



MIGHTIFIER[®]

CHEER YOUR PEER FOR MIGHTY IMPACT

Mervi Pänkäläinen, Co-Founder, CEO

mightifier.com

| @MightifierApp



“Social skills will gain importance over academic skills”

Professor Katariina Salmela-Aro,
PISA researcher, OECD



“We haven’t had any major bullying cases this year.”

Mr. Anssi Iivonen,
Teacher from Helsinki, Finland



John Hart
@jonnyADE

Following

This lad just had his day made. 'Nobody said I was funny before Mightifier' @MightifierApp #ipaded #socialemotional



RETWEETS
17

LIKES
24

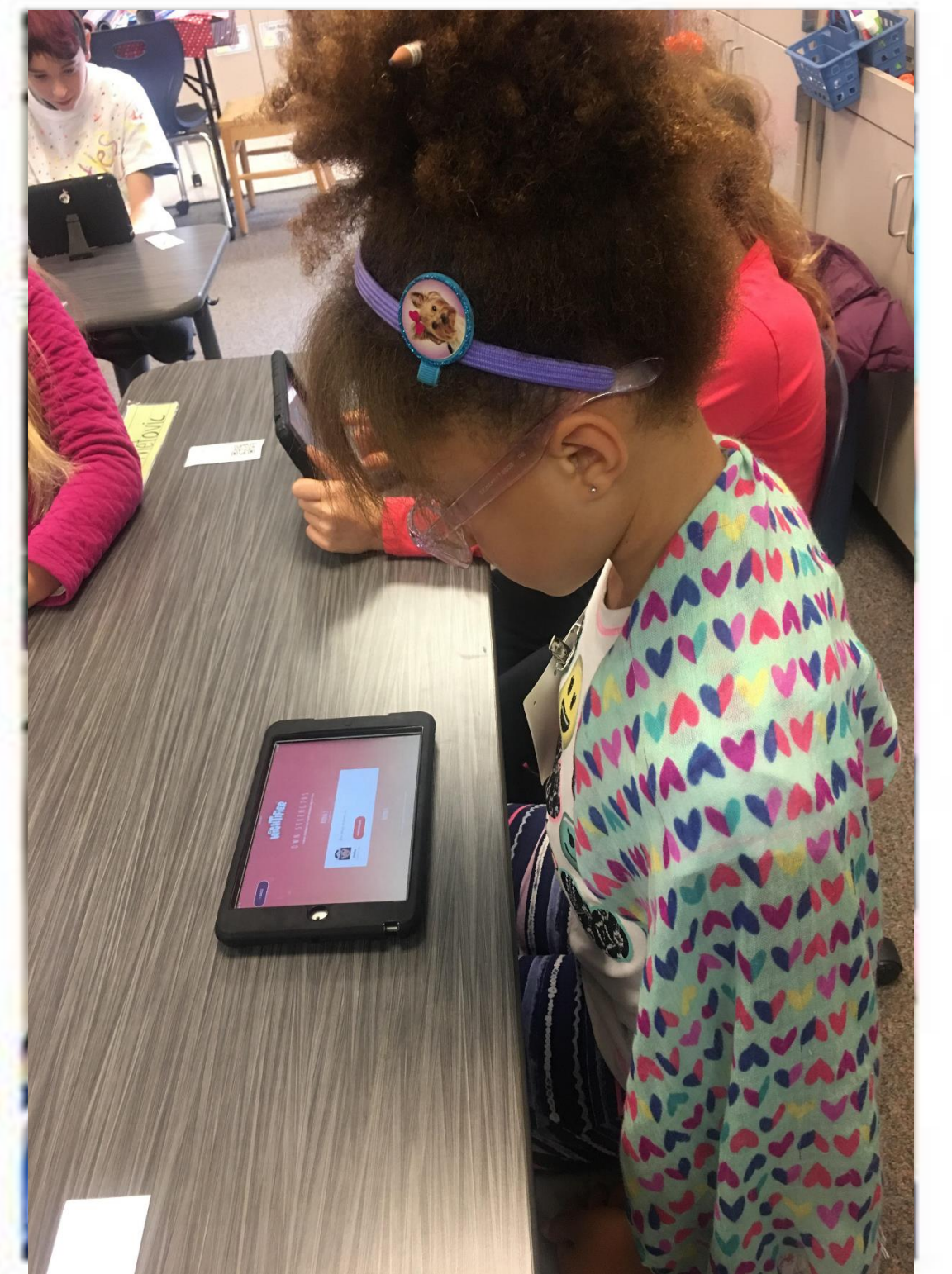


MIGHTIFIER[®]

Boosting SOCIAL SKILLS by
positive peer communication
& measurable impact

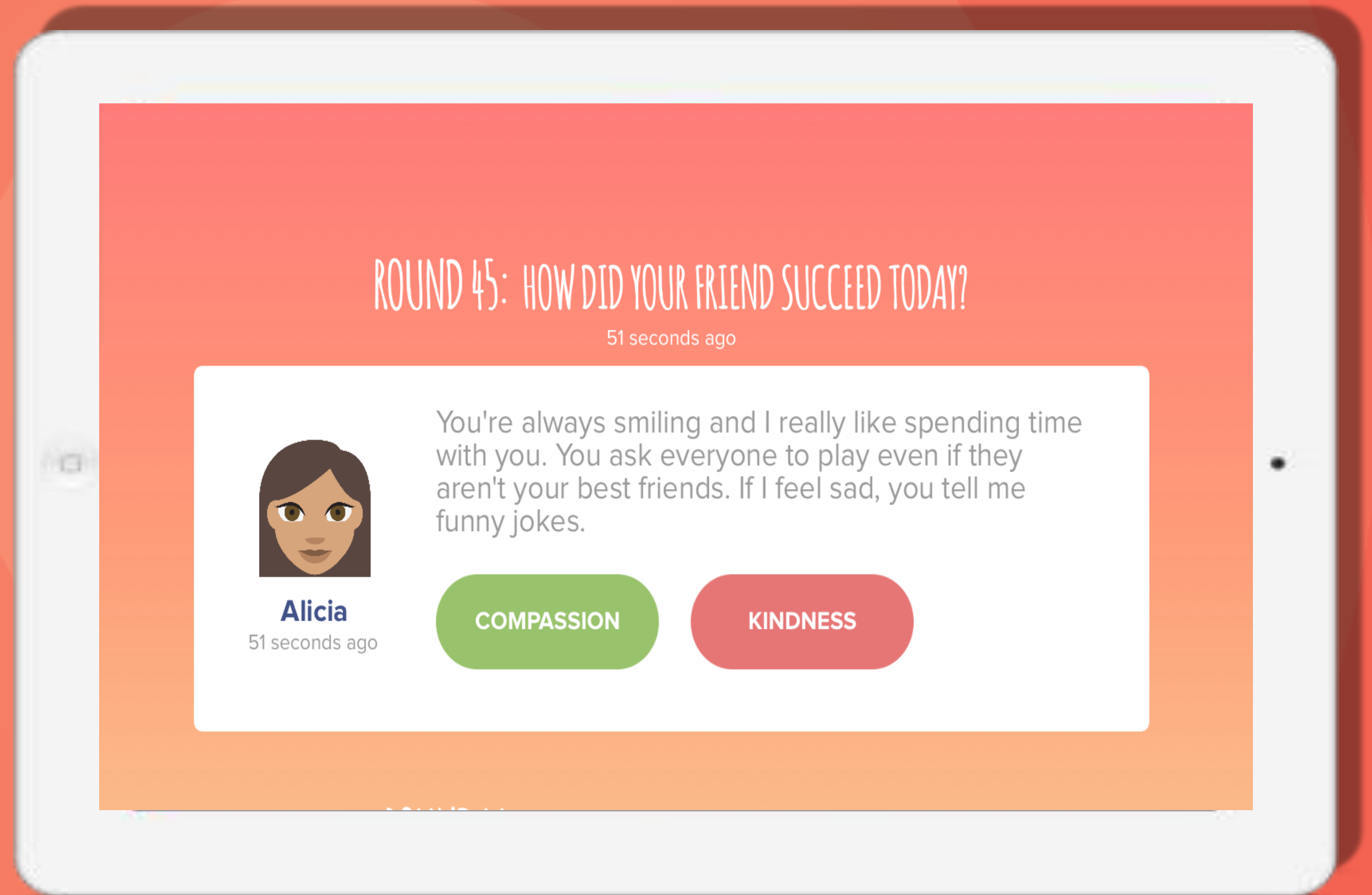
Based on POSITIVE PSYCHOLOGY

iOS, Android, browser fall 2017
Finnish, Swedish, English



MIGHTIFY CLASSMATES

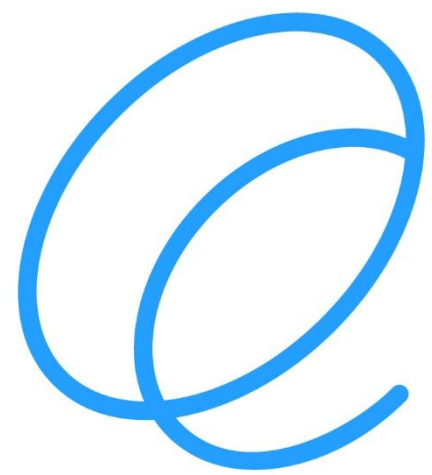
INDIVIDUAL
STRENGTH
DATA BASE



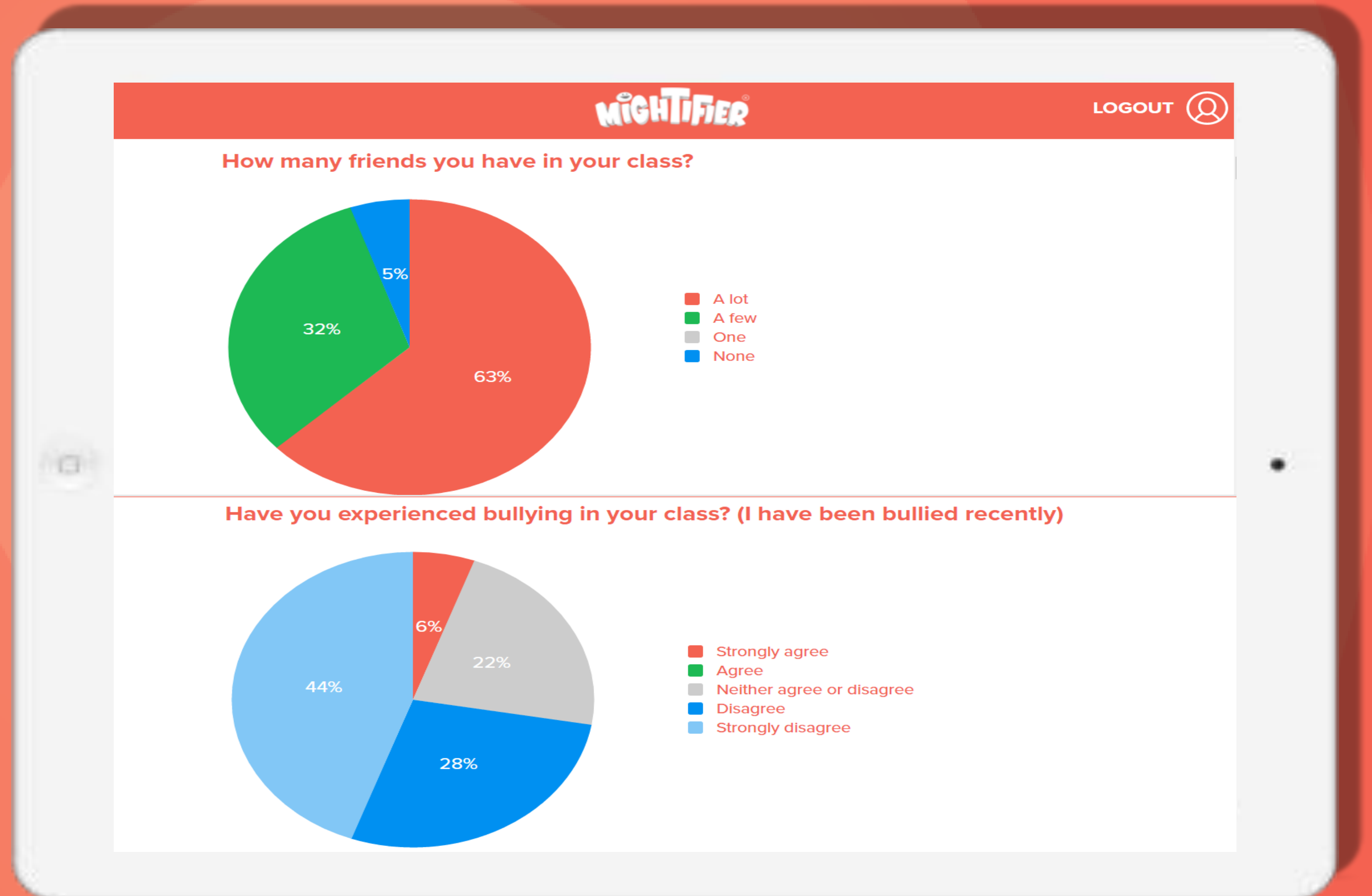
CLASS WELLBEING PULSE

WELLBEING DATA

- Class
- School
- District



**ESPOO
ESBO**



Finland and USA/Chicago – Pilot results

TEACHERS

*"I can see **class atmosphere** changing to more positive."*

100%



STUDENTS

*"I feel I have **more friends** in my class."*

95%

RESEARCH-BASED AND 3rd PARTY EVALUATED



Pedagogical view

- 🔍 Mightifier supports a large variety of 21st century skills, especially in the area of social skills and communication.
- 🔍 Extremely innovative approach to encourage personal growth, classroom team spirit and cognitive skills.
- 🔍 The pedagogical approach is based on strong and valid scientific background in the area of positive psychology.
- 🔍 Offering different angle on evaluation compared to existing school evaluation traditions, where main idea is to spot failures.

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Mightifier®: Educational method and Application

SOCIETIES ARE CHANGING AND NEW SKILLS NEEDED
Classrooms around the world are facing the changes of the evolving technologies and societies on a grass root level. Increasing amount of addictions, anxiety, and depression are diagnosed within the primary school age cohorts. One of the drastic signs is social exclusion, often resulted after years of bullying. Even though bullying is a phenomenon that tends to occur in human groups, a continuously growing body of research shows that bullying is something civilized people can avoid.

FROM STATIC MINDSET TO POSITIVE PSYCHOLOGY
Many of these negative issues students face everyday are inherently related to the classroom or the group they belong to. Social dynamics and people skills have a strong impact on wellbeing and performance (e.g., Seligman and Csikszentmihalyi, 2014), yet their potential in the classroom context have not been applied. In the present-day solutions many of the negative symptoms and diagnoses are individual-oriented, which means that if an individual is not feeling well that individual is being supported but that the support for the group remains secondary. From a pedagogical perspective, the strategy of using the power of social in the classroom has not been sufficiently recognized.

Additionally, one of the latest advancements in the field of education has been the incorporation of character strengths (Seligman, and Csikszentmihalyi, 2000; Uusitalo-Malmivaara, 2014, VIA Characters) and social skills into everyday curriculum (OPS14). The building blocks of positive psychology (Seligman et al., 2009) and growth mindset (Dweck, 2006) play a significant role in how the educational experts see the need for the Millennials and younger generations to think about others' and their own capabilities. This set of skills is usually referred to as 21st Century skills. However, efficient ways to teach these newly recognized skills have been hard to find and the teaching designed to individuals to learn, not groups of students.

MIGHTIFIER®: THE POWER OF SOCIAL DYNAMICS
The technology of Mightifier® is designed to support the developments of positive psychology and growth mindset. Furthermore, based on a century of research in social mechanisms of the classroom (Babad, 2009), the potential of the social to promote individual's wellbeing and social skills is now being incorporated into the Mightifier®-method. The idea of social power behind Mightifier® is to engage the entire classroom in the shared positive activity and this way catalyze the impact also on individual levels.

MIGHTIFIER® ORIGINS
Mightifier®-method has been actively developed since 2015. The origins of Mightifier® come from Finland that is considered one of the leading countries in education globally. The method has been co-created with the educational and social-psychology experts, and the solution to promote the method has been co-created with the teachers and students in Finnish primary schools. The core goal of the development has been to find means to support teacher's hectic and demanding work and thus enable the best possible group processes to emerge in a classroom.

MIGHTIFIER®-METHOD
With Mightifier®-method, classmates give peer-to-peer positive feedback to their classmates. The feedback consists of two parts: their classmate's daily successes and a set of character strengths that signify these successes. Mightifier® is designed in a specific way to support equality and democracy in the classroom. The feature that enhances equality randomizes the classmates in pairs in a such order that everyone in the classroom will give and receive equal amount of feedback from each other.

Figure 1. The Impact Model

The diagram illustrates the Impact Model as a horizontal flow from left to right. It is divided into five stages: INPUT, OUTPUT, OUTCOME, IMPACT, and IMPACT VALUE.
- **INPUT:** Regular use of Mightifier.
- **OUTPUT:** IMPROVED SOCIAL SKILLS.
- **OUTCOME:** Better self-esteem, Less bullying, Better learning results.
- **IMPACT:** Increased social capital, Future belief, Efficient use of teacher's time.
- **IMPACT VALUE:** Increased efficiency of school work, Long term wellbeing, Improved working readiness, Decreasing social exclusion.
A small cartoon character is visible in the bottom right corner of the diagram area.

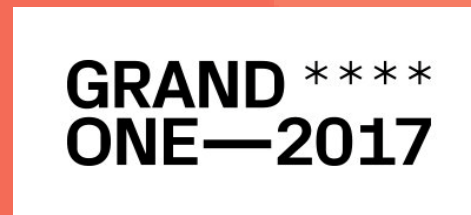
SOME ACCOMPLISHMENTS



WEBBY Awards –
shortlisted among
top 5 in education
category



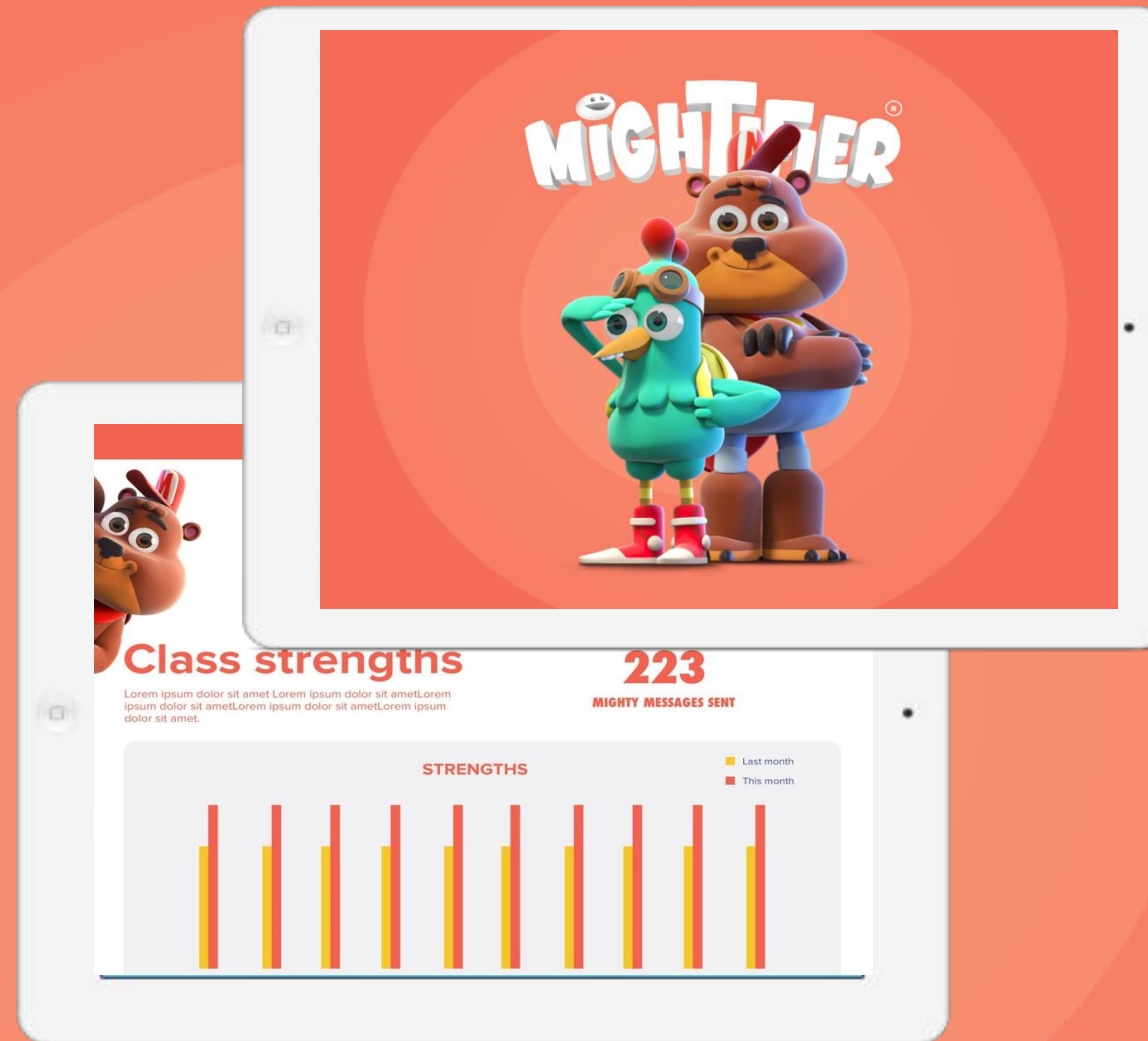
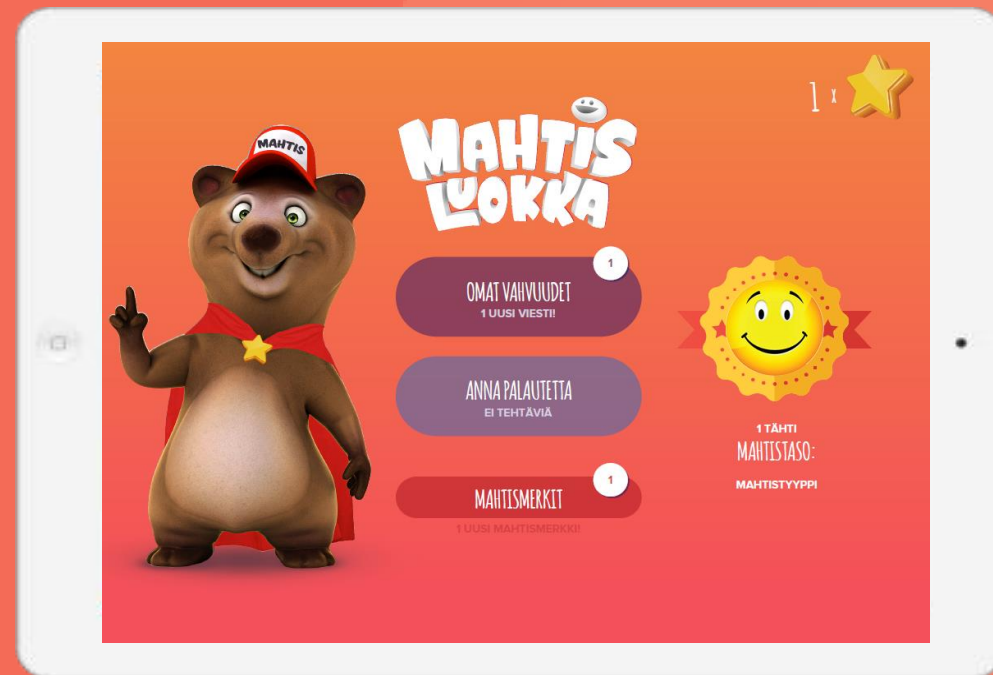
VUODEN
HUIPUT
Grand Prix &
Best Product



GRAND ONE
Best Design,
Shortlisted for
Most Innovative
Product



OUR JOURNEY



2015

2016

2017

2018

2019

Co-creating paper versions w/
teachers and kids

Pilots FI & Chicago
Start-up accelerators
iOS & Android
Public & Angel funding

PAYING CUSTOMERS
New characters
Sponsors / CSR
Dashboards
Pilot Hong Kong

Asian distributor
Browser
Middle school

New sponsors / CSR
USA Distributor
Home and early
edu version

Corporate
version



LET'S START MIGHTIFYING!

CITY CORPORATION INVESTOR

MIGHTIFIER[®]



THANK YOU!

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