Mind

The Library of empathy games :
For couples and friends

A voyage into the heart of human connection, blending
the art of conversation with the science of psychology
within a creation of virtual experiences.

[SBS Cultural Foundation x Korea Investment Accelerator]
3rd Media/Content Startup Contest

2024

APTERO

We want to create
deeper connections

in a labyrinth of
3D interactive sessions

by developing
the understanding and empathy
in every relationship.

When was the last time you felt a deep connection with someone close, beyond just the easy fun and quick chats of our digital world?

A big problem

o **A new complex society:**

Understanding friends and partners in the digital age is challenging. Especially in Asia, Korea and Japan where people cannot express themselves.

o **Superficial Entertainment :**

TikTok, Popular games offer fun but lack depth, missing opportunities to enrich relationships and friendships.

o **Societal Shifts :**

The social norms are changing. The way we define friendships and love is changing, we are creating a game that helps to understand it.

No solution

o **Scarce Educational Engagement :**

Engaging games that also educate and deepen understanding are rare treasures in the gaming world.

o **Dull Assessment Tools :**

Standard psychological assessments fail to engage, making it hard to explore complex relational dynamics.

And there is a huge market, because we are in the middle of

- **Online Dating Market :**
  $9B in 2023, projected to reach $12B by 2030 (5% CAGR)

- **Online Gaming Market :**
  $21.1B in 2021, expected to grow to $33B by 2030 (5.6% CAGR)

- **Mental Wellness Apps :**
  $4.2B in 2021, significant growth anticipated

Future Trends :

Increase in digital interactions & demand for deeper connections.
Shift towards independence in relationships, with a growing need for empathy and understanding.

Mind,
deepening connections

We're building an area of mind games to help you understand each other's key value in a fun way.

**Game example :** A wall with various values, and you will choose 5 key words on the wall

- A debate game only using words in front of you
- Choosing between various pictures as what you think your partner ideal holiday place is
- Games that allows you to express yourself without the other judging

All the results will be proceeded within our algorithm made by professional psychologist to give you ideas and feedback on how you can improve yourself or the couple.
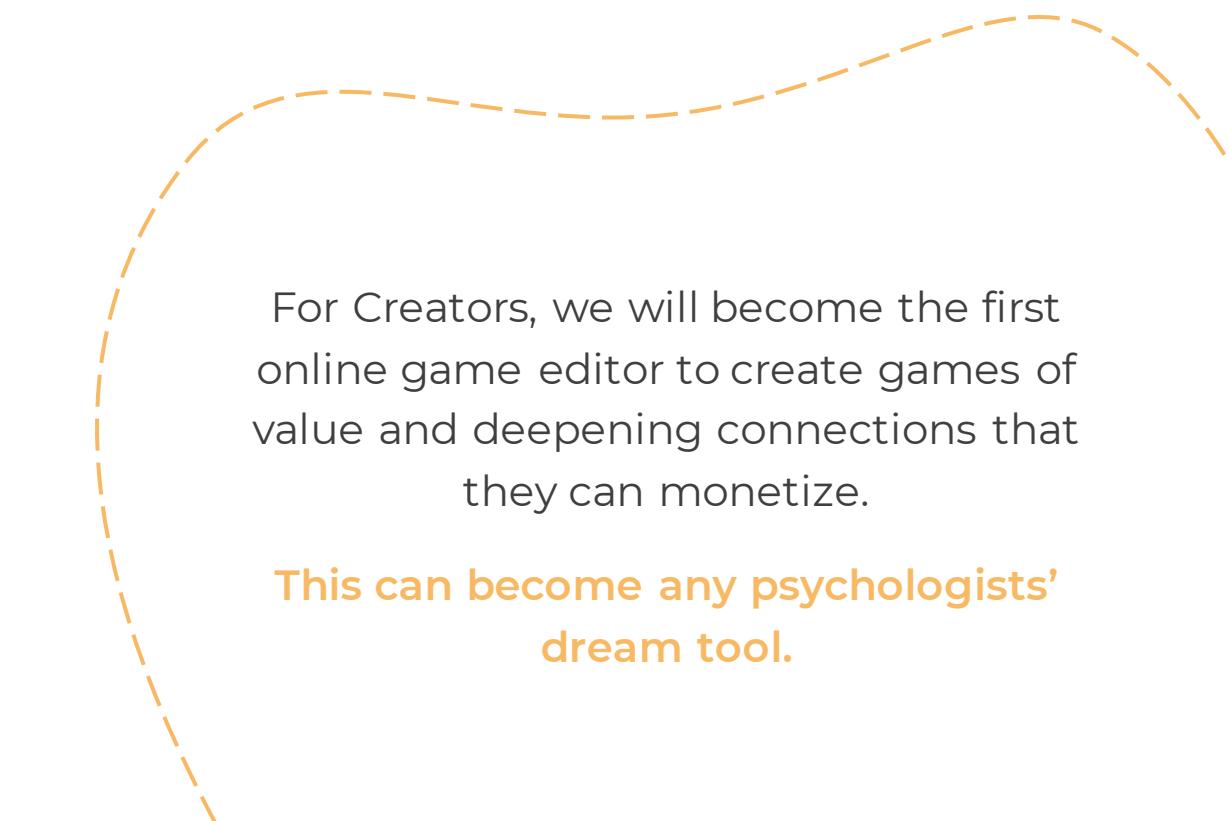
For Creators, we will become the first online game editor to create games of value and deepening connections that they can monetize.

This can become any psychologists' dream tool.
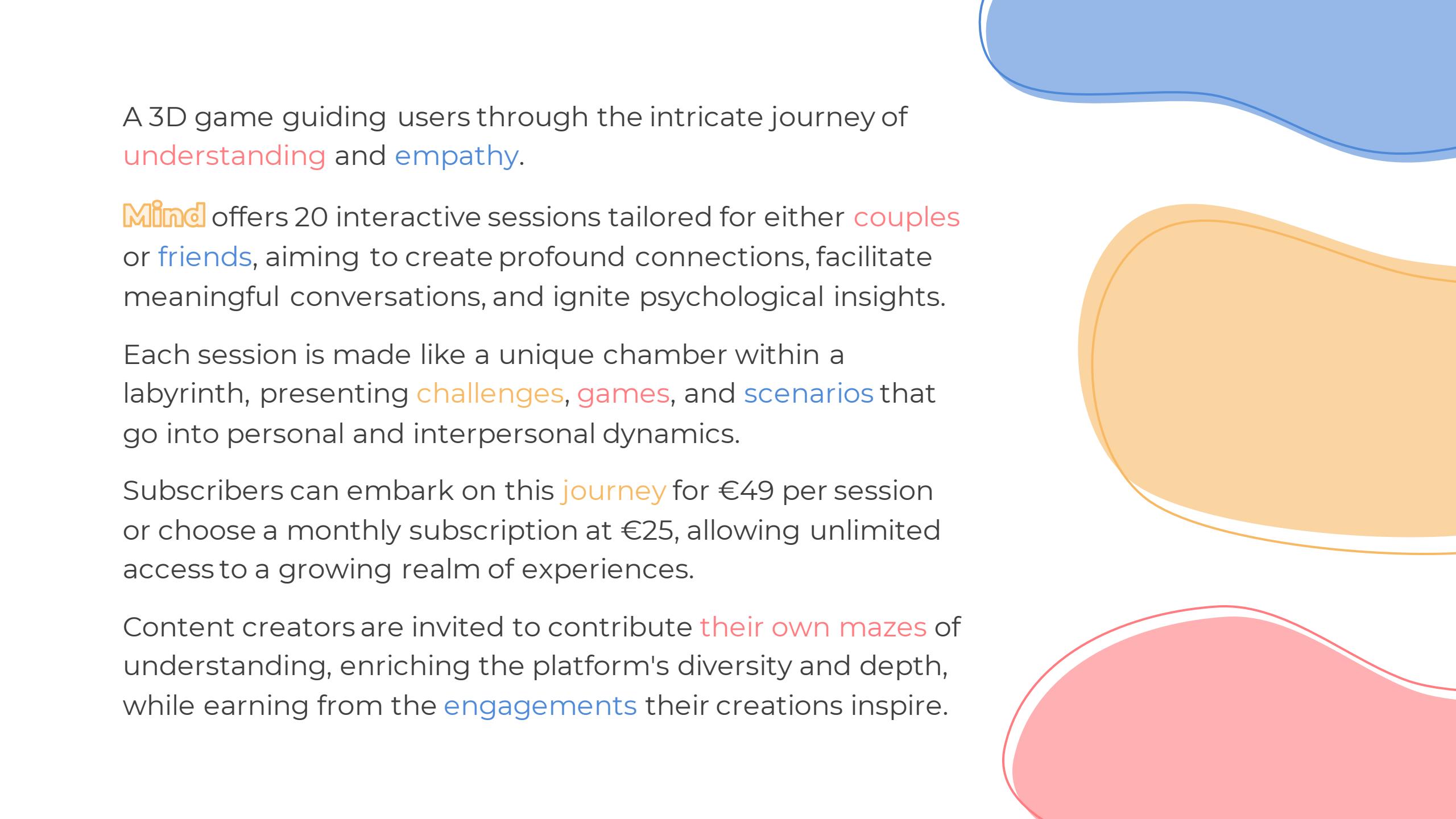
A 3D game guiding users through the intricate journey of understanding and empathy.

Mind offers 20 interactive sessions tailored for either couples or friends, aiming to create profound connections, facilitate meaningful conversations, and ignite psychological insights.

Each session is made like a unique chamber within a labyrinth, presenting challenges, games, and scenarios that go into personal and interpersonal dynamics.

Subscribers can embark on this journey for €49 per session or choose a monthly subscription at €25, allowing unlimited access to a growing realm of experiences.

Content creators are invited to contribute their own mazes of understanding, enriching the platform's diversity and depth, while earning from the engagements their creations inspire.

Competition

Today there are no virtual games for deepening understanding. Games for couple are always mixed with co-operative game like Mario Kart, dancing games, etc..

Competitors are more psychology tests like :
MBTI tests, personality tests (OCEAN personality traits)

Mind	Personality tests (16personalities, testcentral..)	Coop games (Mario Kart, It Take Two, ...)
Fun - Game	**Yes**	No	Yes
Deepen relationships	**Yes**	Yes	No
Helps you grow	**Yes**	Yes	No

POC : **Mind**, the game to understand the other

2024 : **Focus on couples**
- Make a first 3D game template based on Aptero technology for couples to understand each other based on value games. 5 minutes games with animations and results in the end by AI chatGPT.
- Free to play for template
- Fundraising and partnership programs with dating apps (subscription offered for 3 years)
- Steam Game release

2025
- Creator program opening to show how any person can create a deep game for understanding the other
- Feedback and business model release :
  - Free to use templates
  - 49 euros/month as subscription for 2 (couple game) to access the full game library.

2026
- Go into the friend games (much more relaxed question)

Gotomarket

o Creation of content with psychologist : Partnerships

o Steam game application and highlight on Couples

o Focus on B2C girls on B2C platform, tiktok, insta reels etc..
or many views pages and see the growth.

o Partners as dating apps or personality tests

o Crowdfunding

Pricing

Subscribers can embark on this journey for €49
per couple session or choose a monthly subscription at €25,
allowing unlimited access to a growing realm of experiences.

Other idea : free session + paid results

Or free templates + paid to access unlimited experiences

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Thank you

2024

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Mind : Revolutionizing Connections

- **Market Trends:**

  - By 2030, the online dating market will grow $9B to $12B, online gaming from $21.1B to $33B, and mental wellness apps are growing to $4.2B.

  - Significant online dating market with a shift towards virtual experiences.

- **Problem Statement:**

  - Challenges in finding and understanding potential partners.

  - Existing couple games lack depth and learning opportunities.

- **Solution - Mind:**

  - Engaging 3D mini-games and activities designed for couples and friends.

  - Focused on deepening understanding and creating meaningful connections.

- **Unique Features:**

  - Content created with psychologists to ensure valuable learning experiences.

  - 3D web game for debates, puzzles, and board game-like activities for dynamic interactions.

- **Go-to-Market Strategy:**

  - Launch as a Steam game and web application, with a focus on female demographics.

  - Partner with dating platforms and tap into the significant markets in Korea and Japan.

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