

BLÜEJM

GROW YOUR MIND, TEND YOUR GARDEN

THE PROBLEM:

How can we promote mental health and well-being?

- Regular journaling can be a difficult habit to maintain
- Many people have difficulty starting and knowing what to write

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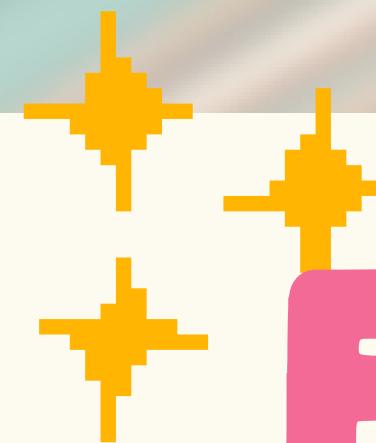
people experience a mental health condition in their lifetime



OUR SOLUTION

Bluem - Gamified Journaling

Introducing Bluem, your personal companion who will guide you through self-reflection and journaling. Watch as both you and your digital garden bloom!



FEATURES

Gamified Motivation

Earn points by journaling

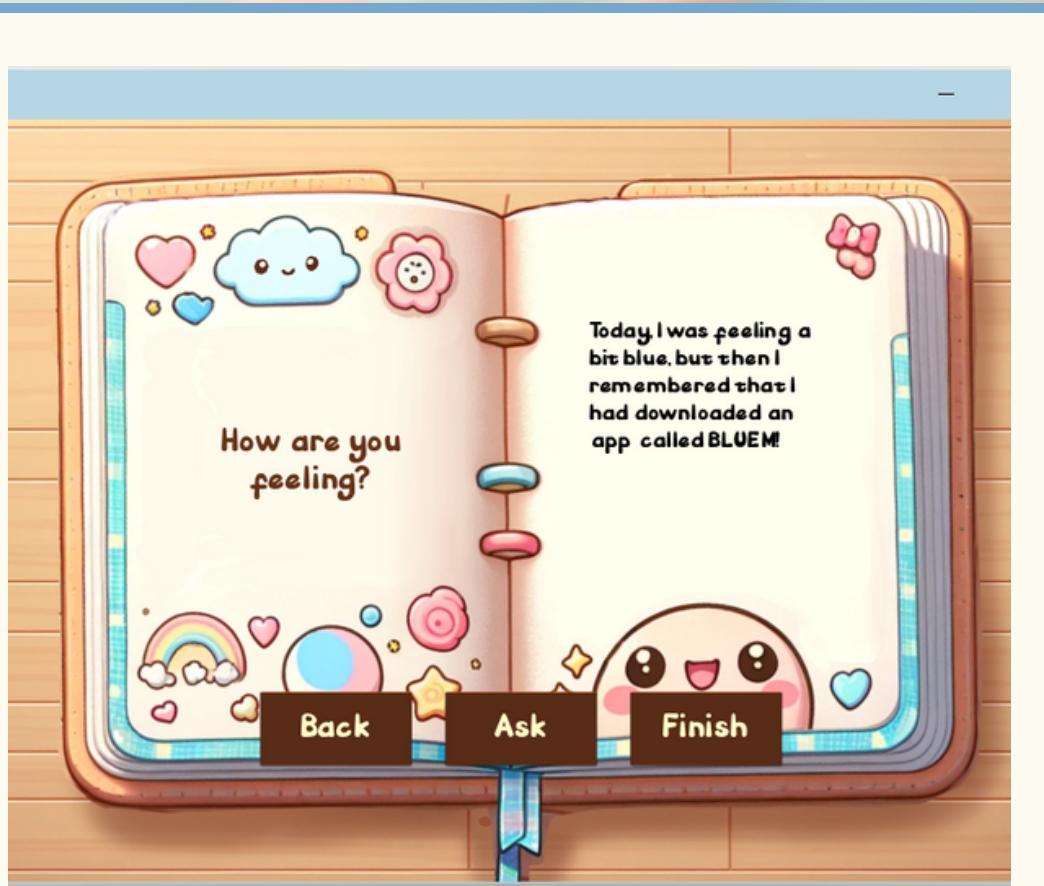
Buy flowers to create a beautiful virtual garden

AI-Powered Reflection

Request personalized questions to deepen your reflection

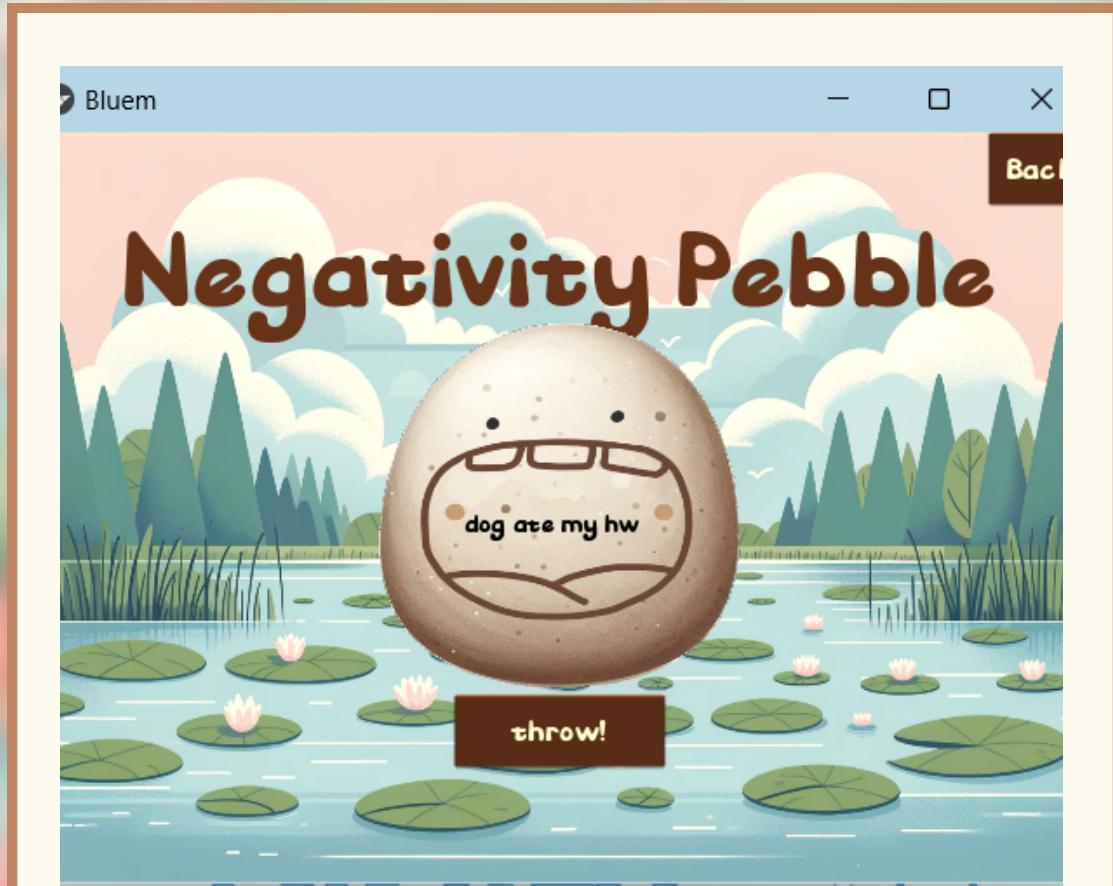
Visual Retreat for Mental Wellness

A tranquil, garden-themed visual experience



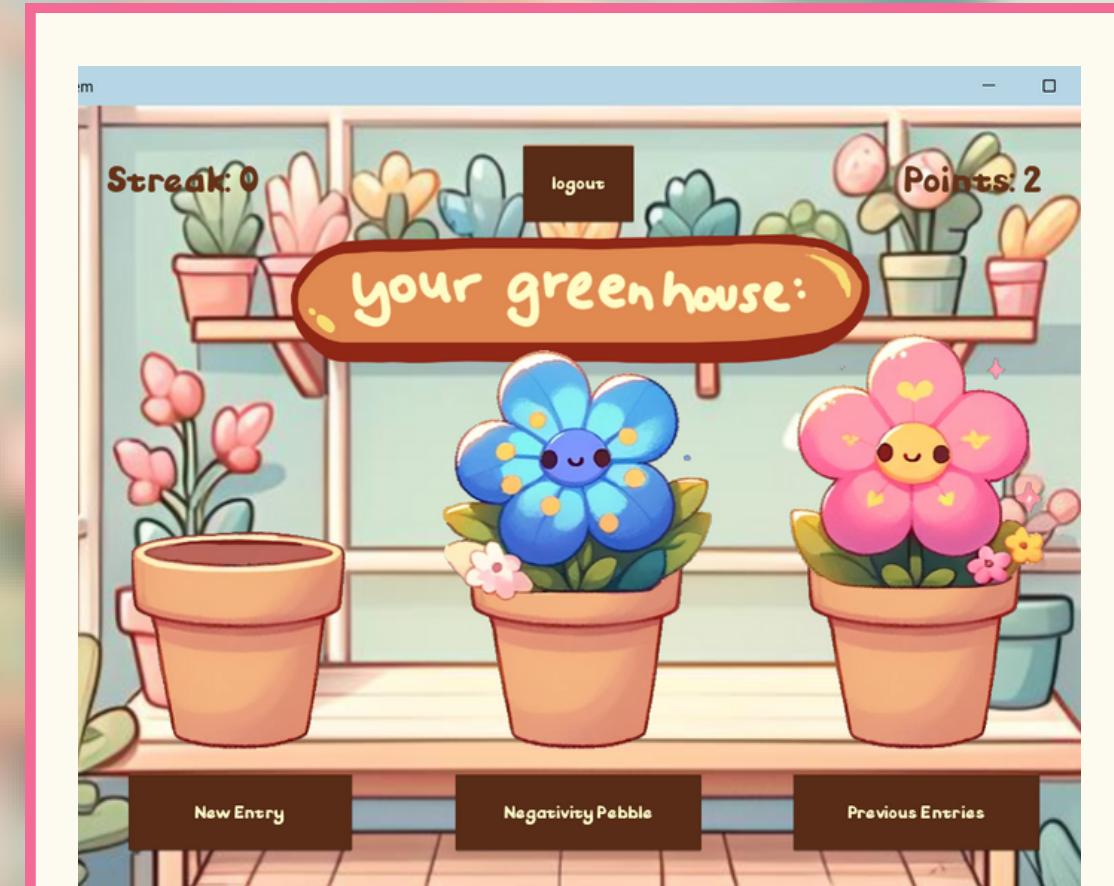
write!

Share your feelings with your sweet notebook!



throw!

Write down your worries, and pebble will eat them all!



plant!

Plant and harvest your happiness and joy!

SEE IT IN ACTION



BLÜEM





THANK
you!
questions?