MoodFire

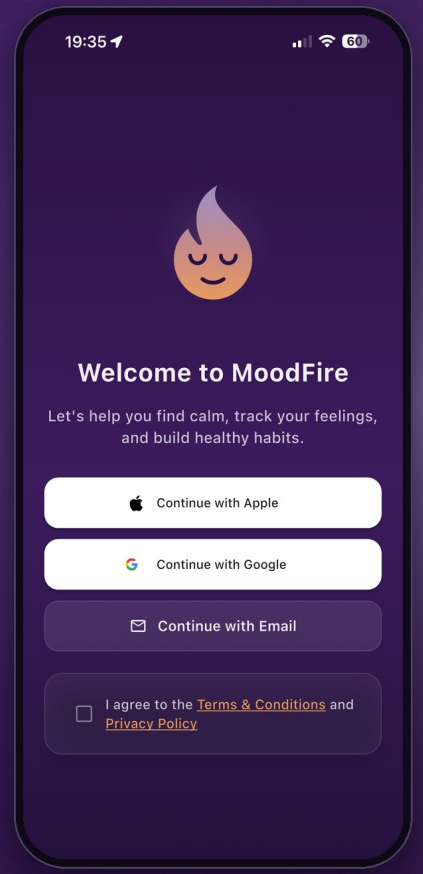
Ignite your inner peace.

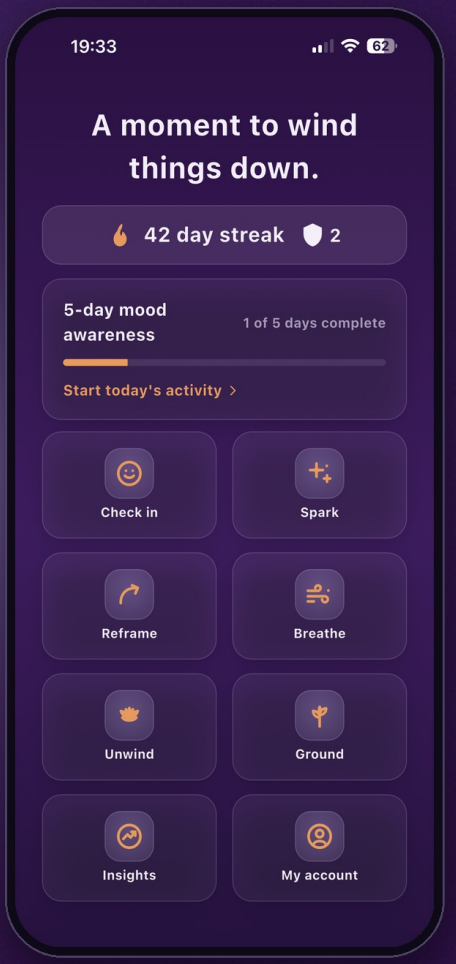
FOR UNIVERSITIES & COLLEGES

A calmer way back to themselves.

For every student you support.

Practical, gentle mental well-being tools for the hard moments: dorms, deadlines, 3 a.m.





Founding partner pilot program · 2026

More students are struggling than ever.

And most carry it quietly, between classes.

37%

College students reporting moderate to severe depressive symptoms

32%

College students reporting moderate to severe anxiety

40%

Of students with depression or anxiety symptoms received no clinical treatment in the past year

Source: Healthy Minds Study, 2024/25, more than 84,000 students at 135 colleges and universities.

Counseling can’t scale to the need.

- Waitlists grow as demand outpaces every service.
- Most services are built for crisis, not for a hard Tuesday night.
- Students want something between “nothing” and “the waitlist.”
- Something they’ll open in the dorm, before an exam, at 3 a.m.

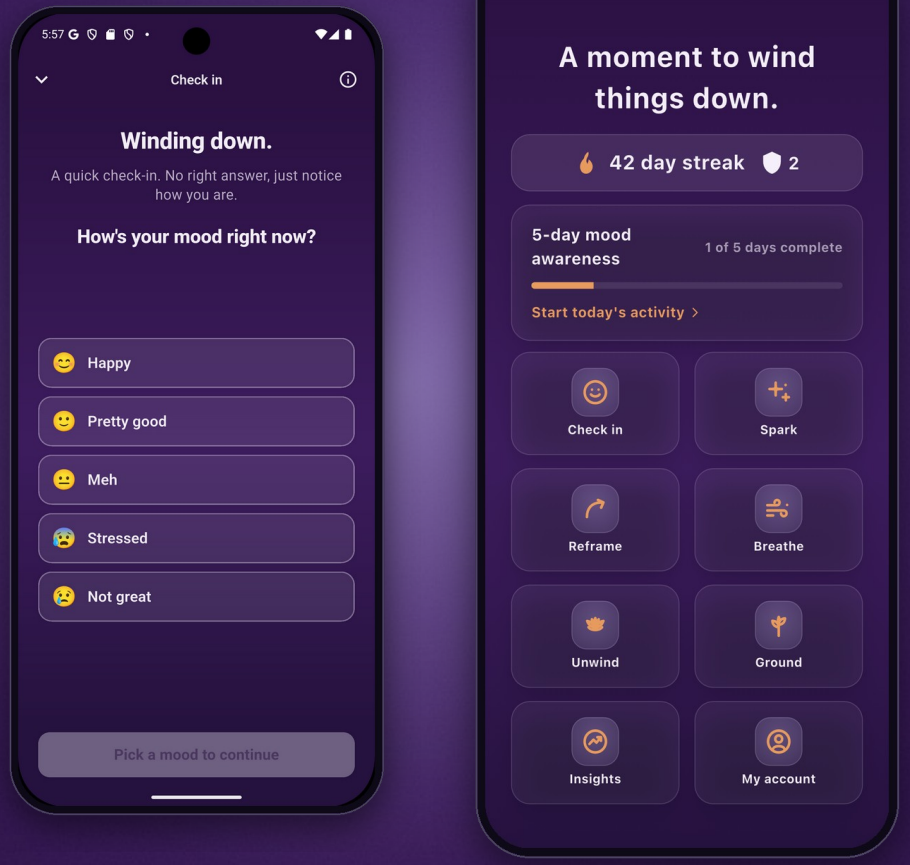


Most well-being apps feel like another thing to fail at. MoodFire doesn’t.

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 classes.
- 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

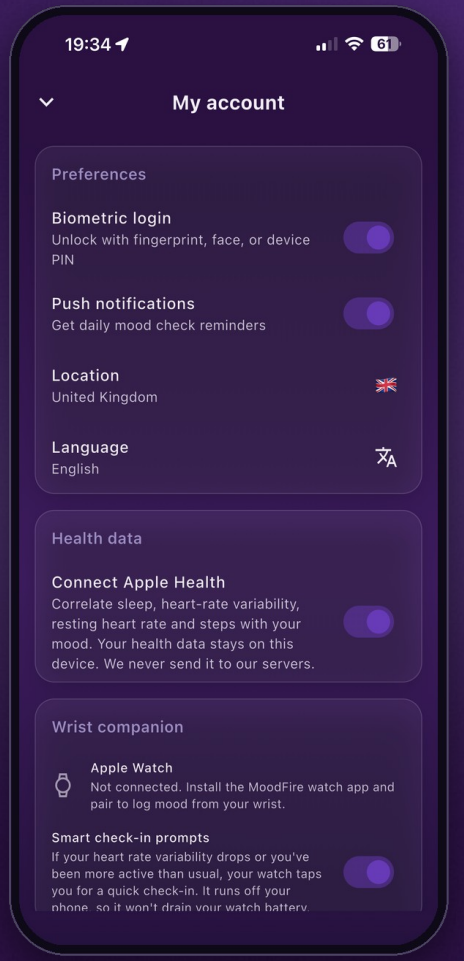
Bilateral audio for the slow drift down.

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 points students to local crisis support, including 988 in the US.
- 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 dorm or school, 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 anonymized, aggregate engagement only, never names.

04

Optional well-being pulse

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

Prefer a lighter touch? We also offer volume-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.

Well-being trend

Aggregate change in validated well-being scores (PHQ-4, GAD-7) against each student's onboarding baseline.

Consistency

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

All figures are aggregated and anonymized. Small cohorts are suppressed so no individual can be identified.

A different kind of support.

Campus counseling	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 school, dorm or cohort for a semester.
- We handle setup. You see what actually gets used.
- An anonymized, aggregate report every month.
- Licenses from $5,000 a year. Paid pilots from $2,500, credited against year one.



Free pilot for up to five founding colleges



LET'S TALK

Give every student a quiet place to land.

A calmer way back to yourself.

info@moodfire.io