THE FUTURE OF HEALTH GAMES

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Improve the health of 1B million people by 2030 through games for Awareness, Diagnosis, and Therapy.

PSYON GAMES
WHY GAMES?

HABITS
Thoughts, emotions and behaviours

SCIENCE:
Games make & break habits

BENEFITS
• Engaging
• Long lasting
• High reach
• Measurable

MARKET:
• Bigger than movies and music combined!
• $580B by 2030
• Health Games: $50B by 2030

24 Minutes Per Day
1.3 Years Per Lifetime

3.8B gamers!
THE FOLLOWING TRAILER HAS BEEN APPROVED FOR APPROPRIATE AUDIENCES BY THE EDUCATION ENTERTAINMENT ASSOCIATION OF PSYON GAMES

www.psyongames.com  www.iamtheshield.com
RESULTS
IMPACT = REACH * EFFICIENCY

1. Awareness campaign
   5-10X more cost-efficient

2. The Game
   9X more time spent

3. Behaviour change
   Promising results

ADHD GAME:

- 2,5M views in a 5,5M population
- 0,7% of the population downloaded the game
- 88%: "Game diversified my views on ADHD"
- 5-year deal with Takeda for ADHD awareness game
RESEARCH:

Game group, N = 136
Antidote COVID-19 game
(25 min)

Control group, N = 118
Text based learning material
(25 min)

The game interested students significantly more than the control material (scale 1-5)

Game induced significantly more positive epistemic emotions (surprised, curious, exited) than the control material (scale 1-5)

Control group felt significantly more boredom (negative and inactivating epistemic emotion) than the game group (scale 1-5)

FULL ARTICLE: https://link.springer.com/chapter/10.1007/978-3-031-22124-8_15
THANK YOU!

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