

# Alchemist

**America, Anastasia, Lauren, Zeeba**

# Overview

Problem  
Solution  
Marketing  
Team

The background features abstract, organic shapes in shades of orange and yellow. Some shapes are solid, while others contain a pattern of small, vertical, teardrop-like elements. The overall aesthetic is clean and modern.

Problem

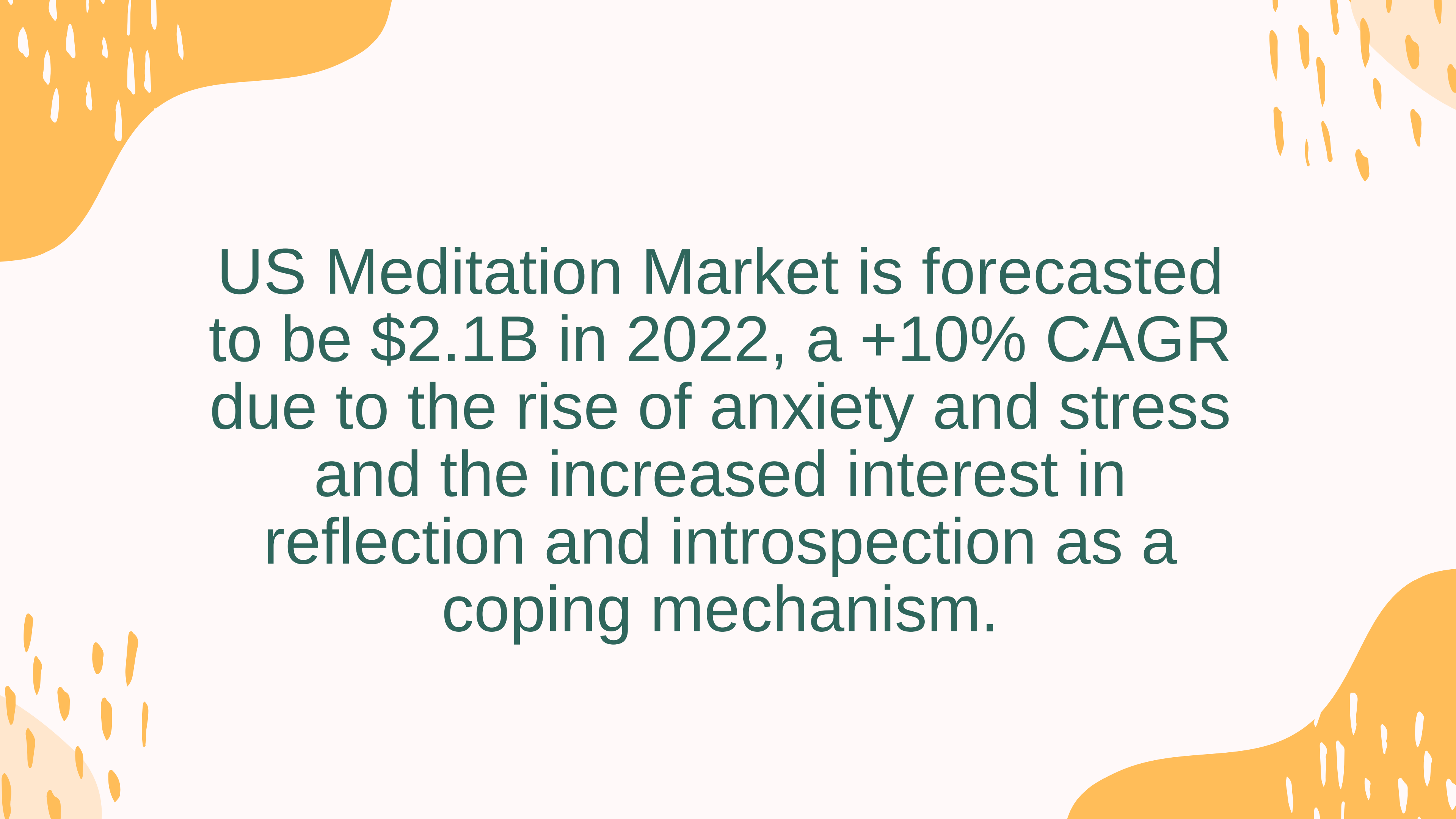
How old were you  
when you realized  
that YOU had the  
tools WITHIN YOU to  
overcome challenging  
situations?





**75%**

of Gen Z are more likely to report  
stress related to national news topics



US Meditation Market is forecasted to be \$2.1B in 2022, a +10% CAGR due to the rise of anxiety and stress and the increased interest in reflection and introspection as a coping mechanism.

Estimates of up to **60%** of students do not receive the treatment they need due to stigma and lack of access to services.



**1 in 5**

children suffer from mental health  
disorders





**SEEING:** Curious about the physical environment. At times overwhelmed by surroundings.

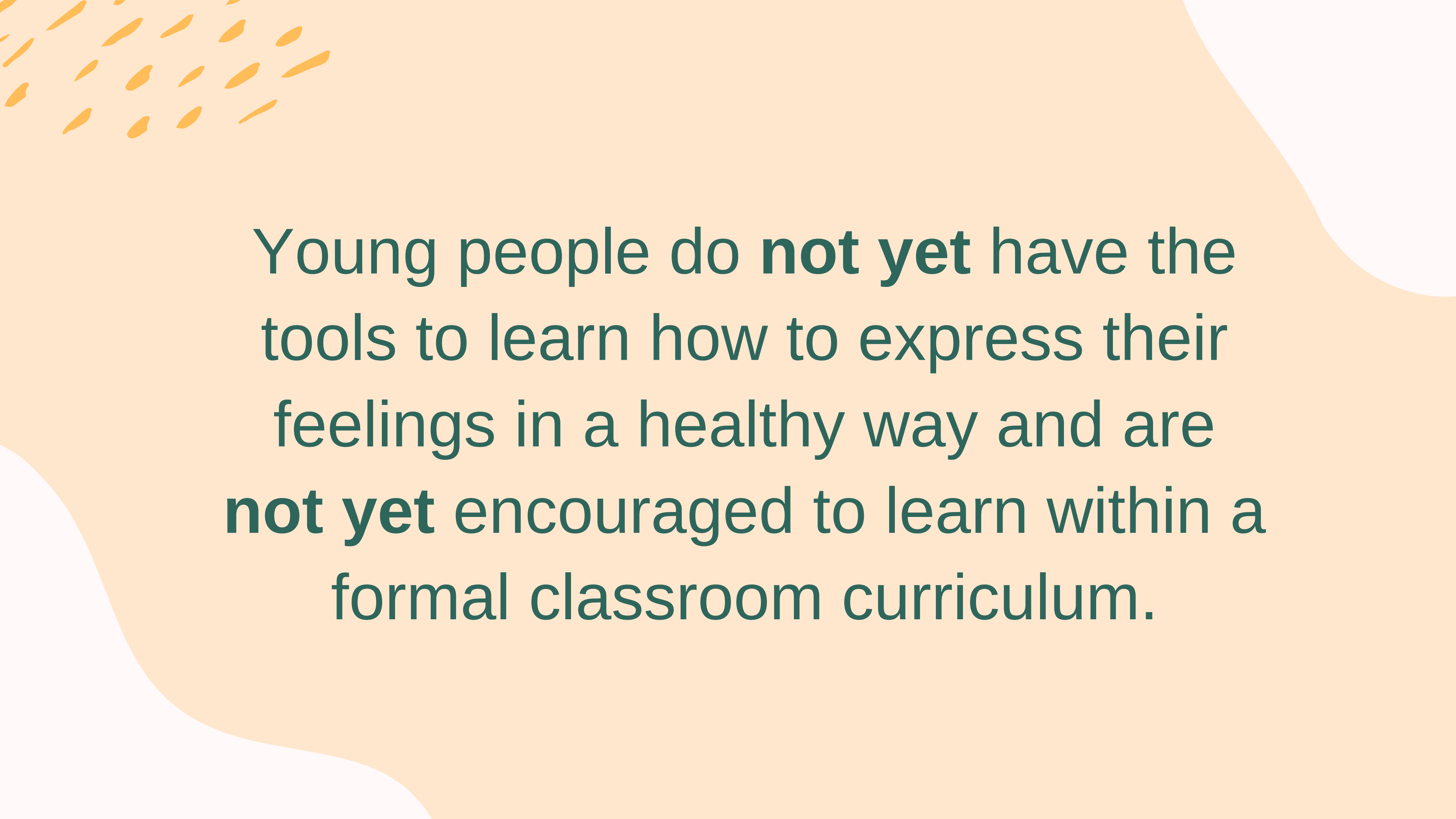
**SAYING:** Does not feel comfortable sharing feelings/emotions with others.

**DOING:** Participates in physical activities but none contribute to self-awareness or self-regulation.

**HEARING:** Surrounded by comments made by teachers, friends and family which in times may not be encouraging.

**FEELING:** A lot of emotions experienced but doesn't yet have the words to define them.





Young people do **not yet** have the tools to learn how to express their feelings in a healthy way and are **not yet** encouraged to learn within a formal classroom curriculum.

**syn·er·gy/'sinərjē/**

the extra energy or power that is achieved by two or more people, companies, or elements working together, instead of on their own

The background features abstract, organic shapes in shades of orange and yellow. These shapes are decorated with patterns of small, vertical, teardrop-like elements, resembling rain or a textured surface. The overall aesthetic is clean and modern.

Solution

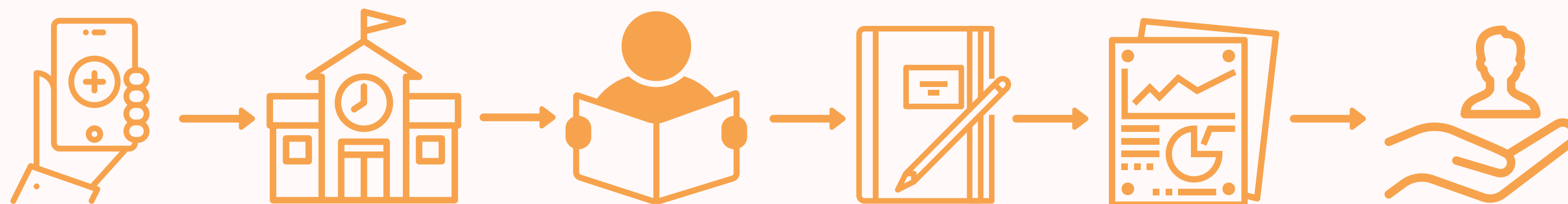


# Mission

Our mission is to provide today's youth with a tool that empowers and accompanies them on their developmental journey. Alchemist will give them the tool to create synergy by helping youth become their own best resource.

Through our service, youth can healthy habits of self-awareness and reflection while helping to validate, understand, and process challenging issues they are facing.

# How it Works



# Our Unique Position



Kids have  
many emotions



Teachers are  
limited



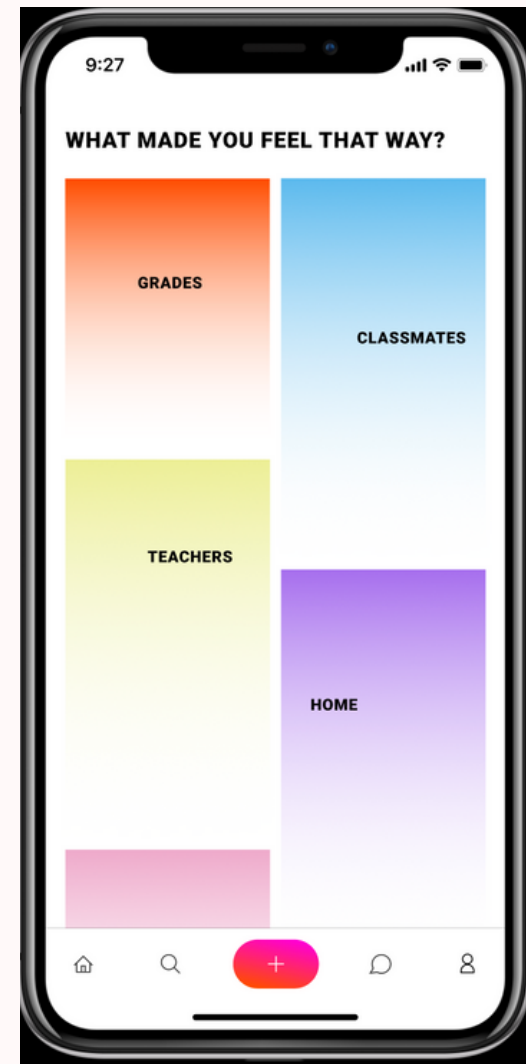
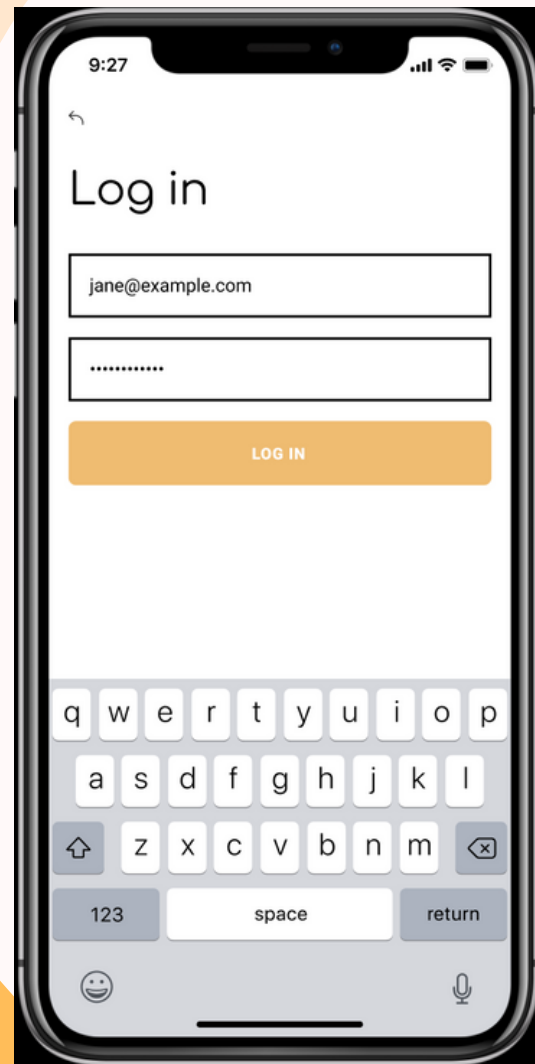
Our tool



Systemic shift  
by partnering  
with schools

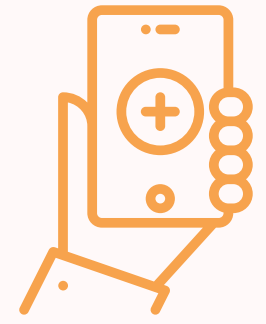
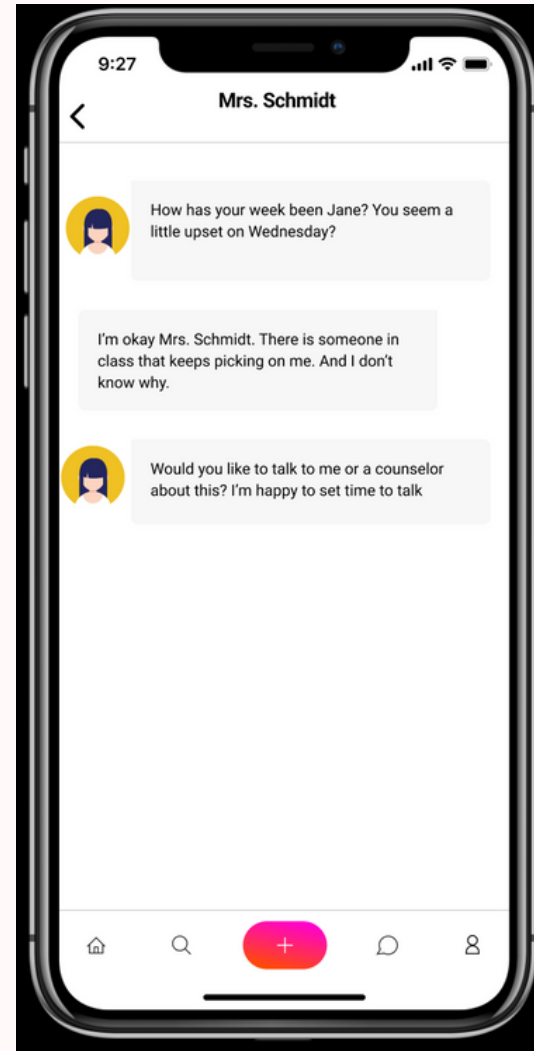
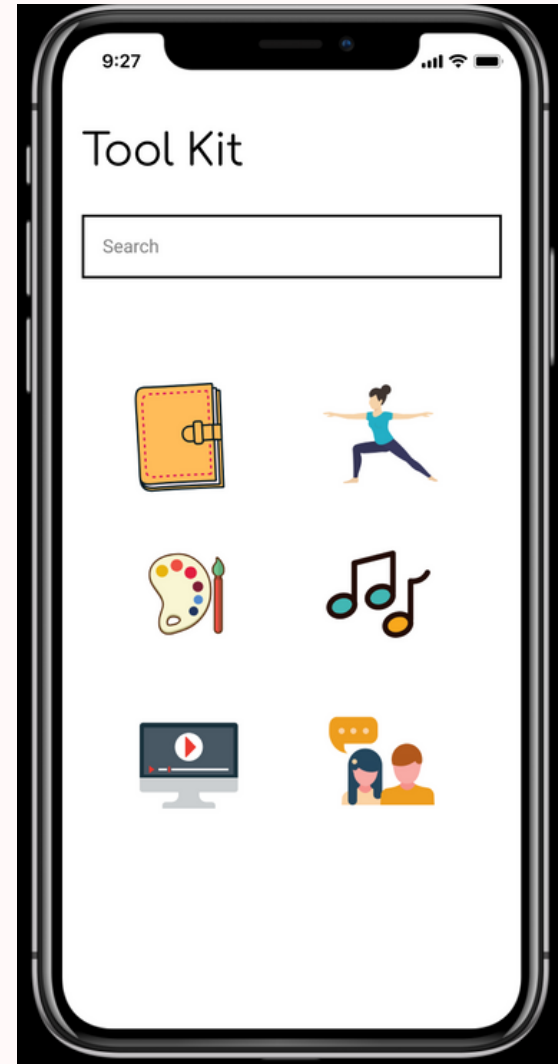
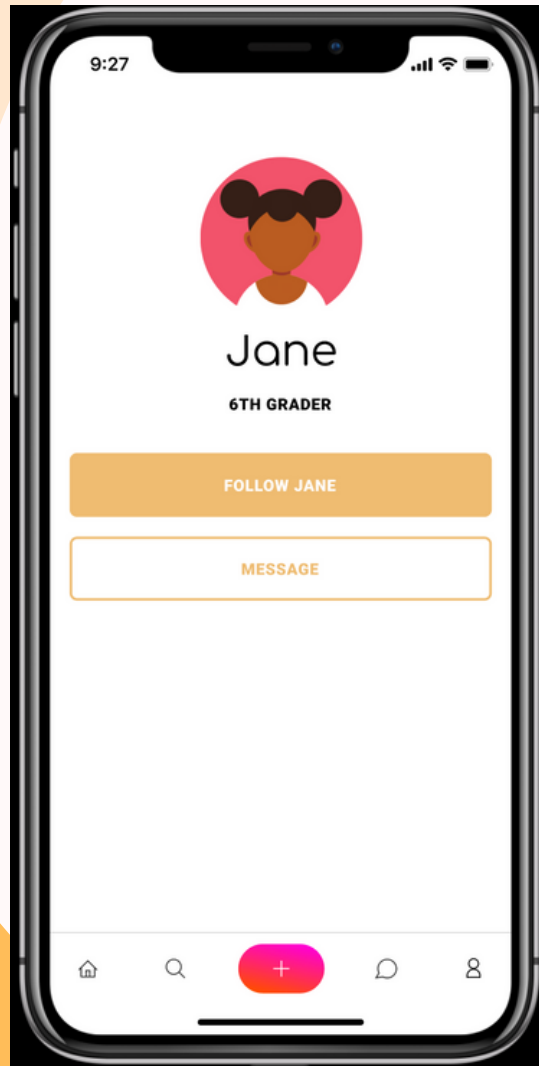


Our solution



- Kids have many emotions
- Often kids can't describe emotions or understand where they come from





- Teacher resources are limited
- Personalized mental health solutions for children



# Marketing




# TikTok Video Campaign



**WHAT ARE YOU GRATEFUL FOR?**



**WHAT ARE YOU SCARED OF?**



## ABOUT ALCHEMIST

Our app helps you understand your student's needs and emotions through innovative technology that allows for privacy while also offering transparency.

## DAILY REPORT

In the daily report, you will find valuable metrics to help you understand what is happening. .



# 30%

## of students are having trouble at home



## CHECK OUT

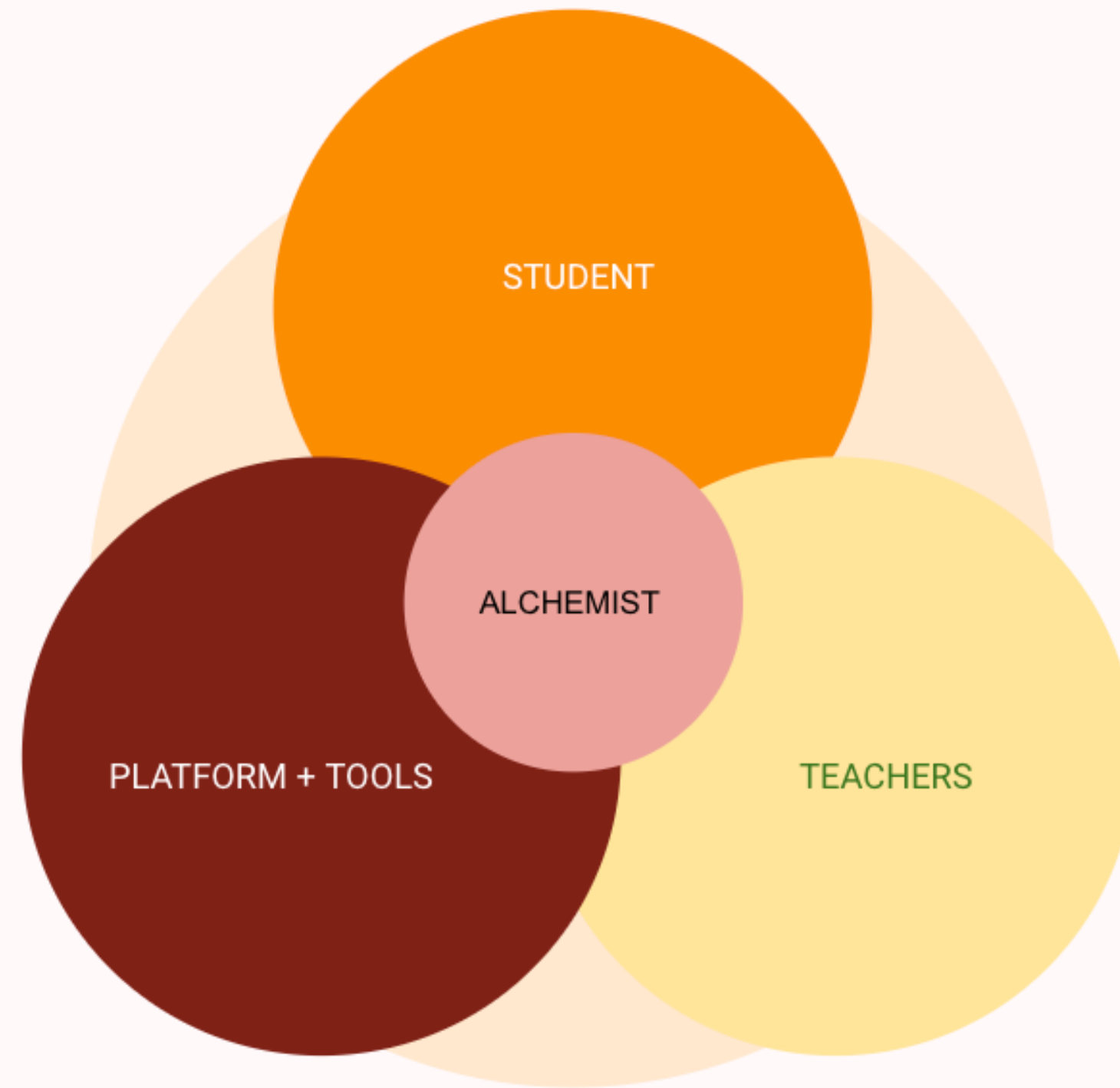
Tips to develop a strong relationship  
with family members.

## MEDITATION



# 80%

## of students are benefiting from meditation time



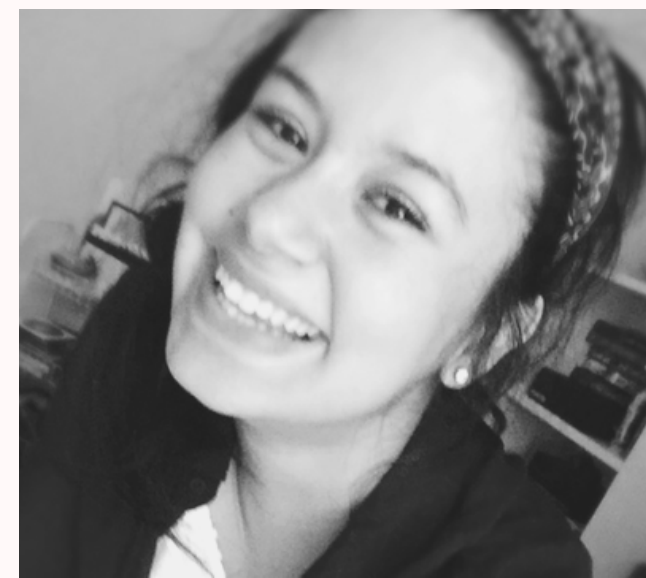
# Our Team



**Lauren Stobierski**  
Chief Creative Officer



**Zeeba Anvary**  
Chief Executive Officer



**America Giron**  
Chief Operating Officer



**Anastasia Konstantilieri**  
Chief Innovation Officer