

WE-NIVERSE: Business Proposal & FAQs



1. What is WE-NIVERSE?

A simple video game that you can play in the classroom that helps you stay mindful!

Designed with psychological principles in mind, WE-NIVERSE helps students figure out where they are on the wellness spectrum and suggest actionable steps to help them move forward on their journey towards a more mentally healthy life

2. Why the name WE-NIVERSE?

The name WE-NIVERSE professes our mission - to transform schools into universes of wellness.

In addition, we want to convey the universal message that wellness is a collective journey. WE are all responsible for each other's wellness. 'U' don't have to do it alone.

3. How does WE-NIVERSE work?

- Students will play the video game for 15-20 minutes. During this time their responses to various components of the game (eg: how they react to sudden change in background colour or how they react when they are unable to reach their goal) will be gathered.
- The responses of players will be matched to an existing database of mental health disorders and how individuals with X type of disorders will react to a Y event.
- Based on the matches made with the existing database, students will receive a wellness report at the end of the game.
- This report will contain data about potential challenges that the student is facing in terms of mental wellness. In addition, it will outline actionable steps that can be taken to enable the student to move forward on their wellness journey.
- For example, if the report suggests that a student has high levels of stress, the actionable step will be to consult a therapist.
- This report will be shared with the student's parents and teachers, thus making them active participants in the student's wellness journey.

WE-NIVERSE: Business Proposal & FAQs

4. Where will our data come from?

- Data will be sourced from the databases of WHO as well as national mental health research institutions
- We will have psychology experts as advisors who will help us achieve the credibility factor of the data we have collected and ensure that WE-NIVERSE does not give out any wrong diagnosis about the mental health of students
- Once we start off with the first set of users, we will be able to gather feedback from them and enhance the efficiency of the wellness reports we generate

5. What technology does WE-NIVERSE make use of?

- Machine Learning will be used to match player's responses to existing database
- Virtual Reality will be incorporated in the future, in order to gather player's physical cues more efficiently
- The data centers we use to power our games will be powered by renewable energy sources such as solar energy. This will ensure that our games are produced in a sustainable manner. We are thus spearheading the green-gaming principles.

6. What global challenges do we solve through WE-NIVERSE?

According to the WHO, one teenager somewhere in the world attempts suicide every 20 seconds. More teenagers and young adults die from suicide than from cancer, heart disease, AIDS, birth defects, stroke, pneumonia, influenza, and chronic lung disease, COMBINED. And the biggest factor pushing young people towards suicide are mental health challenges and how they struggle to communicate their issues with parents/teachers who could potentially support them.

WE-NIVERSE makes it easy for teachers and parents to detect mental health challenges in children, and to become partners on their wellness journeys. It takes away the need for long questionnaires which are often inefficient. When young people play they are their most natural selves. The physical and behavioural cues that can be identified from their gaming patterns have tremendous potential to diagnose mental health issues they are facing.

By incorporating WE-NIVERSE into schools, it helps shatter the stigma around mental health issues and makes it easier to have meaningful classroom discussions about it.

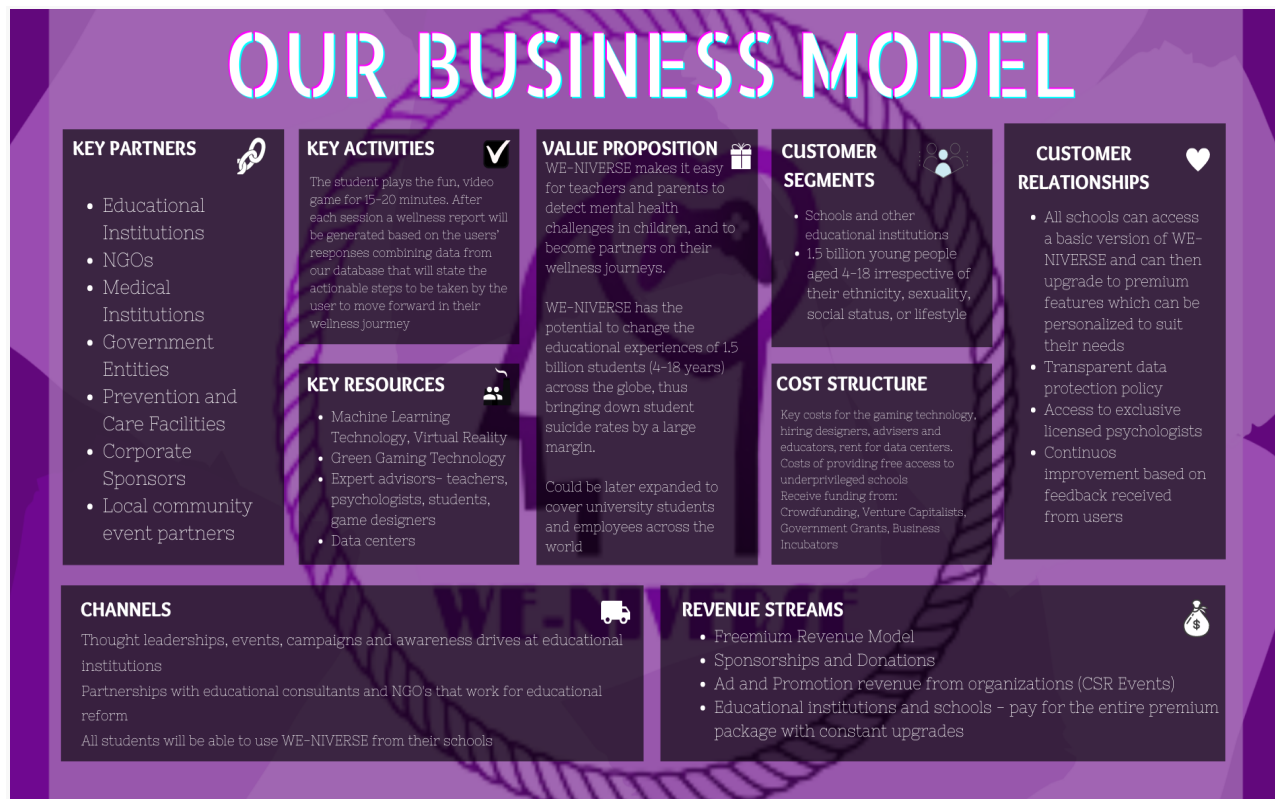
WE-NIVERSE has the potential to change the educational experiences of 1.5 billion students (4-18 years) across the globe, thus bringing down student suicide rates by a large margin.

WE-NIVERSE: Business Proposal & FAQs

7. Which SDG's can we achieve through WE-NIVERSE?

- SDG 3: Good health and well-being
- SDG 4: Quality education
- SDG 9: Innovation Industry and Infrastructure
- SDG 12: Responsible Production and Consumption
- SDG 17: Partnership for Goals

8. What does our business model look like?



The global video game market size was valued at USD 151.06 billion in 2019 and is expected to grow at a CAGR of 12.9% from 2020-2027. The Global Mental Health App Market is expected to grow at a CAGR of around 24.2% from 2020 to 2027 and reach a market value of over US\$ 3,709.2 million by 2027.

WE-NIVERSE combines the features of a video game as well as a wellness app, both of which are rapidly growing industries. Hence we believe that our idea has the potential to tap into the consumer base of both industries.

MindChamps will work as a social enterprise on a mission to make mental health more accessible to young people across the world. Our product WE-NIVERSE will enable us to accomplish this mission by integrating wellness into the existing education system. We wish to maximize social impact in addition to profits.

WE-NIVERSE: Business Proposal & FAQs

Our potential customers are schools and other educational institutions. By offering WE-NIVERSE to their students, schools will be able to take an impactful step towards incorporating wellness into their teaching and learning process. Our goal is to make WE-NIVERSE accessible to over 1.5 billion young people aged 4-18 irrespective of their ethnicity, sexuality, social status, or lifestyle.

MindChamps will pursue a freemium revenue model. The basic version of our product WE-NIVERSE will be accessible to schools across the world for free.

Building the trust of students, teachers and parents right from the first trial is an essential component of our business model.

As schools begin to understand the impact that our product is creating, they will be willing to take on premium features of WE-NIVERSE for their students.

The premium features will include the following:

1. Exclusive workshops and training sessions for parents and teachers that will help them fully tap into the wellness report provided by WE-NIVERSE
2. Access to the cohort of psychology professionals who work with MindChamps. This will make it easy for parents and teachers who want to connect children to a psychologist but is unsure of the resources
3. Connect players to wellness-centric events taking place in their local community. For example, if a student is found to have mild anxiety WE-NIVERSE will suggest that they start meditation. In addition to receiving this actionable step, a premium player will also receive updates about meditation events happening in their community. This will nudge them forward towards their wellness goals.

Our key financial resources will be acquired through venture capitalists, government grants and business incubators. A source of revenue we will depend on is Sponsorships. Another source of revenue is through ads and promotion revenue, where organizations can advertise their community events (specially CSR events that contribute towards individual wellness) through us.

Our primary go-to-market strategy is Crowdfunding which will help us network and convince large masses of people to contribute a small amount towards building our product.

We will partner with NGOs and nonprofits to ensure that WE-NIVERSE reaches students in some of the remotest parts of the world including rural South Asia and Africa. Sponsorships and donations will be accepted to ensure that schools in underprivileged communities have access to our product. In addition, we will utilize donations to tailor our game to suit the needs of diverse communities and to ensure that we eliminate all forms of implicit bias in our product.

WE-NIVERSE: Business Proposal & FAQs

9. Timeline

June- December 2021

- Ideation
- Recruiting psychology experts, designers, researchers, educators and student advisors into our team
- Creating prototypes for the game
- Reaching out to schools to offer beta version to students

January - March 2022

- Sourcing mental health data from trusted institutions
- Creating machine learning infrastructure to support the game
- Start fundraising
- Rent data centers

April - June 2022

- Produce beta version of the game
- Make the beta version accessible to schools who signed up for it
- Gather feedback from students, teachers and parents based on their beta-version experience
- Introduce beta version to investors

July - October 2022

- Make modifications to the game based on feedback
- Reach out to schools for early booking of the game for their students when WE-NIVERSE reaches the market

November 2022

- Market Launch of WE-NIVERSE
- Partner with NGOs to create a list of schools in underprivileged areas who would require free access to We-niverse and start working on strategic modification of the game to suit students in rural areas

10. Why are we the best people to bring WE-NIVERSE to the market?

MindChamps is a youth-led organization on a mission to make mental health more accessible to young people across the world. We have been working on the ground with students, educators, educational institutions and psychologists over the last 2 years.

From our interactions with school students, we recognize that a large percentage of them struggle with mental health and find it very hard to seek support. WE-NIVERSE can help make this process simpler and more meaningful for them.

Educators recognize that their students face mental health issues but they are often unaware of how to support them. WE-NIVERSE can help them understand their students better and become partners in their wellness journey.

WE-NIVERSE: Business Proposal & FAQs

Over the last year, educational institutions have become more aware of the need to invest in their students' mental health. They are seeking new avenues and partnerships to bring their students closer to wellness. We believe that schools will be more than willing to invest in WE-NIVERSE so that they can support their students in the best way possible.

We have already identified 5 schools in UAE and India who are willing to offer a beta-version of WE-NIVERSE to their students. We are also reaching out to psychologists who can serve on our advisory board, as well as teachers and students who can help us with on-ground research and trials. We are also currently developing a VR prototype to enhance the efficiency of the game.

11. What sort of support do we need to bring WE-NIVERSE to life?

- We require technical advice on how to create and implement databases driven by machine learning. This is a core aspect of WE-NIVERSE and we want to ensure that players derive maximum benefit from the wellness reports that we generate. In addition, we want to ensure that data of the players is protected and is not shared to unauthorized individuals.
- We want to ensure that WE-NIVERSE is accessible to schools across the world. We require funding to hire developers who can design the game, to pay for access to data centers as well as to make the game available free-of-cost to schools that cannot afford to purchase it.

Research papers that helped us come up with this idea:

- <https://slejournal.springeropen.com/articles/10.1186/s40561-018-0078-6>
- https://www.researchgate.net/publication/332607371_Video_Game_Players'_Personality_Traits_An_Exploratory_Cluster_Approach_to_Identifying_Gaming_Preferences
- [\(PDF\) Video Game Players' Personality Traits: An Exploratory Cluster Approach to Identifying Gaming Preferences \(researchgate.net\)](#)
- This is an organization that uses a similar concept to help companies identify potential customers: <https://12traits.com/>

However there is no other company in the world that has tried out anything similar to We-niverse to make education wellness friendly.