HARNESSING THE POWER OF PLAY
FOR ADOLESCENTS TO LIVE HAPPIER & HEALTHIER LIVES
EVERY YEAR IN THE US:

2M+ ADOLESCENTS STRUGGLE WITH SUBSTANCE MISUSE
5M YOUTH HAVE AT LEAST 1 MENTAL HEALTH ISSUE
10M ADOLESCENTS CONTRACT AN STI

SCARCITY OF SUPPORT:
1: 491 SCHOOL COUNSELOR TO STUDENT
1:1381 SCHOOL PSYCHOLOGIST TO STUDENT
MILESTONES OF THE PLAY2PREVENT LAB → PLAYBL

PLAYBL IS A BEHAVIORAL HEALTH COMPANY THAT MARKETS & DISTRIBUTES EVIDENCE-BASED SERIOUS GAMES THAT PREVENT & REDUCE ADOLESCENT RISK BEHAVIORS

5 VIDEOGAMES DEVELOPED & VALIDATED IN RCTS, LARGE FIELD STUDIES, AND 5 PILOTS

420K TEENS GIVEN LOGINS FOR THE GAMES

40K DOWNLOADS ON THE APP STORE

$15M SUPPORT IN NIH & FOUNDATION FUNDING

PLAYBL SPUN-OUT FROM YALE P2P LAB, INCORPORATED, PAYING CUSTOMERS
SERIOUS GAMES “HAVE AN EXPLICIT AND CAREFULLY THOUGHT-OUT EDUCATIONAL PURPOSE”

MARKET GROWTH IN 2023; COMPOUND ANNUAL GROWTH RATE OF 23%

$10.2B

40M ADOLESCENTS 10-20 YEARS OLD

42K SECONDARY & COMBINED SCHOOLS

13K SCHOOL DISTRICTS

COMMERCIAL PAYORS

FAMILIES
PRODUCTS:
EVIDENCE-BASED GAME PORTFOLIO

MENTAL HEALTH AND OPIOID MISUSE
MENTAL HEALTH & WELLNESS
RISK REDUCTION/ HIV PREVENTION
SMOKING & VAPING
HEALTH ADVOCACY STI/HIV TESTING
EXAMPLES OF EVIDENCE BEHIND THE GAMES

Table 1. Association of game play with gains in substance use knowledge.

<table>
<thead>
<tr>
<th>Substance use knowledge</th>
<th>B</th>
<th>SE</th>
<th>β</th>
<th>z Δβ2</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Month</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of days玩家</td>
<td>0.31</td>
<td>0.06</td>
<td>0.49</td>
<td>5.12</td>
<td>.001</td>
</tr>
<tr>
<td>Number of hours playing game</td>
<td>-0.07</td>
<td>0.08</td>
<td>-0.09</td>
<td>-1.00</td>
<td>.32</td>
</tr>
<tr>
<td>Substance knowledge</td>
<td>0.35</td>
<td>0.10</td>
<td>0.38</td>
<td>3.47</td>
<td>.001</td>
</tr>
<tr>
<td>Age</td>
<td>0.38</td>
<td>0.18</td>
<td>0.16</td>
<td>1.85</td>
<td>.07</td>
</tr>
<tr>
<td>6 Month</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of days玩家</td>
<td>0.11</td>
<td>0.05</td>
<td>0.18</td>
<td>2.19</td>
<td>.03</td>
</tr>
<tr>
<td>Number of hours playing game</td>
<td>-0.02</td>
<td>0.05</td>
<td>-0.03</td>
<td>-0.35</td>
<td>.71</td>
</tr>
<tr>
<td>Substance knowledge</td>
<td>0.72</td>
<td>0.07</td>
<td>0.74</td>
<td>10.23</td>
<td>.001</td>
</tr>
<tr>
<td>Age</td>
<td>-0.13</td>
<td>0.13</td>
<td>-0.06</td>
<td>-0.96</td>
<td>.33</td>
</tr>
</tbody>
</table>

Table 2. Evaluation of assessment validity.

<table>
<thead>
<tr>
<th>Assessment validity</th>
<th>Scores baseline, mean (SD)</th>
<th>Scores post-gameplay, 3 weeks, mean (SD)</th>
<th>Scores follow-up, 6 weeks (SD)</th>
<th>Number of participants tested for HIV (post-gameplay, 3 weeks)</th>
<th>Number of participants tested for HIV (follow-up, 6 weeks)</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intentions</td>
<td>2.81 (0.89)</td>
<td>3.28 (0.92)</td>
<td>3.15 (0.81)</td>
<td>-</td>
<td>-</td>
<td>0.037</td>
</tr>
<tr>
<td>Knowledge</td>
<td>17.44 (4.30)</td>
<td>21.13 (3.83)</td>
<td>21.13 (2.85)</td>
<td>-</td>
<td>-</td>
<td>0.025</td>
</tr>
<tr>
<td>Perceived susceptibility</td>
<td>0.06 (0.24)</td>
<td>0.22 (0.55)</td>
<td>0.11 (0.32)</td>
<td>-</td>
<td>-</td>
<td>0.390</td>
</tr>
<tr>
<td>Attitudes</td>
<td>2.18 (0.77)</td>
<td>2.30 (0.49)</td>
<td>2.10 (0.56)</td>
<td>-</td>
<td>-</td>
<td>0.323</td>
</tr>
<tr>
<td>Behavior</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0</td>
<td>0</td>
<td>0.135</td>
</tr>
</tbody>
</table>

Figure: Increase in Negative Beliefs About Tobacco Products

- Pre-game to Post-game
  - How likely do you think teens are influenced by seeing others use cigarettes or e-cigarettes on social media?
  - How likely is a teen to become addicted to e-cigarettes?

Figure: Increase in Knowledge About Tobacco Products

- Pre-game to Post-game
  - Teens that use cigarettes have nicotine, the highly addictive drug found in cigarettes, in them.
  - Teens that use cigarettes don't usually use other tobacco products, like cigarettes.

Effectiveness of a web-based tobacco product use prevention videogame intervention on young adolescents' beliefs and knowledge.

- Kimberley D. Harff, Claudia Luna-Jarvis, Fernandez, Lin Li, & Lynn E. Finlin

Use of Videogame Apps to Assess Gains in Adolescents' Substance Use Knowledge: New Opportunities for Evaluating Intervention Exposure and Content Mastery.

- Zaheer, Minnaar, MD, MPH, MPH, PhD 1,3,4 Leta A. Fialka2, 3, 4, 5, 6, 7
- Aronson, E. D. 1, 3, 4, 5 Leta A. Fialka2, 3, 4, 5, 6, 7
- Aronson, E. D. 1, 3, 4, 5
- Aronson, E. D. 1, 3, 4, 5
- Aronson, E. D. 1, 3, 4, 5
- Aronson, E. D. 1, 3, 4, 5
- Aronson, E. D. 1, 3, 4, 5
EACH PLAYBL GAME PROVIDES EXTENSIVE HEALTH AND COST BENEFITS

RISK OF MISUSE
15%

VALUE OF AVERTING 1 OPIOID USE DISORDER
AGE 16-19 (SOURCE: MURPHY, 2020)

$390K
HEALTHCARE SECTOR

$525K
TAXPAYER

$3.45M
SOCIETY
A Yale doctor is using a video game to fight the opioid crisis
Washington Post
HOW WE MAKE MONEY

SALES EFFORTS ARE DIRECTED AT EDUCATORS, SCHOOL ADMIN DURING SUMMER & FALL TO MEET FUNDING CYCLES; PIVOT TO CLINICS/PAYORS

PRICING BASED ON CUSTOMER TYPE:

INDIVIDUAL PRICING IF <500 USERS:
HIGHER TIERED PRICING PER USER/PER GAME/YEAR

ENTERPRISE PRICING: TBD

FOR ACCESS TO:
UNLIMITED GAMES
USER DATA
TECH SUPPORT

B2G B2B
CUSTOMERS TO DATE

TOTAL # OF CUSTOMERS TO DATE: 11

TOTAL # OF SUBSCRIPTIONS: 422

TOTAL REVENUE SINCE SALES EFFORTS IN AUGUST 2022: $6800

ONGOING NEGOTIATIONS:
- CDC (~ 1,000 ORGS AROUND THE COUNTRY
- NEW CHARTER SCHOOL ORGANIZATION
- BOYS & GIRLS CLUBS
- CIGNA (EVERNORTH)
- KAISER PERMANENTE
NON-DILUTIVE FUNDING: YALE BLAVATNIK AWARD

• FUNDED: $200,000:
  • PHASE 1: COMPLETED, $60,000
    • DATA DASHBOARD WITH DELOITTE (USER ENGAGEMENT DATA)
    • CUSTOMER DISCOVERY SURVEY
  • PHASE 2: $60,000
    • DATA DASHBOARD <-> SERVER INTEGRATION: COMPLETED
    • USER PILOTS WITH 3 SCHOOLS: PENDING
  • PHASE 3: $80,000
    • DEVELOP “CLOSED LOOP” ENROLLMENT SYSTEM TO COLLECT CUSTOMER ENROLLMENT METRICS AND OPTIMIZE DELIVERY OF GAMES DASHBOARD: PENDING
MILESTONES

YEAR 1
2022-2023

ACHIEVEMENTS
- Yale Blavatnik Prize
- CT Innovator Award
- Customer Payments Received
- GSV Cup Elite 200
- Primary VC Founders Fellowship
- I2I Grant

TALENT
- Recruit CEO
- Business Dev Consultant
- Software Developer

BUILD
- Data Dashboard
- Server Dashboard Integration
- Enrollment System

SALES
- Customer Discovery Survey
- Pilot with Schools
- Y1: 500 School Sales

PARTNERS
- Partner with Insurers, Health Orgs
- Y2: 720 School Sales

EXPANSION
- Expand to All US School Districts, Major Insurers, Health Orgs

YEAR 2
2023-2024

DIGITAL BIOMARKERS
- Development of Digital Biomarkers
- Predictive Modeling for Future Risk

YEAR 3-4
2024-2026

EXPANSION
- Expand Internationally

REVENUE + BLAVATNIK FUNDS + SEED FUNDING
HARNESSING THE POWER OF PLAY FOR ADOLESCENTS TO LIVE HAPPIER & HEALTHIER LIVES