

3 student deaths devastate the Georgia Tech community



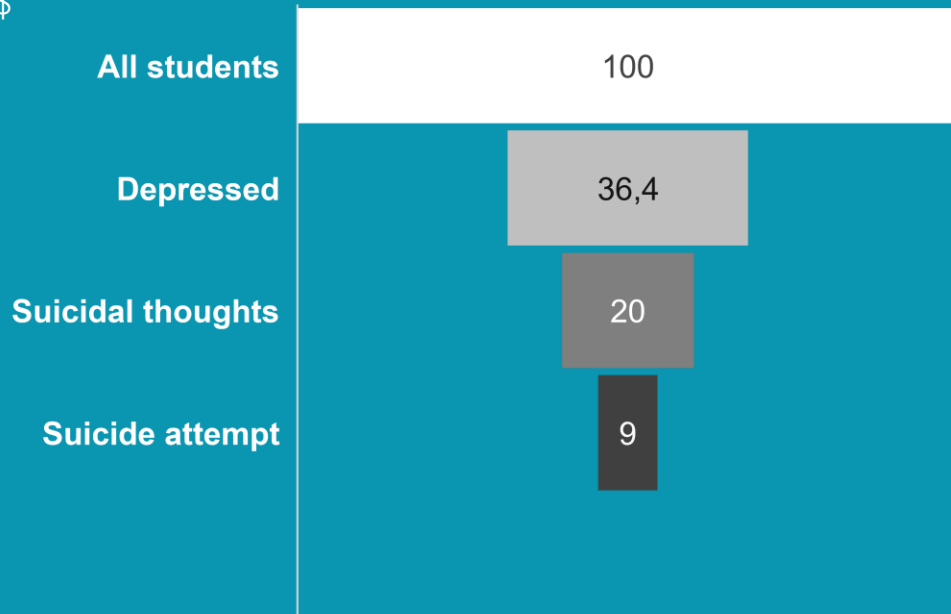
the problem

**1,000 student suicides
per year on campus**

Total economic burden of depression > 210 B \$



College students (%)



the **current approach**

On-campus events to promote connectedness

Ready for helping students who seek help

the **current approach**

On-campus events to promote connectedness
Ready for helping students who seek help



Suicide rates still on the rise
Stigma in seeking help
No new approaches

the solution💡

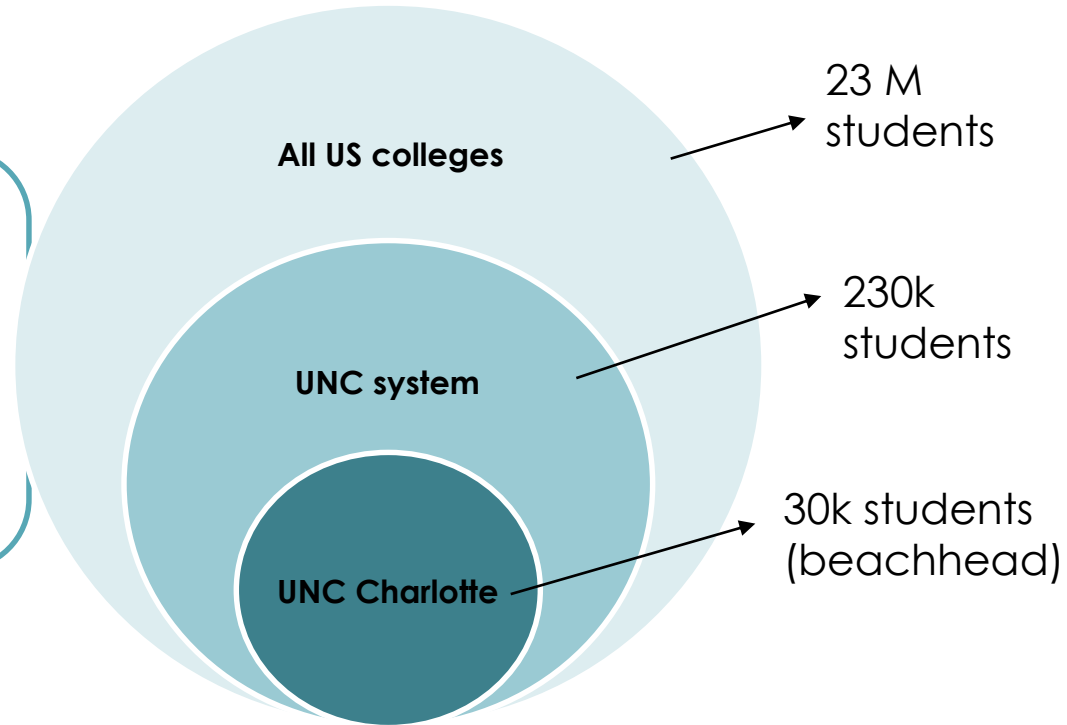
Sancho!



the **users**

Selection criteria:

- ▶ Identifiable users
- ▶ On-line
- ▶ Peers



the roadmap



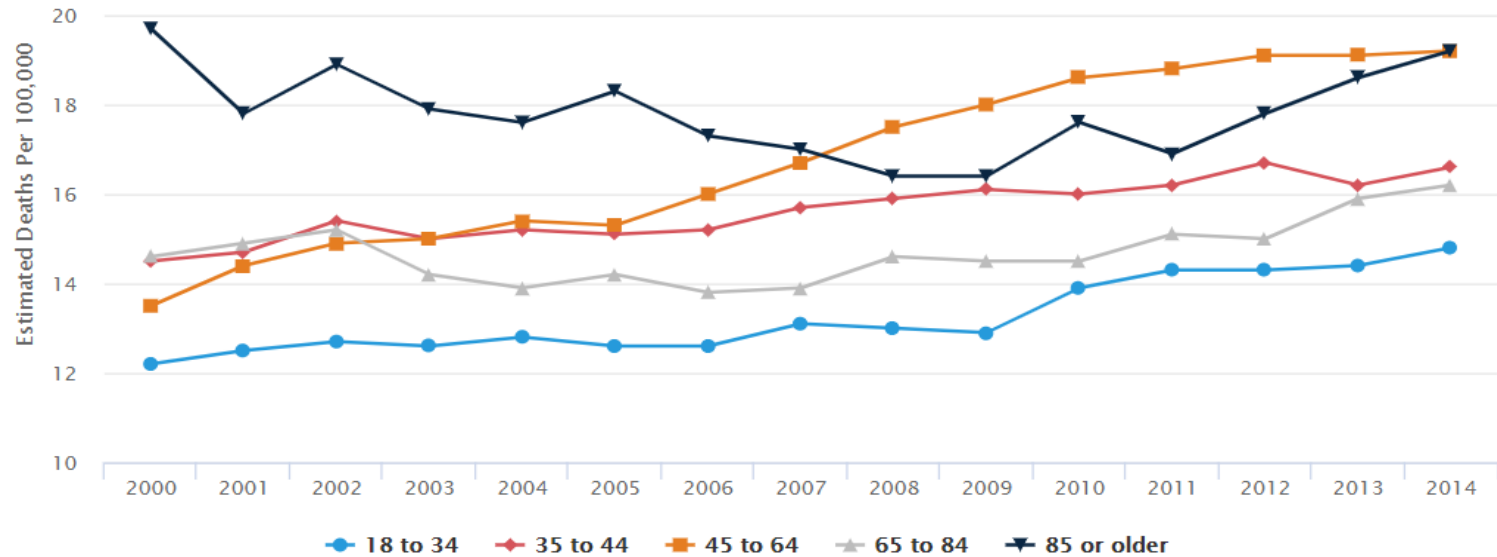
Target users:
College students



Target users:
Any person at risk



the roadmap



the **business model**



B2B



Subscription model





- ▶ **Comfortable access to help with granted anonymity**
- ▶ **Early treatment = save lives and money**
- ▶ **Classify mental state of user after sign-up via standardized psychological tests**
- ▶ **Match with affine partners**
- ▶ **Training for future healthcare professionals**
- ▶ **Collection of historical data from users can be used by universities to research and improve preventive strategies!!!**
- ▶ **Reduced emotional impact of such events on society**

