# MoodFire

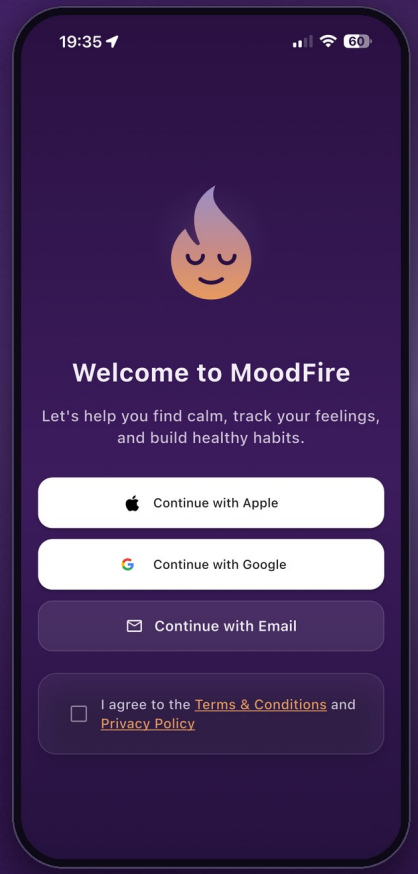
*Ignite your inner peace.*

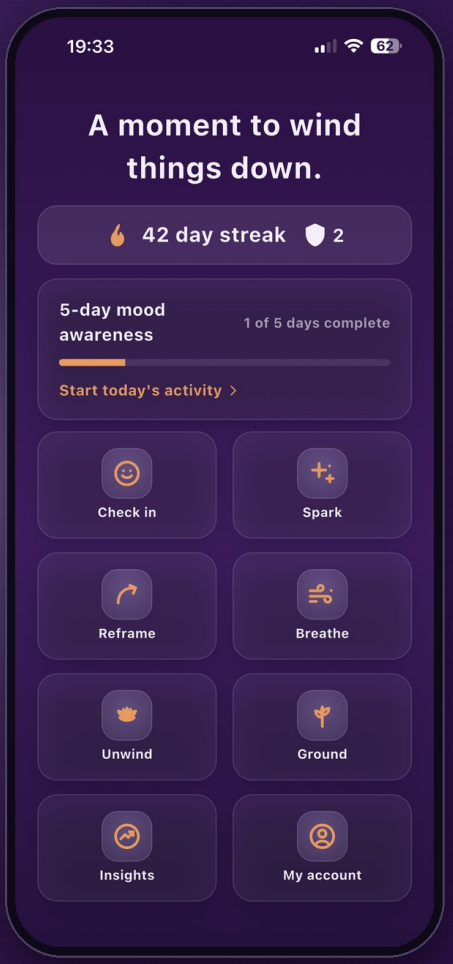
FOR UNIVERSITIES & TERTIARY PROVIDERS

# A calmer way back to themselves.

## For every student you support.

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




Founding partner pilot programme · 2026

# More students are struggling than ever.

*And most carry it quietly, between lectures.*

**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 hall of residence, before an exam, at 3am.

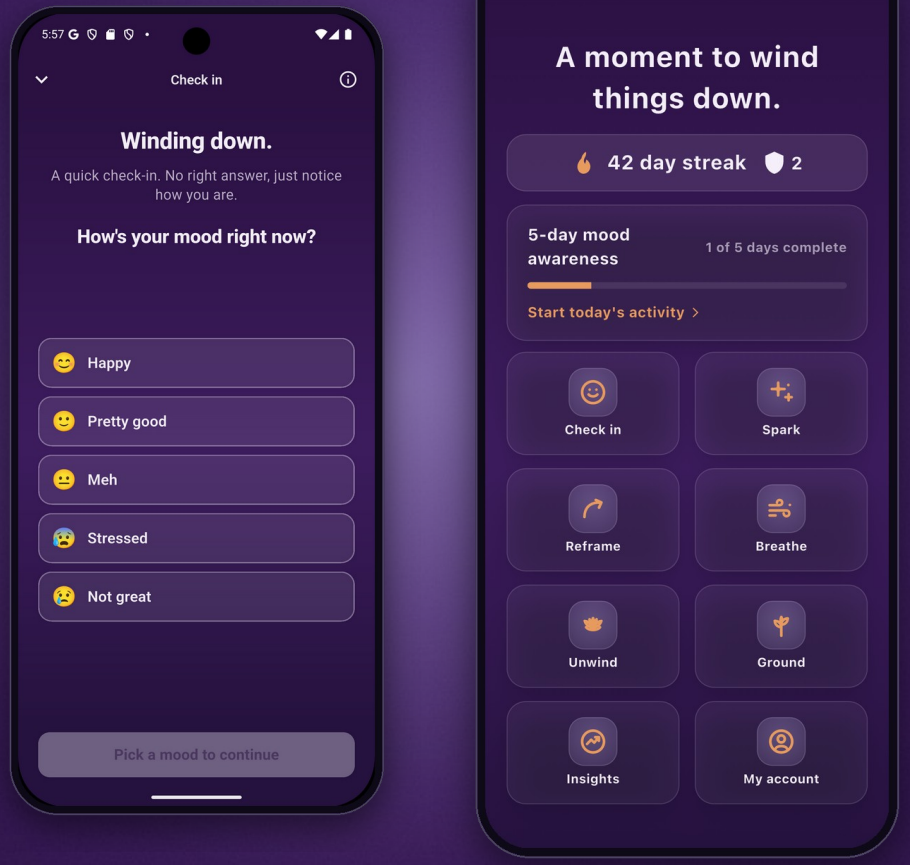


*Most wellbeing apps feel like another thing to fail at. MoodFire doesn’t.*

# 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

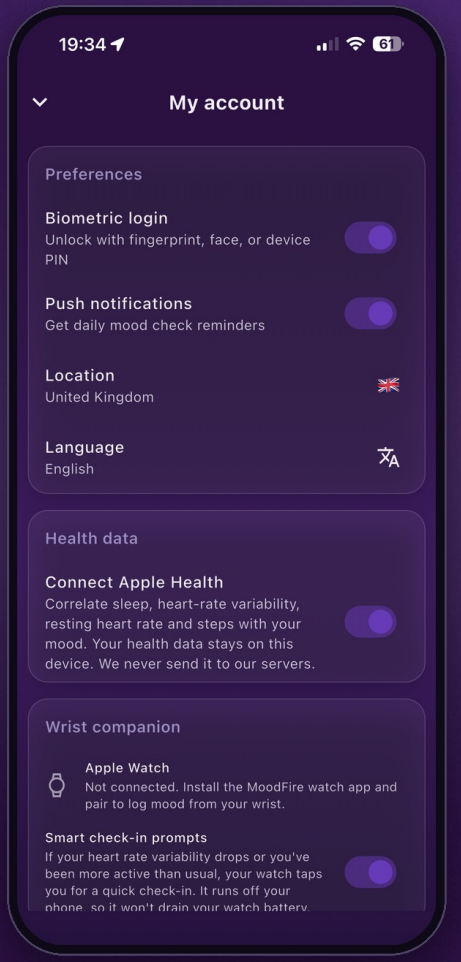
Bilateral audio for the slow drift down.

### 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 hall of residence, or your whole student body.

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, hall 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.*

info@moodfire.io