



# BeMe

# Fact Sheet



Welcome to BeMe, where we prioritize the mental well-being of teens and young adults ages 13-22. The BeMe platform provides relevant and tailored content, live coaching, mood check-ins, crisis support, and more. The company was founded in 2021 and is based out of Miami, FL.

Below, we've outlined essential information about BeMe, showcasing our mission, unique features, and the advantages we offer for your consideration.

## Crisis facts

75%

of all lifetime mental illness begins by age 24<sup>1</sup>

\$70B

cost of teen suicide attempts in 2019<sup>3</sup>

11M

US teens 12-17 reported depression in 2021<sup>2</sup>

80%

of youth with mental illness do not receive treatment<sup>4</sup>

## Engagement and impact signals are consistently positive

20% Decrease

in positive screens for moderate or severe anxiety

11% Decrease

in positive screens positive for moderate or severe depression

### Teen

"This app is awesome, it helps me a lot to be a better person, express my feelings and handle anxiety and depression. I love it so much. My coach is amazing!" -Lily, 16

### Parent

"BeMe has had an overwhelmingly positive impact on my son. I know that sometimes kids may not come to their parents to express themselves. I am so glad that there is a safe app that my child can reach out for mental health support!" -Parent of a 13-year-old BeMe user

## Our Vision?

Pioneer a new era for global mental health by empowering young people with technology that supports them 24/7.

## Our Mission?

Promote self-understanding, foster resilience, and empower youth on their journey to mental wellbeing. By delivering authentic and trusted supportive media, live coaches, a real-world support team of friends and family, and broad resources for crisis and intensive support, BeMe creates a fully customized mental health journey that meets the ever-changing needs of each member.

[partners@bemehealth.com](mailto:partners@bemehealth.com)



# Why BeMe?

**Comprehensive Support:** BeMe offers a holistic approach to mental health, addressing various challenges faced by teens and young adults.

**User-Friendly Interface:** Our app is designed with intuitive features tailored to the needs of our target audience.

**Evidence-Based Approach:** Backed by science and developed with input from mental health professionals and teen advisors.

**Privacy and Safety:** BeMe prioritizes user privacy and data security, complying with relevant regulations like COPPA and the UNCRC.

# Why BeMe Works?

**Quizzes and Assessments:** Engage in quizzes and assessments, including P-HQ and GAD, to establish a baseline understanding of mental health. These tools help tailor our support to individual needs and preferences.

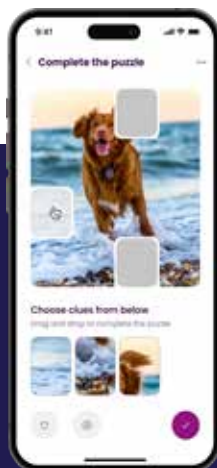
**Incorporation of Best Practices:** BeMe Health integrates evidence-based practices from cognitive behavioral therapy (CBT) and third-wave CBT approaches. This includes dialectical behavioral therapy (DBT), acceptance and commitment therapy (ACT), and more. These techniques are the foundation of our approach to promoting mental well-being.

**Tailored and Meaningful Integration:** BeMe Health prioritizes creating a unique and meaningful experience for each user. By incorporating feedback and responses, we continually adapt our support to address the evolving needs of teens and young adults.

## Mood Crew and Daily Mood Check-ins



## Tailored Resources and Activities



## Coaching

