

Playbl

'plāb(ə)l

We use the power of *play* to *enable* healthier
better lives for adolescents



We address critical health outcomes in adolescents

Opioid misuse

2.3M+ U.S. adolescents struggle with substance misuse¹

Smoking/vaping

34M adults smoke/vape daily, 90% of whom first tried by age 18⁴

Mental health

5M youth have at least one mental health issue²

STIs, HIV/AIDS

10M adolescents contract an STI³



These costly health challenges call for effective prevention

\$510B

Spent in treating adolescent substance misuse¹

\$6.5B

Spent in treating STIs² (sexually transmitted infections)

\$33.5B

Could be saved in productivity over lifetime through prevention³

450K+

Teens could avoid starting smoking/vaping through effective prevention programs³

Playbl provides its best-in-class serious prevention and wellness games to 40M+ U.S. adolescents

Serious games

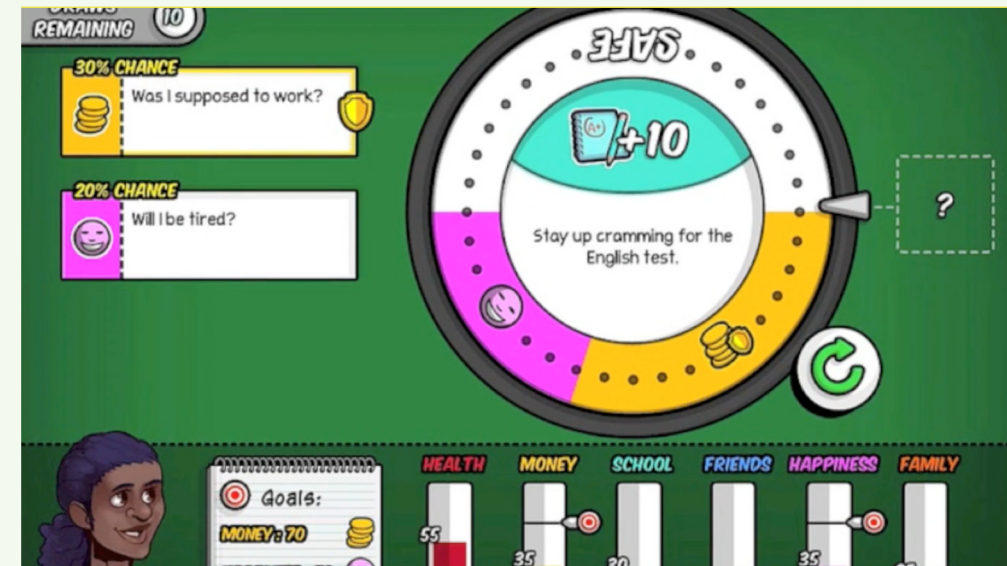
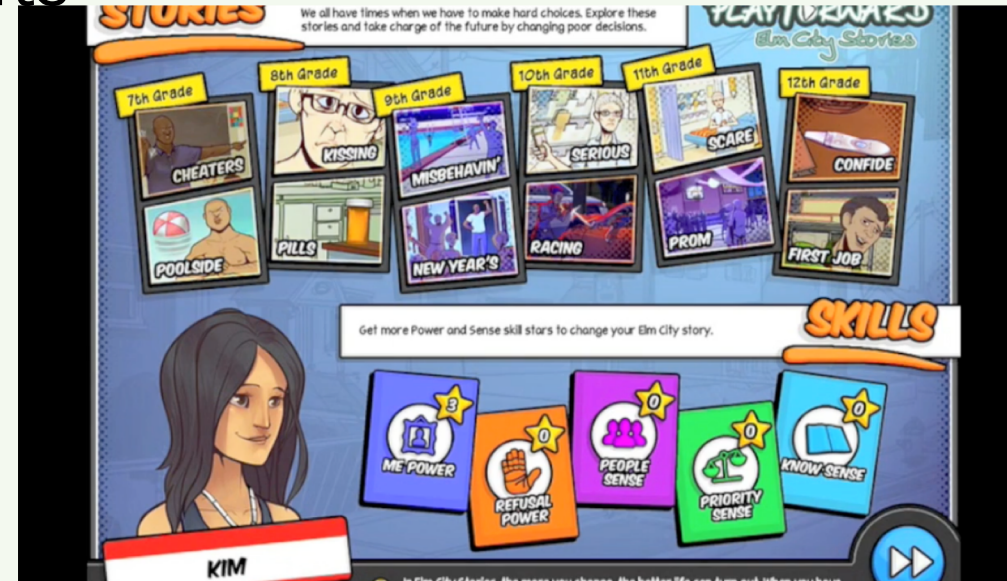
“Games that have an explicit and carefully thought-out educational purpose and are not intended to be played primarily for amusement” – Clark Abt

\$8.1B Serious games learning market by 2022¹

Deloitte.



Organizations have increasingly generated success in using serious games in adolescent education, such as Microsoft Minecraft^{2,3}



Note: 1.. [Metaari Research](#), Serious Gaming market; 2. [Top 10 serious games of all time](#), LinkedIn; 3. [ABC.com](#)

5 videogame prevention interventions, developed by the [play2PREVENT Lab](#) at Yale Center of Health & Learning Games

270,000+

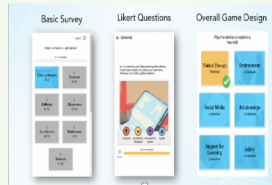
Adolescents have used the current games



PlayForward Risk reduction, HIV prevention



SmokeSCREEN Smoking/vaping prevention



EmpowerED Mental health/wellness in schools



PlaySMART Opioid misuse prevention



PlayTEST! Health advocacy/STI/HIV testing

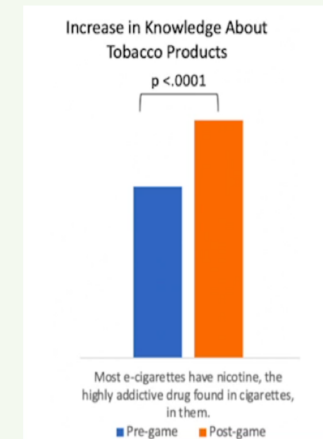
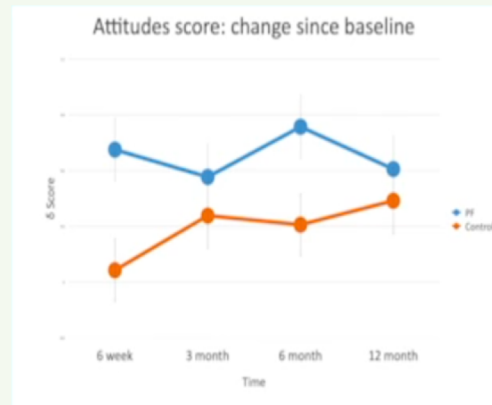
All are available on Web/Apple Store (iOS)/Google Store (Android)

Playbl games engage users and deliver health outcomes



Evidence-based

With 2 large-scale trials (N=333, N=296), a large field study (N= 560), and 5 pilots, our games see significant changes in attitudes, knowledge, perceptions, and intentions in teens^{1, 2}



User first

We co-design and iterate with adolescents as key partners in the design and evaluation process

Prevention

We use social and emotional learning and character education to train adolescents to think and behave with foresight

Adolescents, families, and teachers want to play our games



Adolescents love our games

“

PlayForward really teaches you more than what an average person will, because most of the times, teenagers like my age, wouldn't want to hear that from adults. Especially their parents. (Male, 13 years old)

”

“

When you are playing a game you're learning something, actually learning something, because you get to read it. Because...when I read something, I remember it. So it's better for me to play it, read it, and download it in my head. (Female, 13 years old)

”

Parents and educators value them too

“

It (the games) will be sort of like a curriculum piece. because we want to invest (in what) we are going to use, and I think it's worth investing in it. (Male, 35, After-school Curriculum Coordinator)

”

“

We all need help. We all need reinforcement. So, yeah, that would be a tool for us, too. (Female, 43, mother)

”

Playbl offers the best evidence-based, digital prevention and wellness interventions for adolescent health



The time is now

- Telehealth solution adoption has risen 35% in 2020¹
- \$14B VC funding went in telehealth in 2020 from 7.4B in 2019⁷, and is expected to grow²
- Market has signaled readiness for novel videogame interventions: pharma partnerships³, payors open for discussion⁴, FDA approvals for digital health solutions⁵, and a shift towards value-based care
- Market recognized “health & well-being” as an investment category⁶



Playbl's SaaS revenue models

Pricing at \$10 per user per game



Delivering value to all stakeholders

Investing \$10/adolescent, save \$3,760/adolescent in healthcare costs¹

Youth-based Organizations

Our educational content and self-directed interventions allow **teachers** to better engage with adolescents, saving valuable time, space, and resources, and help **clinicians** to improve health outcomes

Payors & Employers

Our prevention interventions help **insurance payors** save \$74 per adolescent in medical cost²

Youth & Families

We impact **youth health and well-being** in an effective and sustained way, and help **parents** to better understand and communicate with their adolescent children

Our financial projections

	2021												2021	2022	2023	
	Mo 1	Mo 2	Mo 3	Mo 4	Mo 5	Mo 6	Mo 7	Mo 8	Mo 9	Mo 10	Mo 11	Mo 12	FY	FY	FY	
Cumulative																
Middle School					1				1	1	1	1				
High School											1	1				
Payors																
Paid Subscribers (Cumulative) - <small>same1</small>	0	0	0	100	657	857	1,157	1,957	2,514	3,071	4,355	5,639				
Paid Subscribers (Cumulative) - <small>same2</small>	0	0	0	100	657	857	1,157	1,957	2,514	3,071	4,355	5,639				
Paid Subscribers (Cumulative) - total	0	0	0	200	1,314	1,714	2,314	3,914	5,028	6,142	8,710	11,278	11,278	45,112	225,560	
Revenue* (Cumulative, in 1,000)	\$0	\$0	\$0	\$2	\$13	\$17	\$23	\$39	\$50	\$61	\$87	\$113	\$113	\$451	\$2,256	
<i>Revenue Growth %</i>		0%	0%	0%	557%	30%	35%	69%	28%	22%	42%	29%				
New Users/Month																
Paid Subscribers (New/month) - <small>same1</small>	0	0	0	100	557	200	300	800	557	557	1,284	1,284				
Paid Subscribers (New/month) - <small>same2</small>	0	0	0	100	557	200	300	800	557	557	1,284	1,284				
Paid Subscribers (New/month) - total	0	0	0	200	1,114	400	600	1,600	1,114	1,114	2,568	2,568	11,278			
Revenue* (New/month)	\$0	\$0	\$0	\$1	\$6	\$2	\$3	\$8	\$6	\$6	\$13	\$13				
Cost of Sales* (in 1,000)	\$0	\$1	\$0	\$0	\$1	\$3	\$2	\$2	\$5	\$5	\$8	\$10	\$37	\$41	\$45	
Gross Profit* (in 1,000)	\$0	-\$1	\$0	\$2	\$12	\$14	\$21	\$37	\$45	\$56	\$79	\$103	\$75	\$410	\$2,210	
<i>Gross Margin %</i>					92%	82%	91%	95%	90%	92%	91%	91%	67%	91%	98%	
Operating Expenses* (in 1,000)	\$0	\$0	\$0	\$1	\$15	\$15	\$25	\$25	\$26	\$27	\$27	\$28	\$189	\$441	\$557	
EBITDA* (in 1,000)	\$0	-\$1	\$0	\$1	-\$3	-\$1	-\$4	\$12	\$19	\$29	\$52	\$75	-\$113	-\$31	\$1,653	
<i>EBITDA Margin %</i>													-100%	-7%	73%	
Full-time Employee	1	1	1	1	1	1	1	1	1	1	1	1	1	2	3	
<i>Avg Rev / Empl (Annual)*</i>													\$113	\$226	\$752	
Investment & Financing* (in 1,000)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$160	\$0	\$0	\$0	160	\$0	\$0	
Cash* (At End of Period) (in 1,000)	\$0	-\$1	\$0	\$1	-\$3	-\$1	-\$4	\$12	\$19	\$29	\$52	\$75	180	-\$31	\$1,653	

* in 000s

Assumptions and sales pipeline

Assumptions

Average students / high school = 727¹
Average students / middle school = 557²

Average adolescent members / payor = 4,105³
Average adolescent members / employer = 61⁴

Customer Pipeline

2021, for each of our games, we will sell to
5 high schools
2 middle schools
Subscribers likely to purchase both
games

2022, for each of our games, we will sell to
20 high schools
10 middle schools
1 payor, 2 employers
Subscribers likely to purchase both games

The Playbl Team

Playbl Team



Lynn E. Fiellin, MD

CEO | Founder

Founding Director of the p2P Lab; Yale Professor of Medicine, Child Study Center, and Public Health



Jun Chen, MBA

COO | Co-Founder



Board & Advisors



Robert Gehorsam

Advisor | Edtech and games entrepreneur and executive



Stephanie J. Hull, PhD

Advisor | President, CEO of Girls, Inc.

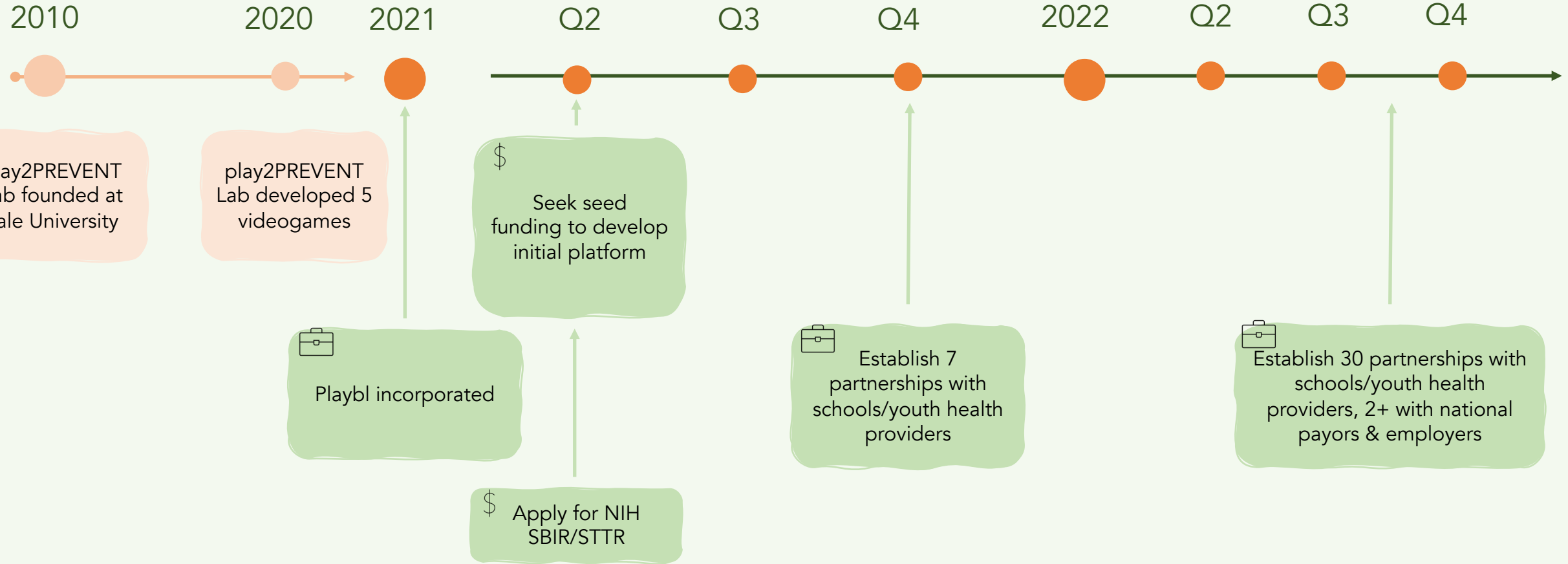


Seth Feuerstein, MD, JD

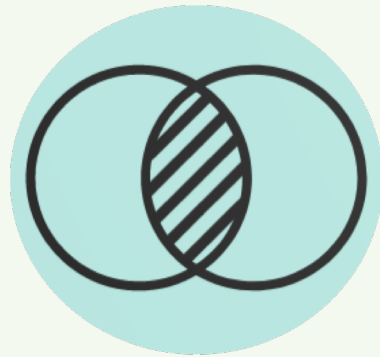
Advisor | Board of Directors Talkspace, eMindful | Aetna, Optum/United Healthcare



Milestones



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