

# The Emotion Mirror



Social Reality Platform for Emotion Communication and Wellness

# Problem 1

Mental Health

**3,000,000**

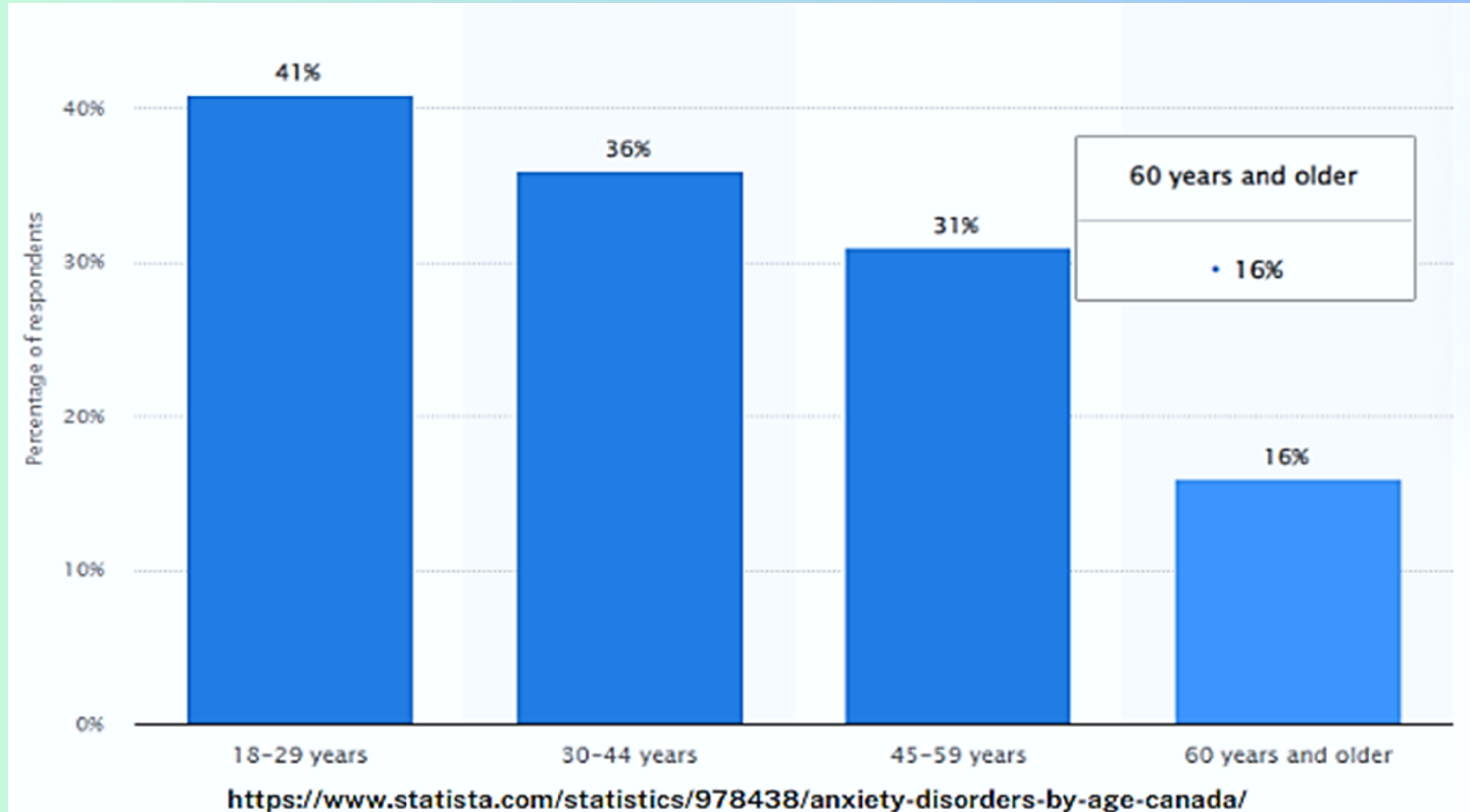
Number of Canadians reporting Psychosomatic issues such as a mood or anxiety disorder

## Emotion Regulation

Difficulties with Emotions contribute to mental health problems, including anxiety, depression, aggressive disorders and PTSD

(Price & Hooven, 2018)

# State of Mental Health in Canada



Majority of Respondents are between the ages of 18 - 44.

# Problem 2

Barriers in communicating feelings

## Barriers

- Difficulty in disclosing emotional concerns
- Tension between medical and social perspectives
- Assumptions about agency

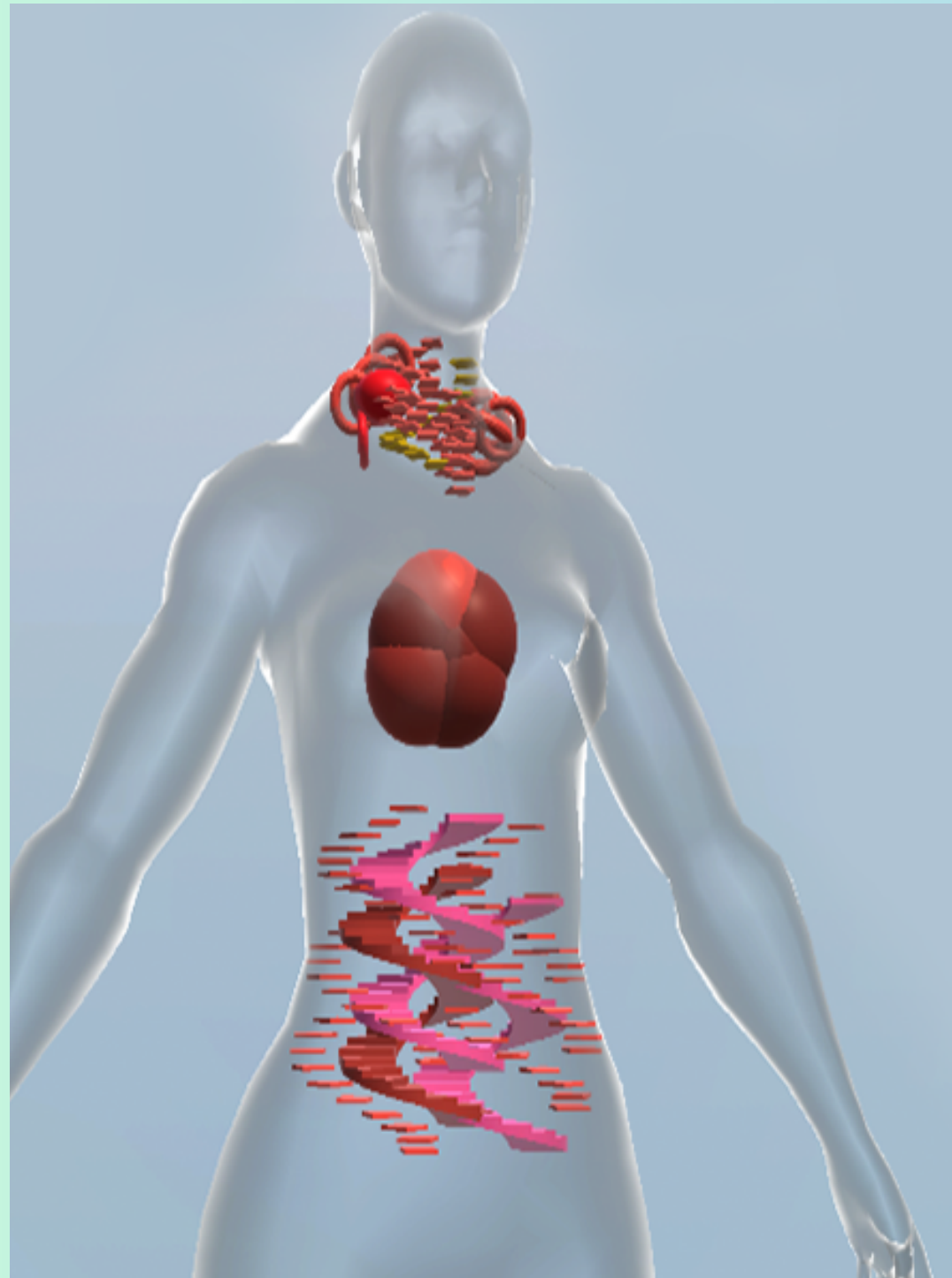
**30 Studies, 720 Patients**

(Parker et al., 2020)

# Solution

## The Emotion Mirror

Copyright and Patent Pending



### Minimum Viable Product

- Feeling Visualisation tool
- Social Reality Platform
- IOS & Android Apps

### Product Development

- Mixed Reality
  - AR - Mobile
  - VR - Web
- Online Therapy Portal
  - Biofeedback

# Research-Creation

Interdisciplinary Masters in Media and Artistic Research

Creative Technologies, Psychology and Product Design

(University of Regina)

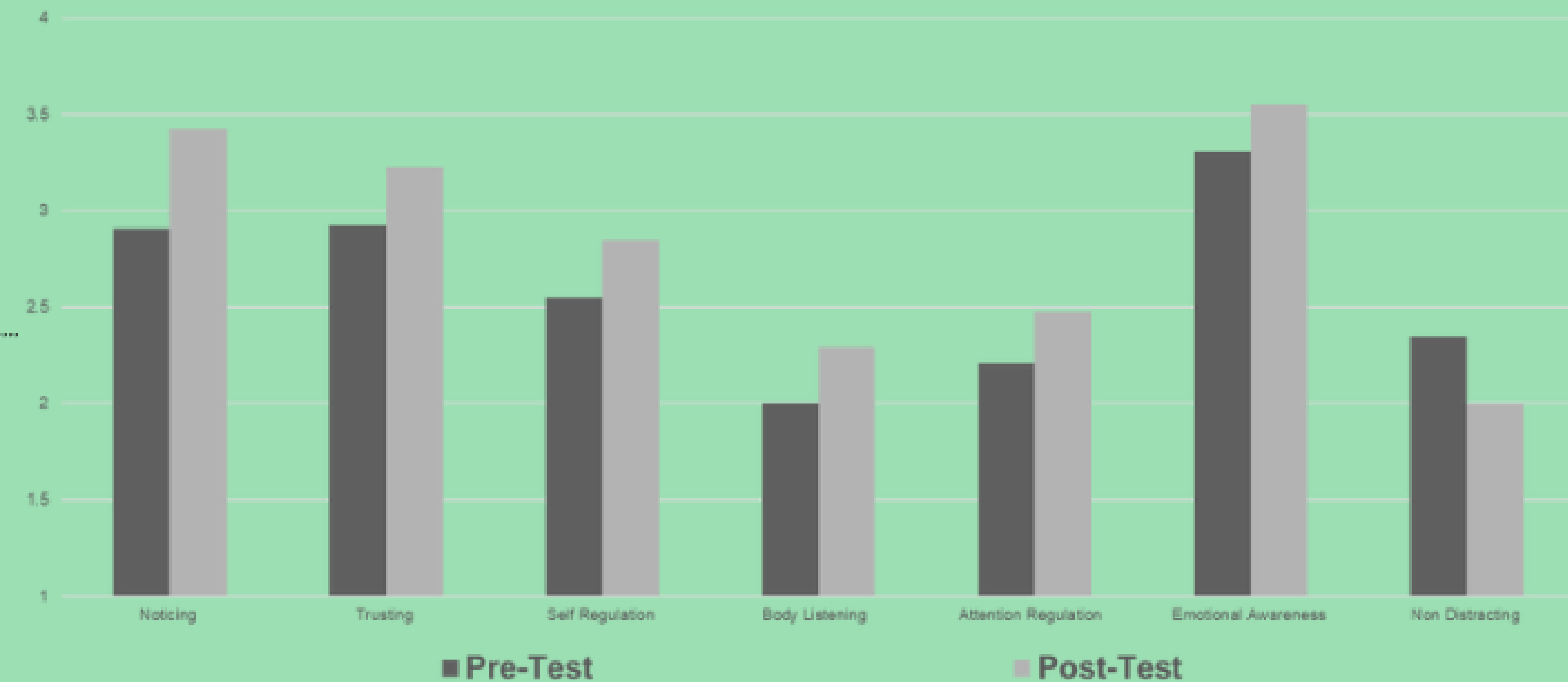
- **Phase 1: Patient Oriented Research (POR)**
  - Iterative Prototyping using Human Centered Design Principles
  - Consulted with Artists Experiencing Psychosomatic Symptoms
- **Phase 2: Mixed-Methods, Randomized and Blinded (CONSORT) Online Behavioural Study**
  - N = 66
  - Research Ethics Board Approval

# Research-Creation

## Quantitative Results

### Main Effect Time

The main effect of Time was in the direction predicted for all but three of the dependent variables.



Mean pre and post scores for variables with a significant main effect of Time

Identified positive impact of the product on emotional regulation

# Research-Creation

## Qualitative Results



Participants feelings changed pre- post- session



# Market Opportunity

Total  
Available Market (TAM)

**\$ 5.4 B  
USD**

Global Mental Health Apps  
Market

Serviceable  
Available Market (SAM)

**\$2 B  
USD**

37% Revenue Share  
North America

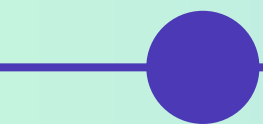
Serviceable  
Obtainable Market (SOM)

**\$270 M\*  
USD**

5% of the TAM  
People with psychosomatic issues

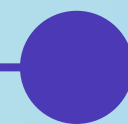
2023  
Scale

Customers



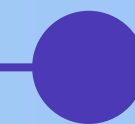
3,000,000\*  
Subscribers

Pricing



\$5.99 USD  
Monthly Subscription

Revenue



\$18M USD  
Per Month

2028  
Growth

# The Emotion Mirror Team



**Dami Egbeyemi**  
Product Owner and Researcher



**Alexander Bowen**  
Product Designer,  
3D modelling and animation



**Cody Hagel**  
Unity UIUX Developer



**Vineel Gannu**  
Full Stack Developer  
and Data Analyst



**Curtis Ficor**  
Electronics Systems Engineer,  
Machine Learning and AI



**Joshua Olatidoye**  
Unity Game Developer

# Advisors



**Dr Tandie Maya**

MD, Family Physician.



**Dr Lanre Egbeyemi**

MD, Dip Obs,SA. Dip Anes,SA.  
MFamMed. CCFP, FCFP.  
Family Physician.



**Dr David Gerhard**

Department Head of  
Computer Science UofM  
HCI, Mixed Reality and User  
Interaction Design



**Dr Gordon Asmundson**

Order of Canada, SOM,  
Professor; FRSC, FCAHS,  
Registered Doctoral Psychologist

# ROADMAP: 2023 - 2025

Product development, Research, Marketing and Business Development

## Activities

### Research and Development

January 1st, 2023

- Develop product and online therapy program with Therapists and Physicians
- Biofeedback, AI and ML integration

### Market Research

June 30th, 2023

- Increase awareness and adoption of The Emotion Mirror
- Implement user retention strategy

### Marketing and Content Seeding

September 30th, 2023

- Advertising and promotions
- Online and in-person workshops
- Seed the platform with content

### Mixed Reality Launch

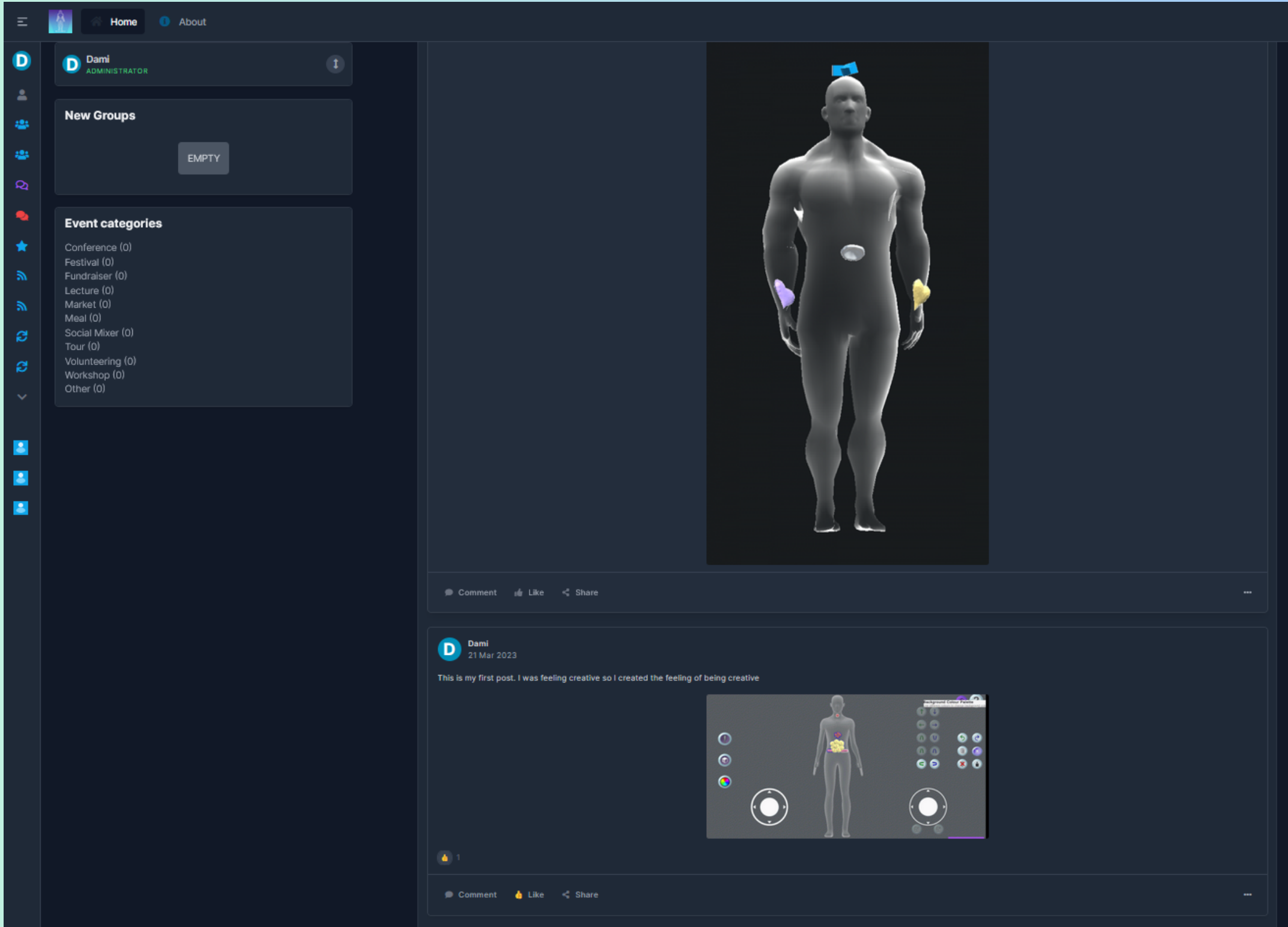
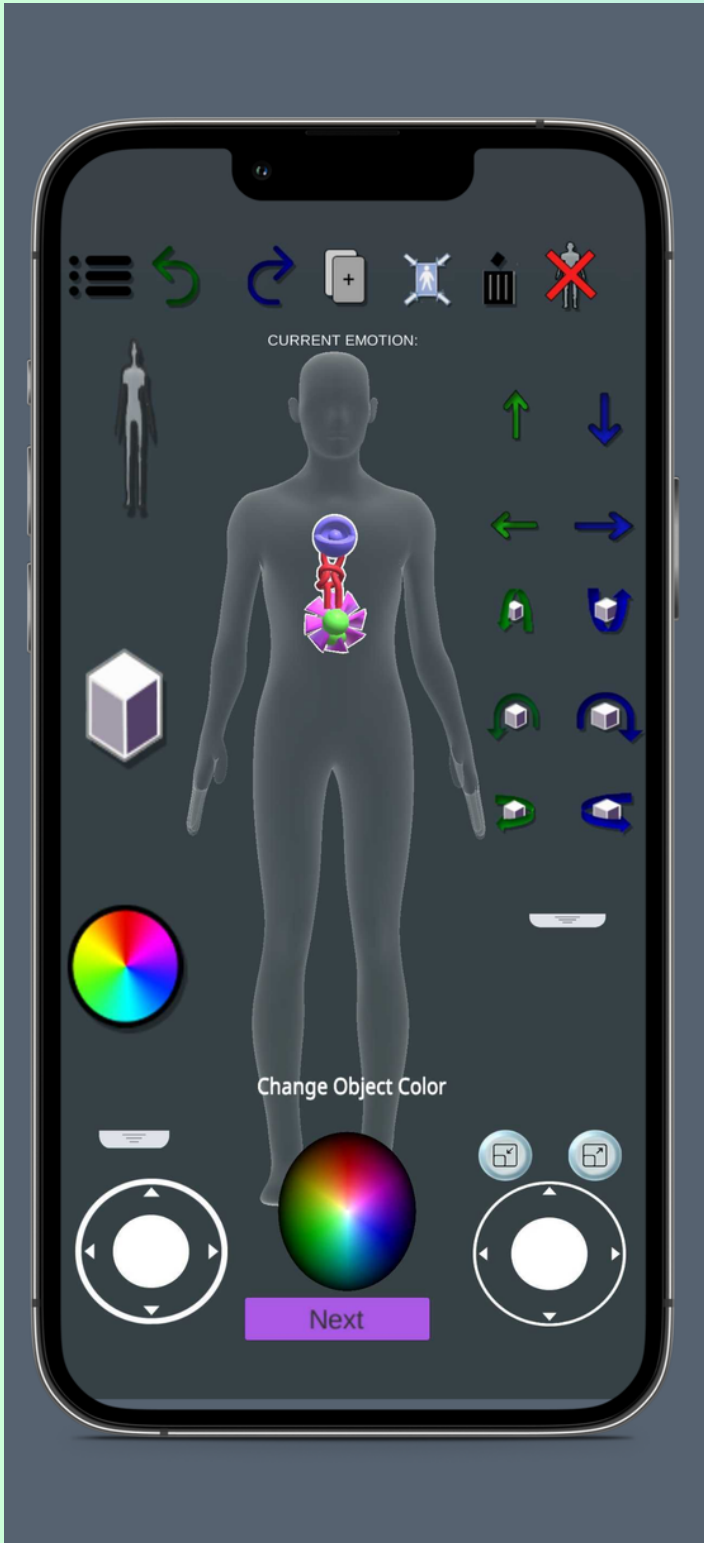
January 1st, 2024

- Launch the full immersive experience to increase user engagement
- Assess new market opportunities

Launch Date



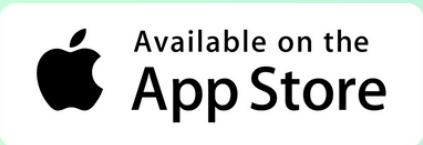
# <https://emotionmirror.com>



App Analytics

Impression  
2.3 K

Downloads  
124



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