U matter

*A suicide & depression awareness app*
U matter

- U matter is a story-based game
- You play as Raven, a shy and insecure teenager who must overcome her feelings of self-doubt and develop the confidence needed to help others and herself
- Complete diverse missions from performing random acts of kindness to participating in school events and activities, and see how positive social interactions lead you to feel important and valued.
Suicide & Teens

- Suicide is the 3rd leading cause of death for teens
- After conducting a survey involving 90 teens, a majority have known someone who had contemplated suicide or had thoughts about suicide themselves
- 81% of those people had chosen to keep it to themselves before seeking advice from people or online.
Other Apps

- **Talk Life**: Lets users communicate with each other through live chats and share any problems they are going through.
- **Hello Cruel World**: Keeps users engaged by listing various activities and therefore, preventing thoughts about suicide.
- **Depression Check**: Makes users answer 30 questions and based on their answers, gives advice on how to cope with whatever issues they’re having.

➔ **U matter**: Largely based on user interaction. Also provides additional information with external sources on where to get help if you or someone you know is contemplating suicide.
Company Strategy

- Expanding U matter into other markets, other than the Google Play store, can be done in future developments.
- Focus on promotions and campaigns using sites like Twitter or Facebook to drive users to the app store.
- Raise awareness by letting other companies, which target teens who suffer from depression, know of our app.
U matter will be available for free in the Google Play store

$10 000 will help with acquiring:
- One full-time developer
- One user interface designer
- Marketing: Google Adwords, Facebook Sponsored posts
- Marketing materials: business cards, posters, flyers
Revenue will be acquired through:

- Sponsorship (local organizations, ex: distress centers, health care providers, mental health & other healthcare professionals)
- Donations (PayPal donation button on app and website)
- Fundraising (GivingTuesday, partnership with other local suicide awareness groups)