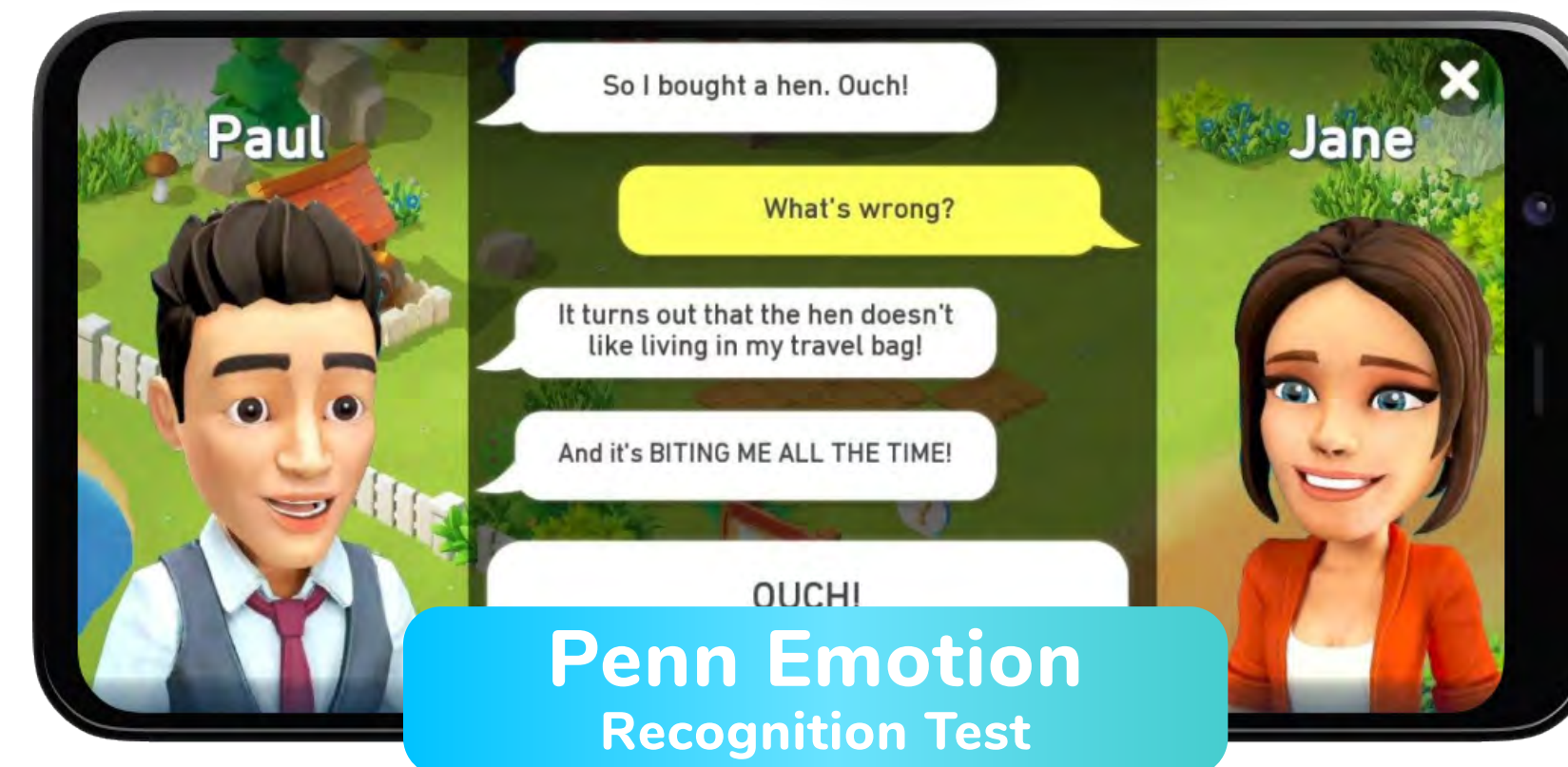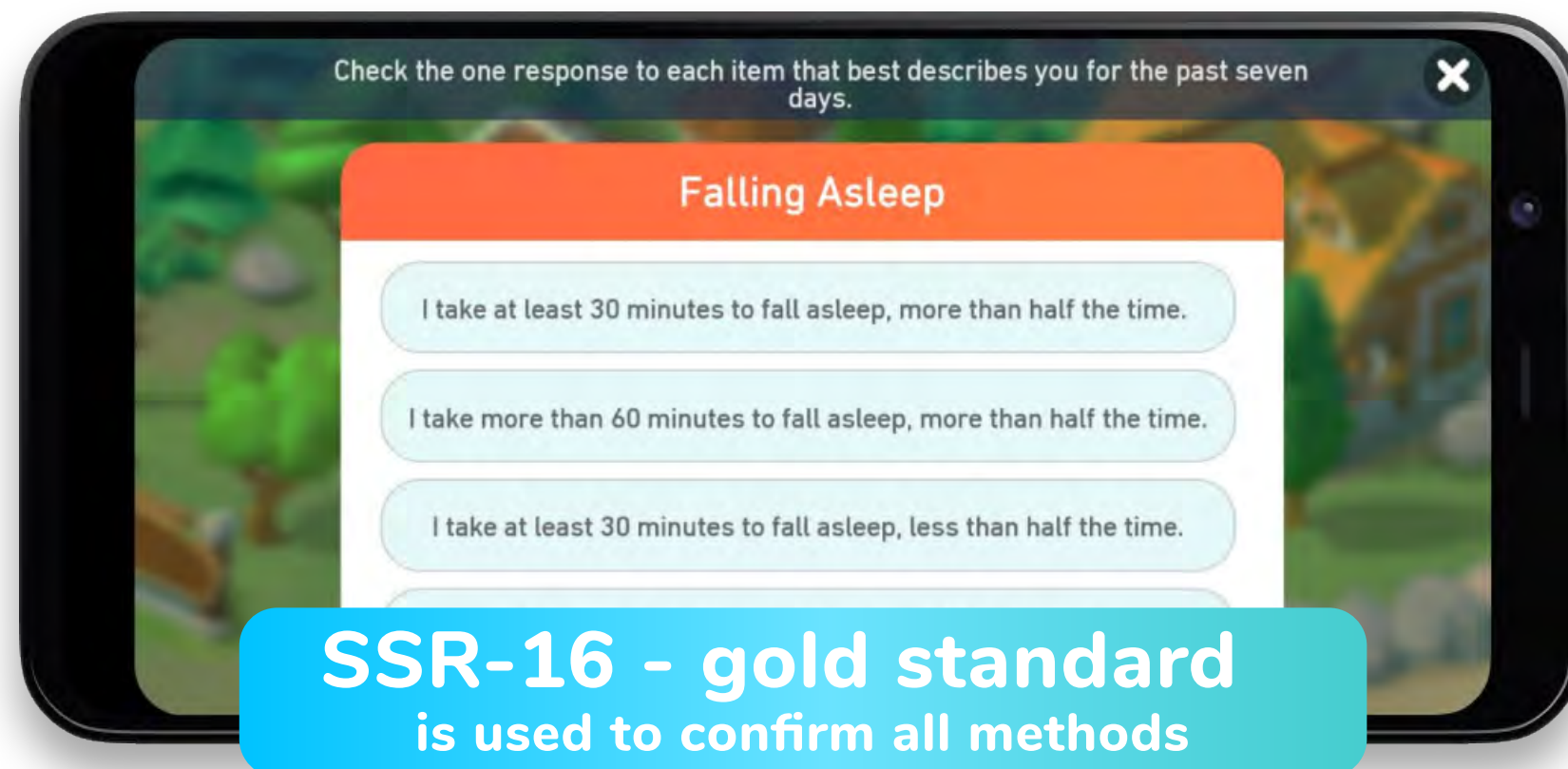
**03**

The player regularly **undergoes psychological tests** to assess their psychological state. This data can be used by a **doctor** to inform **diagnosis.**
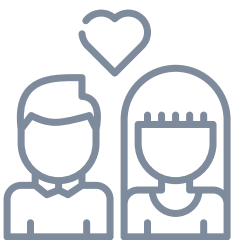
Alfred — Jane

Hi, I'm Alfred.

Hi, my name is Jane.

A tree has fallen onto the house!

We need to remove it.

How can we remove the tree?

Натали — Джейн

Помогите выбрать цвета. Какой из этих вам больше всего нравится?

Diagnosis

Tension of will. Self-affirmation, vanity, spontaneous desire to play a specific role.
Desire for calm. Intense pursuit of friendly interactions and satisfaction, desire for harmony, sensitivity
The need for comfort and physical satisfaction.
Stagnation, nuisance, irritability.
Repression of feelings. Reflection. Punctiliousness. Sensitivity and touchiness.
Ability to tolerate limitations, to compromise. Always ready to agree to terms.
Emotional excitability, aspiration towards social success.
Anxious anticipation. Focus on a specific topic, limited self-disclosure.
Inhibition, overexcitement.

# Gameplay Tests

## The main signs of depression are:
decreased cognitive ability, bad mood and reduced physical activity.



Check the one response to each item that best describes you for the past seven days.

**Falling Asleep**

I take at least 30 minutes to fall asleep, more than half the time.

I take more than 60 minutes to fall asleep, more than half the time.

I take at least 30 minutes to fall asleep, less than half the time.

**SSR-16 - gold standard**
is used to confirm all methods



Натали

Джейн

Помогите выбрать цвета. Какой из этих вам больше всего нравится?

**Lusher test**
(mood)



**SWM test**
(cognitive ability)



Paul

Jane

So I bought a hen. Ouch!

What's wrong?

It turns out that the hen doesn't like living in my travel bag!

And it's BITING ME ALL THE TIME!

OUCH!

**Penn Emotion**
Recognition Test

# Mechanics Used in the Game

## Game Mechanics

Interactive narrative and storytelling

Dopamine cycle

Negative emotion release

## Diagnostic Mechanics

Luscher Test

Penn Emotion Recognition Task

RTI ReactionTime

Mindfulness

IST Impulsivity assessments

SWM Spatial Working Memory

## Treatment Mechanics

Cognitive-behavioral therapy

Neuropsychological brain training

Elements of avatar therapy

# UA and Organic Results
## (Facebook Ads / Google Ads) March – September 2020

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## Key Outcomes:

Soft-launch UA was conducted in Canada, Australia and Philippines, utilizing static ad banners and video ads

**~$1.01** - СPI (Cost-per-Install) in Canada / Australia,
**~$0.11** – CPI in Philippines

**36.2%** - CR (Installs per clicks) – significant excess of the average indicators for the "Adventure" category in Google Play (organic search in Google Play)

**#12** in TOP Adventure games category in Canada (May 26 – June 04)

**Google Play organic search benchmark. Goodville is above 75 percentile of competitors in terms of store search/browse results**
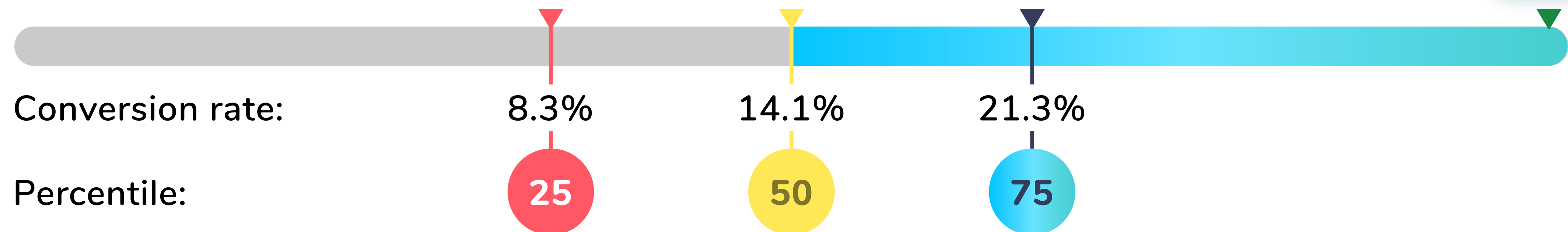
**Conversion rate vs. peers**     **Peer group:** Adventure category     **Monetization:** In-app products or subscriptions

# First-Time Installers

**Goodville: 36.2%**

| | | | |
|---|---|---|---|
| Conversion rate: | 8.3% | 14.1% | 21.3% |
| Percentile: | 25 | 50 | 75 |

# Monetization Potential

(key financial indicators for paying users) | CA, AU

**88%**    **Day 1 retention per paying user**

**$40**    **ARPPU** (average revenue per paying user)

**45%**    **Day 1 retention per common user**

**20%**    **Day 7 retention per common user**

# Additional Product/Market fit

**The therapeutic and diagnostic approach in Goodville allows the collection of unique user data:**

Current emotional state

Current perception activity

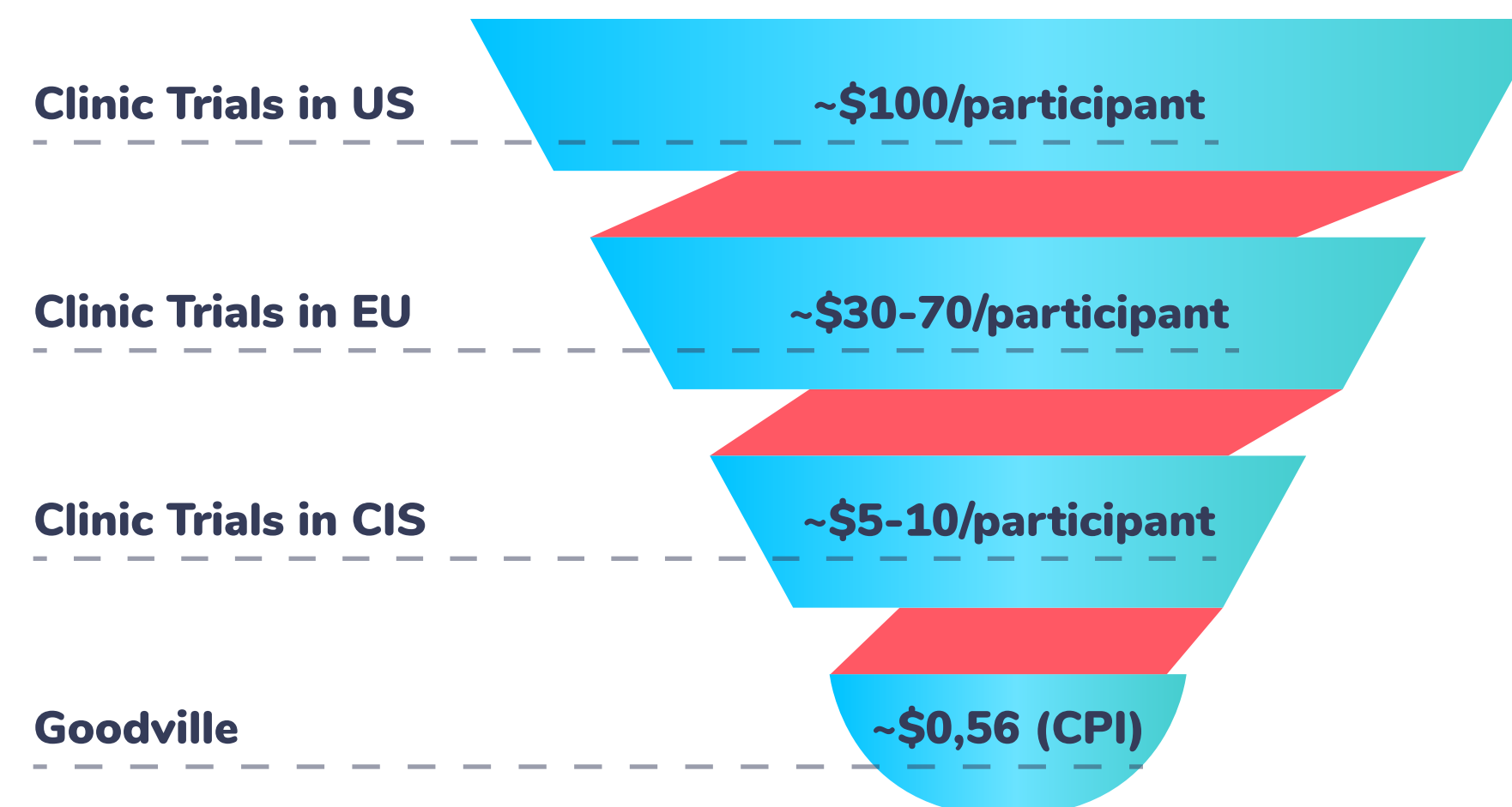In-game test data

## Advertising Technologies

**Accurate Emotional Targeting, based on user data:**

- ⊘ Emotional state
- ⊘ Perception state
- ⊘ Brain/memory (cognitive) activity
- ⊘ Physical condition

## Psychological Clinical Trials

| Clinic Trials in US | ~$100/participant |
| Clinic Trials in EU | ~$30-70/participant |
| Clinic Trials in CIS | ~$5-10/participant |
| Goodville | ~$0,56 (CPI) |

# Business Model

| Revenue stream | Includes | Price |
|---|---|---|
| **Subscriptions** | Subscriptions | $40 / year |
| **In-app purchases** | Extra content | ARPPU $70+ |
| **Partnerships** | Targeted in-app advertising | $500k / partnership |
| **Data provision** | Providing pharmacy and insurance companies with anonymized data to improve their R&D and marketing | |

# Management

**Aleksey Meleshkevich**

CEO, Founder of Melsoft Games (acquired by Wargaming)

**Vladislav Smirnov**

COO

**Alex Aleksandrov**

Art Director

More than **15 years** of experience in games development

**40 products** released

Total audience of all projects is more than **210 million**

Total revenue of all projects is more than **$110 million**

# Team

**Anton Mamaev**

Game Designer

In GameDev since 2009. Participated in the creation of projects that have raised more than **$100 million** in total.

**Mikhail Mironchik**

CMO

Product Marketing Manager with **8 years experience** in mobile GameDev (Viaden, Gameloft, Melsoft). Experienced in marketing strategy, platform relations, mobile advertising and analytics.

**Alexander**

Senior C++ Developer

**More than 8 years experience** in the development of successful mobile games

# Science Team

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### Andrew Sokol
Advisor

**Neuroanatomist with a Ph.D.** in medical sciences. Completed scientific internships in Greece, Poland, Japan and Russia, and presented at more than 20 conferences and congresses. **Author/co-author of 48 publications.**

### Oleg Skugarevsky
Advisor

**Professor with a Ph.D.** in medical sciences. Member of the Expert Council of the HAC of the Republic of Belarus, specializing in psychiatry. Member of the Belarusian **Association of Psychotherapy.** Author of more than **150 research papers**.
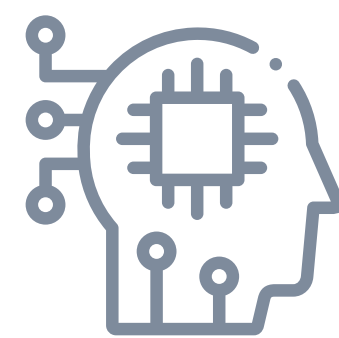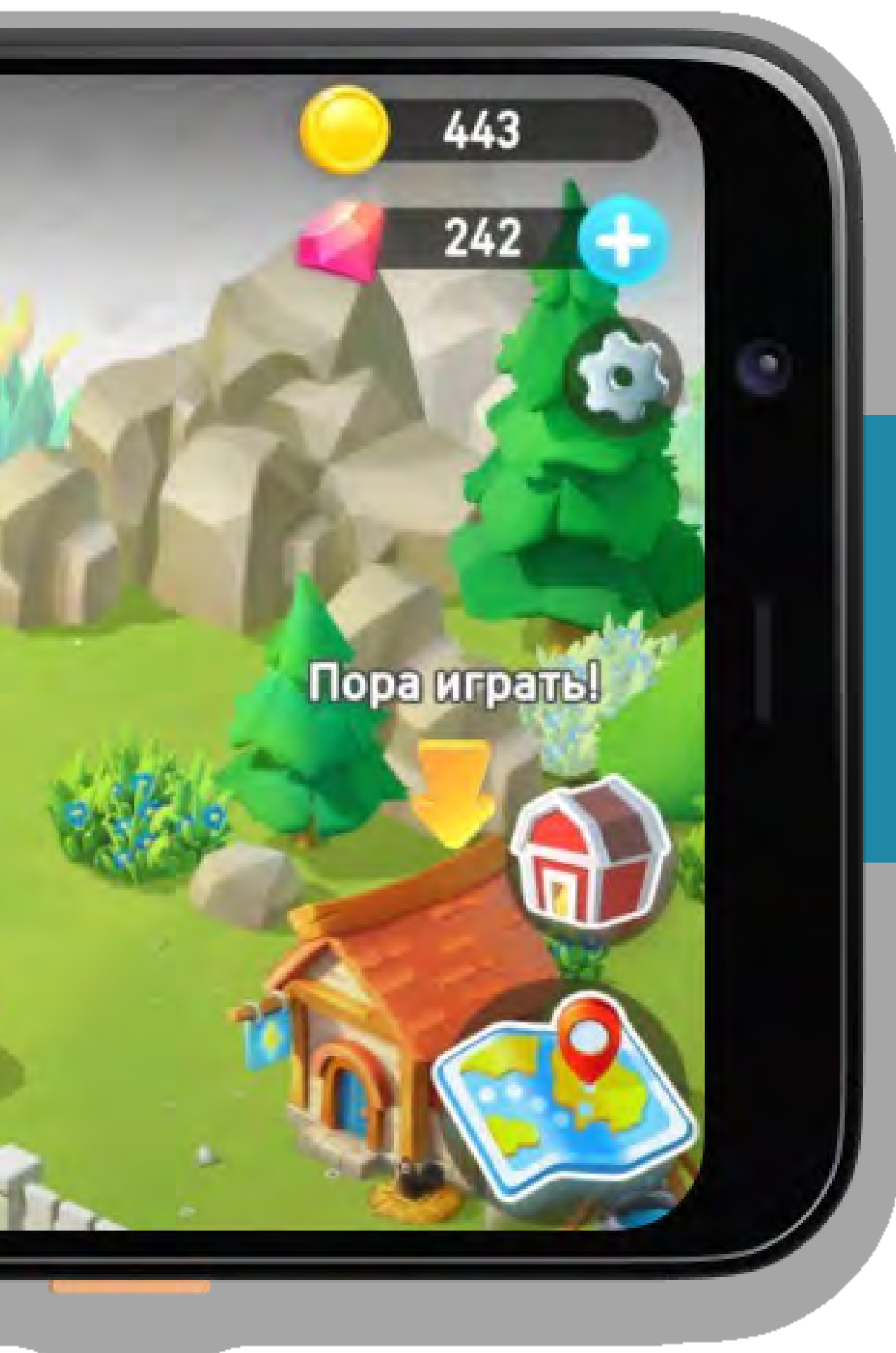
### Marat Assanovich
Advisor

**Head of the DMPP** at Grodno State Medical University, Doctor of Medical Sciences, associate professor, psychotherapist of the highest qualification category. Author of more than **100 scientific papers** and four monographs on clinical **psychology and psychotherapy.**

# About Us



**TOTAL GAMES**

**Total Games is a Hi-Tech Park** resident company and professional product development team. The company **was founded by experienced experts** in relevant domains – game development and gamification, marketing, and artificial intelligence.

The team has **experience** in creating global products, with a total user base **of over 100 million players** across all games, and revenue of **over $40 million.** Our team members have technical backgrounds and **over 15 years'** experience in product development, with competencies in the technologies required to create **AAA-products** (like Unreal, used to run Fortnite, etc.).

**The Total Games** team includes members with skills and experience with **3D cinematics, AI technologies**, and with **Ph.Ds. in AI.** The team also has a depth of experience in mobile games marketing, big-data management and statistics/analysis systems. We have **unique knowledge** in zero-budget, community-based marketing and referral (agent) promotion.

# Contact Us

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# Thank you