MoodFire

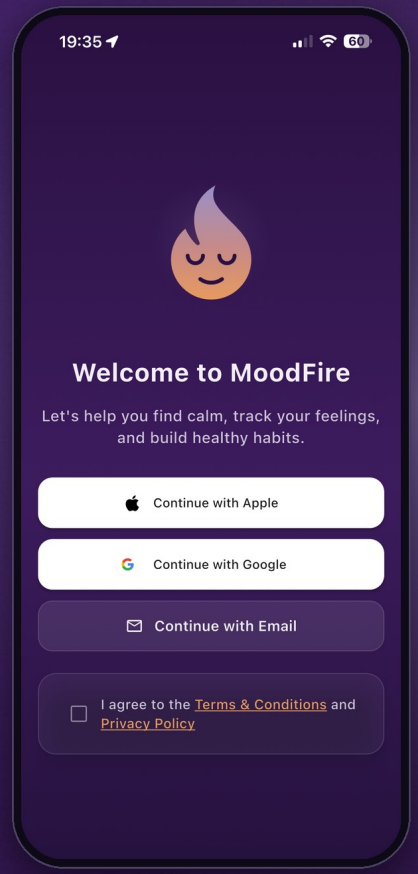
Ignite your inner peace.

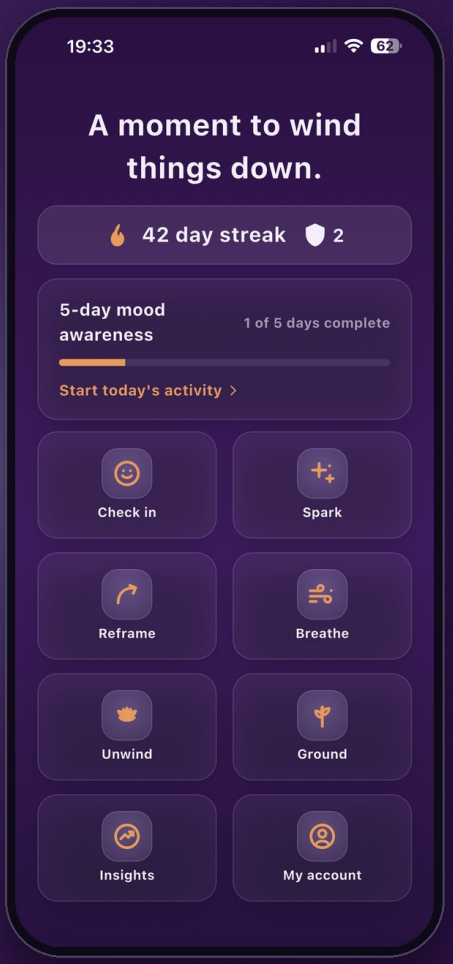
FOR UNIVERSITIES & TERTIARY PROVIDERS

A calmer way back to themselves.

For every student you support.

Practical, gentle mental-wellbeing tools for the hard moments: exam season, deadlines, 3am.





Founding partner pilot program · 2026

More students are struggling than ever.

And most carry it quietly, between lectures and shifts.

16%

UK undergraduates reporting a mental health condition, up from 6% in 2016/17

37%

US students reporting moderate-to-severe depressive symptoms

< half

Of struggling students seek help from their institution

Sources: HEPI, Student Mental Health, 2024 · Healthy Minds Study, 2024/25.

Counselling can’t scale to the need.

- Waiting lists grow as demand outpaces every service.
- Most support is built for crisis, not for a hard Tuesday night.
- Students want something between “nothing” and “the waiting list”.
- Something they’ll open in their room, before an exam, at 3am.

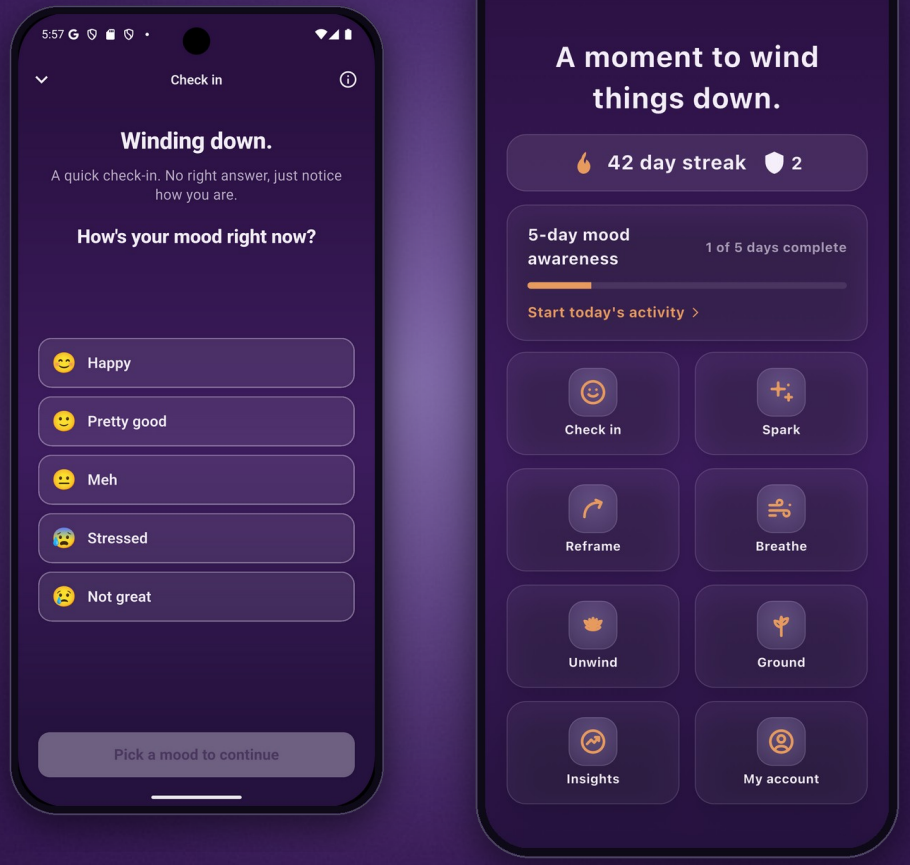


Most wellbeing apps feel like another thing to fail at. MoodFire doesn’t.

MoodFire

A daily companion for the hard moments. Made for the generation you support.

- Six structured tools, paced for a nervous system.
- Built for ninety-second moments between lectures.
- On iPhone, Android, Apple Watch and Wear OS.
- No AI therapy. No engagement manipulation. No shame.



Six small things, used a few times a day.

Each one is built for a ninety-second moment, not an hour-long session.

Check in

A quiet daily mood note.

Reframe

CBT-based steps, one thought at a time.

Breathe

Ninety seconds. Whenever you're ready.

Ground

Five senses. Back to the room.

Unwind

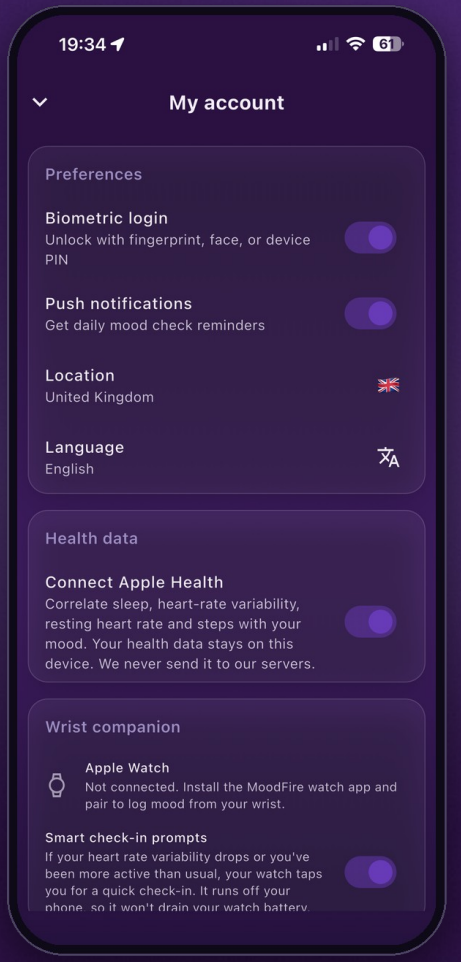
Bilateral audio for the slow drift down.

Spark

Three small things, noticed.

Private for students. Reassuring for you.

- Students' entries are encrypted on the device.
- No institution ever sees an individual student's use.
- A safety net watches for high-risk language and signposts to country-localised crisis support.
- No AI therapy. No data selling. No advertising.
- Built to UK GDPR standards, with explicit consent for anything sensitive.



Sponsored seats. Private by default.

01

Sponsor seats

Start with one faculty or residential college, or your whole student cohort.

02

Students redeem privately

They download MoodFire and unlock full access with a code.

03

No individual data

Staff see anonymised, aggregate engagement only, never names.

04

Optional wellbeing pulse

An opt-in, always-aggregate read on how students are doing.

Prefer a lighter touch? We also offer bulk-discounted access students subscribe to themselves.

What we share, every month.

A simple, aggregate read on how your students are doing. Never an individual’s data.

Active users

How many of your students use MoodFire each month, as a share of sponsored seats.

Engagement cadence

Average check-ins and tool sessions per active student each week.

Wellbeing trend

Aggregate movement in validated wellbeing scores (PHQ-4, GAD-7) against each student’s onboarding baseline.

Consistency

Week-on-week return rate, and how steadily students keep their streaks.

All figures are aggregate and anonymised. Small cohorts are suppressed so no individual can be identified.

A different kind of support.

Campus counselling	Essential, but finite, and rightly focused on higher-need students.
Meditation apps	Content libraries and passive sessions, easy to quietly abandon.
MoodFire	Practical daily tools, private by design, made to be opened in the hard moment.

Start with a small, low-risk pilot.

- Run MoodFire with one faculty, residential college or cohort for a semester.
- We handle setup. You see what actually gets used.
- An anonymised, aggregate report every month.
- Priced per student, and quoted in your currency.



Free pilot for founding partner universities



LET'S TALK

Give every student a quiet place to land.

A calmer way back to yourself.

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