# MindBridge: Bridging Minds, Building Trust

A mental health platform that connects students to quality, accessible therapy.

The Mental Health Crisis in Schools
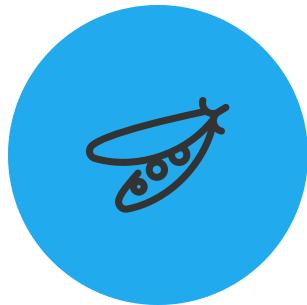
13% of adolescents aged 10-19 live with a diagnosed mental disorder globally

Fewer than 20% of students receive adequate support

Schools lack tools to identify mental distress early

The mental health crisis in schools is a significant global issue that requires comprehensive, student-centered solutions to ensure equitable access to support and improve academic and social-emotional outcomes for youth.

The Founding Team

Gabriel Gerig

Economics/Government

Izaan Ali

Math/Biochemistry

Hana Abbasian

Psychology/Bioethics

Introducing MindBridge

MindBridge is a mental health platform that integrates with schools to provide anonymous emotional screening and support tools. By fostering emotional wellness, MindBridge aims to unlock academic success and empower students to thrive.

Book Your Appointment

Select a date and time for your session with Dr. Sarah Chen

Select Date

November 2025

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
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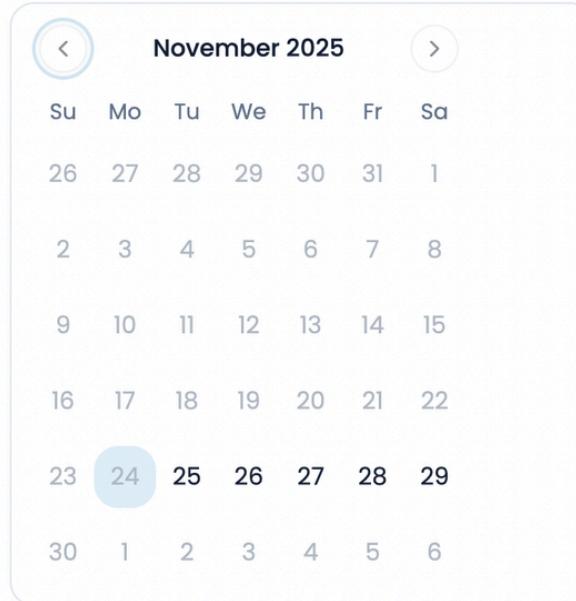
Select Time

9:00 AM   10:00 A
11:00 AM   12:00 P
1:00 PM   2:00 P
3:00 PM   4:00 P
5:00 PM   6:00 P

Your Name

Your Email

Confirm Booking

Target Customers

- **Students (high school + university)**

  The core audience, who seek accessible, stigma-free ways to understand and manage their mental health. MindBridge aims to empower them with self-guided tools, personalized therapist matching, and easy access to care.

- **Public health agencies and Medicaid/managed care organizations**

  These organizations are interested in reducing crisis utilization and improving access, as preventive school-based screening can reduce ER visits, treatment delays, and costs while advancing equity and value-based care.

- **Teletherapy and school mental health providers**

  MindBridge partners with these providers for clinical integration and billing, as the platform can provide automated referrals, streamlined documentation, and reliable student engagement pipelines.

- **Foundations and impact investors**

  These funders seek measurable, data-backed impact aligned with education and youth mental health outcomes, and are interested in funding equitable access pilots and outcomes-based grants.

- **Parents/caregivers**

  Families need trusted and affordable tools to monitor and support children's well-being securely, with strict privacy safeguards.

- **Employers and community sponsors**

  Supporting mental health for youth strengthens local communities and future workforce resilience, so they may sponsor MindBridge as part of social responsibility or workforce readiness programs.

Market Opportunity

- **Rapid Market Growth**
  The global youth mental health market is projected to grow from $13.9 billion in 2020 to $26.2 billion by 2027, a compound annual growth rate (CAGR) of 9.4%.

- **Unmet Need for Mental Health Support**
  Globally, 13% of adolescents aged 10-19 live with a diagnosed mental disorder, but fewer than 20% receive adequate support due to factors like stigma, limited access to counseling, and lack of early detection mechanisms.

Our Social Impact
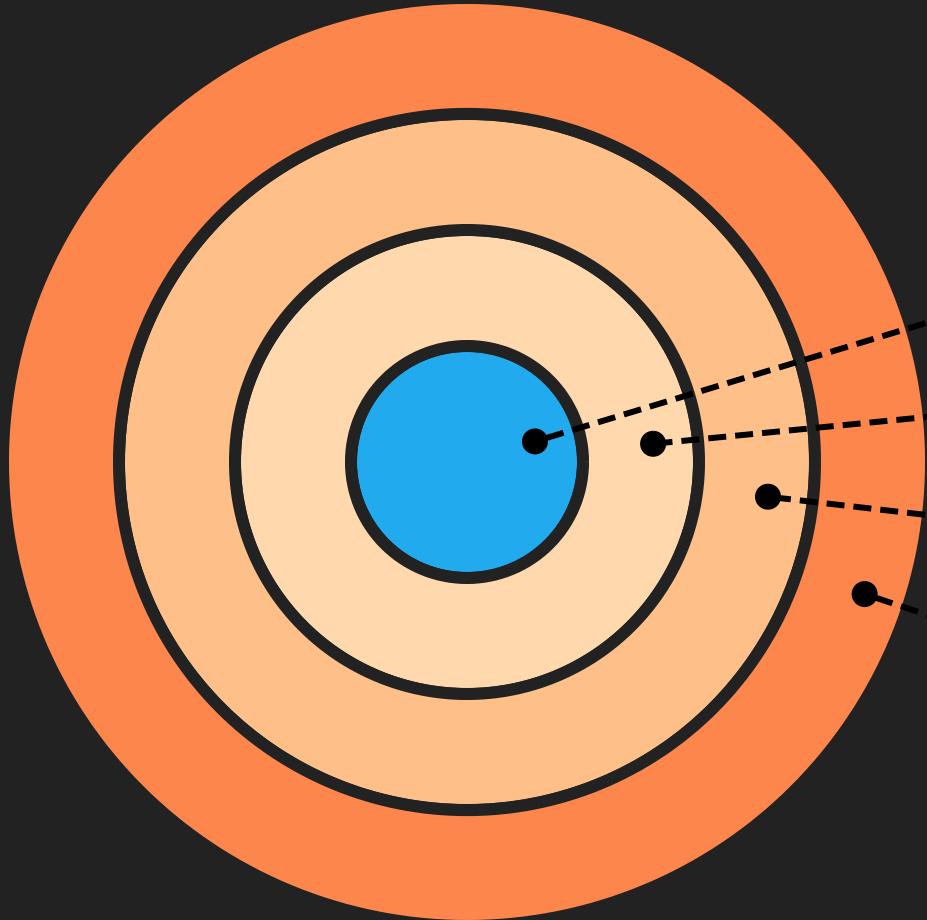
UN SDG Alignment

Aligned with UN SDG 3: Good Health and Well-Being

Measuring Impact

Committed to tracking and reporting social impact metrics: % of students that report receiving adequate help

Equitable Access

Ensuring mental health support reaches all students

Sustainable Approach

Leveraging funding models for long-term scalability

Our Core Values

Equity

MindBridge's platform targets underserved students in low-income and under-resourced schools, where mental health needs are highest but access to care is lowest, ensuring equitable access to mental health support.

Empathy

MindBridge's tools are culturally and linguistically responsive, reflecting diverse student identities and helping every individual feel understood and respected.

Innovation

The AI-powered platform provides early, equitable identification of mental health needs and connects students to personalized support, leveraging innovative technology to address this critical issue.

Transparency

MindBridge adheres to strict data protection frameworks, ensuring student information remains secure and building trust with students, families, and schools.

Sustainability

The platform's diversified funding model, including Medicaid reimbursement and philanthropic support, ensures long-term stability and scalability across high- and low-income communities.

Key Features

- **Early, equitable access to mental health therapy**

  Proactively match students to therapists ensuring no one falls through the cracks, especially in underserved communities.

- **Integrate with a students' life**

  MindBridge integrates seamlessly into a student's daily life by checking in through text messages and allowing students to schedule support appointments directly via text.

- **Privacy-first design meeting FERPA and COPPA standards**

  Prioritize data privacy and security to build trust with students, parents, and administrators through strict compliance with regulations.

- **Payer-friendly billing and compliance pipeline**

  Streamline the reimbursement process and maximize coverage from Medicaid, insurers, and other payers to make mental health services accessible and affordable.

- **Outcome transparency through dashboards and reporting**

  Provide data-driven insights to demonstrate the impact of our platform and secure ongoing funding for sustainable mental health support.

Our Mission

Improve Early Intervention

Provide early, equitable access to mental health therapy among students to enable timely intervention.

Ensure Equitable Access

Ensure all students have access to affordable and culturally responsive mental health support.

Foster Emotional Wellness

Empower students to thrive by addressing their mental health and fostering their emotional well-being.

Enhance Academic Success

Support students' academic performance and achievement by addressing their mental health needs.

Our Revenue Model

- **School-based Medicaid and Managed Care Reimbursement**

  MindBridge partners with licensed clinicians and teletherapy providers to enable reimbursement from Medicaid and managed care organizations for behavioral health services delivered in schools, allowing students to access therapy at little to no out-of-pocket cost.

- **University and Student Health Plan Contracts**

  MindBridge offers campus-wide licenses that include screenings, engagement tools, and integrated referrals to on-campus counseling centers, with the university or student health plan covering the cost so students do not face fees.

- **Employer and Youth-Serving Nonprofit Sponsorships**

  Community health coalitions and large local employers sometimes fund youth mental health initiatives as part of social responsibility or workforce readiness programs, and MindBridge can offer site licenses or sponsor blocks of access that are not tied to individual student data.

- **Creator Media Revenue on Social Platforms**

  MindBridge builds a public education channel on platforms like YouTube, Instagram, and TikTok featuring content on coping strategies, supporting friends, and privacy, which can earn platform ad revenue and brand sponsorships to support free access without selling or sharing student data.

- **Foundations and Impact Investors**

  Philanthropy can underwrite pilots in low-income areas and convert to success-based payments if MindBridge hits access and engagement milestones, unlocking sites where payer billing is not ready yet and keeping the student experience free.

Bussines Model

Our B2B model connects the full care chain:

Together, we deliver early, equitable therapy access for students, at scale.

B2B FREEMIUM

Schools → Screening & Triage → Teletherapy Providers → Medicaid/MCOs → Community Sponsors
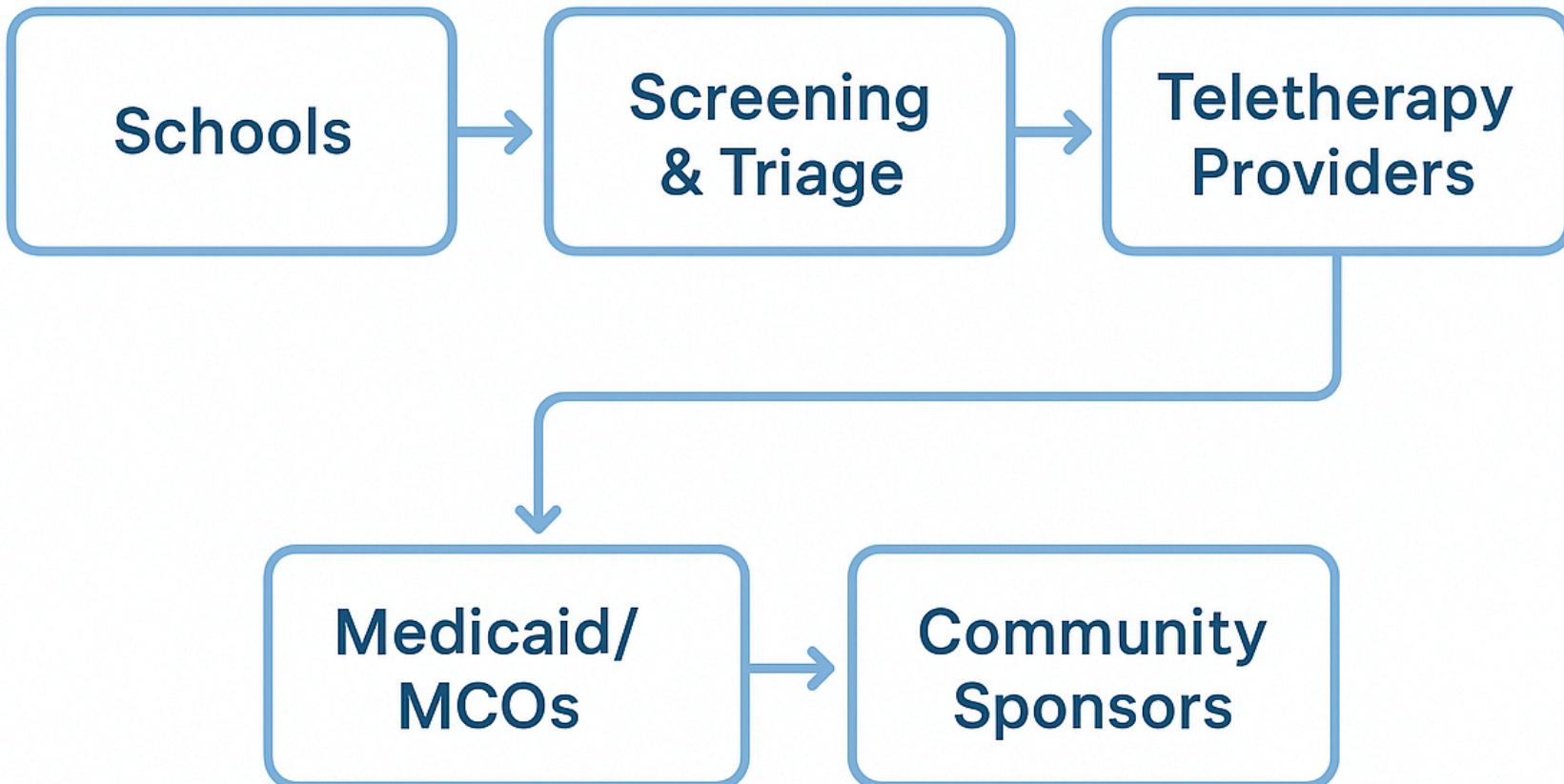
Our Prototype and User Validation

Iterative Development Process	Student Validation	Educator Feedback	Mental Health Expert Review	Iterative Improvements
We engaged in an iterative process to develop our MindBridge prototype, incorporating feedback and insights from various stakeholders.	We conducted user testing sessions with high school and college students to gather feedback on the usability, features, and overall value of the MindBridge platform.	We solicited input from teachers, counselors, and school administrators to ensure our platform integrates seamlessly with existing school mental health resources and workflows.	Our team collaborated with licensed therapists, psychologists, and mental health professionals to validate the clinical efficacy and ethical considerations of our platform.	Based on the feedback and insights gathered, we made iterative improvements to the MindBridge prototype, refining the user experience, features, and overall impact.