MoodFire

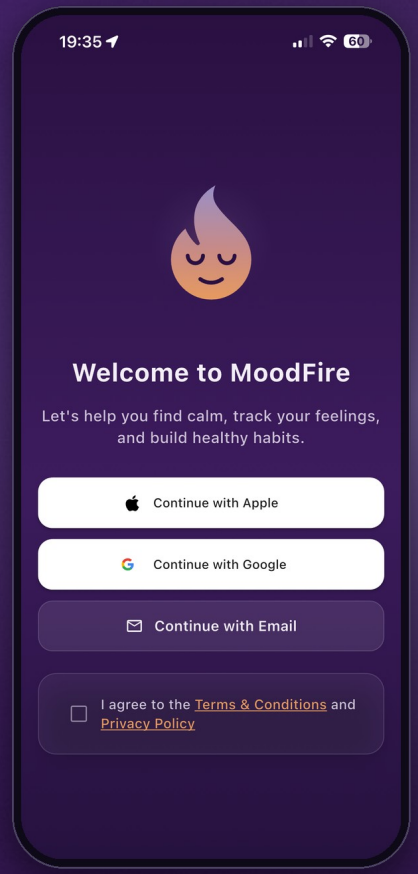
Ignite your inner peace.

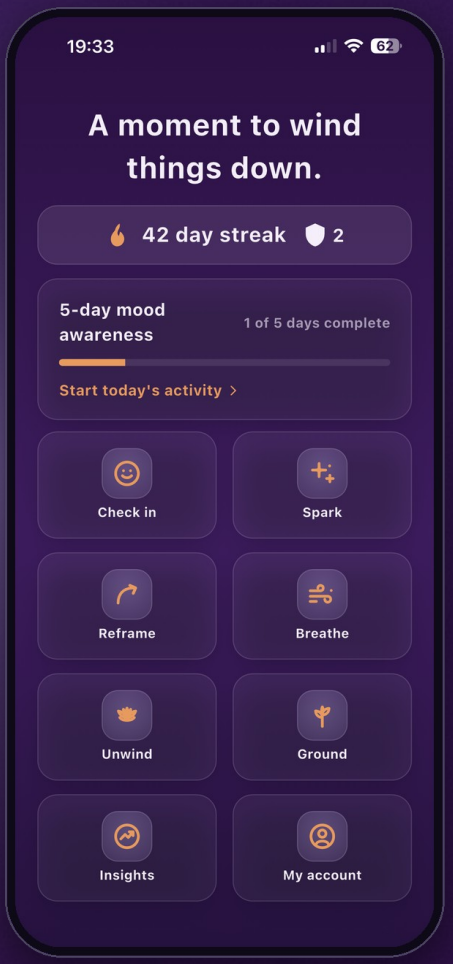
FOR WORKPLACES

A calmer way back to yourself.

Now offered to your whole team.

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





Early-partner pilot program · 2026

Stress doesn’t clock out at five.

Most teams are quietly carrying more than they show.

$68B

Annual cost of poor mental health to UK employers

$32B

Of that, lost to presenteeism alone

12B

Workdays lost worldwide each year to anxiety and depression

Sources: Deloitte, Mental health and employers, 2024 · WHO / ILO, 2022.
Converted from £51B and £24B at the ECB reference rate on Nov. 6, 2026 (£1 ≈ US$1.34). Figures rounded.

Most well-being benefits go unused.

- The average employee assistance program (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 coworker who needs the wellness app."
- What's missing is something low-key people will actually open at 11 p.m.

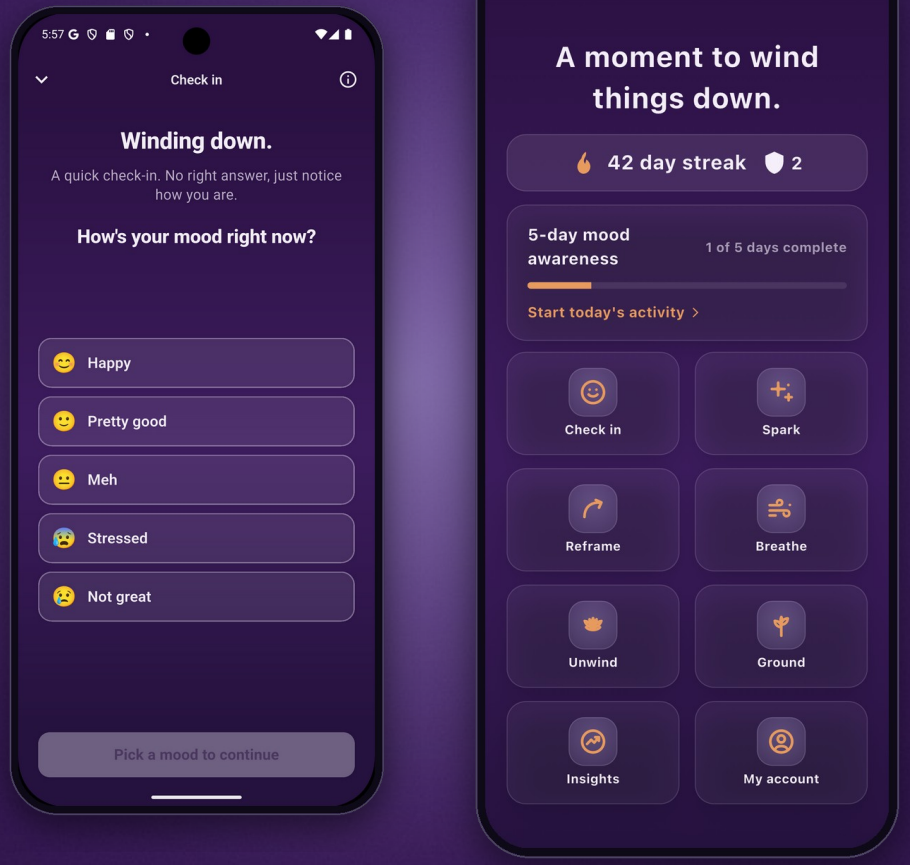


Most well-being apps feel like another thing to fail at. MoodFire doesn't.

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

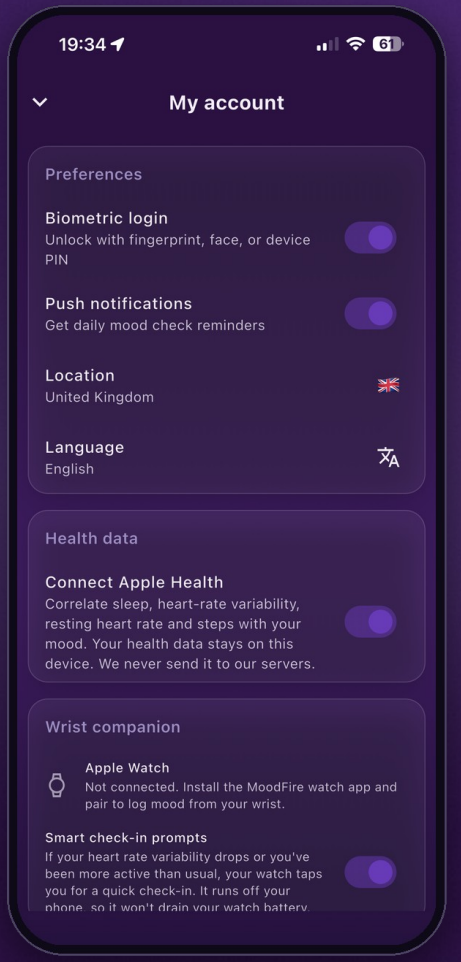
Bilateral audio for the slow drift down.

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 anonymized, 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

Start with a single team, or your whole organization.

02

Employees redeem privately

Employees download MoodFire and unlock full access with a code.

03

No individual data

Admins see anonymized, aggregate engagement only, never names.

04

Optional well-being pulse

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

Prefer a lighter touch? We also offer volume-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 employees use MoodFire each month, as a share of sponsored seats.

Engagement cadence

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

Well-being trend

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

Consistency

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

All figures are aggregated and anonymized. 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 maximize time in the 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.
- Anonymized engagement, shared simply at the end.
- No list price. We design a plan around your people.



Early-partner program · limited spots



LET'S TALK

Offer your team a quieter way back to themselves.

A calmer way back to yourself.

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