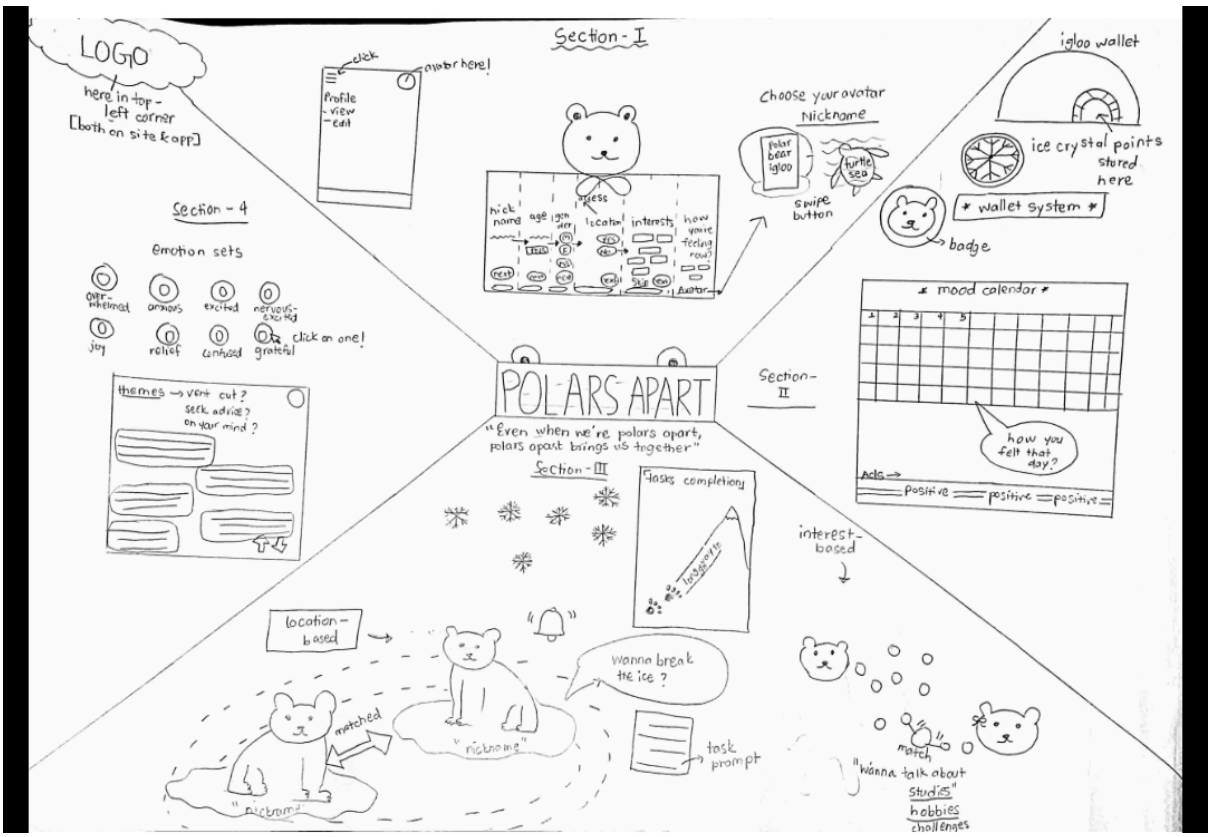


1. Opening Slide- Logo & One Liner

Name and Logo: Polars Apart



- You've got these two polar bears chilling in opposite directions. They totally represent how youth can feel isolated even when they're in the same space or facing the same struggles - like they're literally polar but so close.
- The typography gives off a cool, digital and minimal vibe. It's like we're apart in the literal sense (social isolation) but through this app, the two polar bears i.e., us are connected together.
- The scarves around those bears are soft, cosy and protective just like how our app wraps people in a supportive community, even when they feel all alone in the cold world.
- Those little stars around them? That's the hope, the sparkle of connection and dreams that everyone holds onto even when they're apart.
- The blue circles encapsulate the polar bears, show that even in their individual bubbles they can be connected through something (our app)

- The polar bears facing opposite directions but with the name smack in the middle is such a mood, It screams, “Yeah we might be on different ends, but we’re still united through this common ground, the app”
- And just like how Duolingo has its cute little owl, our app has polar bears as they’re known to be socially isolating animals, often spending time alone in the wild that makes them a symbol of isolation but also of strength and survival. Plus, who wouldn't want to see an adorable bear walking their journey toward connection, right?
- And just to clarify, the logo and app’s name “Polars Apart” have nothing to do with or aim to reference bipolar disorder. It's purely about the idea of physical or emotional distance.

One Liner: Even when we’re polars apart, polars apart brings us together.

2. What is the problem?

“We will have like a small skit
Person 1 : Hii, u look so sad? What happened?
Person 2: I feel lonely
Person 1 moving around in circles and repeat these statements:

- You have to be an introvert to feel lonely
- See, if you’re around people, you’re not lonely
- Trust me, social media friends are real friends
- Huh? Loneliness only affects older people
- [whispering] people who are lonely are just antisocial or unfriendly

How many of you have heard these statements before? Maybe you’ve even said them yourself.
You can be the life of the party and still feel alone. You can have hundreds of contacts but still can’t think of 1 person to call at 3 am except your family.
This silent epidemic is not just an emotional issue; its a mental health crisis lurking in the hallways of our campuses. What’s shocking is that we live in the most connected era in history, we have got wellness apps, forums, social media platforms then why rising levels of social isolation or loneliness?
Okie, lets change the angles. Think of your social life like a video game. We can hate the game, but hating it won’t change the rules. Some players start with better tools, like my mother who is so good at talking to most random people, and then its me, the awkward kid who freak out and overthink before saying just a hi. You can't change your starting point but you can absolutely level up the way you play. We don’t have to stay stuck in a loop of isolation and loneliness. We can hack the game and win it. [bringing everyone closer] yall ready to hear the secret recipe of polars apart.

3. What’s the Solution?

- Our target audience is youth of ages 16 to 25 years old

Step 1: Profile Setup – Creating Your Avatar

- You open the site, and instead of the usual boring sign-up page, you’re greeted by a cute polar bar mailbox for setting up your profile
- First up, you pick your nickname, something that reps your vibe.
- You’ll also have the option to enter your age and gender or skip it entirely if you’re not in the mood to reveal that info (we have a “prefer not to say” option)
- Same goes for your location - you can decide if you want to share where you are, but if you don’t wish to , you’ll still get to join in on the other add ons of the app. We’ll delve further

into this later but for the more interactive group stuff, location helps match you with people nearby
- Then we get into interests section, if you have used Bumble there would be few quick prompts like plant lover, climate change enthusiast, or again you can totally choose “prefer not to say”
- And lastly, we ask how you’re feeling right now.
- The whole setup is designed so you’re in control, share as much or as little as you want.
- And the special part, you know how games let you pick different characters with their own strengths? Similarly, we give you avatars of animals like marine turtles, jaguars, pandas, you can pick one that screams YOU in the app.

You’ve got **big, bold buttons** and **swipeable sections** for entering your info. No overwhelming drop-down menus or tiny text. The best part? You control what you share. Not feeling like dropping your location or gender? No problem. The **“Prefer Not to Say”** button is large and easy to hit. The layout makes you feel like your choices are respected, no pressure.

And when it comes to picking your animal avatar? The **graphics are fire.** The icons for each animal are vibrant and fun, all drawn in a way that lets your personality shine through. It’s more like you’re customizing a character in a game than just filling out a profile.

Step 2: The Wallet System – Earn Points for Healthy Habits

- Let’s level up with step 2 which is more of an add on of the app than the app itself
- Our polar bear has a wallet pocket that has all the points it earns
- **We have Hydration check -** if you’re regularly drinking water and tracking it, you’ll rack up points that go straight into your wallet
- The more points you earn, the higher your avatar levels up in this game.

You’re gonna love the wallet design. It’s like this little floating pouch that follows your avatar around, **think video game HUD style**. Every time you earn points for doing something healthy (like drinking water), it makes a satisfying *ding*, and a colorful coin gets added to your wallet. **Minimalist and intuitive**, the point system is laid out in a way that feels rewarding, not confusing.

- **Another thing, is the mood calendar** - here’s where things get visually cool - every time you log how you’re feeling, your mood gets a specific color on your calendar, let’s say i feel sad today, so for today’s date your calendar will show a blue box. After a month, when all 31 days get filled up, you’ve got this beautiful mood art piece. And each pixel on the art represents a day and when you click on it, and it shows you exactly why you felt that way. Users become more aware of their emotions and start recognizing patterns. Once users can *see* how their emotions flow, they can start taking control of their emotional well-being."
- And another thing we thought of is we could tie up or collaborate with sites like positive news. So instead of ads that annoy you, you’ll see positive news that will make you feel the world is not that horrible to live in.
- This system makes taking care of yourself *rewarding*. When people feel good about themselves, they’re more likely to engage socially.

Step 3: Peer Connection System – Making Real-Life Friends

- Peer connection system is where the real world meets the online world in a way that's actually fun and meaningful so we will connect peers based on two aspects - location and interest
- **The background has this cool, calming arctic vibe - icy blues and whites, with soft snowflakes floating down. As you explore the app, you see cute polar bears wandering around, representing other users near your location.**
- **Location based matching:** If you have given the app access to location , the app will match you with users nearby based on your location let's say 10 m radius. When the peer is matched, you will be given a prompt or task to complete together like grabbing ice cream or as simple as walking around the campus.

  You're a polar bear on this iceberg, and other bears (aka users) float by when they're nearby. The bears are interactive; tap on a bear, and their profile pops up like a cozy igloo. No long bios, just short and sweet details like nickname, interests, and a fun fact. The app will then throw out a playful prompt: "Wanna break the ice?"

- **Interest based matching:** If in-person isn't your vibe or you just want to connect with people online, you can link up based on shared interests. Whether its hobbies, mental health challenges or emotional needs, you'll be matched with someone who can relate to you and get what you're going through. If you're feeling anxious due to exam stress, the app will pair you with someone who understands and can help you with your studies.

  If you're not feeling like sharing your location, that's fine too. The system switches to a snowball throw game. You're a bear tossing snowballs toward other bears that match your interests. Hit them with a snowball, and their profile opens up. If they throw one back? Instant match!

- The more you engage and complete tasks that might be super simple or slightly challenging, the more you earn your points in your wallet pocket. Even if you don't finish a task, no worries - you still collect badges for your effort. These badges could be for mood tracking, helping out a peer, or even just being consistent with your tasks. It's all about progress, not perfection.
- You will be able to hack the social game by doing things your own way and leveling up without burning out. You're the player and the better you play, the more you get out of it - be it strong connections, emotional growth or just collecting cool badges.

  For completing tasks together, the UI leans into the polar theme again. As you finish prompts, like taking a walk with someone or chatting online, you'll see little polar bear paw prints fill up across the screen. Every completed task feels like you're trekking across an arctic journey. The more you do, the further your polar bear moves toward the "Polar Peak," a destination that unlocks cool rewards or achievements, like rare badges or fun avatar outfits (polar bear with a snow hat, anyone?).

Step 4: Emotional Communities – Share, Vent, and Learn Together

- You can pick from over 100 emotions, like anger, loneliness, joy or whatever else you're feeling. Each emotion opens up a whole sub-community just for that feeling. This means if you're angry or feeling lonely, you can hop into that space to vent, seek advice or even just confess what's on your mind. Once you dive into the emotional communities, you'll notice

how simple but warm the design is. **No clutter**, just neatly organized emotions in bold, inviting icons.

- For each emotion, the app doesn't just leave you hanging. It gives you preloaded mental health advice, coping tips or guides that are right there when you need them. E.g. if you select overwhelmed, you might get directed to calming exercises or venting space where you can let it all out
- Just like Reddit upvotes, users can rate advice or comments that they find most helpful. This way, the best advice floats to the top, and you're not left scrolling through a bunch of unhelpful stuff. It's all about getting quick, effective support from people who've been where you are.
- If things get tough and you need to talk ASAP, you can send a quick message like, "Hey, I'm feeling sad." If no one is available at that moment, the app has your back, it'll pop up with options to reach out to an online therapist or hotline. There's a **quick pop-up option** that gives you instant links to a hotline or a therapist, no hunting through endless menus.

We Solve the Problem of Isolation by Making Connection Inevitable

- Over time, this app doesn't just reduce isolation, it builds life skills. Users learn how to manage their emotions, make meaningful connections, and engage with others in ways they might have avoided before. They're not just connecting, they're *growing*. And that's what will make this solution stick: it gives people the tools to thrive both online and in the real world.
- We've used **gaming psychology** to make growing emotionally feel like leveling up in life. Every time you track your mood or connect with someone, you're getting rewarded with points and badges, thanks to **positive reinforcement** and **operant conditioning**, basically, the more you engage, the better you feel. Our **mood calendar** is like your personal art therapy, it lets you create a visual diary of your emotions so you can spot patterns and take control of how you're feeling. And we didn't forget the power of community. The **peer support model** gives you a space to share real talk with people who get it, breaking down that feeling of being all alone.
- From the moment users create their avatars to the time they make their first real-life connection, every part of our app is designed to break the cycle of isolation. We aren't just giving people more screen time; we're giving them the tools and motivation to step out into the world, connect with others, and build friendships that last
- By making socializing feel rewarding, fun, and easy, we're solving the problem of isolation at its roots. More face-to-face conversations, more real-life friendships, this is how we reclaim human connection in a digital age."

Is there a market opportunity for "Name of the app" ?

TALK ABOUT USP

- In India, mental health and wellness are becoming increasingly important topics. The Indian mental wellness market, including mental health apps, is set to experience significant growth in the coming years. With an estimated 150 million Indians in need of mental health interventions and only a small fraction receiving help, this gap presents a massive market opportunity.
- India's wellness industry, including mental health services, is projected to grow at a **CAGR of 10%** over the next five years. The demand for platforms that help people manage their

emotional and social well-being is rising rapidly, and *Polars Apart* is designed to fill that need.

- Here's where the urgency kicks in: the market is evolving quickly. If you wait, someone else will step in. India has one of the youngest populations in the world, and the youth we're targeting are hungry for real, meaningful connection. *Polars Apart* offers a platform that addresses that need in a way that no other solution does.
- Let's talk about the market opportunity. While there are thousands of apps out there, dating apps, friend-making apps, self-care tools, wellness platforms, social networks, *Polars Apart* stands in a category of its own.There are many platforms like Headspace or Calm but they lack gamified features that we offer. Our app doesn't just help people meet or check in on their well-being; it **turns social connections into actionable, measurable emotional well-being tasks**. It's designed to tackle one of India's biggest growing problems: social isolation. And with this untapped market, we're uniquely positioned to make an impact.
- Our USP? *Polars Apart* combines operant conditioning, task-based progression, and mental health support to create a seamless, user-friendly tool that focuses not just on emotional support but on **real-life connections**. No other platform in India today does what we do, using **gaming psychology** to turn emotional well-being and connection into a **rewarding, actionable experience**.
- With rising rates of mental health challenges among youth, the demand for innovative solutions that combine mental wellness with social interaction is higher than ever. *Polars Apart* is the answer. We're merging this critical need with features that set us apart: **real-life, data-driven connections and emotional growth, all in one app**.
- Investing in *Polars Apart* means backing a project that's not just about more screen time, it's about creating **genuine human connections** and fostering **emotional growth**. We're changing the narrative on social isolation, giving the youth the tools they need to thrive both emotionally and socially.
- So, ask yourself, do you want to be part of the movement that's about to disrupt this industry, or will you watch from the sidelines as someone else seizes this opportunity? Because, once this takes off and it will you won't want to be the one asking, "What if I had jumped in earlier?"

What do we want from you?

You and I care about the future of mental health and social entrepreneurship. With Polars Apart, we're not just offering another app; we're offering a tangible solution that will directly impact the lives of millions. Through our data driven approach and unique features, we will help reduce social isolation and improve overall mental well-being.

We have the strategy, the team and the research backing us up. But to make this a reality, we need your support. Investment to bring this app to the next phase. Specifically, we're seeking X amount of funding to hire expert app developers, UX/UI designers, data analysts, marketing specialists, and mental health professionals who will ensure that Polars Apart meets its full potential. By supporting Polars Apart, you're not just investing in an app but in a movement that will redefine mental health support for the youth of today. Let's together make this a reality!