We use the power of play to enable healthier better lives for adolescents
The lack of effective and engaging wellness and prevention interventions calls for Playbl’s digital health tools in the form of videogame interventions.

31M teens report misuse with smoking, vaping, opioids

5M teens struggle with at least 1 mental health issue

10M teens report an STI

The lack of established and accurate methods for identifying at-risk teens calls for Playbl’s data/risk analytics dashboard.

Note: 1. Guttmacher Institute, 2. International Journal of Mental Health Systems, Prevention & Early Intervention report, 3. CDC on STI
## The Products/Services:

<table>
<thead>
<tr>
<th>SmokeSCREEN</th>
<th>Smoking &amp; vaping prevention</th>
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</thead>
<tbody>
<tr>
<td>PlaySMART</td>
<td>Opioid misuse prevention</td>
</tr>
<tr>
<td>EmpowerED</td>
<td>Mental health/wellness in schools</td>
</tr>
<tr>
<td>PlayTEST!</td>
<td>Health advocacy/STI/HIV testing</td>
</tr>
<tr>
<td>PlayForward</td>
<td>Risk reduction, HIV prevention</td>
</tr>
</tbody>
</table>

### Playbl videogames portfolio

Available on Web/App Stores<br>

### Playbl data/risk analytics dashboard

In development<br>

- Extract potential digital biomarkers from videogame in-game data
- Apply machine learning techniques to identify patterns of play correlating with at-risk teen behaviors
- Provide actionable steps to key stakeholders to intervene with teens for better health outcomes and greater cost savings

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**Note:**
1. Available on Web/App Store (iOS)/Google Store (Android),
2. Conclusion based on extensive customer discovery interviews with teachers, clinicians, and payors
The Competition:

<table>
<thead>
<tr>
<th>Treatment interventions</th>
<th>Wellness/prevention interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akili</td>
<td>Playbl</td>
</tr>
<tr>
<td>PEAR Therapeutics</td>
<td>ATENTIV HEALTH</td>
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<tr>
<td>Click Therapeutics</td>
<td>MINECRAFT</td>
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<td>moXie GIRL</td>
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<td>WILDDIVINE</td>
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</table>
Differentiating Unique Benefits

Clinically validated

- 2 large-scale trials (N=333, N=296); 1 large field study (N= 560); 5 pilots; significant changes in attitudes, knowledge, perceptions, and intentions

Produce in-game data

- Capacity to produce in-game data shown to correlate with real-world measures; potential to identify at-risk teens

Teen users first

- Teens are partners in the design and evaluation process; report high engagement and enjoyment of games

Real-world tested

- 270K+ adolescents have played our games globally; proven demand from school and health systems and major payors for digital biomarker analytics capabilities
Playbl’s SaaS revenue models

Pricing at $20 per user per game with access to data/risk analytics dashboard

How We Make Money

Youth-health Organizations ($754M)
- Schools, pediatric clinics and hospitals,
- youth-focused organizations (e.g., Planned Parenthood), School-Based Health Centers

Payors & Employers ($1.6B)
- Insurance payors, Employee Assistance Programs (EAP), Corporate Wellness Programs
- 2022 pipeline: Evernorth; Plutonics

Families & Youth ($1.2B)
- Families with adolescents

2022 pipeline
- Connecticut Children’s Medical Center; Stratford Public Schools

Note: 1. School population statistics, 2 Corporate Wellness statistics, 3. US. Demographic statistics, 4. we plan to make scholarship available to population that can’t afford.
The Current Team:

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  
Innovation, Connecticut Children’s Medical Center

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
The Accomplishments with Blavatnik Funding:

Enhance value and scale with Blavatnik funding

2022

$130K

Data/risk analytics dashboard development: $130K

- Digital biomarkers and algorithms R&D ($60K)
- Software development of the data/risk analytics dashboard for teachers, clinicians, and payors ($50K)
- Legal fees for data privacy, HIPAA ($20K)

2023

$70K

Business development: $70K

- Funding for pilots with 3 school districts, 2 health systems, and 1 payor ($30K)
- Purchasing sales resources (e.g., database, part-time staff) ($40K)
What Will Happen With These Results:

• With clinically-validated biomarker research, we will develop a novel data/risk analytics dashboard as a reporting system with methods using in-game data

• Has the potential to identify at-risk teens and provide actionable next steps and appropriate intervention methods tailored to the needs of school systems, health systems, and payors

• Concurrent with these systems development, we will partner with 3 school districts, 2 pediatric health systems, and 1 payor on pilot studies for feedback on the data/risk analytics dashboard incorporating their input with the goals of improvement in health outcomes, user satisfaction, and cost-savings