

SUPERBETTER

LIVE GAMEFULLY. BE STRONGER.

**INDIEGOGO CAMPAIGN MEDIA KIT
OCTOBER 2015**



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ABOUT



Powered by the science of games, **SUPERBETTER** is an app and website that has helped nearly 500,000 people tackle real-life challenges and improve their mental health. It's backed by two scientific studies.

But we are not done with our product, science and research. To improve even more lives we're launching an IndieGoGo campaign to raise \$150,000 to build **SuperBetter 2.0!**

THE GAMEFUL WAY OF LIVING TO GET STRONGER FOR LIFE



The same strengths we use when we play games can help us be stronger in our real lives. The **SuperBetter** app is an everyday coach for living gamefully.

SuperBetter has helped nearly **half a million people** to achieve personal growth and tackle real-life challenges like depression, anxiety, chronic pain, traumatic brain injury & PTSD – by increasing resilience.



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“SUPERBETTER IS A AN ENGAGING, PROVEN TOOL THAT IS PROFOUNDLY CHANGING LIVES FOR THE BETTER. WITH YOUR HELP, WE CAN DRAMATICALLY INCREASE SUPERBETTER’S IMPACT TO HELP MILLIONS AROUND THE WORLD BE STRONGER FOR LIFE”

**KEITH WAKEMAN
CEO, SUPERBETTER**

THE RESEARCH



Proven health benefits:



- Using **SuperBetter** for 30 days significantly decreased symptoms of depression & anxiety; increased optimism, social support and belief in one's ability to succeed.

(University of Pennsylvania randomized controlled study, published in peer-reviewed Games for Health Journal)



- Using **SuperBetter** reduced depression; strengthened family relationships during recovery; high satisfaction & liking

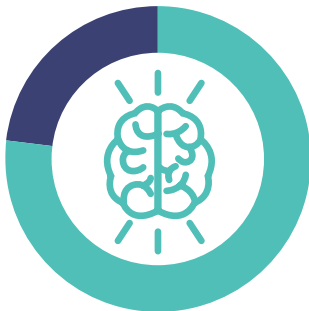
(Ohio State University Concussion Recovery Study)



THE STATS



Mental Health issues affect a huge number of people in the US...



77% of Americans regularly experience physical symptoms from stress
(American Psychological Association)



1 in 4 Americans face mental health challenges each year
(National Alliance on Mental Illness)

Tapping a gameful mindset enables SuperBetter to *reach* and *help* an *engaged* audience...



1.23 billion people worldwide spend on average an hour a day playing games
(Institute For The Future)



58% of all Americans play video games. Among Millennials, it's **81%**
(Entertainment Software Association)



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THE PIONEER - JANE MCGONIGAL



“MY #1 GOAL IN LIFE IS TO SEE A GAME DESIGNER NOMINATED FOR A NOBEL PEACE PRIZE.”

SuperBetter is created by **Jane McGonigal**, a researcher & world-renowned designer of games to improve real lives & solve real problems. Jane is the Chief Science Officer for SuperBetter.



JANE'S SUPERBETTER TED TALK HAS BEEN VIEWED OVER 5 MILLION TIMES.

JANE IS THE AUTHOR OF THE NY TIMES BEST SELLING BOOK 'SUPERBETTER'

(Penguin Press, September 15, 2015).



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THE TEAM



KEITH WAKEMAN CEO  

Keith is a social entrepreneur and innovator that has launched over \$1 billion of new products. He was a brand builder for 20 years in the CPG industry and an entrepreneur for the last 10 years in developing new ventures in the health community.



JANE MCGONIGAL CHIEF SCIENCE OFFICER   

Jane McGonigal is a world renowned designer of games to improve real lives and solve real problems. Jane has a Ph.D. in Performance Sciences from the University of California at Berkley. She is also the NY Times Best Selling Author of Reality is Broken...and of course her new book – SuperBetter.



MIKE HOSTETLER CTO  

Mike Hostetler is our CTO and is a proven technology entrepreneur. Mike formerly founded appendTo, a boutique consultancy born out of his work on the jQuery project, which he exited in 2015.



VIOLET RICKER COMMUNITY MANAGER  

Violet has a background in community development and is an active advocate for reducing the stigma surrounding mental health. She has a bachelor's degree in non-profit management from North Park University and is and currently working towards a Masters in Divinity Studies.



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PRESS INQUIRIES



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