

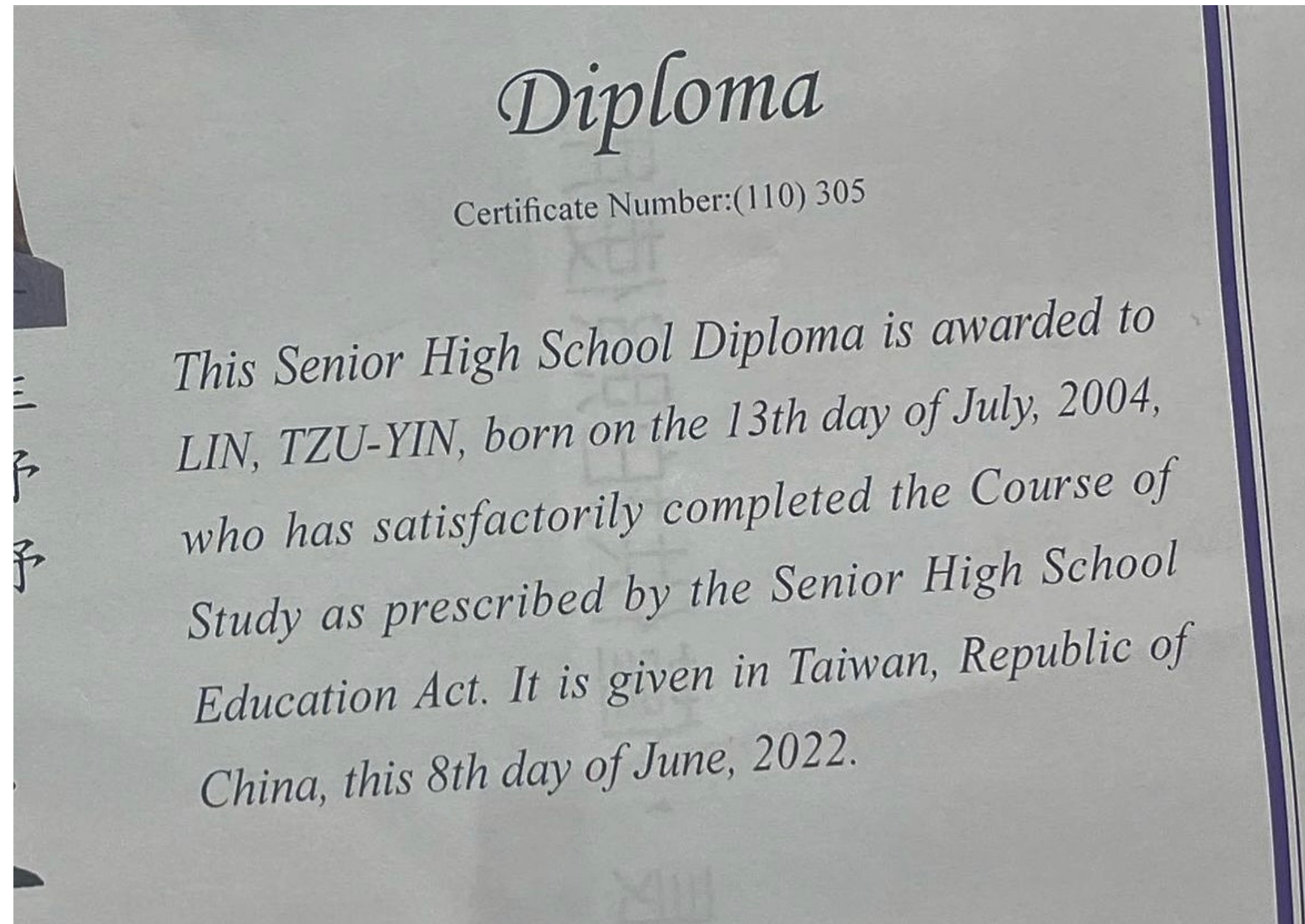


Mental Health: Loneliness Among Digital Age

By: Lynn Lin

I Had An Experience...

I Had An Experience...



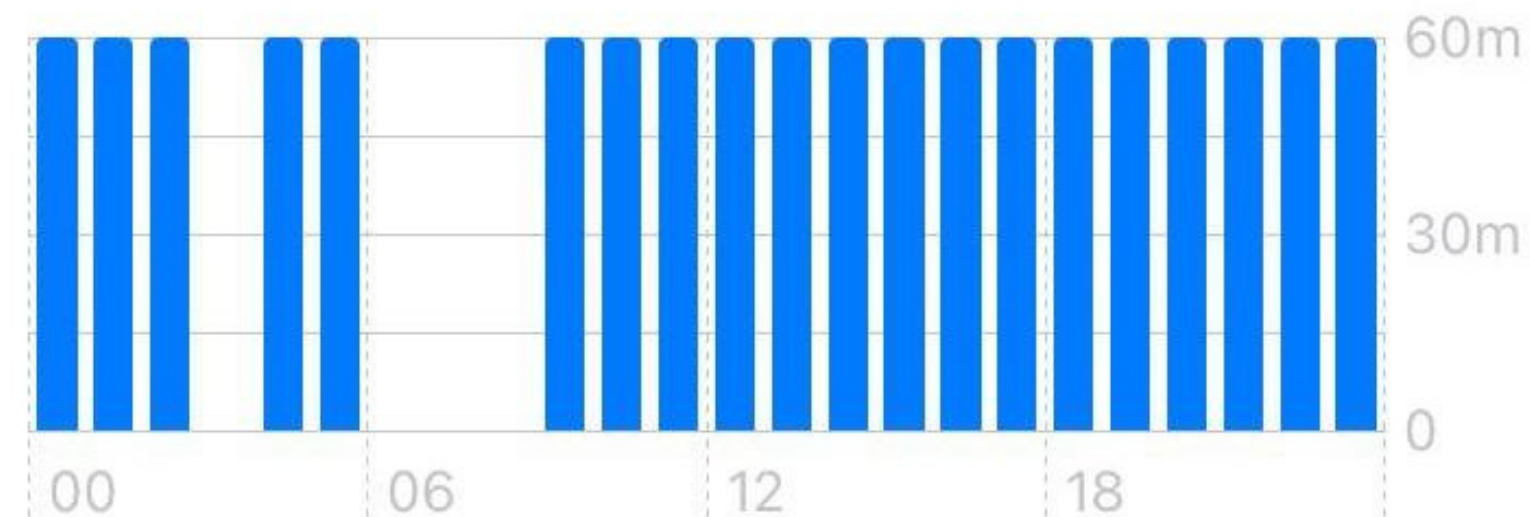
I Had An Experience...



I Had An Experience...

SCREEN TIME

20h

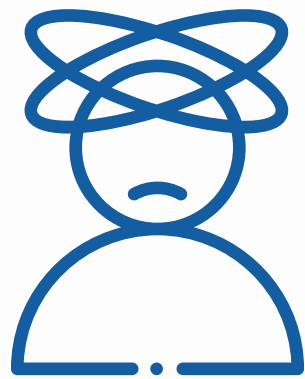


Daily Average

15h 8m

Updated today at 10:06

The Consequences are Awful



Anxiety



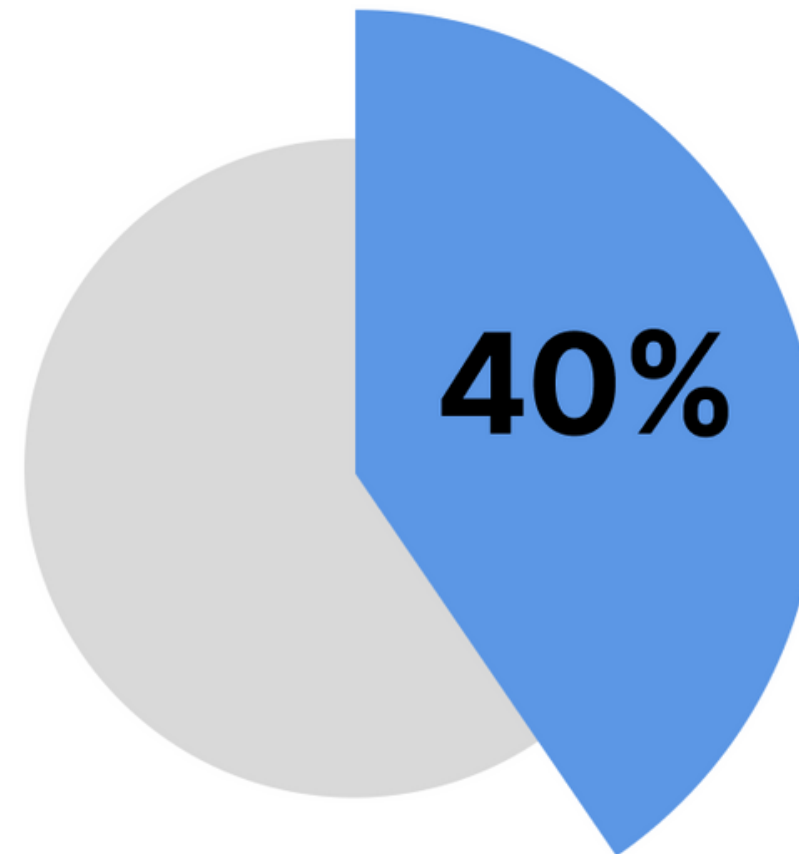
Emptiness



Insomnia

Then I Did the Research

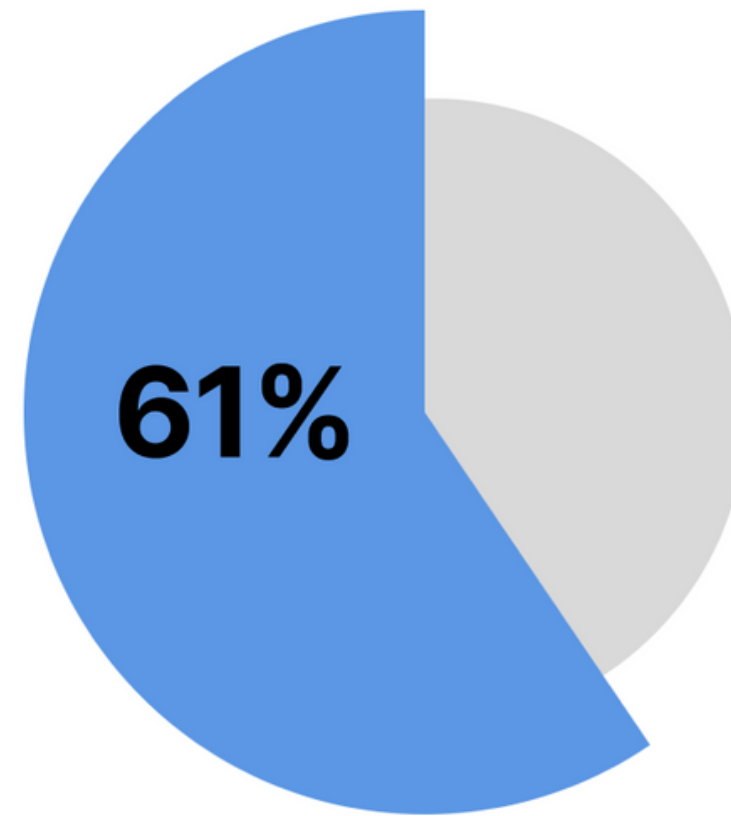
40% of Americans from
18 to 22 years old self-
reported being
addicted to social
media



**= 8,724,400
people**

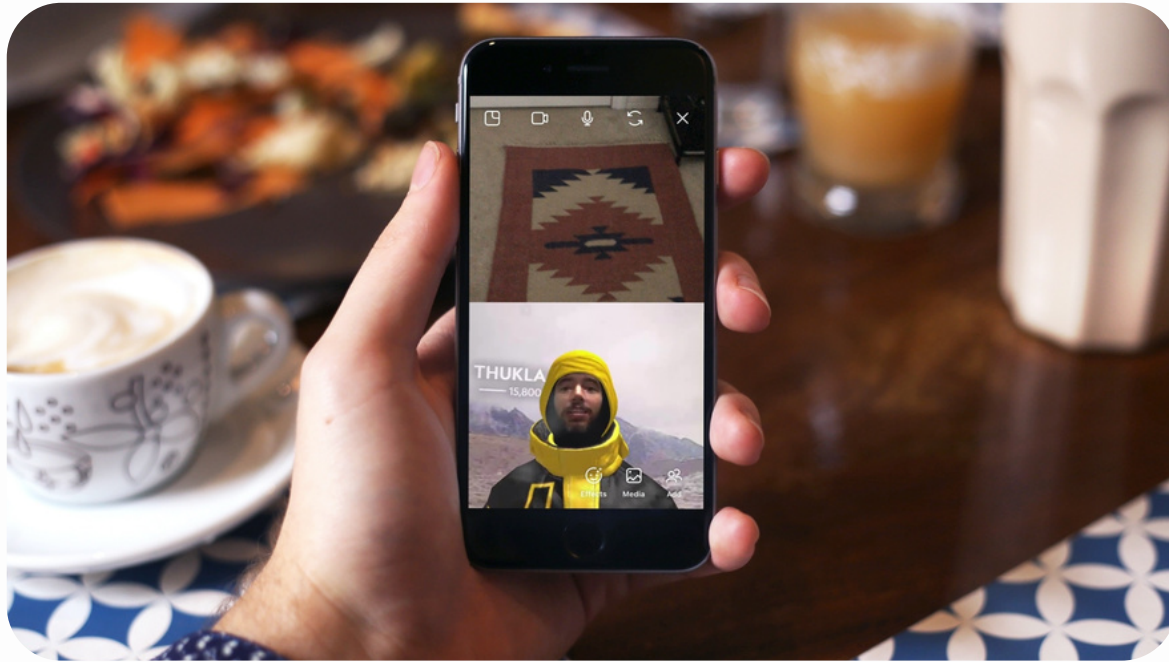
Then I Did the Research

61% of younger people
from 18 to 22 in the U.S.
say they are
chronically lonely

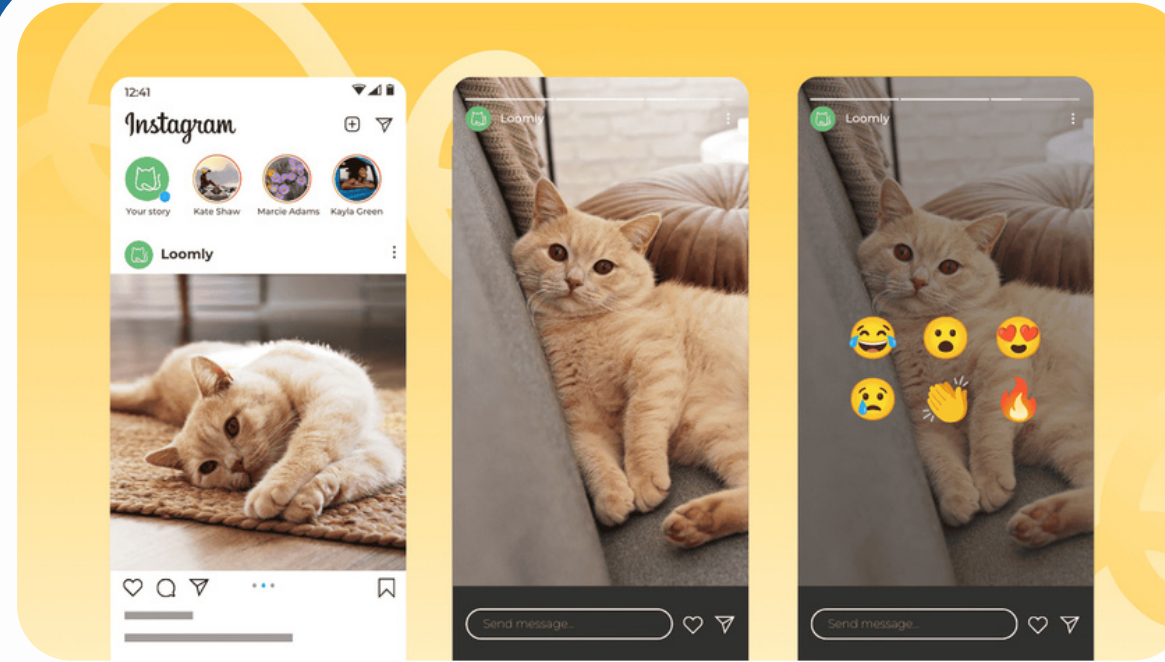


**= 13,304,711
people**

The Social Media Market is Now Mature



Connect People



A Platform to Share



**Discover and
Learning New Skills**

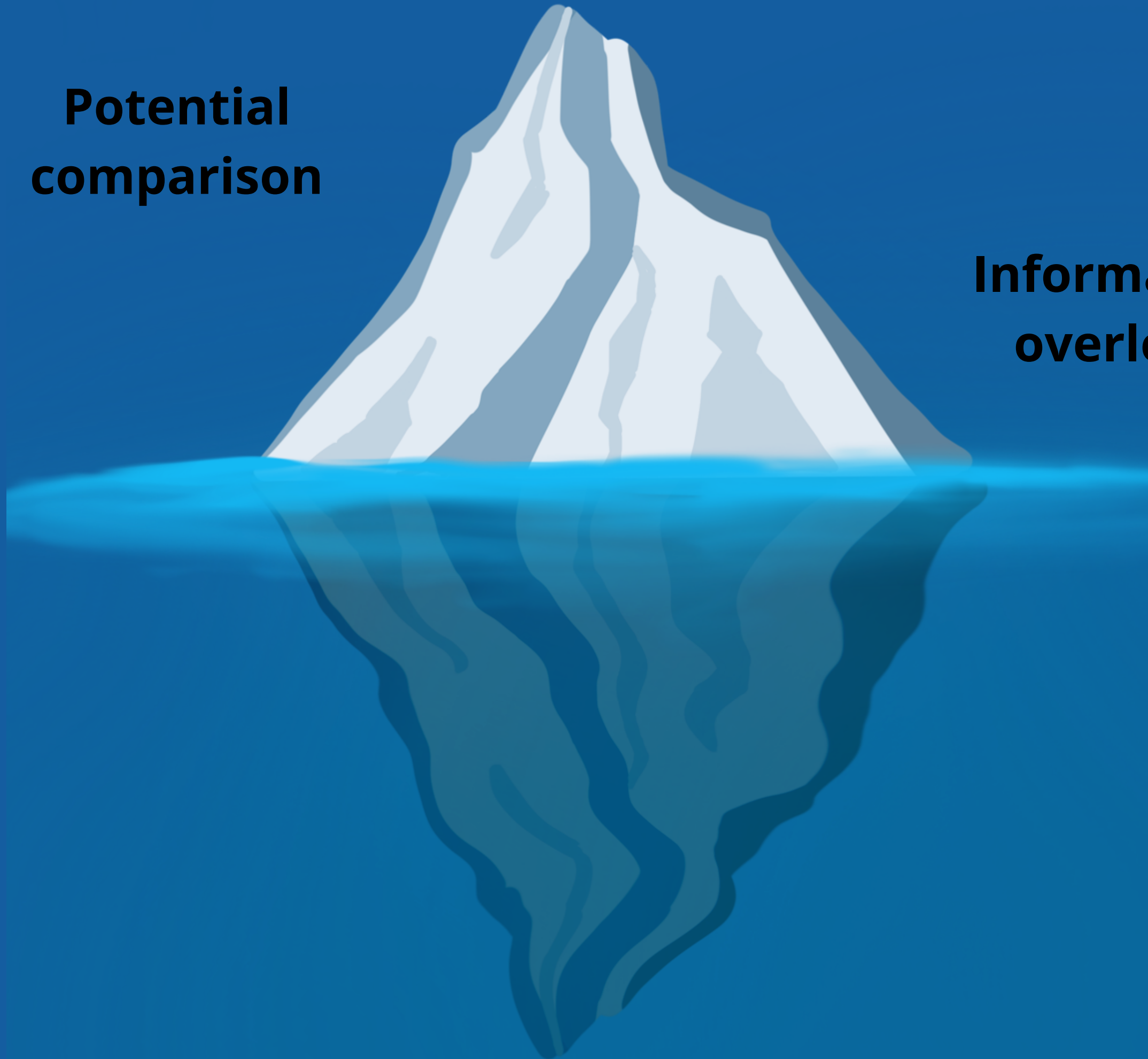
The background of the slide shows a group of people from the chest down, holding and looking at their smartphones. Overlaid on this image are several circular icons: yellow smiley faces, red hearts, and blue thumbs-up icons, which are common symbols for social media engagement. The title text is centered at the top in a large, bold, black font.

But Here's the Thing...

- Users are influenced by the potential comparisons on social media
- Information overload leads to mental health challenges

**Potential
comparison**

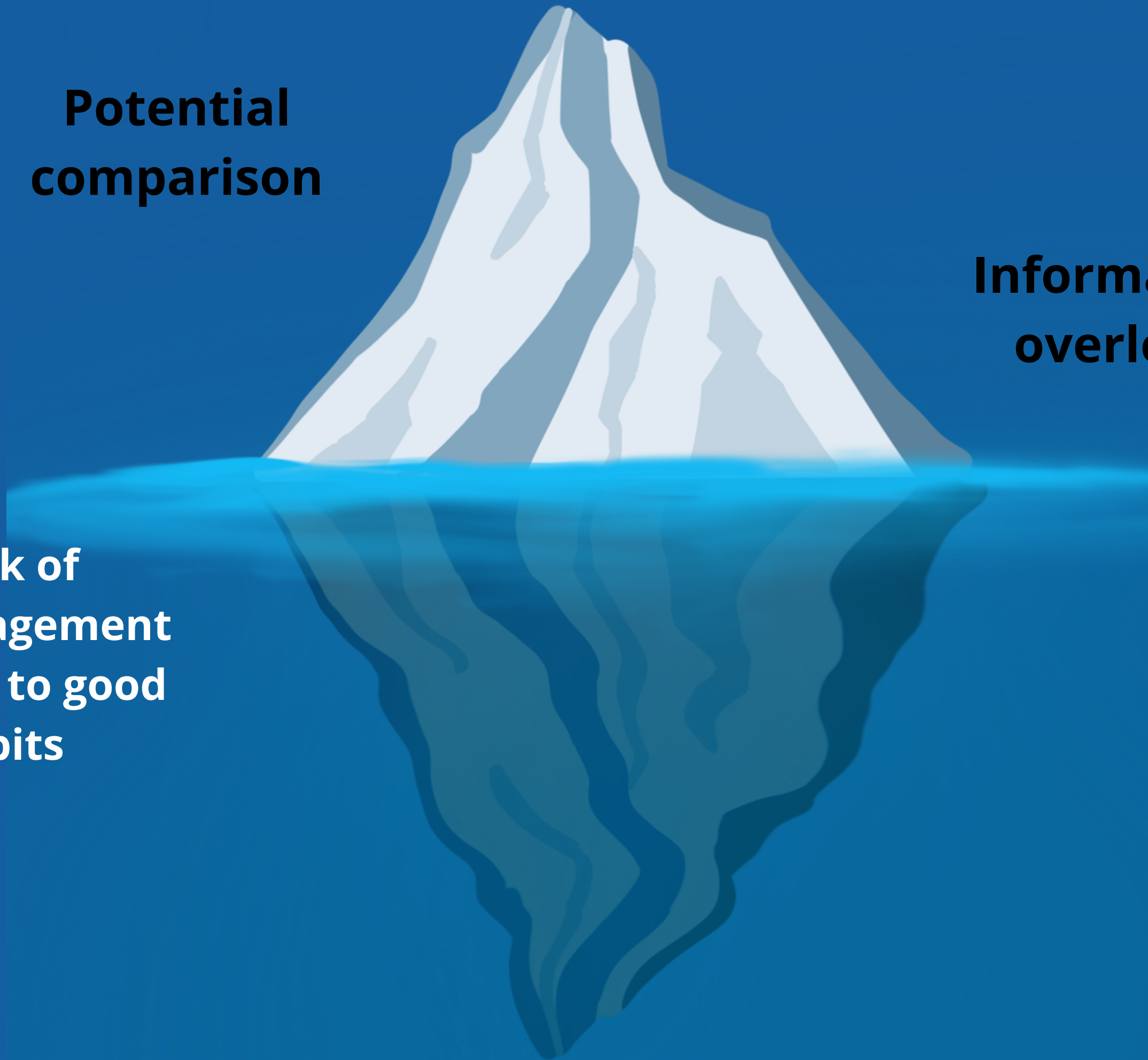
**Information
overload**



**Potential
comparison**

**Information
overload**

- **Lack of
encouragement
to stick to good
habits**

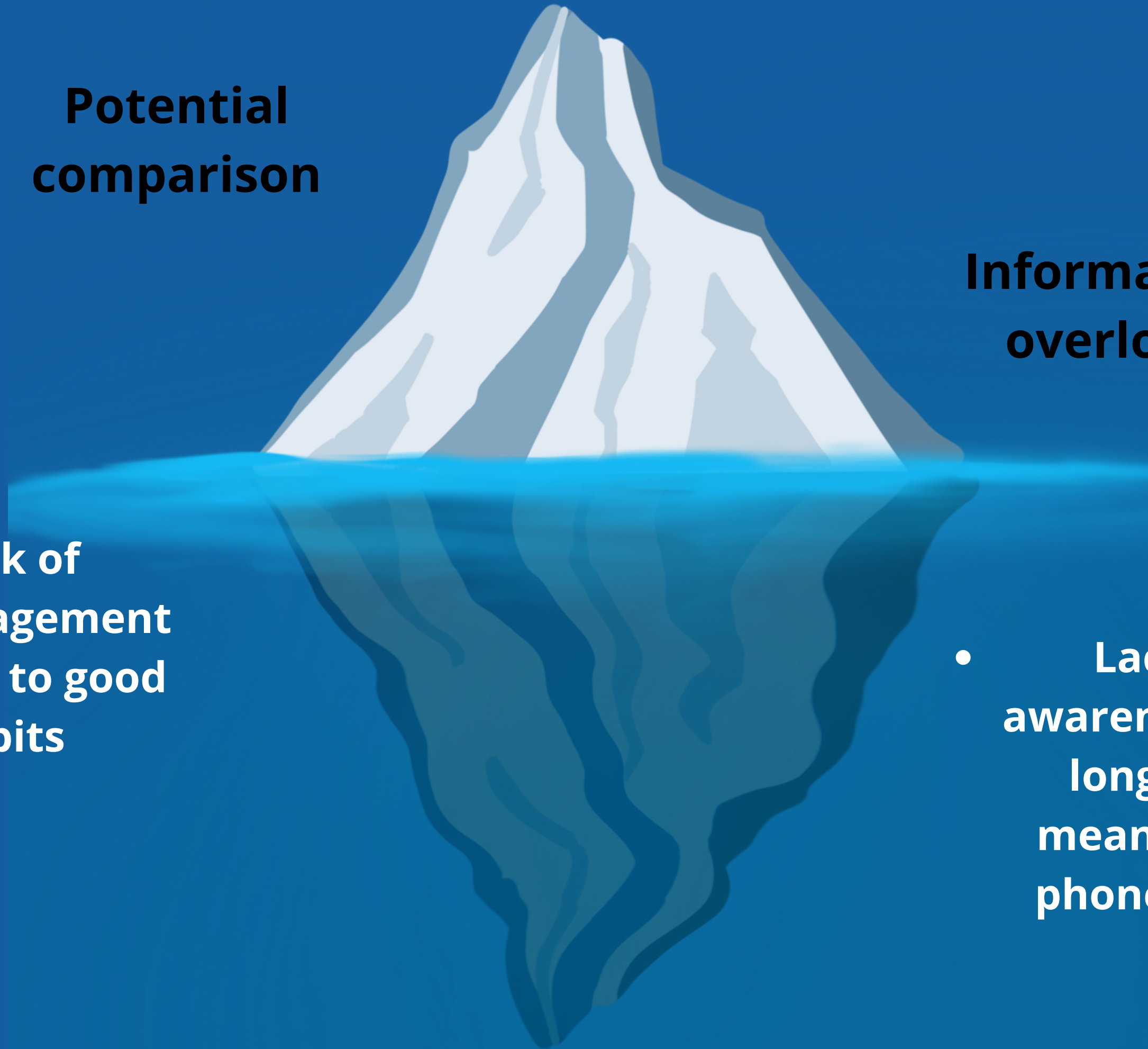


**Potential
comparison**

**Information
overload**

- **Lack of
encouragement
to stick to good
habits**

- **Lack of
awareness with
long time
meaningless
phone usage**

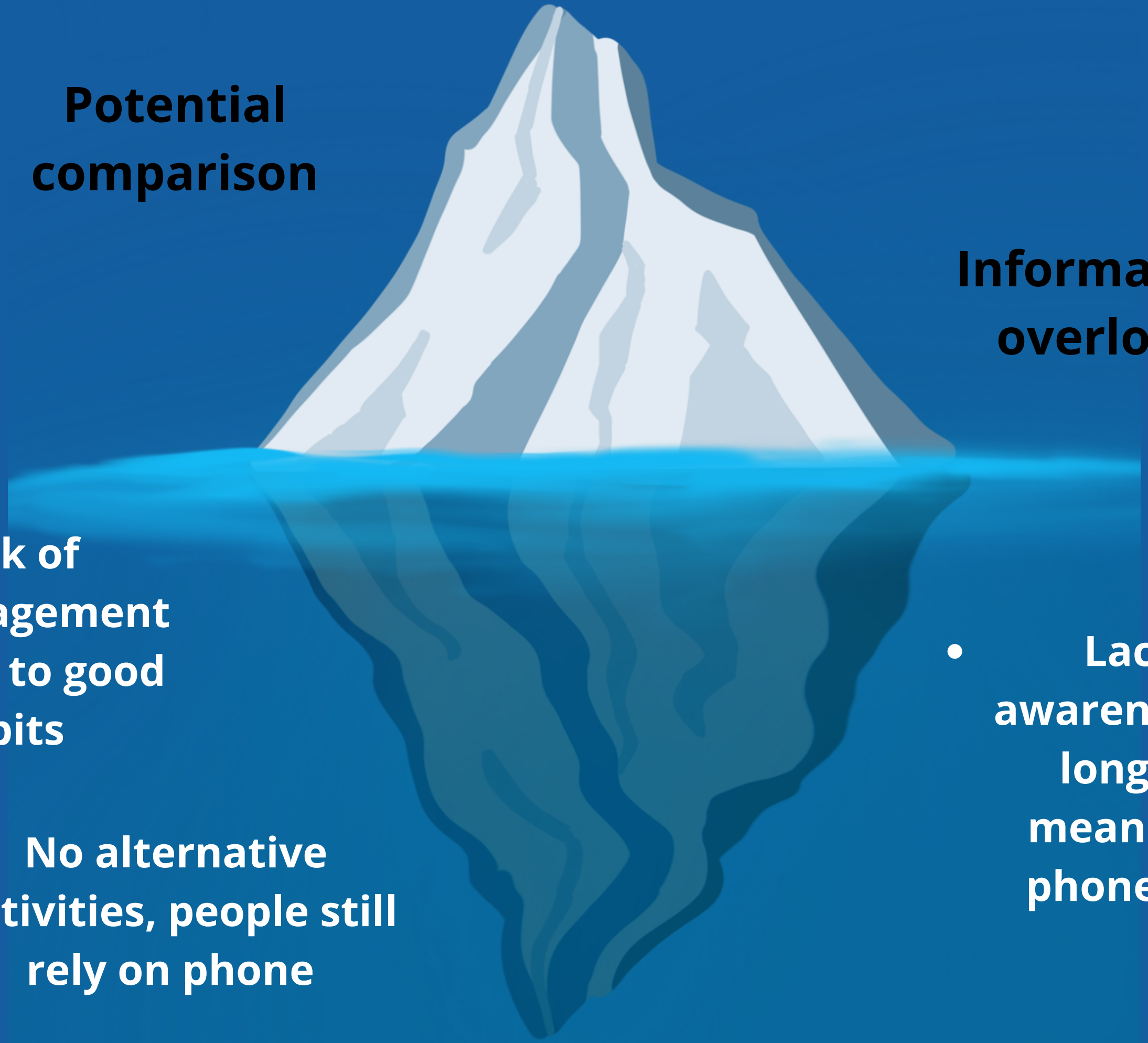


**Potential
comparison**

**Information
overload**

- **Lack of
encouragement
to stick to good
habits**
- **No alternative
activities, people still
rely on phone**

- **Lack of
awareness with
long time
meaningless
phone usage**



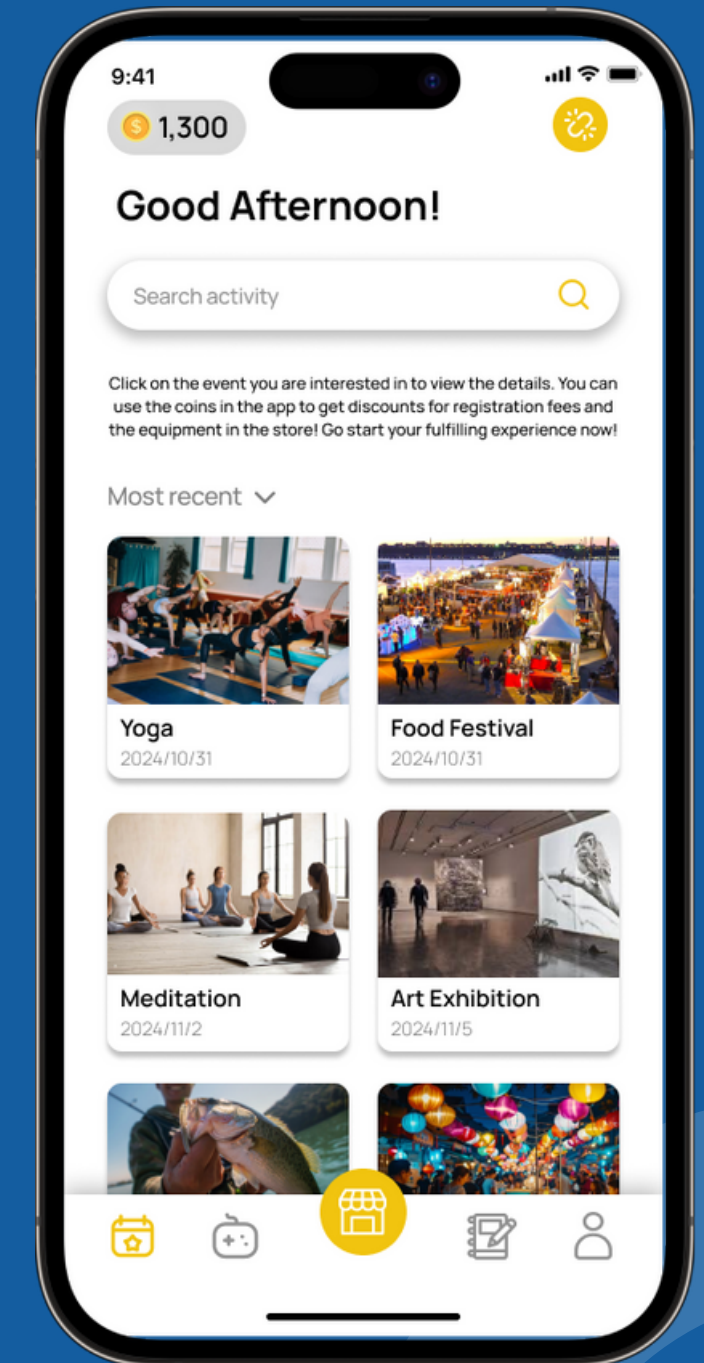
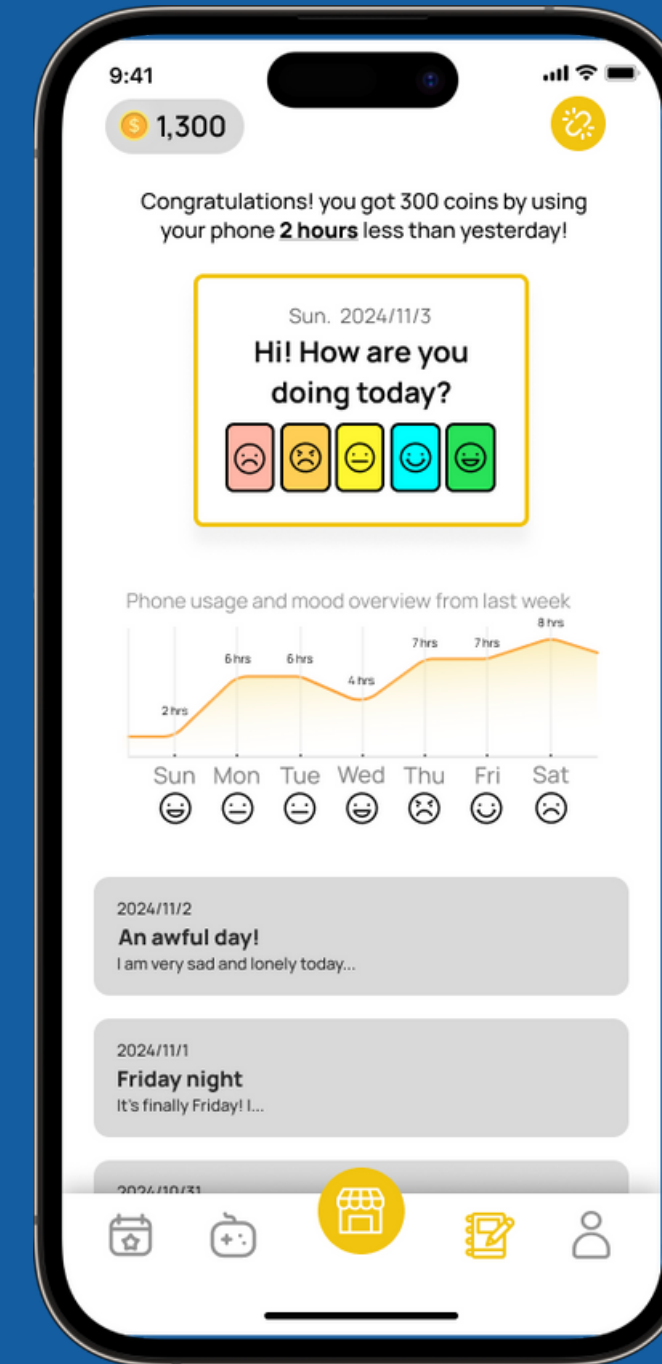
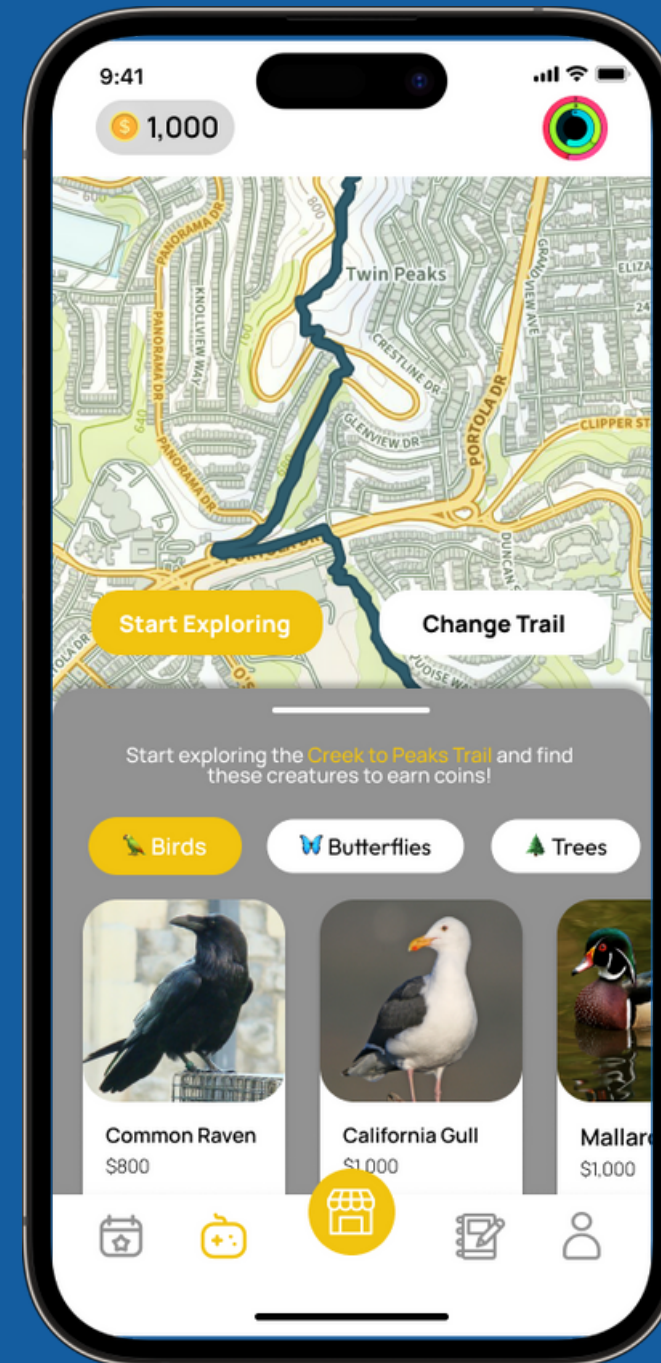
“Despite what social media apps advertise, it’s not the number of friendships but their depth that provides the most meaning and connection.”



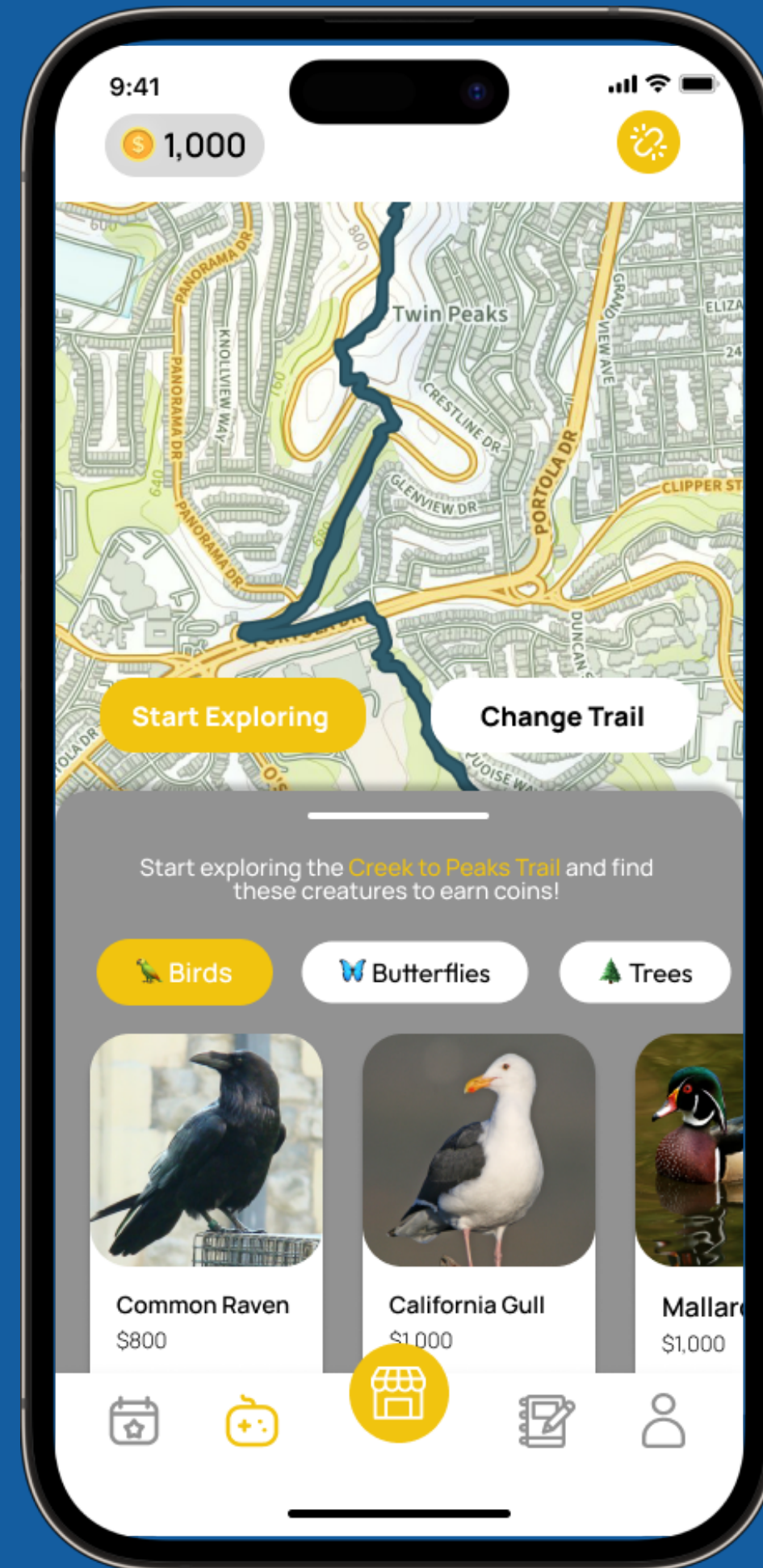
**-- Jonathan Haidt,
American Social Psychologist
and Author**

So We Built The Solutions

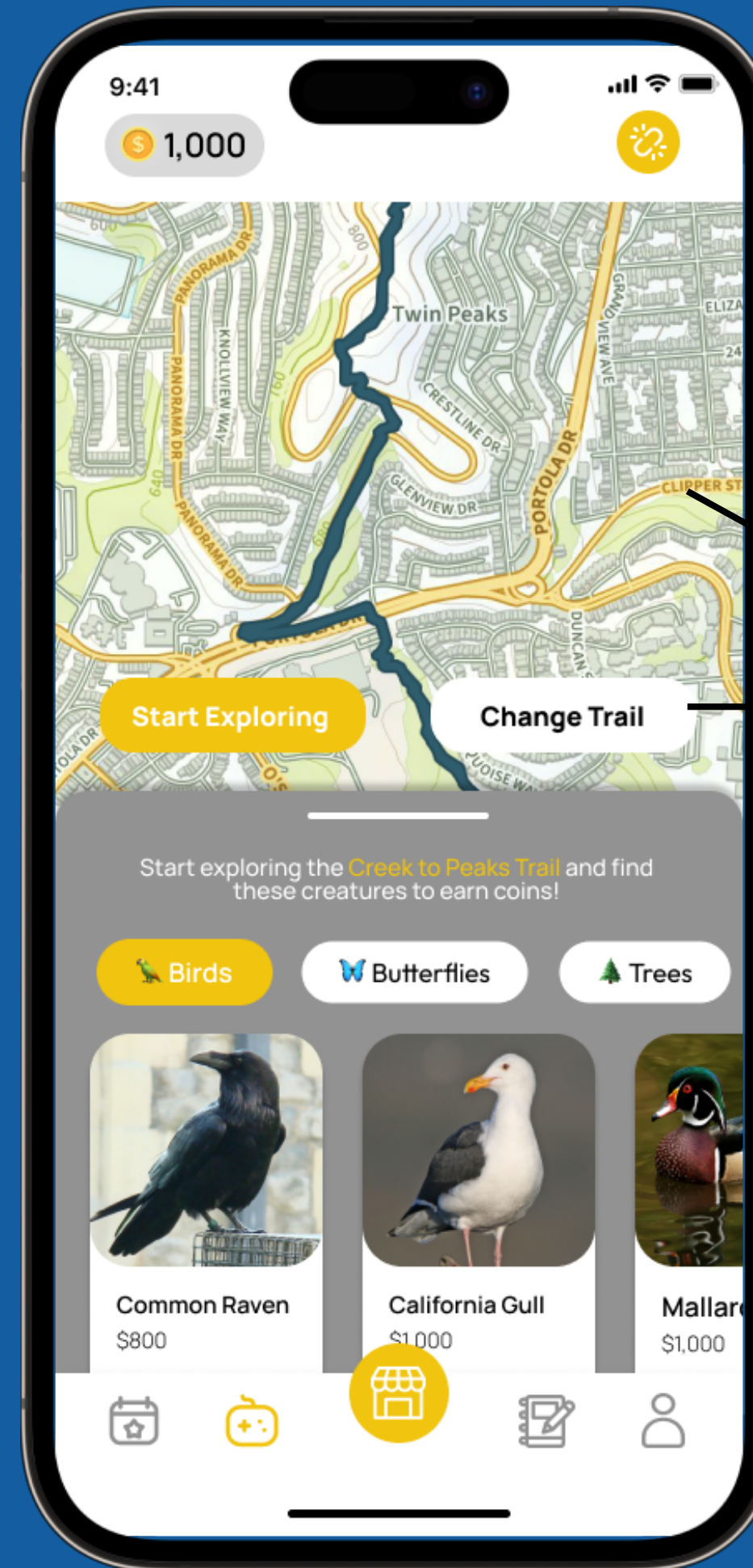
TrueLink



Hunter's Exploration



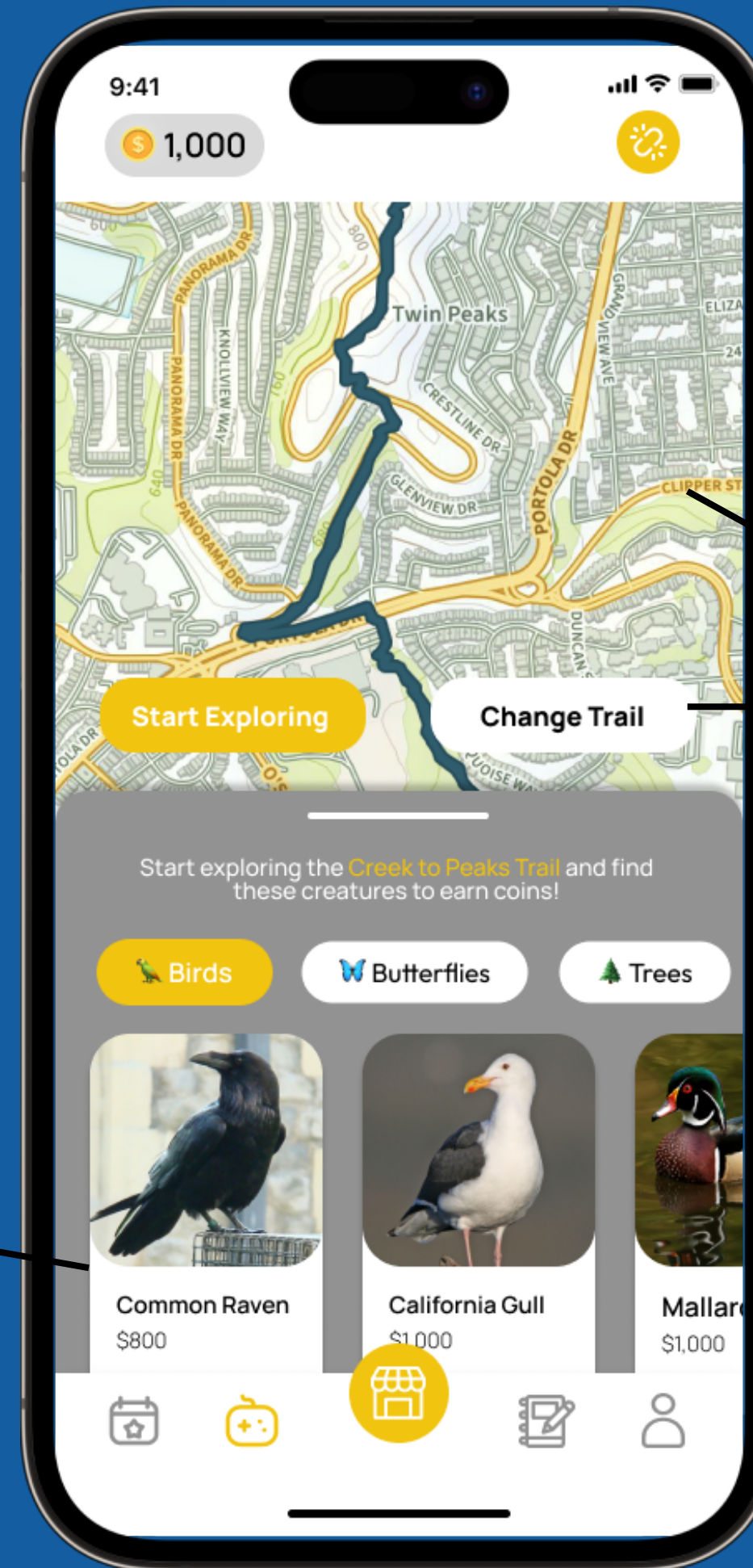
Hunter's Exploration



Various trails

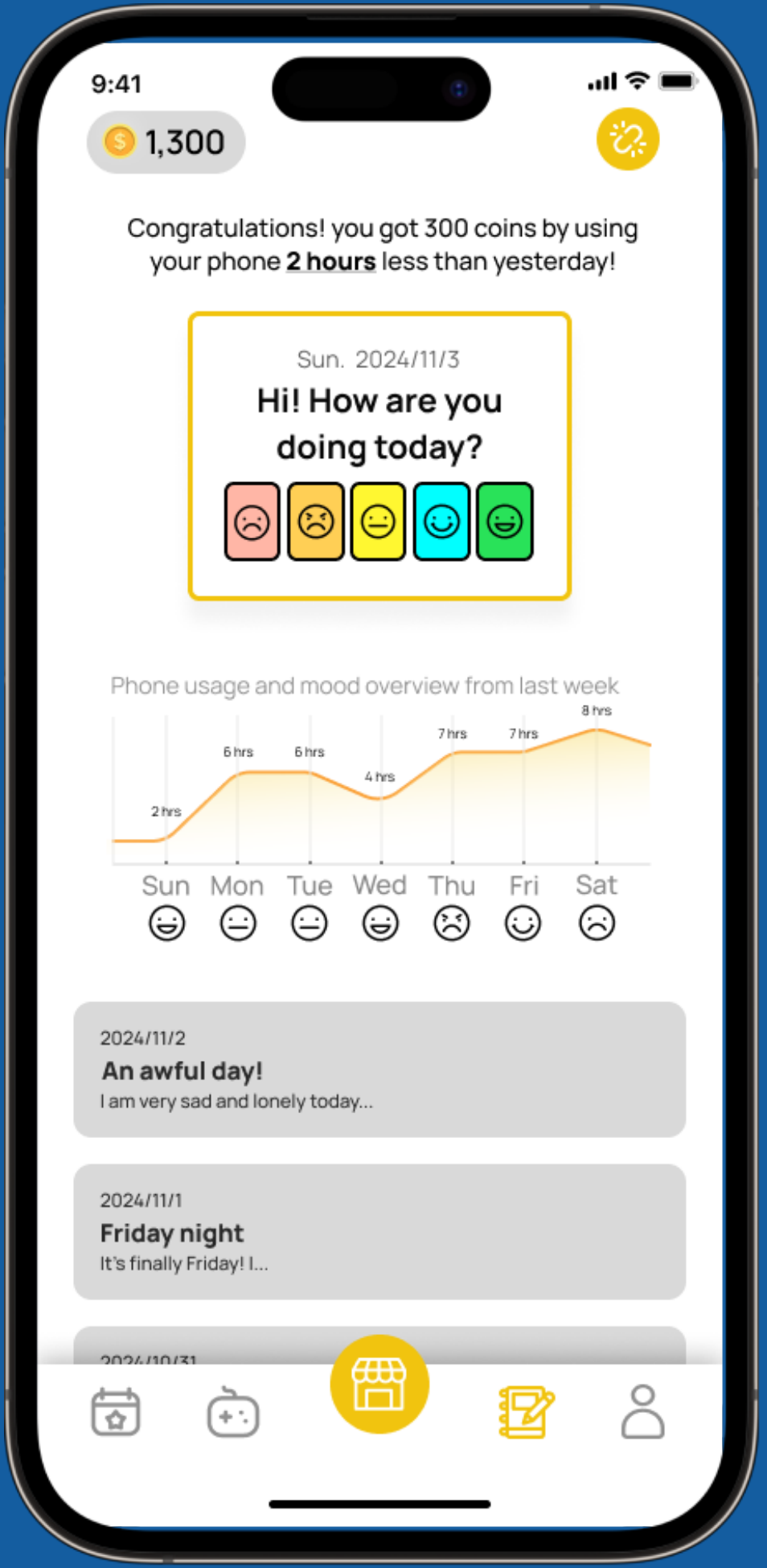
Hunter's Exploration

What users can
explore and earn coins

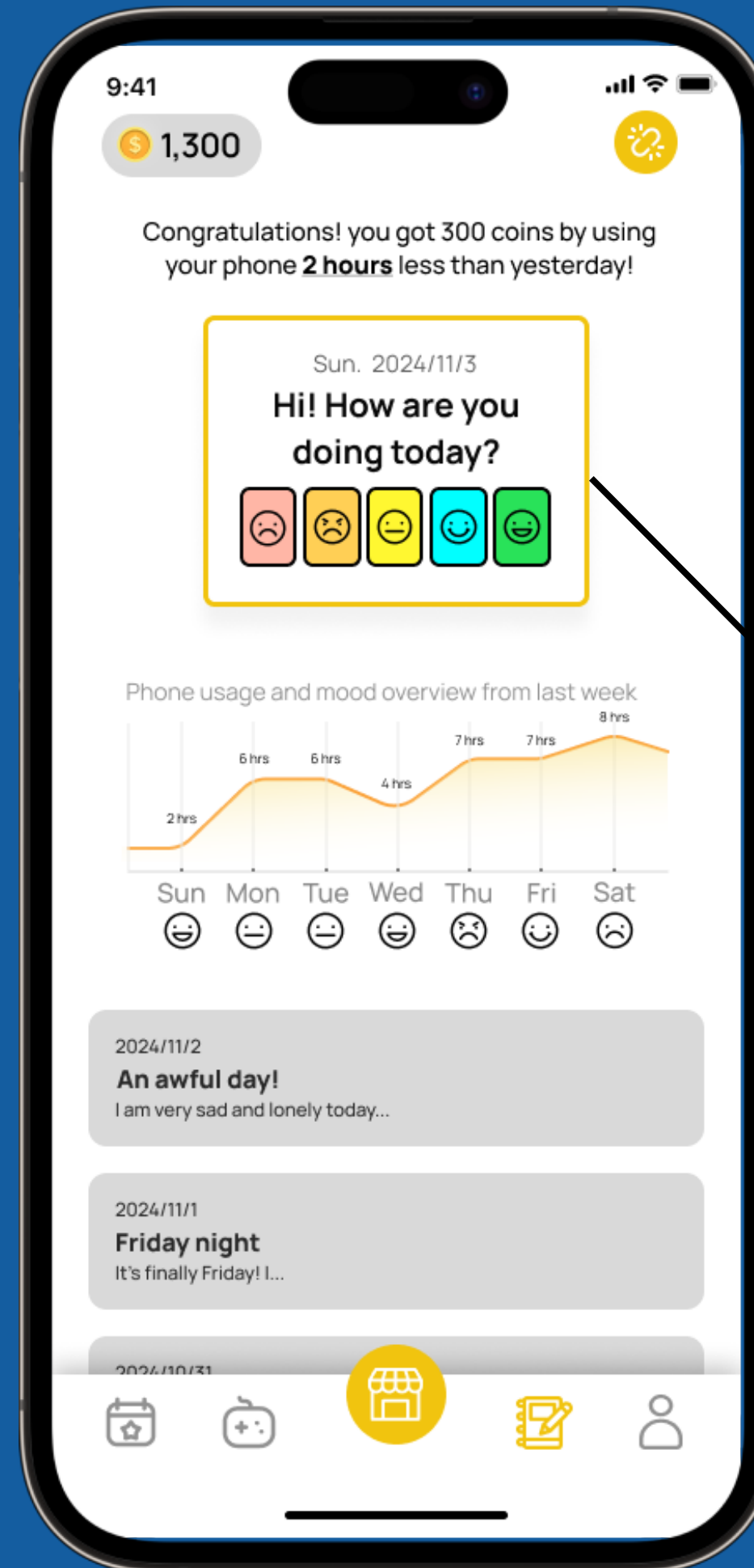


Various trails

Mood Recorder



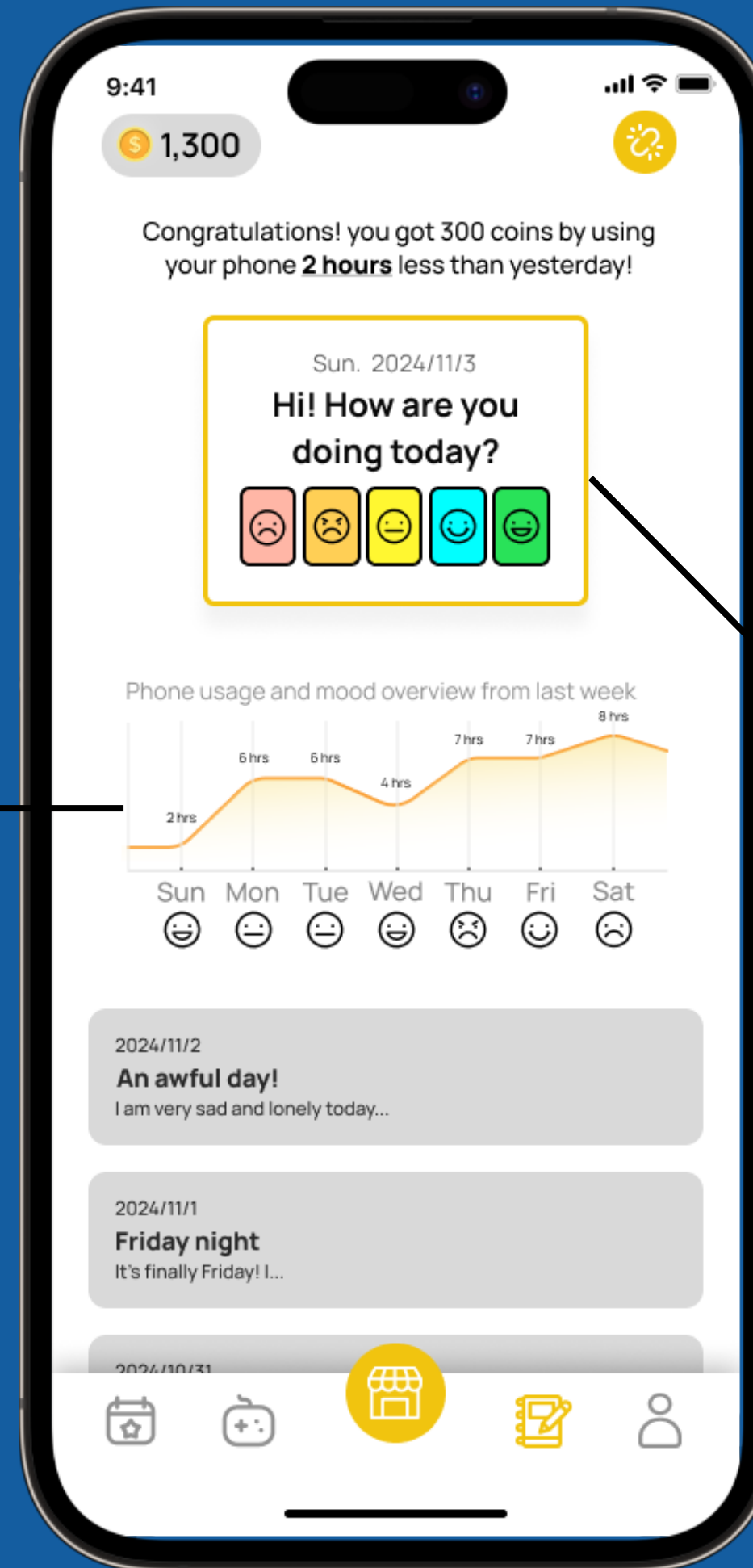
Mood Recorder



Record mood of the day
and write a diary

Mood Recorder

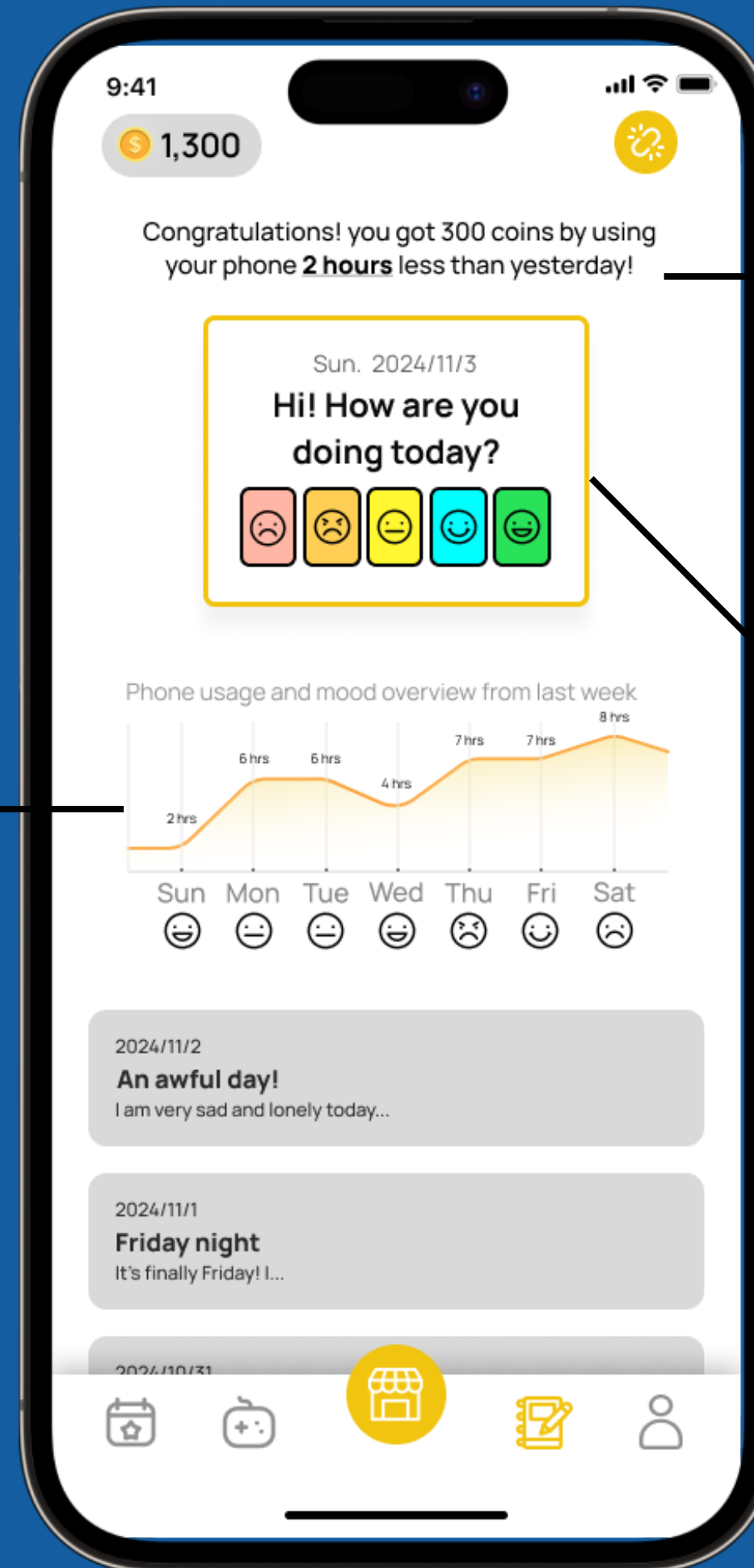
Tracking daily phone usage



Record mood of the day and write a diary

Mood Recorder

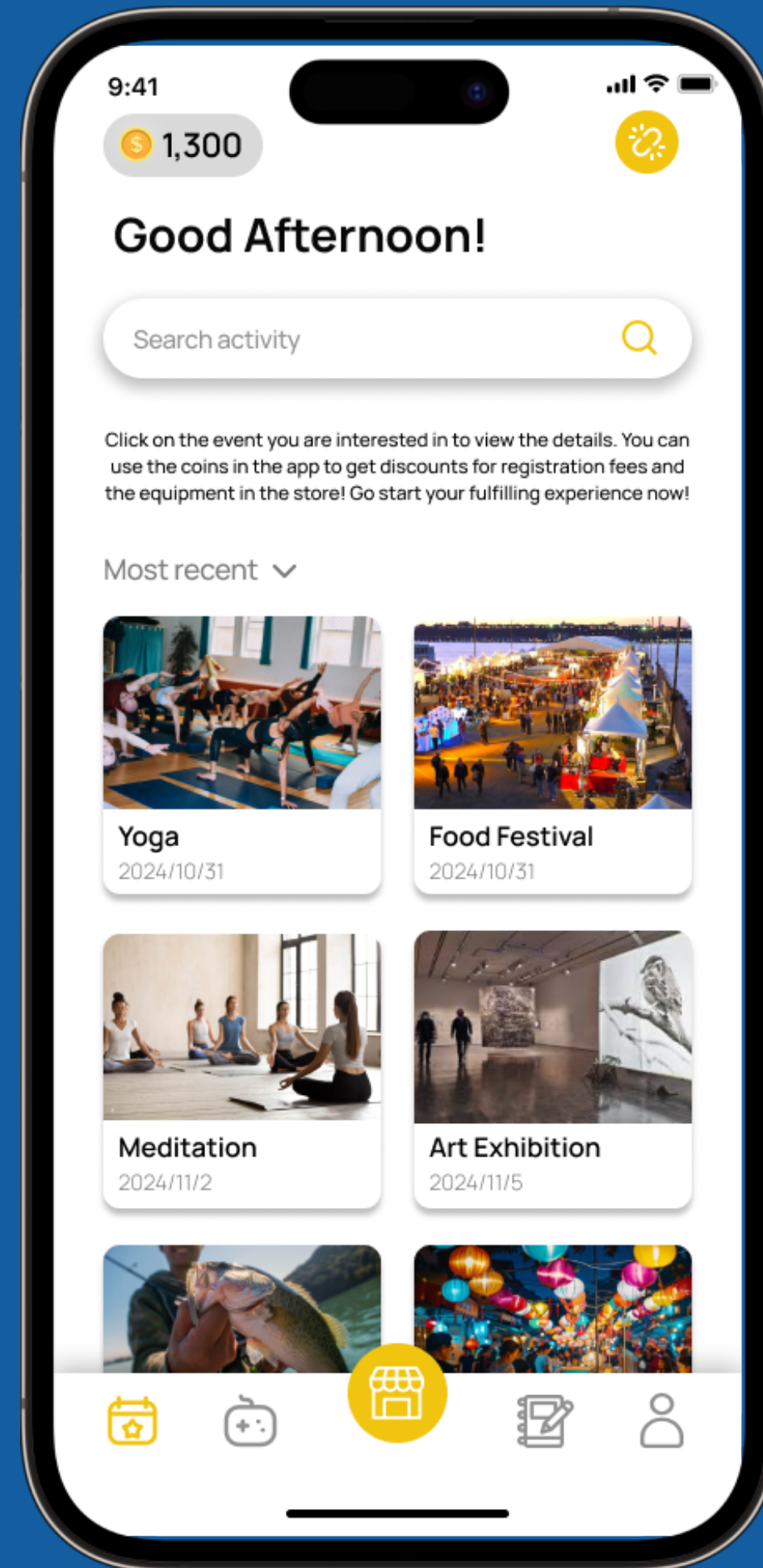
Tracking daily phone usage



Earn/lose coins from phone usage decreasing/increasing

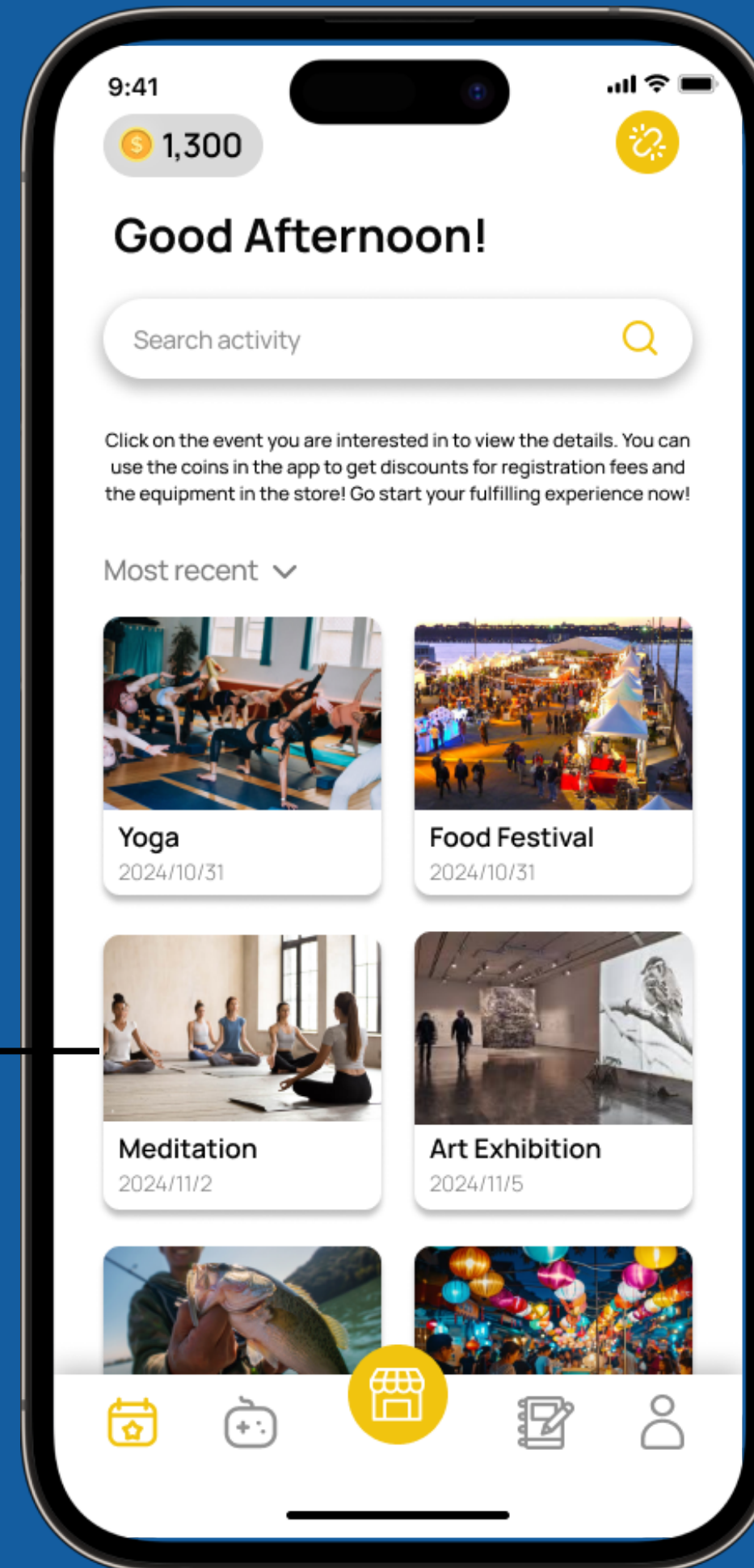
Record mood of the day and write a diary

Offline Gathering



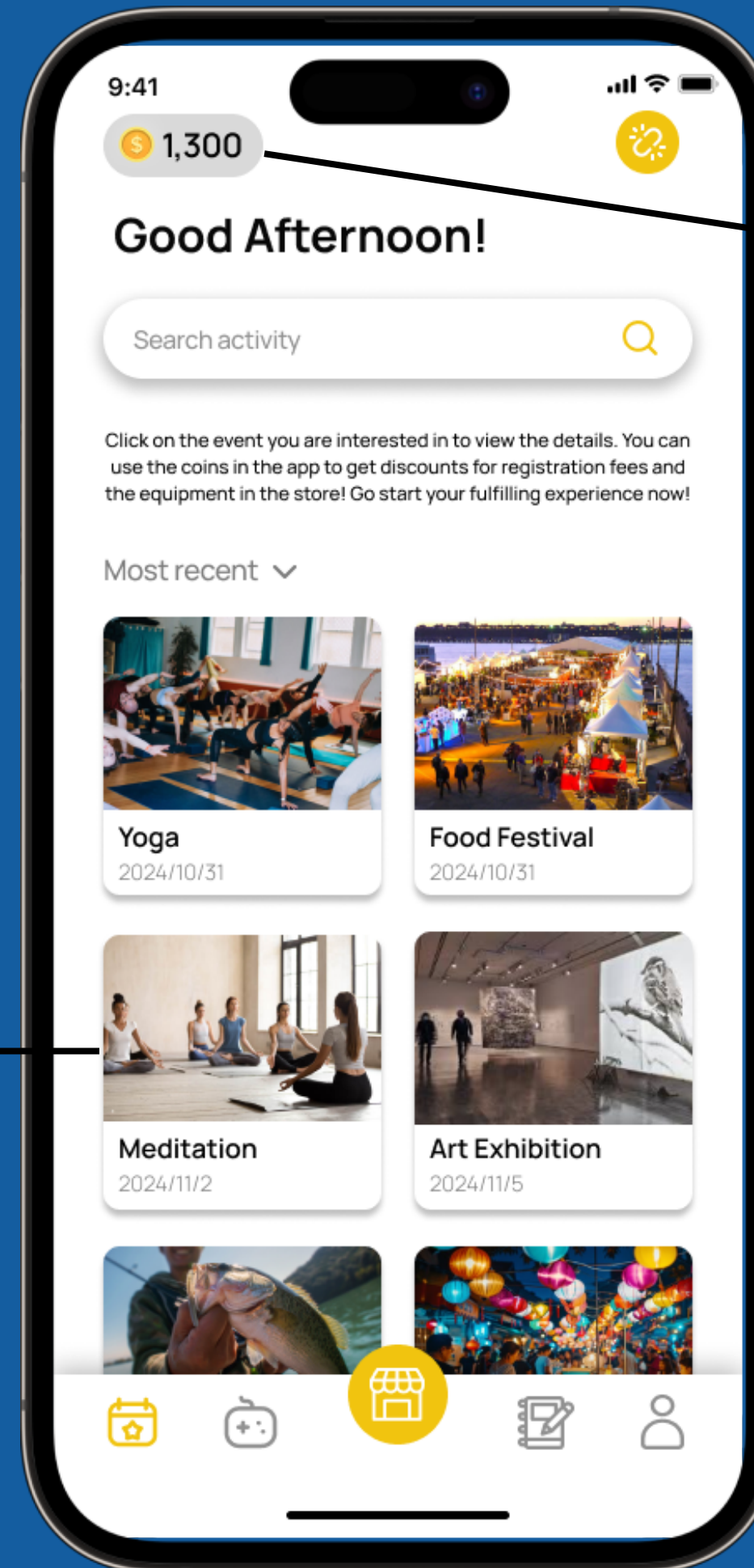
Offline Gathering

Sign up for activities they
are interested in and
participate in offline
gatherings



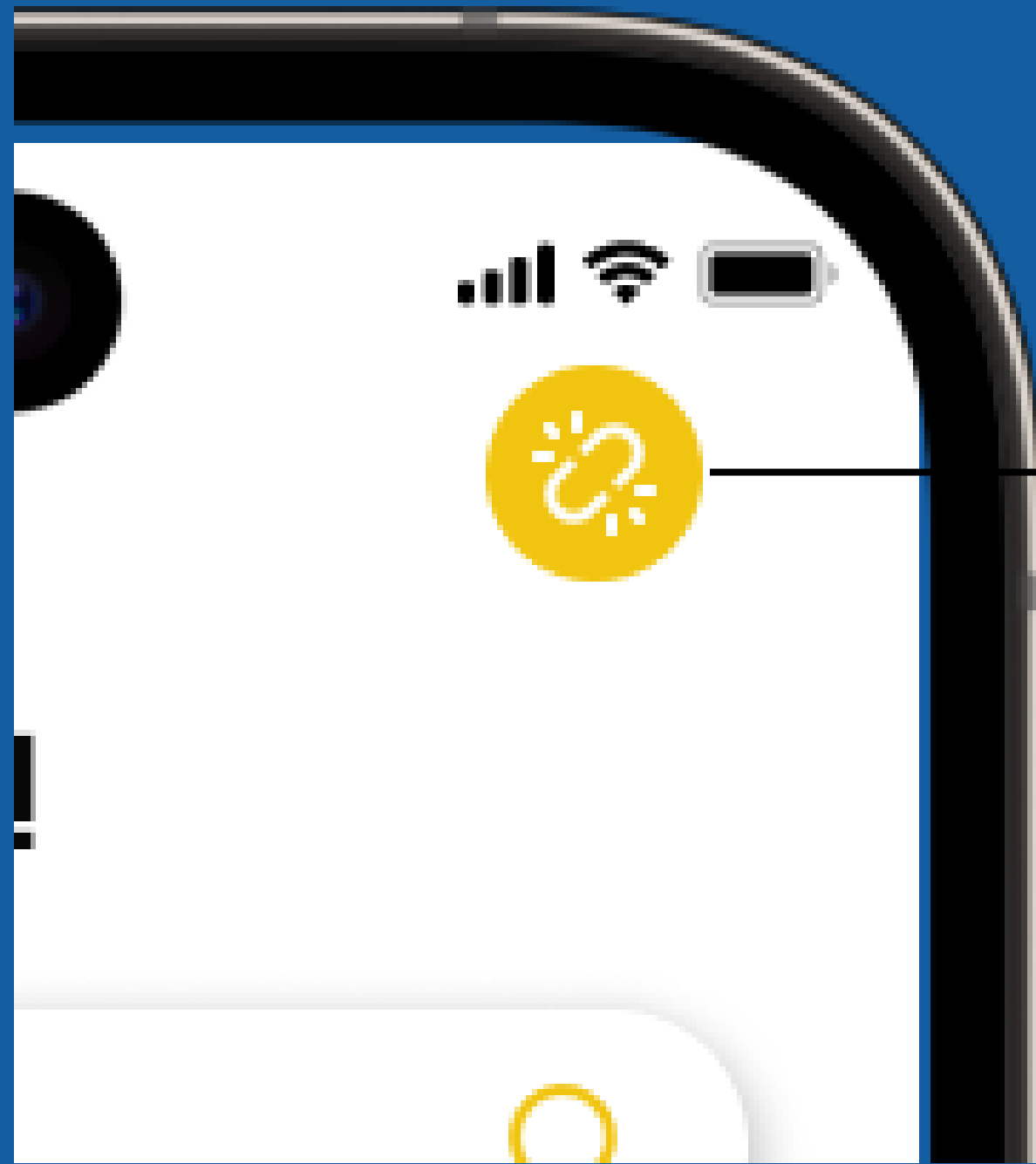
Offline Gathering

Sign up for activities they
are interested in and
participate in offline
gatherings



Coins for discount in
online stores or
registration fee

Disconnecting



**Disconnect phone at anytime.
Multiple users can disconnect
together as a group**

Positive Validates From Potential Users



Phoebe
(21) College Student

"I got motivated from the gamification feature to explore nature and find joy outside of my phone."



Zoe
(18) High School Student

"Offline gatherings helped her build deeper, more meaningful relationships."



Peggy
(21) College Student

"I like the diary function. It lets me realize electronic products are not what really brings me happiness."



Alissa
(23) Employee

"I think the features are a good way to build a healthier relationship between people and their phones."

To Sustain and Grow the Platform

D2C + B2B2C

D2C

Subscription model

Sell materials or equipment

B2B2C

Partner to offer discounts

Companies and platforms
increase each other's exposure
and revenue

Meet the Founder: Lynn Lin

Why I'm the Right Person for This Challenge?



Personal Connection

Design Expertise

Research-Driven Approach

Impacts of TrueLink

**Healthier
Minds**

**Stronger
Connections**

**A New
Standard**





THANK YOU!