

**Value Proposition:**

Sparkling connections to help students thrive.

**Copy Headlines:**

Find your spark.

All it takes is a spark.

Wellness takes a village.

**Campus-Specific Taglines (Where it makes sense):**

Hoosier-powered wellness.

Buckeye-powered wellness.

**How It Works:**

Our pre-programmed instincts cause us to react to stress in certain ways. With a simple instinct assessment, students can identify their tendencies and connect with the right resources at the right time so they're never alone when it comes to mental wellness.

**Connecting to activities.**

Connect to campus activities  
based on what's healthy for you.

**Connecting to resources.**

Connect to mental wellness resources  
like peer-to-peer support groups and counseling services.

**Connecting to people.**

Connect to the people who  
can be a support system.

**Elevator Pitch**

Anxiety is at an all-time high on college campuses, and the resources to get help are disconnected. Colleges offer robust services to care for students, but they can be difficult to access. The self-help resources out there simply aren't enough and further stigmatize the issue of mental wellness.

Mental wellness doesn't happen in isolation. That's why we founded Ember: the first community approach to mental wellness. Based on a simple instinct assessment that helps determine students' pre-programmed tendencies, we connect students to the activities, resources, and people who will help them thrive on campus.

**Example Audience Messages:**

	<b>Connecting to activities.</b>	<b>Connecting to resources.</b>	<b>Connecting to people.</b>
<b>End-Users</b>	Discover the things you love to do.	Easily locate peer-to-peer support groups and counseling services.	Get the support you need without having to ask.
<b>Administrators</b>	Bring visibility to the robust programming you already have.	Optimize the robust programming you already have.	Give people a way to stay connected.