



A Message to University Leaders

Your programs are shrinking.
Student stress is not.

WeWa.Life delivers campus-wide wellness at the cost of a single coordinator.

THE UNIVERSITY CRISIS — A INFLECTION POINT

Higher education is facing a fiscal crisis without modern precedent. At the same moment institutions are cutting programs, eliminating positions, and restructuring operations, student mental health, academic stress, and wellness needs are accelerating — not shrinking. The gap between what students need and what institutions can provide has never been wider.

This is not a temporary disruption. It is a structural shift — and it demands a structural response.

\$1.5B

Clemson University debt — closing programs

\$350M

Duke budget cut — 600 employees laid off

\$89M

UNC Chapel Hill cuts over 3 years

580+

Indiana public college programs eliminated

At the same time, the student wellness crisis continues to deepen:

- 1 in 4 freshmen drop out before their sophomore year
- 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
- U.S. colleges lose \$3.3 billion annually to preventable student dropouts
- Campus counselor-to-student ratio averages 1 : 1,400 — demand far exceeds capacity



WHAT THIS MEANS FOR YOUR INSTITUTION

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:

The Budget Trap

Academic budgets are under siege. But student mental health mandates, Title IX requirements, ADA compliance, and accreditation standards still demand functioning wellness infrastructure. You cannot cut your way out of the wellness obligation — only your way into a higher-cost crisis.

The Retention Equation

Every student who drops out costs your institution an average of \$10,000 to \$20,000 in lost tuition, fees, and state funding. A 1% improvement in retention at a 10,000-student institution generates over \$1 million annually — more than enough to fund a comprehensive, institution-wide wellness platform.

INTRODUCING MIMI — THE STUDENT LIFE NAVIGATOR

An Agentic Wellness Companion Built for the Campus of Today

Mimi is WeWa.Life's AI-powered Student Life Navigator — a proactive digital companion that supports college students 24/7 across three evidence-based behavioral pathways: Academic, Social, and Emotional Regulation. Grounded in a therapy-informed support framework and validated through a clinical advisory board, Mimi identifies early signals of anxiety and disengagement in real time and intervenes before students struggle silently or drop out.

Mimi integrates natively with Canvas via LTI 1.3, appearing directly in the Canvas navigation sidebar. Every enrolled student at a partner institution has access from day one — no app download, no separate login, no friction

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

FIVE STRATEGIC ENTRY POINTS FOR YOUR INSTITUTION

WeWa.Life is purpose-built to address the specific challenges universities face right now. Here is how we fit into your institutional reality:

1

Replace Costly Campus Wellness Infrastructure

Universities cutting full-time counselors, wellness coordinators, and health navigators face an immediate compliance and care gap. WeWa.Life's virtual platform delivers always-on student support at a fraction of the annual salary cost of a single staff position. One contract. Campus-wide coverage. No benefits, no turnover, no office space.

2

Support Students Displaced by Program Cuts

Program eliminations create thousands of students facing anxiety, uncertainty, and career disruption with no clear path forward. WeWa.Life can be deployed specifically as a student support bridge for displaced students — providing academic navigation, emotional regulation support, and proactive outreach exactly when and where students are most vulnerable to dropping out.

3

Become Part of the Budget Solution

Administrators facing \$350 million budget cuts are not looking for another vendor pitch. They are looking for cost-avoidance tools that reduce the downstream expenses that drain institutional budgets more than any wellness platform costs: ER visits, mental health crises, absenteeism, academic intervention programs, and the lost revenue of every student who leaves. Frame Mimi not as a wellness expense — frame it as a retention investment with a quantifiable return.

The ROI case: A 1% improvement in retention at a 10,000-student campus generates \$1M+ annually. Mimi's per-student licensing costs a fraction of that return.

4

Enter Through the Protected Student Affairs Budget

Academic program budgets are being cut aggressively. Student affairs budgets are structurally protected — Title IX mandates, ADA compliance requirements, mental health parity law, and accreditation standards all require functioning wellness infrastructure regardless of fiscal pressure. WeWa.Life enters your institution through this protected channel, not as a competitor to academic spending but as a compliance-aligned, mission-driven investment in student success.

5

Consortium Licensing for System-Wide Savings

Indiana's consolidation of 580 programs across public colleges is a model for what WeWa.Life can do at scale. Rather than negotiating institution by institution, WeWa.Life offers consortium licensing that gives multiple campuses shared access under a single contract — dramatically reducing per-institution cost while providing a unified student wellness platform across the system.

HOW IT WORKS — ZERO FRICTION DEPLOYMENT

1

Institution Signs Agreement
Per-student SaaS contract routes through student services or wellness budget. No IT capital expenditure.

2

LTI 1.3 Integration
WeWa.Life registers Mimi as an external tool in Canvas. Takes hours, not weeks. No student downloads required.

3

Mimi Appears in Canvas
Every enrolled student sees Mimi in their Canvas sidebar on day one. FERPA-compliant, privacy-by-design.

4

Outcomes Measured
Engagement data, retention correlation, and well-being metrics reported to Student Affairs on a recurring basis.

THE WIN / WIN / WIN VALUE PROPOSITION



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

WHY NOW — ADDRESSING THE CONCERNS DIRECTLY

Concern: AI backlash on campuses

Mimi is not positioned as a replacement for human connection or clinical care. Mimi is a Tier 1 stepped-care layer — the always-available first touchpoint that gets students to the right resource before they reach crisis, and that proactively engages students who would never self-refer to a counseling center. The goal is to amplify your human infrastructure, not replace it.

Concern: ‘Therapy bot’ labeling

Mimi is not a therapy bot. Mimi is an agentic Student Life Navigator — it manages calendars, tracks assignments, navigates campus resources, and provides wellness coaching. It is a daily utility companion, not a clinical tool. This distinction is embedded in every aspect of Mimi’s design, safety protocol, and regulatory positioning.

Concern: Canvas cybersecurity risks

WeWa.Life uses LTI 1.3 — the same OAuth2 / JWT-based security framework used by Google Assignments, LinkedIn Learning, and every major edtech tool in Canvas. Mimi does not use personal API tokens. Data flows are defined, limited, and controlled by the institution’s own Canvas admin. FERPA-compliant privacy architecture is a non-negotiable design requirement, not an afterthought.

Concern: Is there ROI evidence?

WeWa.Life is currently finalizing pilot agreements with community colleges and four-year campuses for Fall 2026. We are pursuing IES SBIR Phase IB research funding to build the formal evidence base. Early pilot institutions will receive preferred pricing, co-authorship on outcome publications, and direct input into product development.

TECHNOLOGY, PRIVACY & COMPLIANCE

1

LMS Integration

LTI 1.3 / Canvas native via institutional Developer Key and OAuth2 — no personal tokens required

2

Data Privacy

FERPA-compliant; WeWa.Life operates as school official under 34 C.F.R. § 99.31(a)(1)

3

AI Architecture

CBT/ACT-grounded cognitive layer; conversation data scoped per session, not used for model retraining without consent

4

Safety Protocols

Three-tier escalation architecture with warm handoff to campus counseling under FERPA health & safety exception

5

Security

Encryption in transit (TLS 1.2+) and at rest (AES-256); role-based access controls; annual security assessments

6

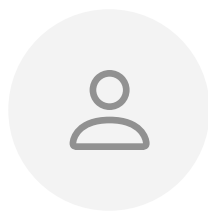
Clinical Oversight

Clinical advisory board in formation; safety escalation architecture independently validated

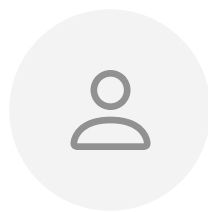
Our Leadership Team



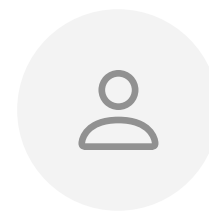
Browning Rockwell
Co-Founder & Chief Executive Officer



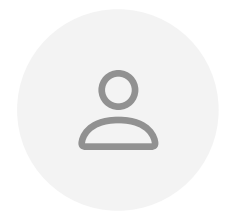
Scott Moody
Co-Founder & Chief Product Officer



Dana Murray
Chief Behavioral Officer



Achin Kumar
Chief Technology Officer



TBA
Head of Partnerships & Business Development

NEXT STEPS — LET'S START A CONVERSATION

We are actively recruiting Fall 2026 pilot partners.

Pilot institutions receive preferred per-student pricing, direct input into product roadmap priorities, co-authorship on early outcome publications, and a dedicated implementation partner from the WeWa.Life team. Pilot agreements can be structured to begin with a single cohort (e.g., first-year students or a specific residential community) and expand to full campus deployment upon demonstrated outcomes.

We invite you to:

- Schedule a 30-minute discovery call with Poonam Kahlon, Head of Partnerships & Business Development
- Request a live Mimi demo for your Student Affairs or Academic Affairs leadership team
- Review our full FERPA Compliance and Data Privacy documentation
- Receive a customized retention ROI analysis for your institution's enrollment profile



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