

- **Problem-** A problem is people suffering from PTSD and/or anxiety. It is estimated that around 31.1% of the US adult population suffers from anxiety while around 6% of the population will eventually suffer from PTSD at some point of their lives.
- **Solution-** The solution is to offer people a healthy coping mechanism that brings them to their “happy place” or a place of comfort. This is achieved by stimulating all five senses at once while still not being too overstimulating. It is easy to use and will help with mental episodes that hinder one’s ability to function in day to day life.
- **Market size-** The market size is large, because PTSD and anxiety is becoming more common with traumatizing events playing in people’s lives.
- **Competition-** Currently, there is no competition with us. We are the first to come up with this idea.
- **Business Model-** We plan on making money by marketing our product through a website and making it accessible to those who are interested in the product or people who just want to show us support to achieve our mission of helping those who have mental anguish.
- **Marketing and Sales-** We plan on marketing our idea through social media, via Tik Tok, Youtube Shorts, Instagram, ect. We also will be doing a survey to get others intrigued. With all this effort, we hope that eventually we can spread through word of mouth from others that support our product.
- **Progress to Date-** We have tested the grounding technique and came to the conclusion that it works perfectly for panicked episodes and/or flashbacks with PTSD and anxiety. We came up with a drawing that executes our plans and visions perfectly, with every stimulation needed for those suffering and explaining what they are.
- **Future Milestones-** A short term milestone we have for the future is having support from those suffering or those who are willing to educate themselves on PTSD and anxiety. Any support we receive, we will be more than thankful to have. A long term goal we have is to expand our product globally, making our product easy to access for those who need it. We want to expand through stores and through the internet so more people have the help they need or desire through a coping mechanism. Some barriers we will have to overcome is not having a lot of support at first. We can overcome this by trying harder to get people interested in our product by word of mouth or more marketing strategies.
- **Team-** Currently, there are two of us; Erica Burk and Audrey Mettert. We both understand the struggles of the mental disabilities and we want to provide something others can access easily. We need to work with adults to turn our mission into a reality.