MoodFire

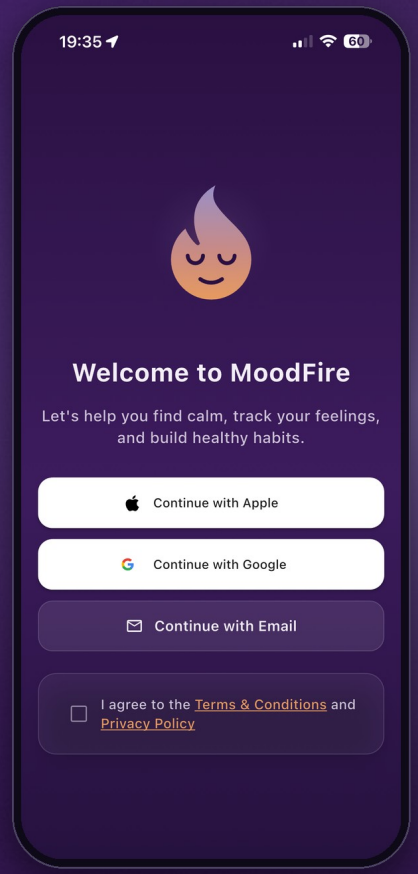
Ignite your inner peace.

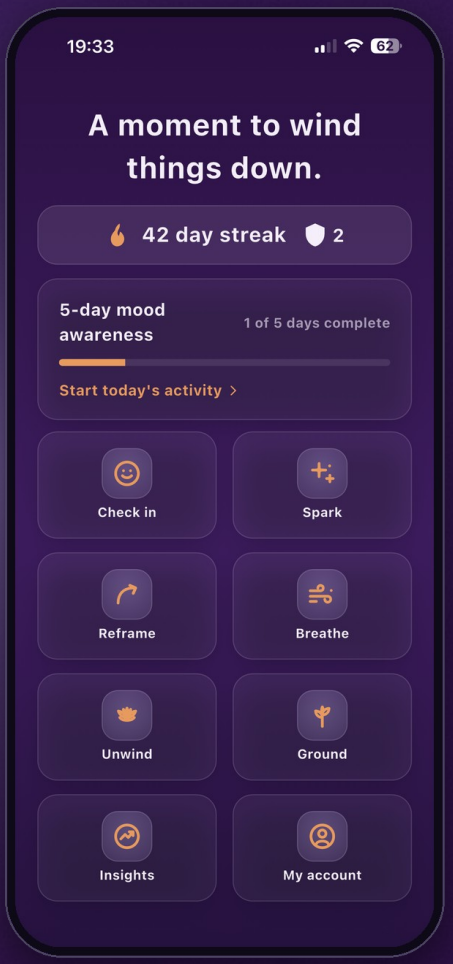
FOR WORKPLACES

A calmer way back to yourself.

Now offered to your whole team.

Practical, gentle mental-wellbeing tools for the hard moments at work.





Early-partner pilot programme · 2026

Stress doesn’t knock off at five.

Most teams are quietly carrying more than they show.

NZ$123bn

Annual cost of poor mental health to UK employers

NZ$58bn

Of that, lost to presenteeism alone

12bn

Working days lost worldwide each year to anxiety and depression

Sources: Deloitte, Mental health and employers, 2024 · WHO / ILO, 2022.
Converted from £51bn and £24bn at the ECB reference rate on 6 November 2026 (£1 ≈ NZ$2.41). Figures rounded.

Most wellbeing benefits go unused.

- The average employee assistance programme (EAP) sees single-digit annual usage. Help no one calls isn't help.
- Meditation apps reward sitting still, not coping in the moment.
- Nobody wants to be "the colleague who needs the wellbeing app".
- What's missing is something low-key people will actually open at 11pm.

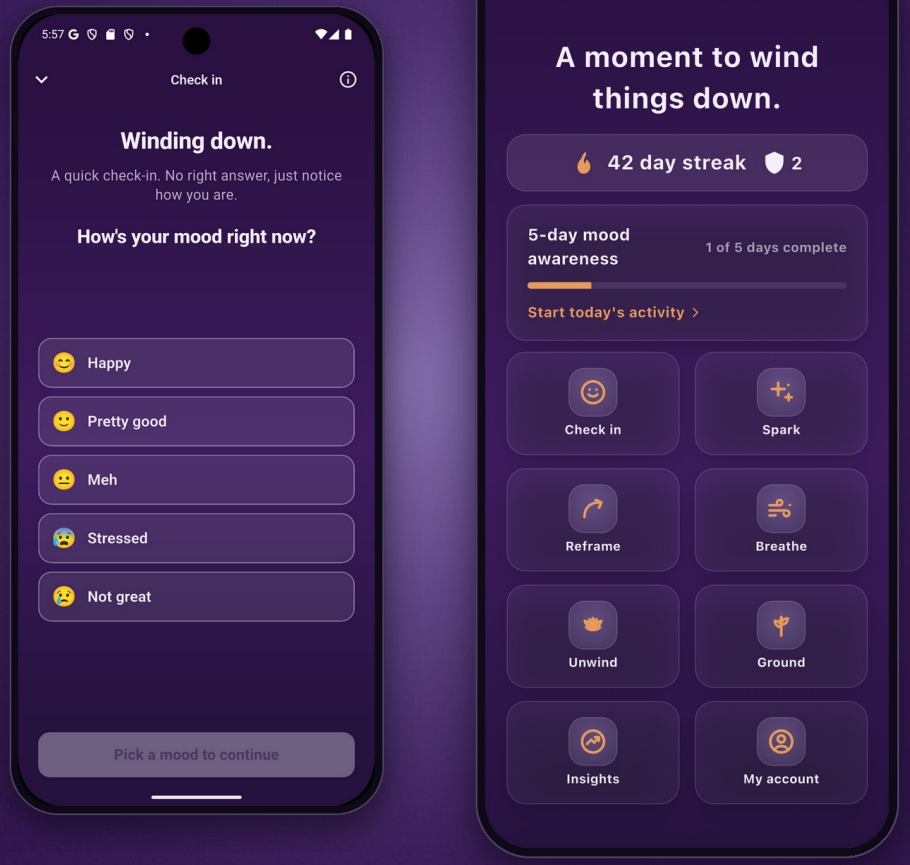


Most wellbeing apps feel like another thing to fail at. MoodFire doesn't.

MoodFire

A daily companion for the hard moments. Not a feed. Not a chatbot. Not therapy.

- Six structured tools, paced for a nervous system.
- Built for ninety-second moments, not hour-long sessions.
- 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

Structured CBT, one thought at a time.

Breathe

Ninety seconds. Whenever you're ready.

Ground

Five senses. Back to the room.

Unwind

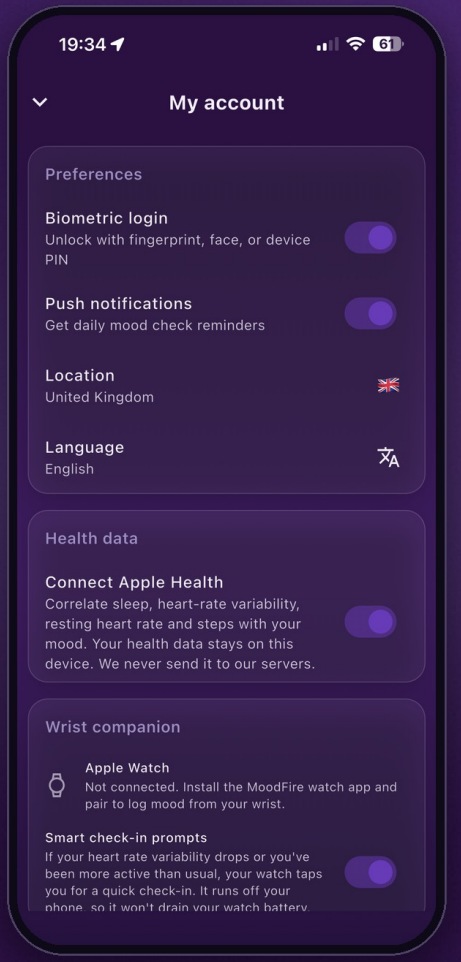
Bilateral audio for the slow drift down.

Spark

Three small things, noticed.

What your people share stays theirs.

- Personal data is stored on the device and encrypted. Mood notes never sit on a server you can read.
- Biometric data from Apple Health or Health Connect never leaves the phone.
- No data is ever sold. No advertising. Ever.
- You receive anonymised, aggregate engagement only, never an individual's data.
- Built to UK GDPR standards, with explicit consent for anything sensitive.



Sponsored seats. Private by default.

01

Sponsor seats

Choose a single team to start, or your whole organisation.

02

People redeem privately

Staff download MoodFire and unlock full access with a code.

03

No individual data

Admins see anonymised, aggregate engagement only, never names.

04

Optional wellbeing pulse

An opt-in, always-aggregate read on how the team is doing.

Prefer a lighter touch? We also offer bulk-discounted access your team subscribes to themselves.

What we share, every month.

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

Active users

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

Engagement cadence

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

Wellbeing trend

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

Consistency

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

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

A different kind of support.

Employee assistance (EAP)	Essential for crisis, but reactive, phone-and-portal, and rarely used.
Meditation apps	Content libraries and passive sessions, built to maximise time in app.
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 team or cohort for six to eight weeks.
- We handle setup. You see what actually gets used.
- Anonymised engagement, shared simply at the end.
- No list price. We design a plan around your people.



Early-partner programme · limited places



LET'S TALK

Offer your team a quieter way back to themselves.

A calmer way back to yourself.

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