

studentbody

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Contact:

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Industry:

Digital health, mental health
targeting college students

Executive Leadership:

Sonia González, DrPH, MPH
Former Healthy CUNY
Health-Tech Project Director
and Deputy Director of NYC-
based non-profit; NIH
Predoctoral Fellow; 20 years
public health practice

Amy Kwan, DrPH, MPH

Health-centered community
based participatory researcher,
15 years public health practice.

Charles Platkin, PhD, JD, MPH

Award-winning health and
behavior professor, researcher,
serial entrepreneur, syndicated
columnist, & author of 7
nutrition and behavior change
books, and Co-Director of
Hunter College Center for
Health Technology

Advisors:

Jack Gladstein, M.D. University of
Maryland School of Medicine;
Professor of Pediatrics,
Division of Adolescent
Medicine

Tracie Dennis, PhD Hunter
College and The Graduate
Center; Professor & Director
Stress, Anxiety, and Resilience
Research Center

Samantha Deneffrio, PhD
Behavioral and Cognitive
Neuroscientist

Finance:

- Self-funded to date with
\$10,000 investment
- Amount of Financing Sought:
\$500,000
 - Product development
 - Sales & marketing
 - Staff

Executive Summary:

Every kid wants to succeed but far too many young people are not able to realize their dreams due to health issues. StudentBody encourages good mental health in young people and we are starting with college students using a holistic and just-in-time framework via a natural language learning chatbot. StudentBody helps students address sleep, exercise, and eating habits to improve mental health and thus, improve college and university retention.

Market Opportunity / Unmet Need:

College students have poor health habits: 45% are not getting the recommended amount of daily exercise, 96% do not eat enough fruits and vegetables per day, 32% report sleep difficulties, 57% report high stress, and 32% are diagnosed with a mental illness.¹

Poor student health is costly for individual physical and mental health and postsecondary institutions' attendance rates, academic performance, graduation rates, and relatedly, university status and ranking, and alumni giving. For example, 64% of college students in the U.S. with a mental health issue who take a break, do not return to college.² For a university with 1,400 undergraduates and \$60K annual tuition, that's an \$11.1MM annual loss. Investing \$1.10 per student per month would prevent \$60K loss annually for each student retained until they graduate. There are 200MM students globally, 20MM in the U.S., and StudentBody is beginning with the 419 institutions on the U.S. East Coast.

Products/Services – Launched & Pipeline:

StudentBody offers a customizable branded product for universities and tailored user experiences drawing from natural language learning technologies to **offer trustworthy, medically accurate, evidence-based, relevant, and easy to understand** health information to improve college students health on topics that are inter-related to support good health and well-being.³ Initially StudentBody would be available for undergraduate students in the U.S., then medical, law, and other professional students, and then available globally.

Commercial / Technical Milestones:

- Prototype testing with college students and piloting at 1 university (2019)
- Launch to 18 institution (2020)
- Build text simulations and expand to 98 schools (2021)
- Build Live Connect and expand to 253 schools (2022)
- Refine and expand content and serving 478 schools(2023)
- Serving 734 schools(2024)

Competition:

Companies targeting specific areas of college health lack an all encompassing approach. StudentBody curates in-the-moment, easy-to-understand health nudges to build a new set of coping skills to improve healthy habits as a retention tool for colleges and universities.

Financial Projections (Unaudited):

Year 1: \$20K revenue; 1 college; \$1.10 per user.

Year 4: \$16.5MM revenue; \$14.5MM gross profit; 478 colleges; \$1.10 per user.

1. American College Health Association-National College Health Assessment II: Undergraduate Student Executive Summary Fall 2018. Silver Spring, MD: American College Health Association; 2018.2. College Students Speak: A Survey Report on Mental health. The National Alliance Mental Illness, 2012.3. Mental Health on College Campuses: Investments, Accommodations Needed to Address Student Needs. The National Council on Disability, 2017.