



Mimi

AI-Powered Student Wellbeing —
Built for the Campus of Today

About Mimi

An Agentic Student Life Navigator
for College Students

WeWa.Life is developing Mimi, an agentic Student Life Navigator designed to support college students through emotionally attuned, proactive engagement. Mimi combines academic planning, wellness coaching, and personal mentorship into a single adaptive digital companion — integrating seamlessly with the university’s existing digital ecosystem.



Mimi’s Seven Core Functional Areas



Wellness &
Mental Health
Support



Task &
Assignment
Tracking



Calendar &
Schedule
Management



Study Resources
& Collaboration



Financial
Management



Social & Campus
Events



Campus
Navigation



20M+
US college students
underserved



<35%
access to campus mental
health care



\$8B+
addressable market
by 2028

What We Do

The Evolution of Student Support

Mimi is a predictive, AI-driven platform that identifies early signals of anxiety and disengagement in real time – and intervenes before students struggle silently or drop out.

Support is delivered across three evidence-based behavioral pathways:

1

Academic

Stress, workload, time management, and academic performance

2

Social

Belonging, peer relationships, and campus connection

3

Emotional Regulation

Anxiety, mood, coping strategies, and self-care

Our Top Customers Challenges

The Campus Mental Health Crisis

The Overwhelmed Generation



This costs U.S. colleges \$3.3 billion annually in dropouts, with undiagnosed conditions increasing for students.”



1 in 4 freshmen drop out before the sophomore year – academic overload, financial stress, anxiety, and fragmented support create a massive, costly gap in student wellness and retention



30% of students report anxiety that directly impairs academic performance (ACHA-NCHA Fall 2024)



Only 35% of students who need mental health services actually access them



Campus counselor-to-student ratio averages 1 : 1,400 – demand far outpaces capacity



79% of students who drop out cite unmet basic needs and emotional distress as primary reasons









First-gen, LGBTQ+, and students of color face compounded, intersecting barriers to care








Our Proprietary Technology

The Mimi Intelligence Layer

-  CBT/ACT-grounded cognitive architecture embedded in every student interaction
-  Three adaptive behavioral pathways that respond dynamically to real-time student signals
-  Early signal detection — identifies disengagement weeks before dropout risk peaks
-  Safety-first escalation protocols with warm handoff to campus counseling services
-  LTI 1.3 / Canvas-native integration plus email and calendar sync
-  FERPA-compliant, privacy-by-design data architecture

Our Unique Approach

Guide, Not Replacement

-  Mimi operates as a Tier 1 stepped-care layer — complementing, not replacing, campus clinicians
-  Culturally sensitive, pathway-differentiated support designed for diverse student populations
-  Proactive outreach reaches students who would never self-refer to a counseling center
-  Closes the referral loop — tracks warm handoffs and re-engages students who fall through
-  Co-designed with student feedback, clinical advisory input, and institutional partners

Our Value Proposition

A Win for Students. A Win for Universities. A Win for Society.

WeWa.Life's Mimi creates compounding value across every stakeholder — delivering measurable outcomes that go far beyond individual student support.



Students Win

- ✓ 24/7 always-on support — whenever and wherever they need it
- ✓ Better academic, emotional, and social outcomes
- ✓ Essential peace of mind through proactive, personalized guidance



Universities Win

- ✓ Improved retention rates and reduced dropout costs
- ✓ Measurable improvements in student well-being at scale
- ✓ Enhanced institutional reputation as a student-first campus



Society Wins

- ✓ A mission-driven platform built for lasting social impact
- ✓ Scalable model that reaches underserved student populations
- ✓ WeWa.Life Mimi — the future of student life navigation

Our Momentum

Building Our Pipeline

- ✓ Institutional pilot outreach underway with U.S. community colleges and four-year campuses
- ✓ LTI 1.3 / Canvas-native integration enables frictionless enterprise procurement and deployment
- ✓ Clinical advisory board in formation — safety escalation architecture independently validated
- ✓ Positioned for campus wellness budget and student services procurement cycles

Our Business Opportunity

A Scalable SaaS Model for Higher Education

- ✓ Per-student SaaS licensing aligned to institutional enrollment cycles and annual budget planning
- ✓ Consortium sales model targets CSU, UC, community college, and private university systems
- ✓ Non-academic spend pathway — routes through student services and wellness budgets
- ✓ Retention ROI: a 1% improvement in retention = \$1M+ annually per 10,000-student campus
- ✓ Strategic partnerships with telehealth platforms, EAP providers, and student insurance networks

Our Leadership Team



Browning Rockwell

Co-Founder & Chief
Executive Officer



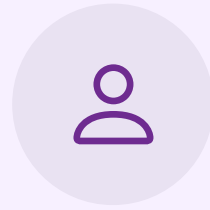
Scott Moody

Co-Founder & Chief
Product Officer



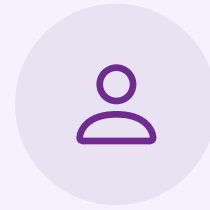
Dana Murray

Chief Behavioral Officer



Achin Kumar

Chief Technology
Officer



TBA

Head of Partnerships &
Business Development