

# PLAYTAG.TV<sup>TM</sup>

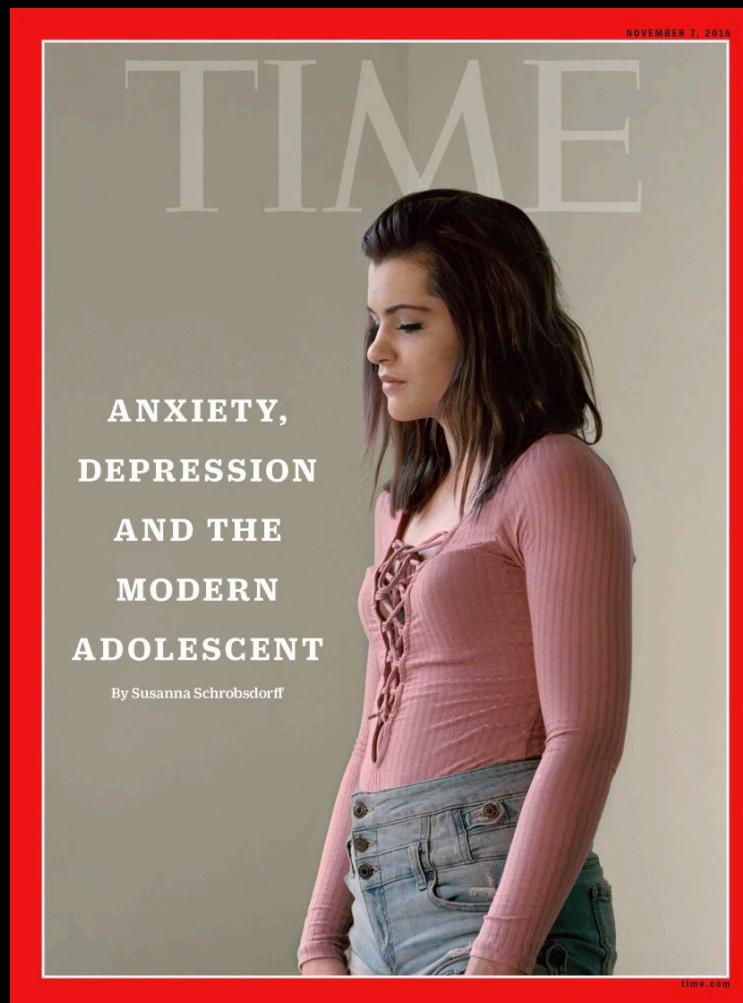
THE ANXIETY GAME

**Challenge Your Anxiety and Depression Today**

Play TAG and discover a whole new world of support.

Founders@PlayTAG.tv  
[www.PlayTAG.tv](http://www.PlayTAG.tv)

# Something is wrong.



## The Problem

The treatment model for anxiety and depression has seen little to no innovation for 300+ years.

# The Problem

From the 1700's...



...To present day.



**Transportation**  
underwent  
tremendous  
innovation.



**Psychotherapy**  
treatment  
remained  
unchanged.



## The Size of the Problem

- **\$238 Billion** dollars is projected to be spent on mental health services in the United States in 2020.
- **48 Million** U.S. adults experienced mental illness in 2018.
- **42% of adults** with an unmet need for mental healthcare stated they did not seek treatment because they could not afford the cost.

Source: National Institute of Mental Health

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- **1 in 5** U.S. adults experience mental illness each year.
- **1 in 25** U.S. adults experience serious mental illness each year.
- **1 in 6** U.S. youth aged 6-17 experience a mental health disorder each year.

Suicide is the **2nd leading** cause of death among people aged 10-34.

Source: National Institute of Mental Health <https://www.nimh.nih.gov/health/statistics/suicide.shtml>

## Complicating the Issue

The problem with finding proper treatment is exacerbated by the stigma surrounding anxiety and depression; it's the "family secret," rarely discussed in the open.

## More Barriers to Treatment

- Seeking "quick-fixes" in the form of medication; which is often over-prescribed
- Paying for the high cost of therapy; often exceeding \$250 per hour
- Devoting large amounts of time required by patients to follow treatment plans



# The Problem is Getting Worse

## Modern technology is accelerating the problem.



CHILD MIND®  
INSTITUTE

One reason the correlation seems more than coincidental is that an increase in depression occurred in tandem with the **rise in smartphone use**.

**A 2017 study** of over half a million eighth through 12th graders found that the number exhibiting high levels of depressive symptoms increased by 33 percent between 2010 and 2015. In the same period, the **suicide rate** for girls in that age group increased by 65 percent.

[Read the Article >> http://tiny.cc/zlsthz](http://tiny.cc/zlsthz)



### SIX WAYS SOCIAL MEDIA NEGATIVELY AFFECTS YOUR MENTAL HEALTH

Documenting your every move on social media can take its toll

[Read the Article >> http://tiny.cc/pksthz](http://tiny.cc/pksthz)

## TAG's Mission

“Create a community and a safe space that removes the stigma surrounding mental illness, start a global dialog about treatment options, and establish an accessible, engaging treatment aid for everyone.”

Disrupt the treatment model for anxiety and depression by turning it into an engaging, mobile-first, scalable, and affordable game.

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## Players choose from 1000's of video challenges.

Players subscribe for \$9.99 per month, or can rent videos for \$0.99 for 7 days, and purchase for \$1.99.



# How the Game Works

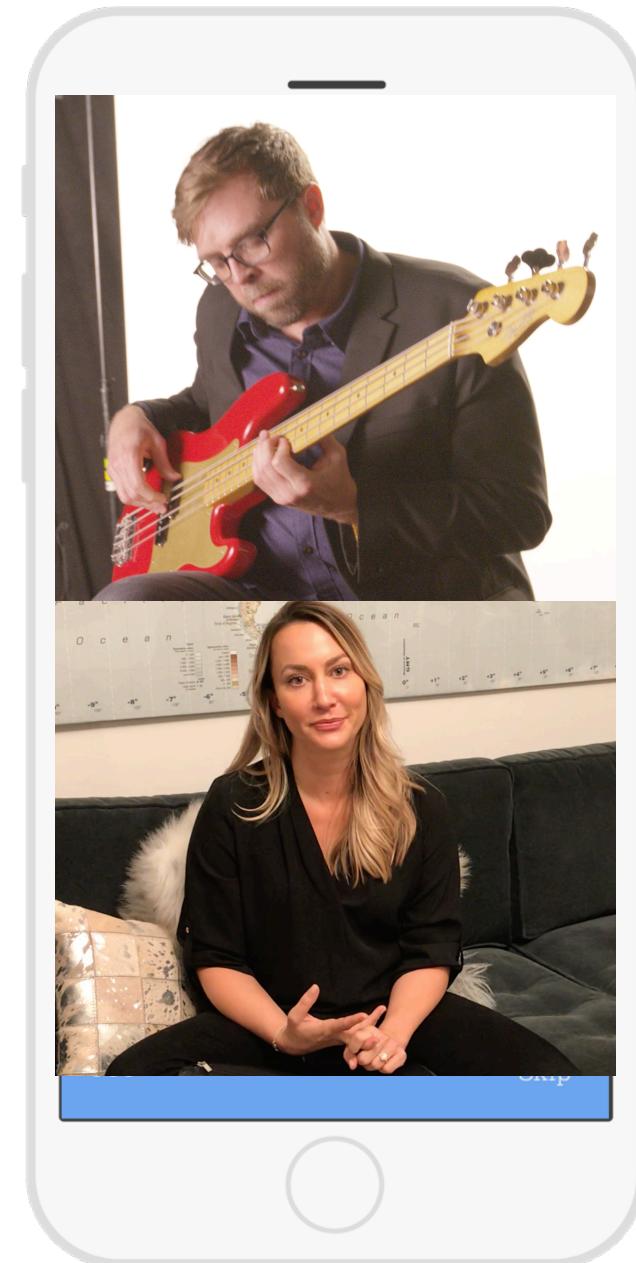
## TAG is “Xbox for anxiety.”

Players login to see 1000's of video “challenges” across a wide range of topics related to anxiety and depression.

1000+ top-tier artists (musicians, singers, dancers, writers, painters, and many others) share their own personal experiences with anxiety and depression via videos.

In these same videos, world-class clinicians provide insight, education, and issue therapeutic treatment “challenges” that players complete.

If a player proves they completed the challenge (UGC submitted to TAG), they can receive their next challenge video for free.



## Meet Selena



Selena lost her younger brother to cancer a year ago and has been struggling with grief ever since.



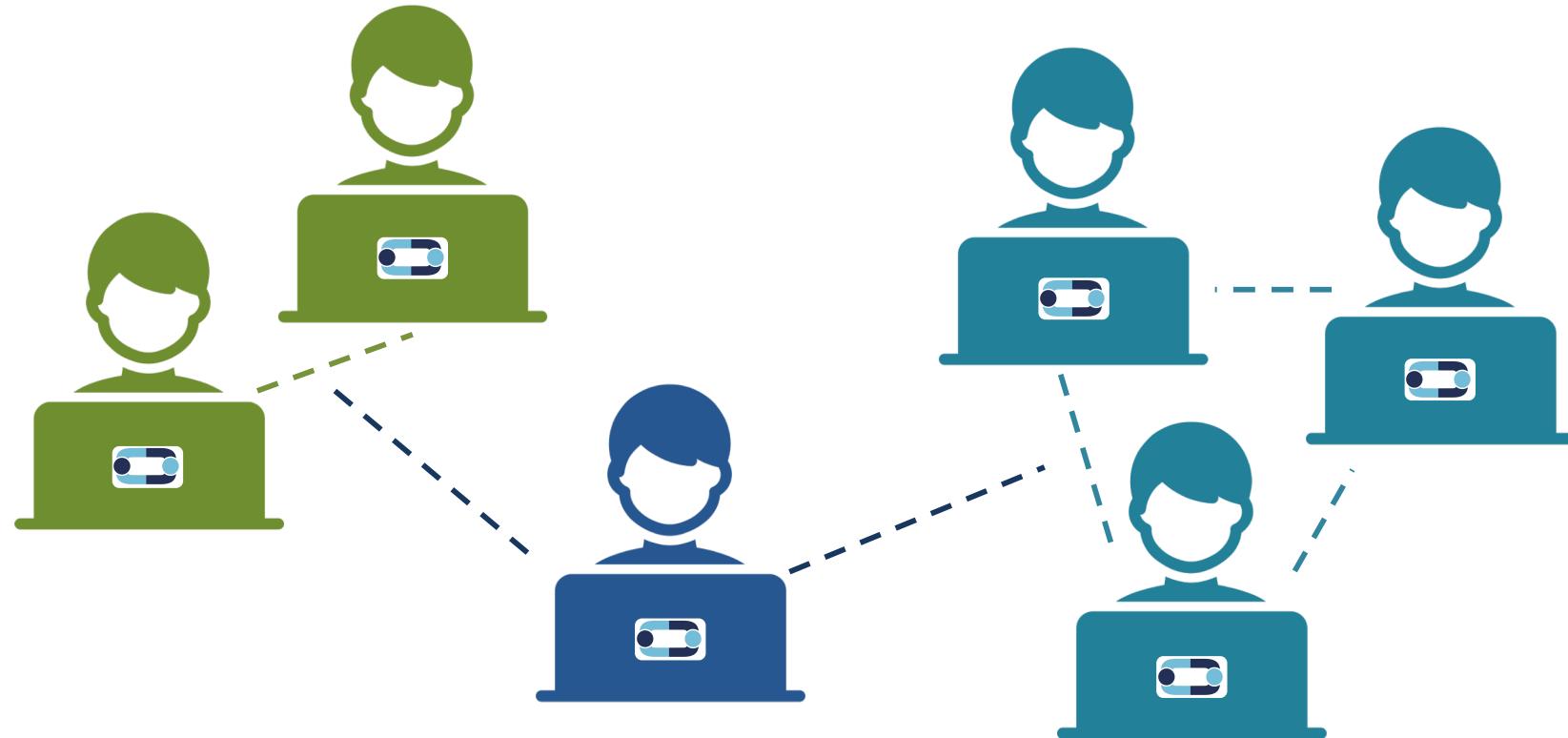
The clinician in her challenge video suggested that she volunteer for her brother's boy scout troop to get her thoughts focused on something other than herself and her grief, and instead focused on someone else, doing something positive in the community.

Challenges will come in a wide variety of highly engaging forms, from journaling, to exercise, to nature therapy and much more.

## Creating Community

Players are part of a global community who complete challenges as teams or individuals and win daily and weekly prizes.

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# Reaching the “Unreachables”

## TAG's Warrior Division

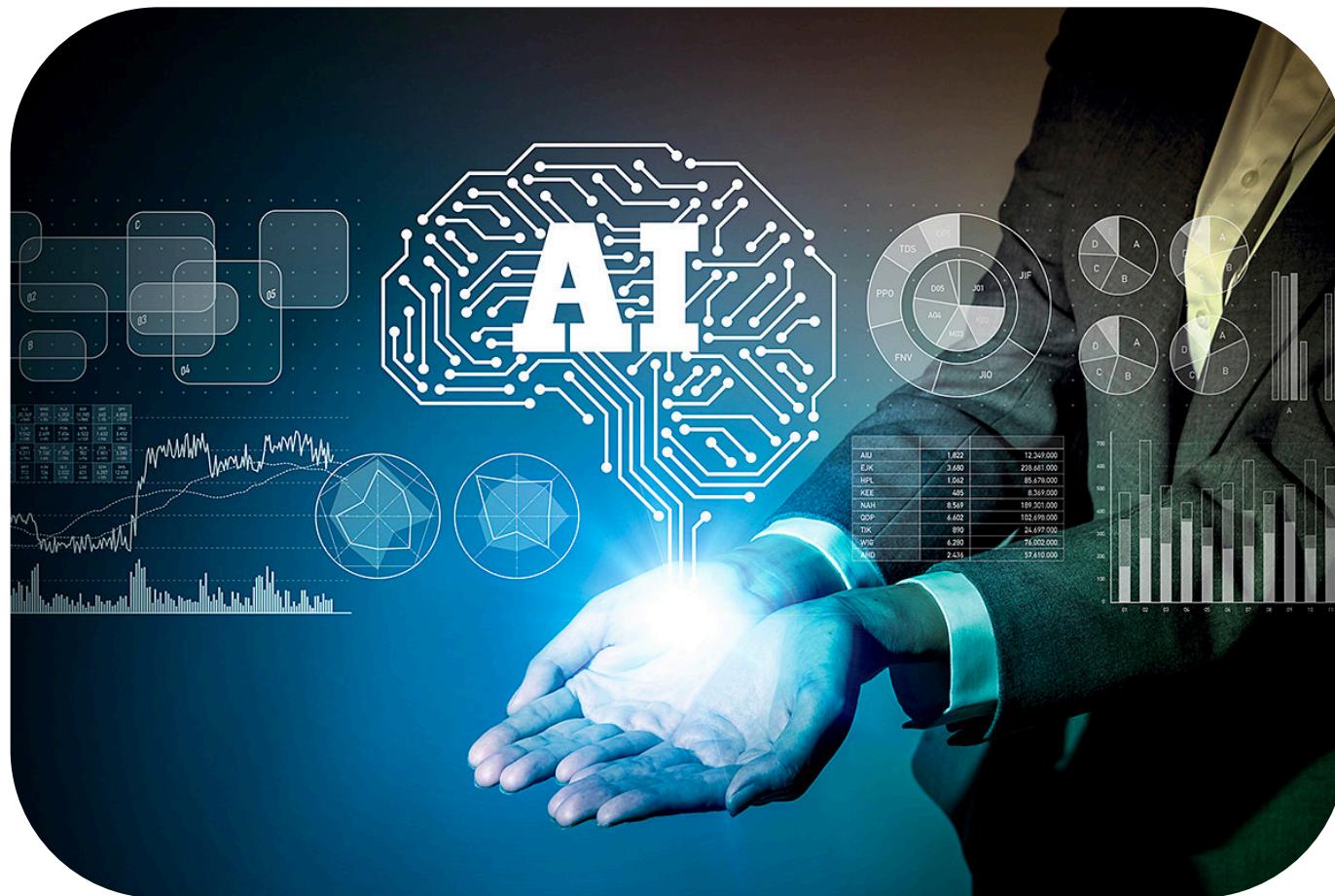
TAG is committed to solving the problem not only for the mainstream audience of sufferers, but also for those who suffer in silence, in the underserved communities; with little to no resources to seek help.

For that reason TAG created our Warrior Division; which will focus on inner-city and rural underserved youth, who are the greatest community at risk of anxiety and depression; responsible for the majority of murders, suicides, school shootings, street violence, sexual assault... all as a result of not receiving proper treatment for anxiety and depression.



# Engineering Smarts into the TAG Platform

The TAG video recommendation engine will be part AI driven and part human curated by our leading clinicians. TAG will suggest videos to players that are identified to be following certain patterns of viewing.



# We're Moving Fast



- **Signed our first Grammy Award Winning artist, Jessie Ingalls, Grammy Award winner (2014) and nominee (2018) for musical production, writing and audio engineering on highly acclaimed albums with Ben Harper and Charlie Musslewhite.**
- **Hired Lead Clinician, Doctor Tricia Doud, PsyD, of The Menninger Clinic, Baylor Medical School, Miami Children's Hospital, LSU Medical School, Pepperdine University, UCLA Neuropsychiatric Institute - who will provide the academic and clinical backbone for the TAG Platform.**
- **Partnering with the University of Texas and UCLA who will offer leading PhD candidates and Faculty members to provide video input for TAG's challenge videos.**



**The University of Texas at Austin  
Graduate School**

**UCLA** College | Life Sciences  
**Psychology**

# Team Highlights



## Erik Nielsen, Founder

- Inventor of the Board Game LINQ™, Winner of “Game of the Year” Nomination, International Festival of Games (Cannes, France 2010).
- 20+ years Marketing and Advertising executive with the Fortune 500.
- Founded 3 successful start-ups and led them to year-over-year profitability.
- [www.linkedin.com/in/eriknielsensaffron](https://www.linkedin.com/in/eriknielsensaffron)



## Russ Nash, Advisory Board Member

- Former Head of Global Health Industry, Accenture; responsible for \$2B in annual revenues.
- Former Partner and Core Leader in the Health and Insurance Practice at McKinsey & Company
- <https://www.linkedin.com/in/russnash1/>



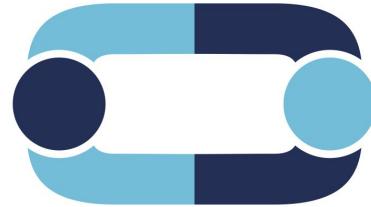
## Doctor Tricia Doud, PsyD

- Licensed Clinical Psychologist with lengthy training acquired at top facilities including The Menninger Clinic, Baylor Medical School, Miami Children's Hospital, LSU Medical School, Pepperdine University, UCLA Neuropsychiatric Institute.
- <https://www.linkedin.com/in/tricia-doud-4388236/>



## Jesse Ingalls, Grammy Winner

- Grammy Award winner (2014) and nominee (2018) for musical production, writing and audio engineering on highly acclaimed albums (with Ben Harper and Charlie Musslewhite).
- <https://www.linkedin.com/in/jesse-ingalls/>



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