

A privacy-first, story-based system that helps schools detect emotional distress early.

1. THE PROBLEM

- Emotional distress is often hidden.**
Many Chinese primary students don't express their feelings.
- Schools face resource limits.**
Large classes and few counselors make early detection difficult.
- Problems are missed until they worsen.**
Late support leads to more serious consequences.

2. OUR SOLUTION

We use story-based games to understand students' emotional states and provide schools with group-level insights.

- 1 Play Story**
Students play short school-life stories.
- 2 Make Choices**
They make choices in key moments.
- 3 AI Analysis**
The system analyzes responses (group-level only, no personal data).
- 4 Insights for Schools**
Counselors see simple dashboards to identify trends and take action.

3. VALUE FOR STAKEHOLDERS

- For Schools**
Detect trends early, allocate resources effectively, and support more students with limited staff.
- For Students**
A safe and engaging experience that reduces pressure and stigma.
- For Parents**
Schools take proactive action while respecting privacy and building trust.

TARGET MARKET

Urban public primary schools in China
~107 million potential student users

KEY FEATURES

- Privacy-First**
No collection of sensitive personal data.
- Low-Stigma**
Feels like a game, not a test.
- Scalable & Practical**
Designed for large classes and limited resources.
- Early Awareness**
Helps schools act early and provide timely support.

4. BUSINESS MODEL

Who Pays	Schools (principals, counseling offices, or education departments).
Pricing	Pilot: \$1,500 – \$3,000 per school/semester Subscription: \$4,000 – \$8,000 per school/year (~\$8 – \$16 per student).
Unit Profitability (Example)	Annual revenue ~ \$6,000 Cost to serve ~ \$2,000 – \$2,500 Gross margin ~ \$3,500 – \$4,000

5. IMPLEMENTATION ROADMAP

- Prototype**
Build MVP (stories, system, dashboard).
- Test & Iterate**
Pilot testing, collect feedback, improve.
- Pilot in Schools**
Small-scale pilot with partner schools.
- Scale & Improve**
Expand to more schools and enhance features.

6. IMPACT

- Early Detection**
Spot stress trends earlier and prevent escalation.
- Efficient Support**
Use limited resources where they are needed most.
- Healthier Students**
Create a safer environment for students to grow.

7. WHY NOW?

- Digital infrastructure in urban schools is improving.
- AI makes behavioral pattern detection more accurate.
- Awareness of student mental health is stronger than ever.

OUR TEAM – IG Tech

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We analyze patterns, not people.
Privacy. Respect. Impact.