THEORY OF CHANGE (ToC)

Universal Mind Empowers Mental Health Through Livestream Electronic Music & Fashion Television

	TECHNOLOGY	HEALTH	STIGMA
impact	Equality & Access Through Mental Health Innovation	Lower Socio-Economic Burden Of Disease For Anxiety & PTSD	More Harmonious Relationships, Families & Communities
outcomes	Increased **Self Awareness** | Increased **Peer Support** Increased **Referral Pathways**	**Stabilised Mood During Stress** via **Self Report** | **Healthy HR + HRV** **Baroreflex Autonomic Nervous System** Balanced	**Decreased Stigma Of Mental Health** **Increased Sense of Identity** Through **Music & Fashion Culture**
outputs	**Self Report** Completed | **Biometric Check-In** Completed **Happiness Rewards** Redeemed	Dedicated 10min **EMDR "Nervous System Reset"** completed **Brain Entrainment** Engagement Measured via **Audience View Time**	**Electronic Music x Fashion TV - Audience View Time** Logged **Engagement** Logged for **EMDR, Brain Entrainment & Mantra**
activities	**Contactless Heart Rate Scan** offered | **Happiness Rewards** Issued **Peer Support** + **Referral Pathways** Offered Via **Human In The Loop**	Broadcast **Livestream Music TV** with embedded **Brain Entrainment** Offer Interactive **EMDR** & **Mantra** Features	**Broadcast Livestream Music** & **Fashion TV** As **Mental Health*** *Mental Health Via **EMDR**, **Brain Entrainment** & **Mantra**
inputs	**Shen Biometrics** SDK | **Ethereum** Token | **Apple** Wallet | **Sponsors**	**Adaptive AI** API + **Tensor Kernel** | Sourced **Electronic Music Library** **Brain Entrainment** & **EMDR** Software Development	**Music & Fashion Videos** | **DJ Sets & Live Performances** | **Licencing**

Healthy People & Sufferers of Mental Illness Join Electronic Music Television Network, Universal Mind

Universal Mind empowers at risk communities including sufferers of anxiety and PTSD, with an initial focus on young veterans returning from service

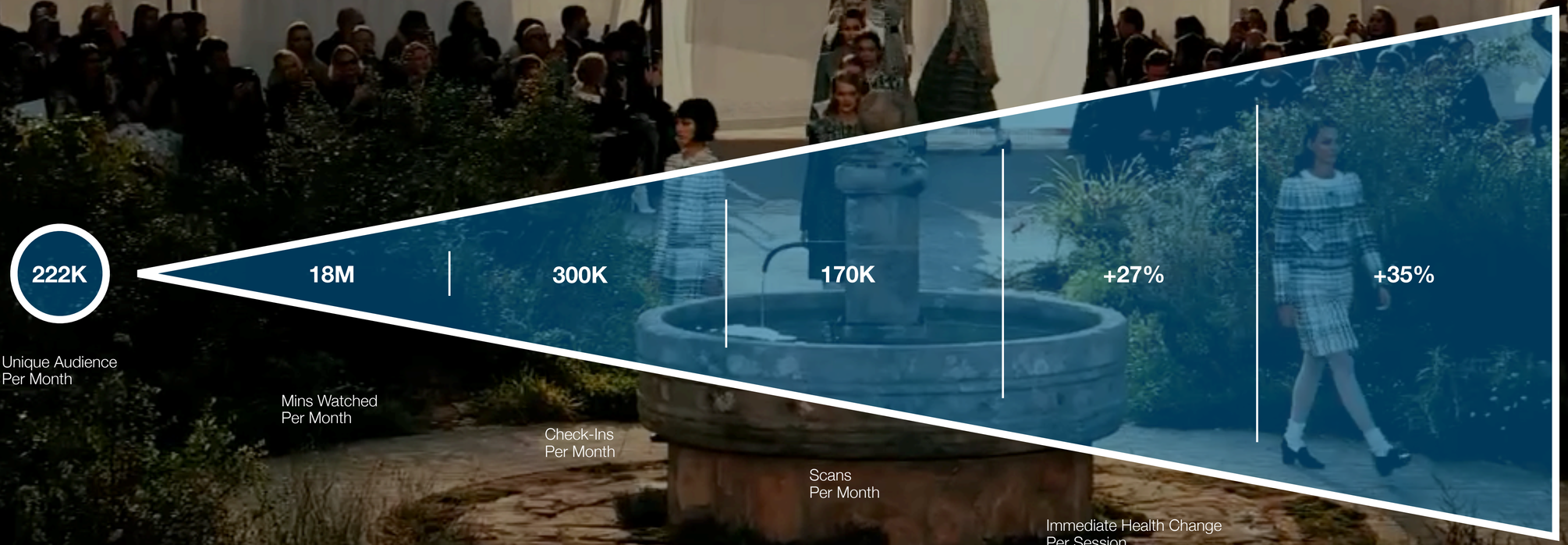
RE—MODEL®
RE-IMAGINING IMPACT

REAL TIME **THEORY OF CHANGE** (ToC)

Data Inputs Are Live

RE—MODEL®
RE-IMAGINING IMPACT

Reach	Engagement	Self Report	Heart Rate	Health	Stigma	Impact
outputs	outputs	outputs	outputs	outcomes	outcomes	impact



Unique Audience
Per Month

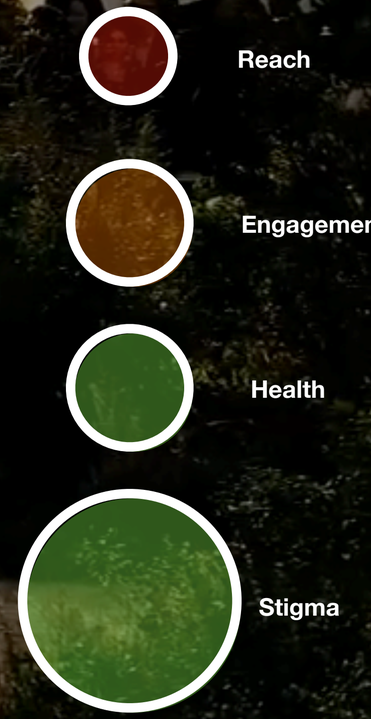
Mins Watched
Per Month

Check-Ins
Per Month

Scans
Per Month

Immediate Health Change
Per Session

Values Shift via
Social Listening + Surveys



Relative Influence On Impact
Via Size + Colour Indexing

Additional Outputs

HAPPINESS Rewards Issued	**23.1M**
DONATIONS Made	**$83K**
REFERRALS Made	**3K**
COMMUNITY Support enabled	**15K**

IMPACT FUNNEL

What Outputs Resulted In Outcomes + Impact?