

# OM optimum mentality.

## a new hOMe for students

Optimum Mentality is an app for stressed students to learn innovative coping techniques. Our team has created this service to help centralize stress relief practices for busy, overwhelmed students.

## breaking up the hOMogeneity

We aren't the first wellness app on the market, but none offer the variety we do, and none are targeting students. Our survey found that many college students have very high stress levels, so we will be student centric and focus on problems students are more likely to experience such as homesickness, roommate troubles and finals. Our app and website will have four sections: relieve, reflect, restock and resources.

### sOMething new

**Relieve:**

- Exercise and yoga practices and plans
- Healthy eating habits and fun/natural food to cook or eat
- Sleeping tips and tricks (breathing and mindfulness to help you calm before you doze)
- Guided meditations

**Reflect:**

- Music, ambient sounds and podcasts
- Arts & crafts and puzzles

**Restock:**

- Local, natural, and organic options available a la cart
- Themed care packages
- Self care items

**Resources:**

- A map including mental health resources near UW-Madison's campus.
- We will expand to each campus we reach out to starting with BIG 10 schools.

## why our service will blossOM

We believe Optimum Mentality will be a success because we have created an affordable product that will help students learn how to better cope with stress, something most every college student faces. Our product is personal in what it offers but universal in its message.