

MINDBRIDGE

Inclusive mental health education for vulnerable students

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1 in 7

adolescents globally experiences a mental health disorder



(WHO, 2022)

**lack support and
emotional education**



90% of girls (aged 13–17)

feel pressured to look perfect on social media

(Pew Research Center, 2025)

The problem is...

less than **15%** of public schools offer mental health programs

(UNESCO)



**Rising Anxiety, Stress and
Comparison Online**



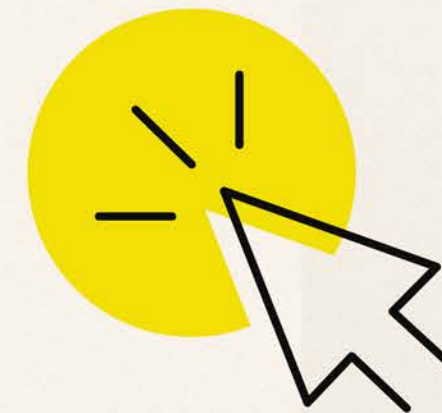
Therapy Availability Gap



Cultural Stigma



MindBridge



We provide...

microlearning on emotional skills and self-care
– **Value Proposition** –

interactive stories, challenges, and community forums

Provide inclusive and preventive emotional education for students in vulnerable situations.

focus on empathy, resilience, and **positive** identity

BE
POSITIVE

Business Model Canvas

Target Audience



Students aged **12–25** in vulnerable contexts



Schools and NGOs in **underserved regions**

Platform Features & Channels

- Short emotional learning modules (5–10 min)
- Self-care challenges (daily tasks, journaling, breathing)
- Offline mode and low-data design
- Channels: schools, NGOs, app stores, community centers

Business Model Canvas



Customer Relationships

- Peer support
- **Gamification**
- Workshops



Key Partners

- Psychologists
- **NGOs**
- Universities and academic institutions
- Tech teams and public education



Revenue Streams

- Free for students
- **Sponsored** by institutions or NGOs
- Premium services for schools



Key Activities

- Co-creation of content with mental health experts
- **Platform development**
- Educational module development and validation

Business Model Canvas



Cost Structure

- Platform development
- Content production
- Outreach

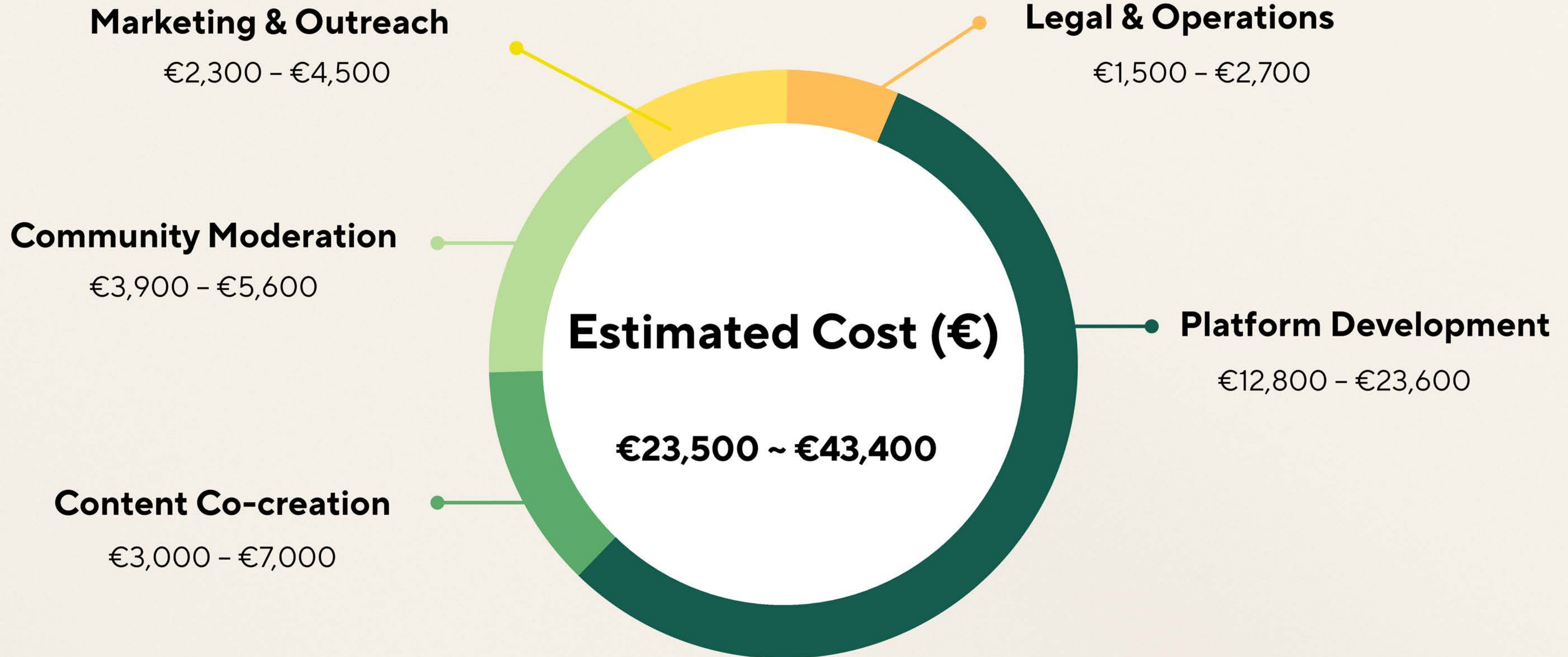
How do we reduce costs?

Reduce direct content production costs.



- Technical quality and relevance
- Keep the project affordable

Business Model Canvas





Risk and Mitigations

1

Risk

Cultural Stigma: Talking about emotions may be taboo.

Reduction measure

Use local stories, positive language, ambassadors.

Probability



2

Risk

Low Engagement: Students might lose interest.

Reduction measure

Gamify learning, use visual content, storytelling.

Probability





Risk and Mitigations

3

Risk

Financial Sustainability: Overreliance on donations

Reduction measure

CSR partnerships, paid school versions, grants

Probability



4

Risk

Technology Access: Students may lack stable internet or devices.

Reduction measure

Offer low-data and offline access, work with schools/NGOs.

Probability



Social Impact



1 Promotes mental wellness and resilience

2 Prevents anxiety and emotional crises

- Builds empathy and community connections
- Reduces digital pressure and comparison culture
 - Empowers youth with tools for emotional growth
 - Builds emotional equity through inclusive education



**Mental Health Education
Should Be a Right
Not a Privilege**