



MindFit Kids



MindFit Kids is a gamified solution to help kids manage their stress



with **AI-guided static exercises**
and facial expressions



Mental health issues among children

1 in 5 children has been diagnosed with mental health problems

Comparison with pre-COVID numbers:

- 43% increase in ADHD
- 37% increase in teen depression
- 100% increase in suicide rate in kids 10-14 years old



x x x

Mental health can be improved by moderate physical activities!

x
x
x

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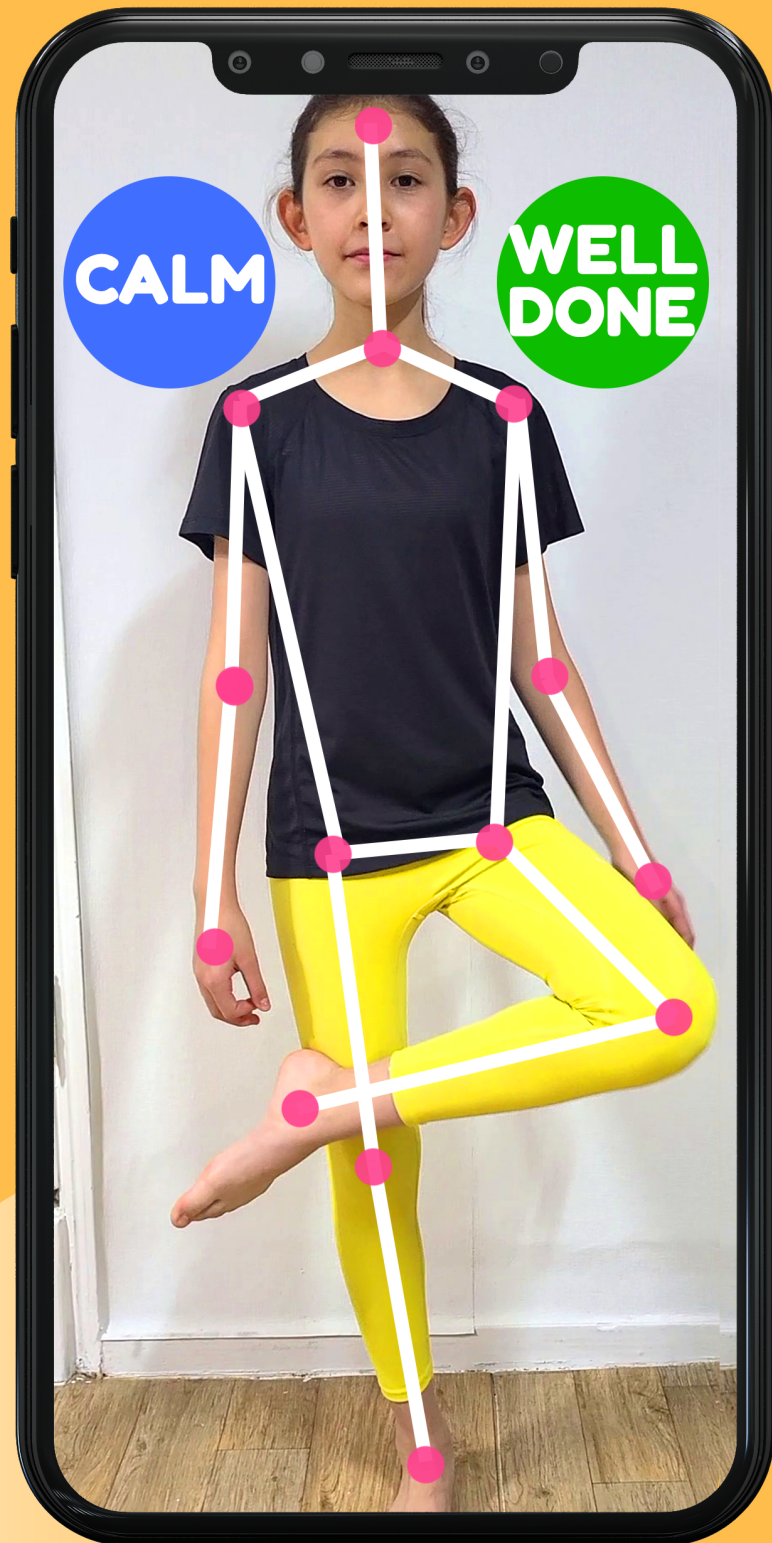
Especially static exercises!

But how can we motivate children to exercise?

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MindFid Kids App is here to help!



- **Gamification**
- **AI-guided Static Exercises**
- **Facial Expression Recognition**



Benefits



Exercising in game manner instead of sedentary computer/app games

Based on Ai body recognition monitors the users posture and ensures the proper exercise completion.

1

2



3

4

Motivates children to exercise by point earning (reward, level up function)

Based on static exercises, which:

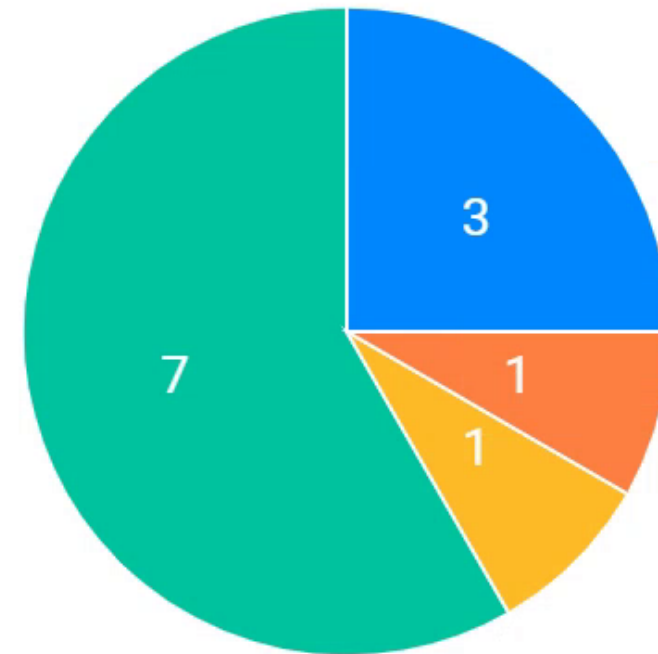
- Leads to relaxation
- Boosts energy levels
- Increase inner balance
- Improves posture

Recognition of Emotions

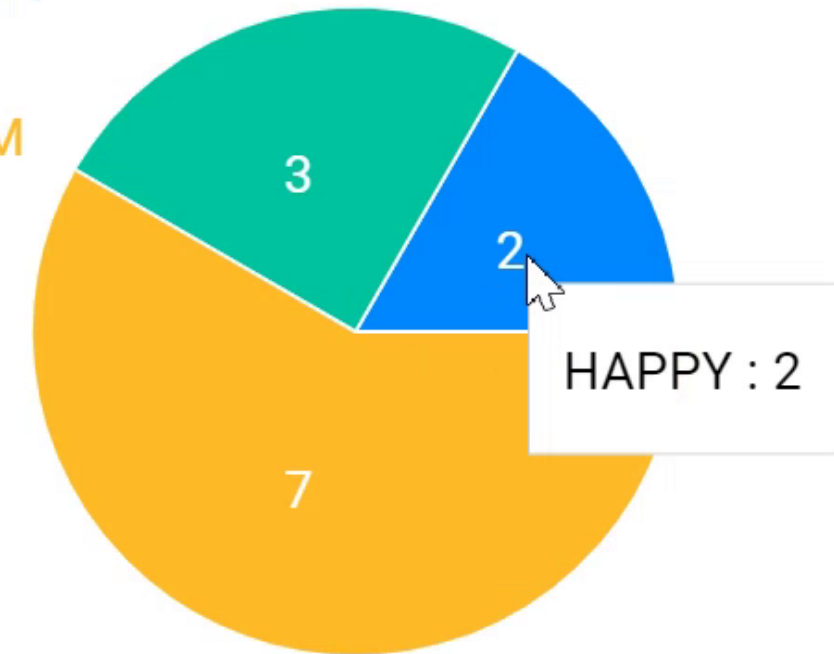
```
bitnami@ip-172-26-0-76: ~/projects/ai/vr2023/back-end
external_id: '',
sex: 'Female',
age: 3,
smile: true,
emotion: 'HAPPY'
},
{
external_id: '',
sex: 'Female',
age: 0,
smile: false,
emotion: 'SAD'
},
{
external_id: '',
sex: 'Female',
age: 1,
smile: false,
emotion: 'CALM'
},
{
external_id: '',
sex: 'Male',
age: 1,
smile: false,
emotion: 'CALM'
}
]
Job Person Search Analysis: Done!
Job Person Details Analysis: 1:29.479 (m:ss.mmm)
update videos table, SCHOOL_20200120_123549.mp4, 1
update table, SCHOOL_20200120_123549.mp4, 12, faces
Update Analysis Process: 1
SCHOOL_20200120_123549.mp4 Analysis is Done!
```



- Pre-Teen
- Teen
- Youn Adult
- Middle Aged

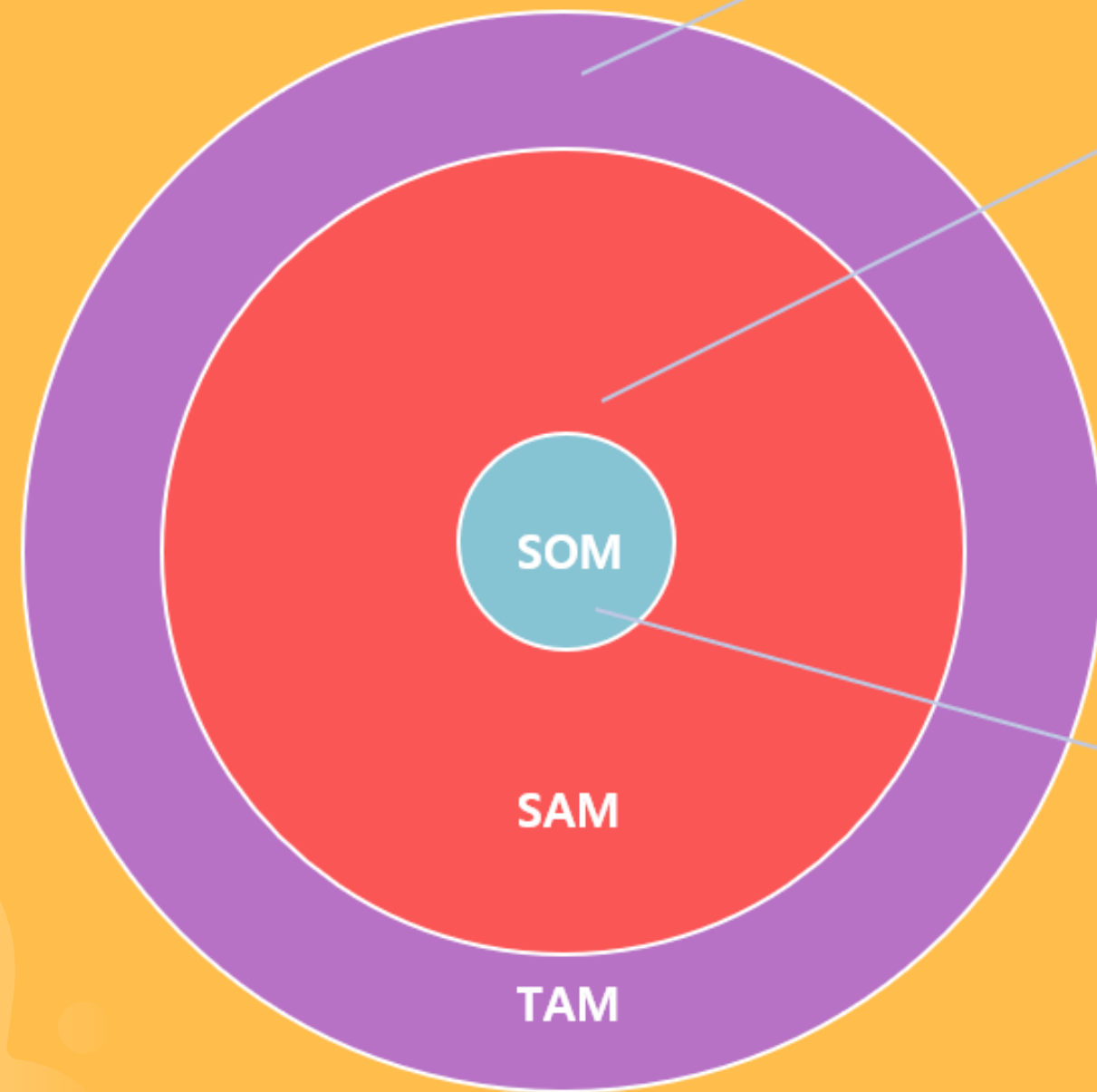


- HAPPY
- SAD
- CALM



Working Prototype
is ready!

Potential **Global** Market

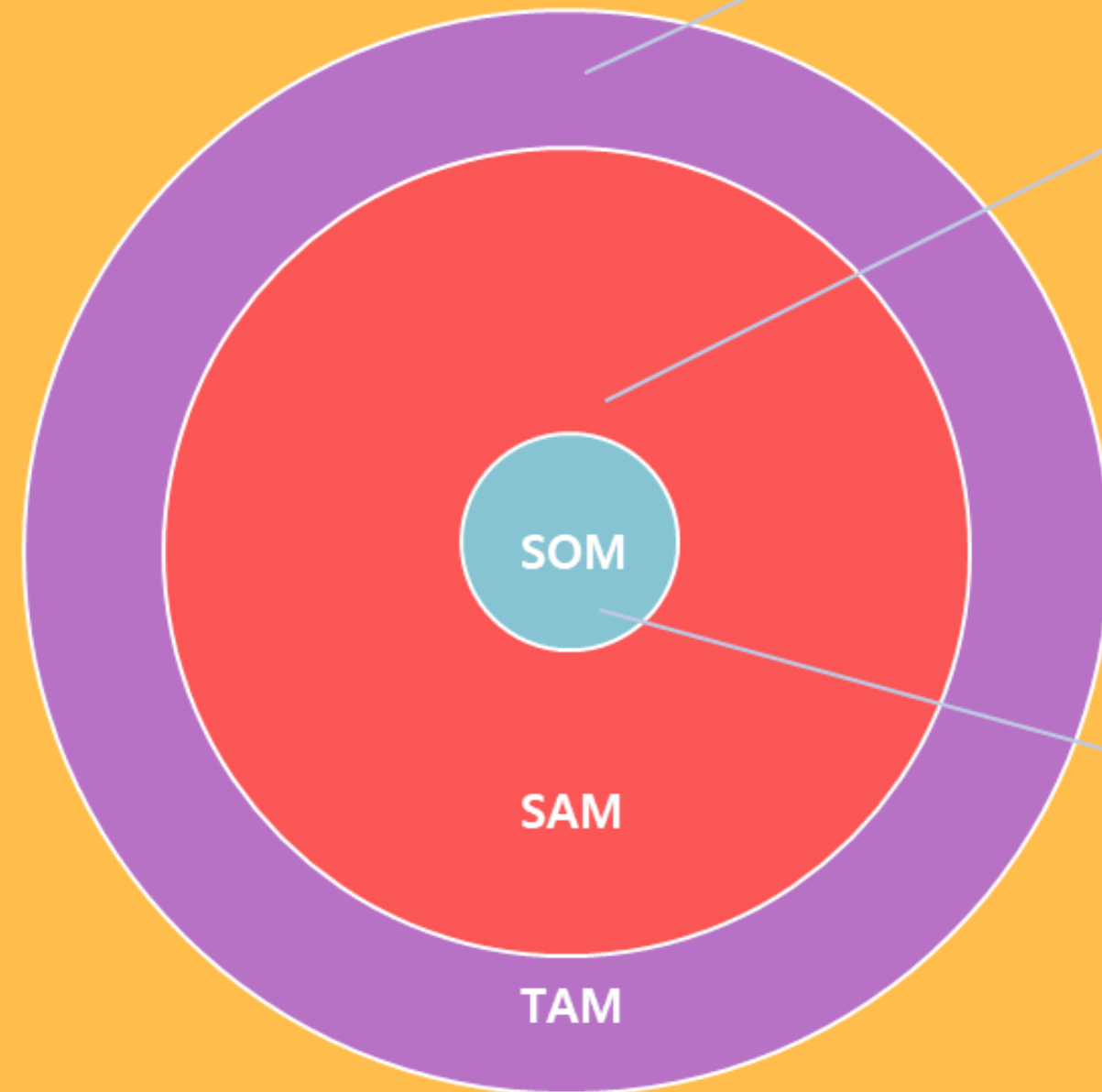


The global children's health and wellness market size is valued at **USD 902.6 billion**

The global exergaming for kids market size is valued at **USD 6.16 billion**

1% of global exergaming for kids market
USD 61.6 million

Potential Market in South Korea



10.9 million

children between the ages
of 6 and 12 years old.

97% use smartphones

10.5 million users

10% of the total smartphone
users 6-12 years old

1.05 million users

Competitors

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o o o

1

Other exercise and fitness apps for kids, such as GoNoodle and Sworkit Kids, which also offer gamified exercise routines for children.



2

Video games and gaming consoles that promote physical activity, such as the Nintendo Wii and Xbox Kinect.

3

Traditional physical activity options for kids: such as sports teams and classes (Hagwons in South Korea)

Positioning & competitive advantages

× × ×

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1

AI-based body recognition technology: We use of AI technology to recognize and correct users' exercise posture that can provide a more personalized and effective exercise experience.

2

Gamification: By gamifying the exercise routines and offering rewards for completing exercises, our app can provide an engaging and motivating experience for users.

3

E-commerce integration: By collaborating with e-commerce shops to offer small gifts and rewards for completing exercises, our app can provide additional incentives for users to continue using the app.

4

Focus on children's mental health: By promoting physical exercise as a way to combat stress, depression, and aggression, our app position itself as a holistic solution for children's wellness.

5

Only static exercises in quite manner: suitable for using in apartment buildings to prevent complains on noise caused by children's activity.

Targets



1 Reaching 100K users by year 2025

2 Conduct a survey and achieve a positive results on mental health improvement of users of our app

3 Collaboration with Kakao Corporation

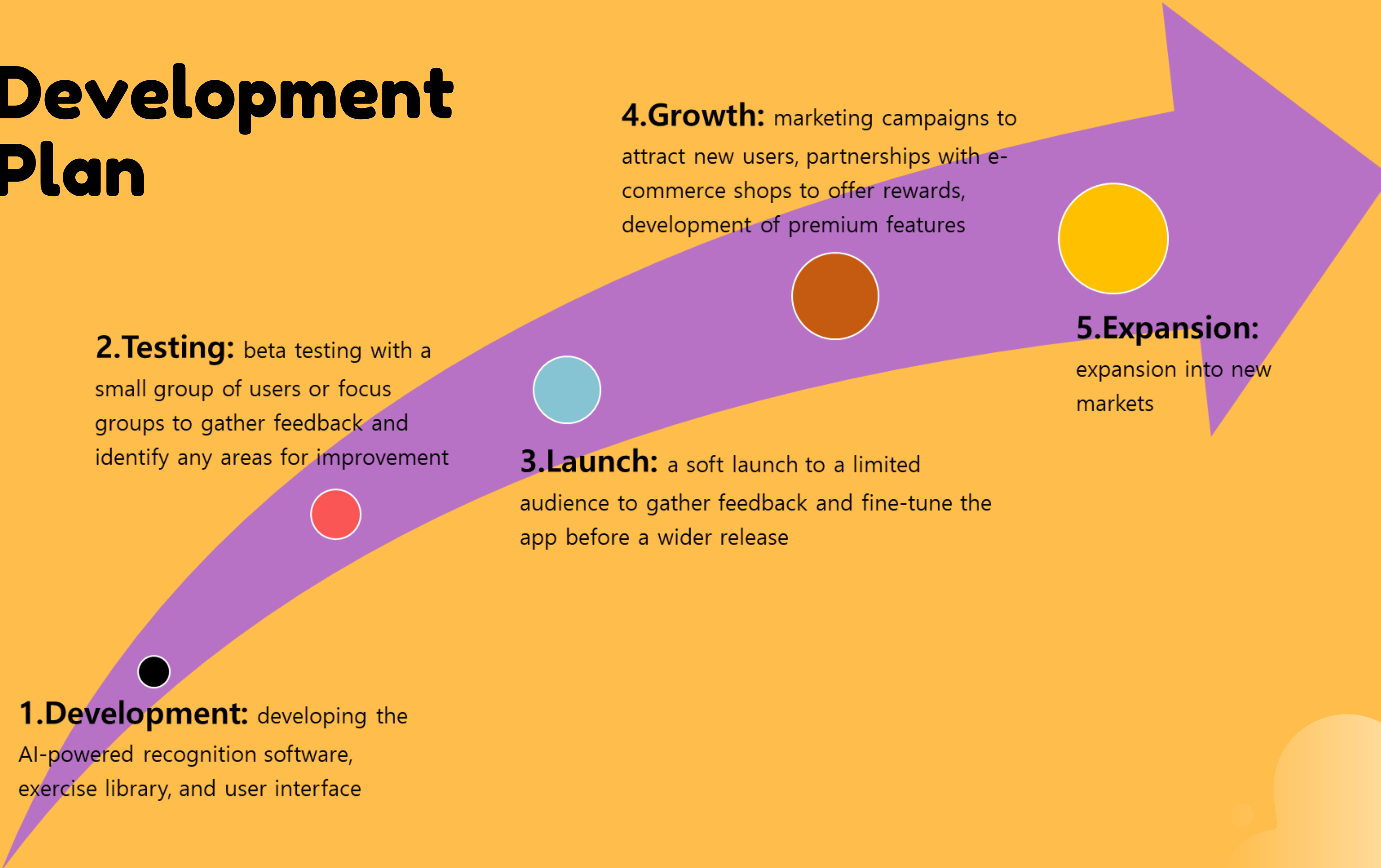


Business Model



- **Subscription Model:** charging users a monthly recurring fee for access to premium features of the app, such as advanced levels.
- **Partnerships:** This involves partnering with e-commerce shops to offer rewards or discounts to users who complete exercises correctly.

Development Plan



1. Development: developing the AI-powered recognition software, exercise library, and user interface

2. Testing: beta testing with a small group of users or focus groups to gather feedback and identify any areas for improvement

3. Launch: a soft launch to a limited audience to gather feedback and fine-tune the app before a wider release

4. Growth: marketing campaigns to attract new users, partnerships with e-commerce shops to offer rewards, development of premium features

5. Expansion: expansion into new markets

3 Year Financial Plan

	Year 1	Year 2	Year 3
Development and launch of the app:	\$500,000		
Marketing and user acquisition:	\$200,000		
Salaries and overhead costs:	\$300,000	\$400,000	\$500,000
User growth and retention expenses:		\$500,000	\$800,000
Total Costs:	\$1,000,000	\$900,000	\$1,300,000
Projected revenue:	\$500,000	\$1,500,000	\$3,000,000
Revenue Streams:			
<ul style="list-style-type: none">• Freemium model with in-app purchases and subscription• Partnerships with e-commerce shops			





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THANK YOU



www.mindfit.kids