



Challenge:

Young people tend to disengage from services like Youthline because phone calls can feel intimidating.

Insight:

Gen-Z males casually open up when gaming with others.

Idea:

Bring trained gaming psychologists onto gaming platforms.

**43% of gamers said they found
friendship through gaming.**

PubNub

**Around 84% of boys who play
networked games feel more connected
to their friends during gameplay.**

Pew Research Center

**Both friendly competition and
cooperation in games can
strengthen peer relationships.**

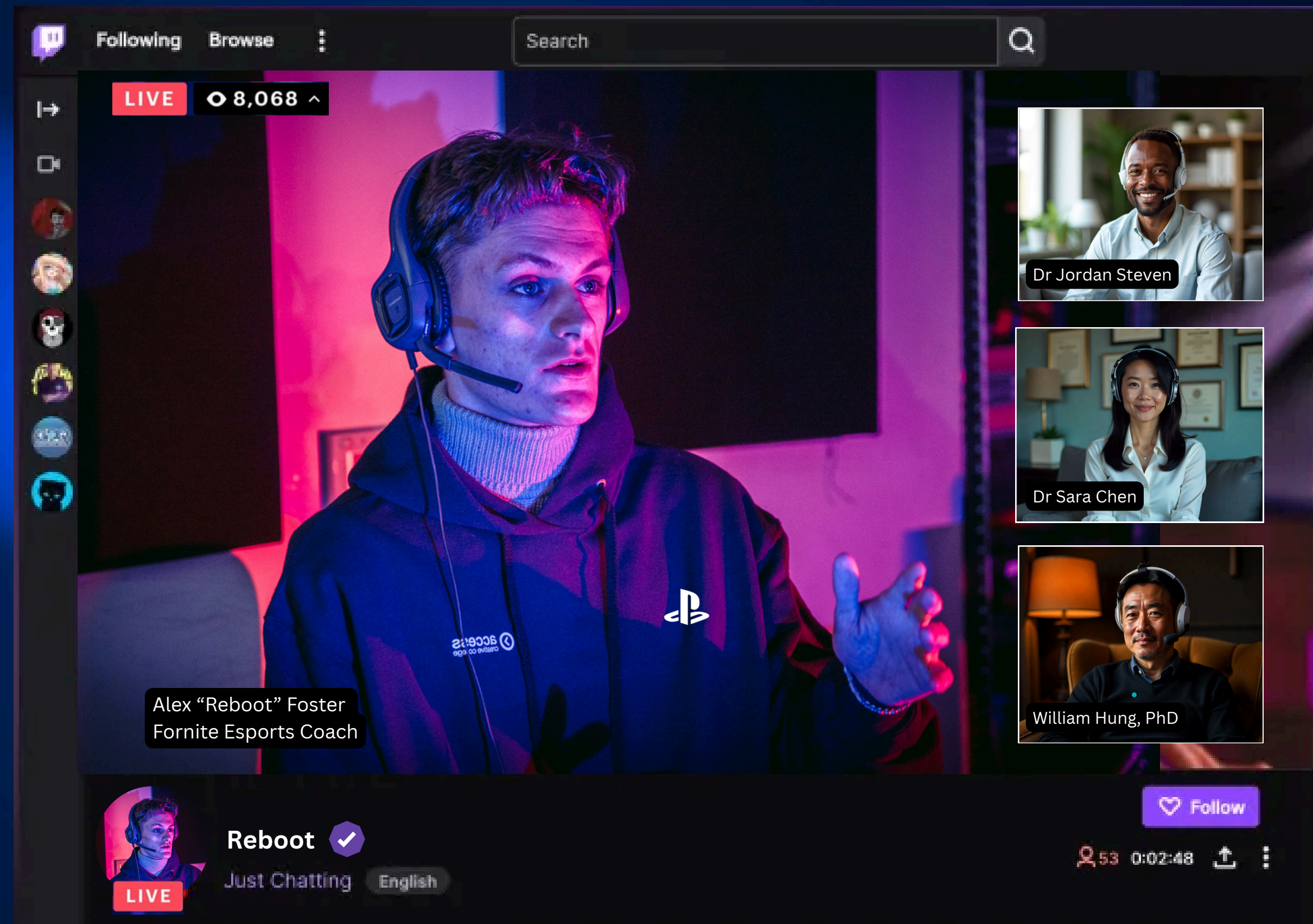
aibm
AMERICAN INSTITUTE
FOR BOYS AND MEN



THERAPIST GAMING TRAINING

We'll team trained psychologists with popular streamers and esports coaches, teaching them the tips, tricks and strategies for popular games.

Watch these noobs level up live on Twitch before we drop them into our 'Drop Zone Clinic'.



THERAPIST1

Dr Sara Chen

HEAD_SHOTS1

William Hung, PhD

LT_J.DAN

Dr Jordan Steven



Let's land on the outskirts to gear up. While we loot - how've you been feeling this week?

TURNING SERVERS INTO A SERVICE

These psychologists work with the PlayStation 'Drop Zone Clinic'. Join this server to play and chat with them in a safe space. They'll each have unique skins and items.

TEAM UP FOR NEXT TIME

Just like in other games you'll get your stats at the end of each session. Players can add the psychologist to their profile to reconnect, book future games, and receive casual reminders.



LT_J.DAN

Dr Jordan Steven

YOU CHATTED WITH
LT_J.DAN

(Dr Jordan Steven)

CHAT TIME

47 mins 

REWARDS

22,000 XP 

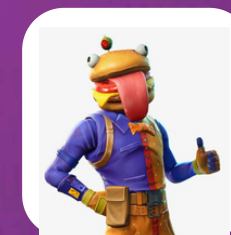
NEXT REWARD:
MEGACHAT47



ADD ON PS NETWORK

DR_JORDAN#6502

MUTUAL FRIENDS X3



ADD FRIEND