



**MindWing**

**Helping every mind take flight**

**Driving Digital Well-being and Performance for  
Students, Professionals and Institutions**

Aligned with UN Sustainable Development Goal 3 – Good Health & Well-being

## The problem

### The Scale of the Challenge

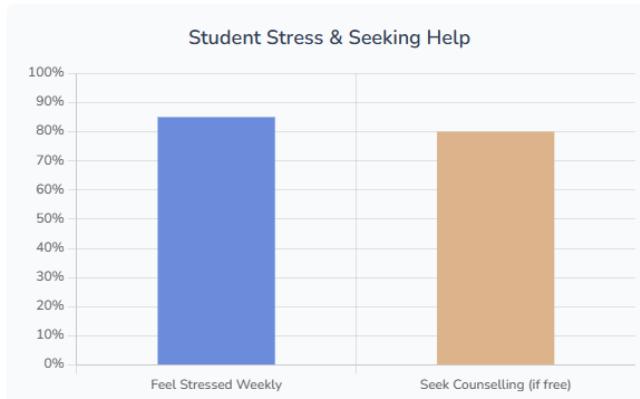
The challenge to mental well-being is one of the most pervasive issues of our time, impacting both educational and professional environments. We've gathered data to understand the scope, confirming the urgent need for a new, scalable solution.

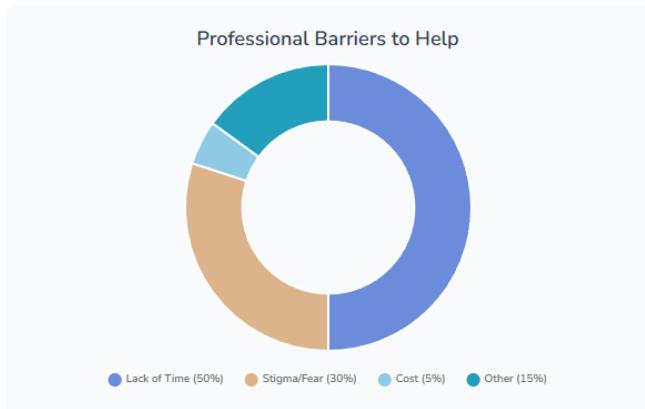
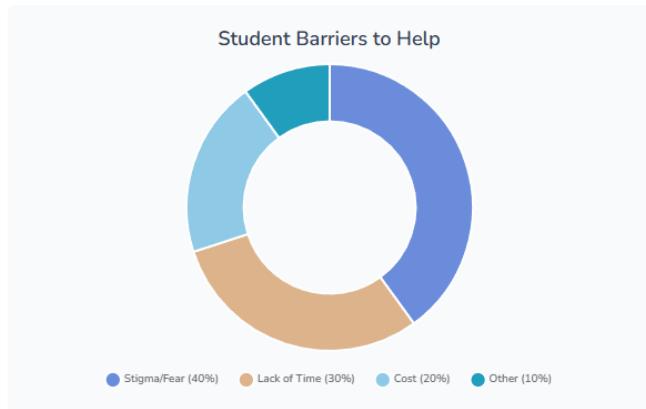
#### A Global & Systemic Issue



### Our Proprietary Validation

Our online survey of over 150 students and professionals internationally provided valuable feedback for us to define the most powerful solution. These insights form the foundation of MindWing's design.





**Student: Top 3 Most Valuable Features**

1. Access to Free Counselling (Removes cost barrier)
2. Daily Mood Check-ins (Immediate self-awareness)
3. Gamified Mindfulness Challenges (Makes self-care engaging)

**Professional: Top 3 Most Valuable Features**

1. Digital Emotion Mirror (Saves time with immediate feedback)
2. Resonance Pulse (Quick reset for focus/productivity)
3. Affordable Counselling Appointments (Confidentiality and convenience)

Our data confirms a clear market segmentation: **students are highly cost-sensitive (20% barrier)**, while **professionals are time-poor (50% barrier)**. This divergence validates our dual-product strategy: a free, accessible platform for students, and a highly efficient, time-saving solution for professionals.

**Reference:**

WHO (World Health Organization, 2023): General mental health condition prevalence.

UNESCO Institute for Statistics (2022): Global university student anxiety and depression rates.

Gallup Global Workplace Report (2023): Worldwide worker burnout and stress statistics.

MindWing Proprietary Survey (2025): Data collected from 150+ students and professionals across AU/UK on stress, counselling barriers, and affordability.

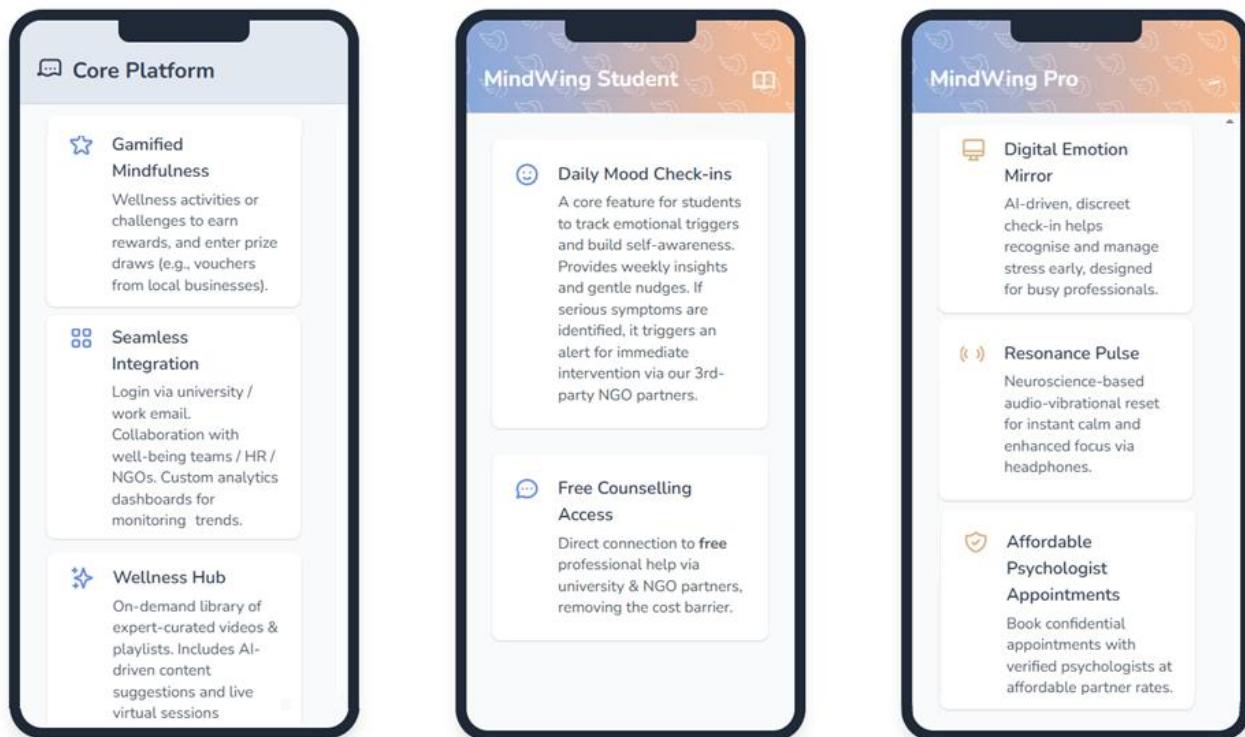
## Our solution

### The Scale of the Challenge

The challenge to mental well-being is one of the most pervasive issues of our time, impacting both educational and professional environments. We've gathered data to understand the scope, confirming the urgent need for a new, scalable solution.

### A Digital Ecosystem for Well-being

MindWing is a digital ecosystem built on a single, efficient Core Digital Platform. This foundation provides essential tools to all users, while our specialized products—MindWing Student and MindWing Pro—offer customized features that address the unique barriers identified in our research.



## Clinical Rigor & Evidence Base

Our core platform and specialized features are developed under evidence-based psychological frameworks to ensure user safety and efficacy.

### Daily Mood Check-ins (Student)

Based on: Cognitive Behavioral Therapy (CBT)

Helps students track emotional triggers and behavioral patterns to increase self-awareness.

### Gamified Mindfulness (Core)

Based on: Mindfulness-Based Stress Reduction (MBSR)

Short, guided practices and social challenges designed for all users to promote self-regulation and stress reduction.

### Digital Emotion Mirror (Pro)

Based on: Affective Computing & AI Psychology

AI-driven discreet check-ins for professionals to quickly recognize and manage stress and cognitive load.

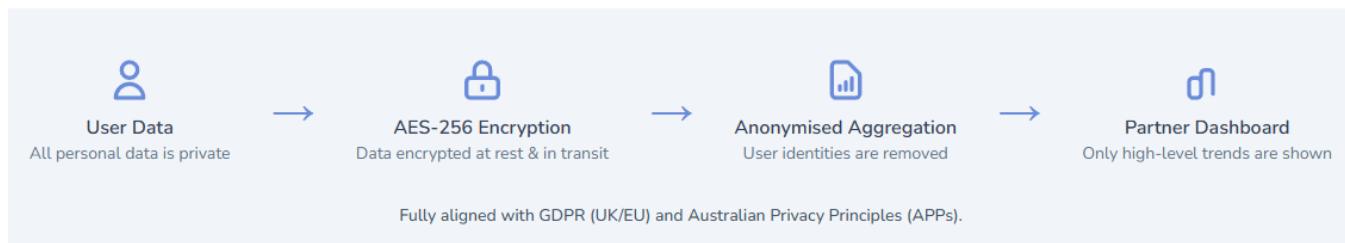
### Counselling Integration (Student & Pro)

Based on: Stepped Care Model

Directs students to free professional help via partners; provides affordable, verified psychologist appointments for professionals.

## Data Security: Confidentiality by Design

We are committed to user privacy and institutional compliance. Only anonymised, aggregated data is ever shared with partners. Individual data remains private, always.



## Business Model

### The Triple-Win Ecosystem



### Our Competitive Landscape

While awareness campaigns like *R U OK?* build a vital culture of conversation, and B2C apps like *Headspace* focus on individuals, MindWing is the only B2B platform designed to integrate that conversation with an institutional support structure.

FEATURE	HEADSPACE / CALM	MINDWING
Primary Market	B2C (General Public)	B2B / B2G (Universities & Companies)
Core Focus	Individual Mindfulness & Meditation	Institutional Well-being & Performance
Data Value	Private to User	Anonymous, Aggregated Insights for Partners
Solution Type	Standalone Content Library	Integrated Platform (Core + Student/Pro)

### A Sustainable Partnership Model

Our model is designed to keep the app free for all end-users, ensuring accessibility is never a barrier. Revenue is generated through institutional partnerships, creating a sustainable ecosystem where organizations invest in their community's well-being.

## Pricing Tiers (Institutional Partners)

<p><b>Tier 1: Basic Access</b></p> <p><b>\$3,000</b> / Annually</p> <ul style="list-style-type: none"> <li>• Core platform access</li> <li>• Mood tracking</li> <li>• Internal challenges</li> </ul>	<p><b>Tier 2: Full Analytics</b></p> <p><b>\$10,000</b> / Annually</p> <ul style="list-style-type: none"> <li>• All Tier 1 features</li> <li>• Aggregated well-being dashboard</li> <li>• Anonymous trend reporting</li> </ul>	<p><b>Tier 3: Custom Integration</b></p> <p><b>\$25,000</b> / Annually</p> <ul style="list-style-type: none"> <li>• All Tier 2 features</li> <li>• Custom-branded dashboard</li> <li>• SSO &amp; UI portal integration</li> <li>• Dedicated priority support</li> </ul>
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Additional revenue from optional pay-per-use counselling (\$30/session) and wellness brand sponsorships.

## Financial Feasibility & Key Metrics

Our projections show a clear path to sustainability, driven by controlled growth and operational efficiency. The model demonstrates that the entire initial investment and operational losses are recouped by **H2 Year 4 (the cumulative break-even)**.



FINANCIAL METRIC	Y1	Y2	Y3	Y4	Y5
<b>Initial Investment [1]</b>	(\$30,000)				
Total Projected Revenue	\$49,500	\$209,000	\$354,000	\$445,500	\$527,000
Total Operating Costs	(\$90,000)	(\$205,000)	(\$330,000)	(\$396,000)	(\$455,400)
<b>Annual Net Profit / (Loss)</b>	(\$40,500)	\$4,000	\$24,000	\$49,500	\$71,600
<b>Cumulative Profit / (Loss) [1]</b>	(\$70,500)	(\$66,500)	(\$42,500)	\$7,000	\$78,600

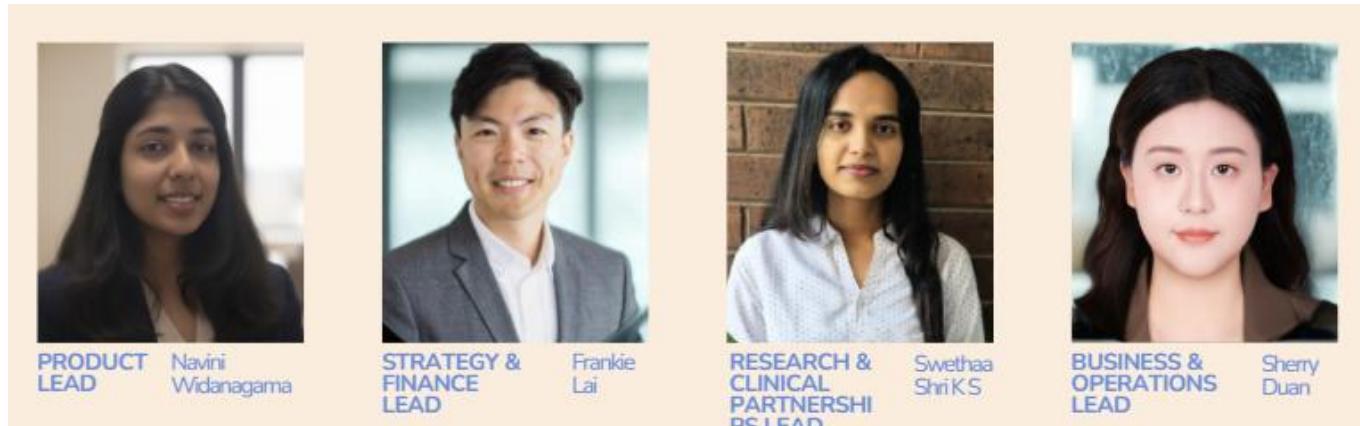
### Footnotes

[1] The Initial Investment of \$30,000 is required upfront to cover essential legal/compliance setup and seed development/content licensing for the Minimum Viable Product (MVP). This investment is factored into the Cumulative Profit/Loss column but is not an operational expense.

## Our Team

### Our Cross-Disciplinary Team

We are a dedicated team from Monash University and the University of Warwick, bridging the gap between psychology, technology, and business strategy to deliver a solution that is both effective and sustainable.



PRODUCT LEAD  
An IT and UX design specialist from Monash University. Responsible for leading platform architecture, product development, and ensuring a seamless, secure user experience.

STRATEGY & FINANCE LEAD  
A Finance & Data Analytics specialist from Warwick business School. Responsible for financial modelling, data-driven strategy, and developing the analytics dashboards that provide value to our institutional partners.

RESEARCH & CLINICAL PARTNERSHIPS LEAD  
A Health Science and research specialist from Monash University. Leads our proprietary research, clinical validation, and manages partnerships with university well-being teams and NGOs.

BUSINESS & OPERATIONS LEAD  
A Business Strategy and marketing specialist from Monash University. Responsible for our go-to-market plan, partnership outreach, and overall brand strategy and communications.



**MindWing**

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