

uchi[®]



Feel a connection.



The Challenge

Loneliness and not feeling a connection has been an epidemic since before the Covid-19 pandemic. It's critical because it is a *basic* human need.

Every human needs:

Air, Water, Food

Sleep

Shelter & Safety

Love, Connection, & Belonging

It is our *emotional need* that is the challenge. When we don't *feel a connection*, we experience pain. The deeper the pain, the more extreme the behavior.

Addiction to drugs & alcohol

Depression/suicide, anxiety, & eating disorders

Extreme sports & workaholism

Bullying & gun violence, etc.

Hurt people [will] hurt people, including themselves, when their basic needs are not met.



Uchi (/ü-CHē/)

Uchi is a social app (not a social media) that makes having *real* conversations easier.

Uchi means “in-group” or “inner circle”, in Japanese.

Real connection is about feeling heard and understood by *your uchi* because they have the greatest impact in your life (e.g., family, teachers, and bosses); your “followers” do not.

Using Uchi is as simple as answering fun and insightful questions, in writing, and reading *only your uchi's* answers. **Feeling heard and hearing others is what connects us and makes us happy.**

Happy people do good things and drive the behaviors that help us thrive!



Market Behaviors

(1 in 5 have a mental illness.)



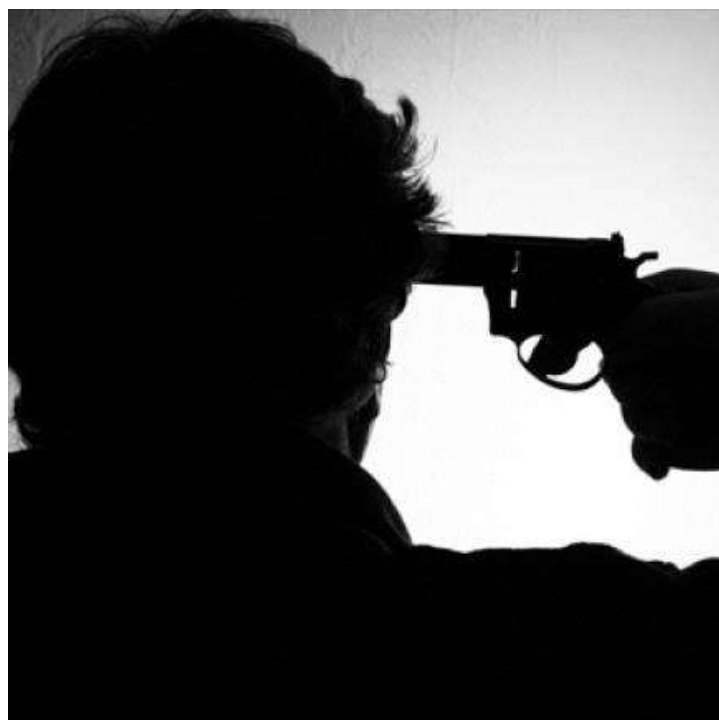
Loneliness & Isolation



Depression & Anxiety



Addiction



Self-Harm & Suicide

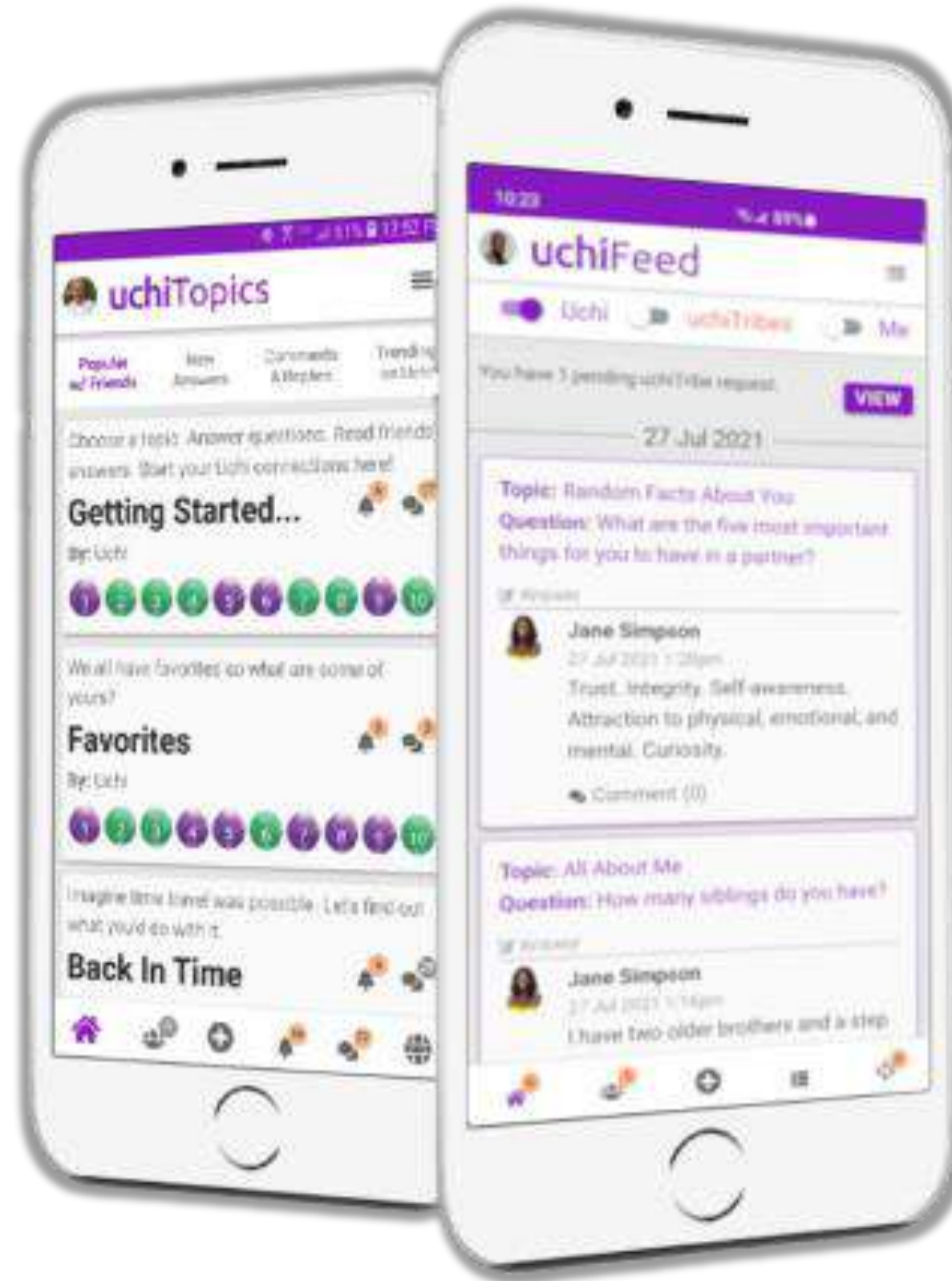


Eating Disorders



Hate Crimes & Gun Violence

uchi®
Feel a connection.



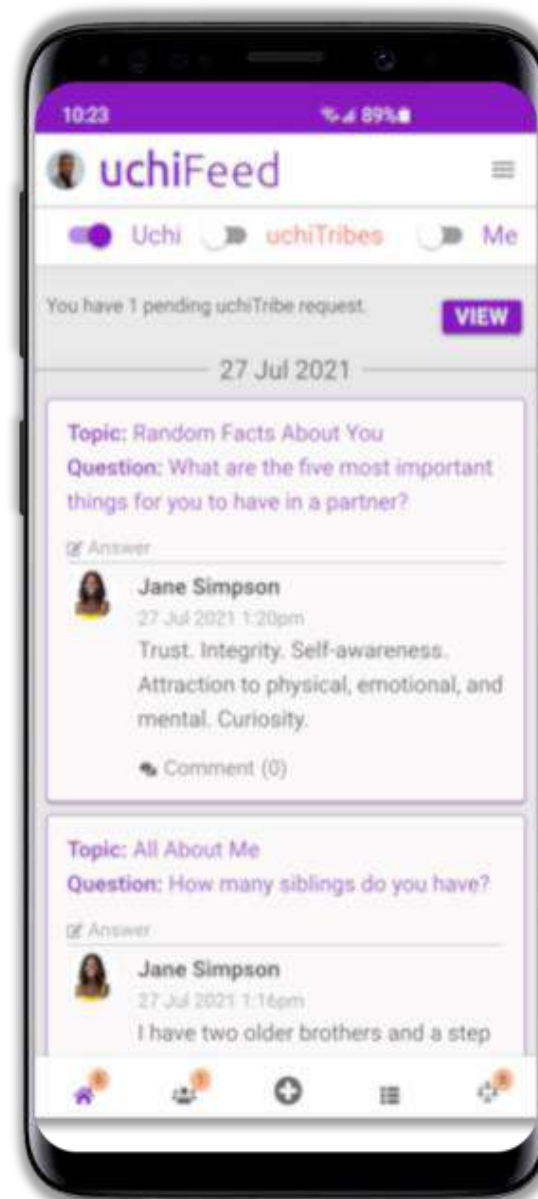
Answer
Share
Read
Connect



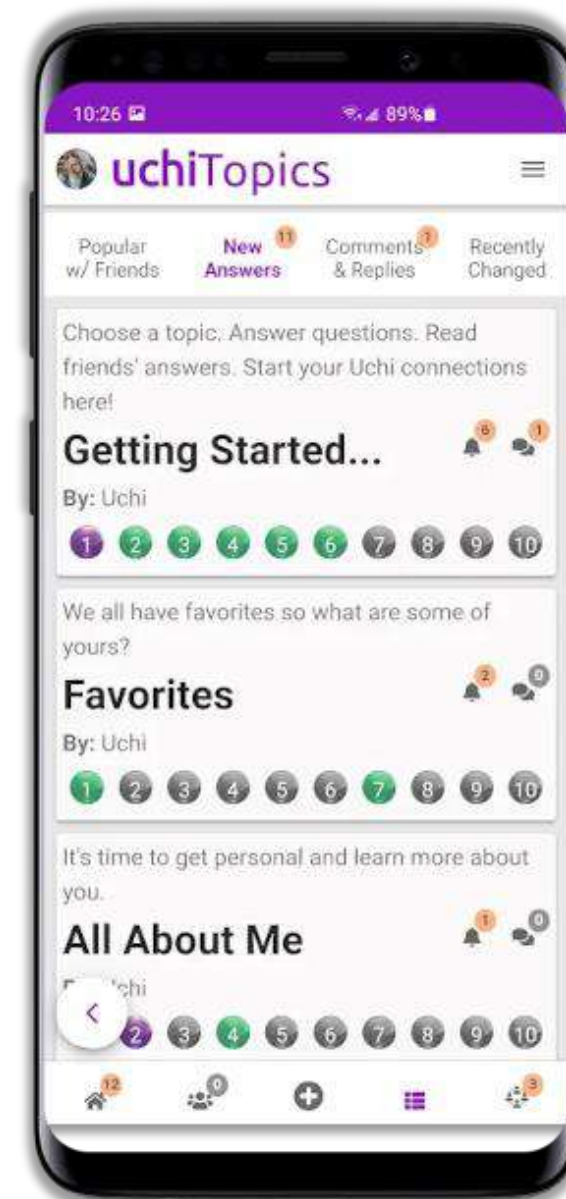
Guided Conversations

Practice engaging more deeply using the power of the written word.

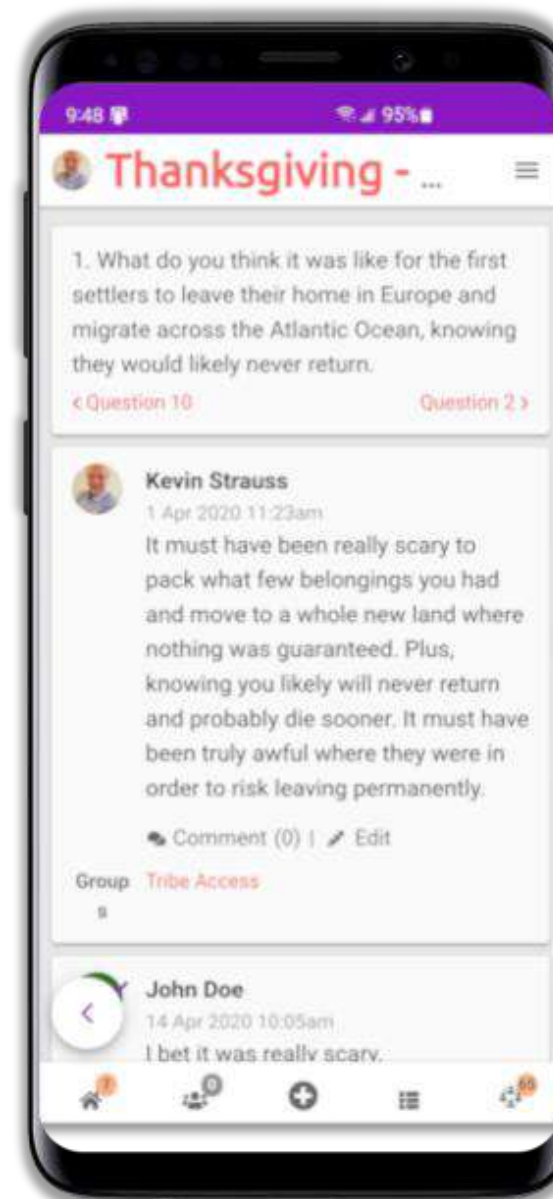
uchiTribes



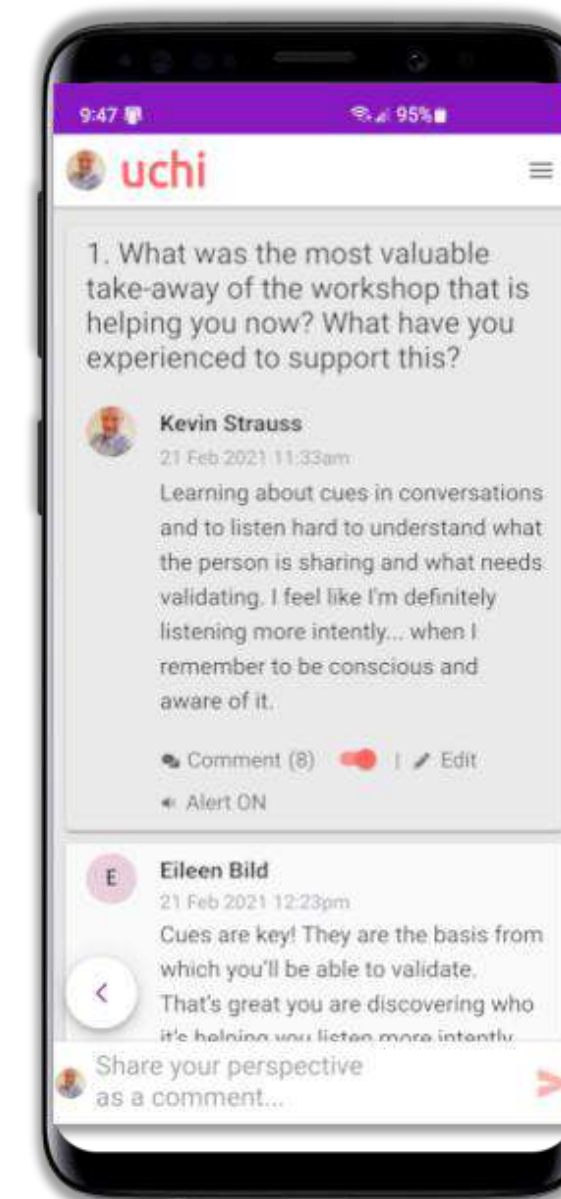
uchiFeed
No Algorithms



uchiTopics
You Choose



uchiEducation
Lead Class Discussions



uchiPro
Daily Team Building



Connect Authentically

(with those who matter most.)

Connection is a two-way street. For real connection, *both* parties must share comparable kinds of information to a similar level of depth or intimacy. And it must be consistent.

Relationships must be nurtured regularly, just like your physical health, or they will degrade.

Uchi makes *real* connection easy.

Note: Socializing is not the same as “connecting”.



Value

“Kids don’t learn from people they don’t like.”

- Rita Pierson, Educator

Uchi facilitates *real conversations* by asking questions *below* typical surface-level topics. Uchi prompts you to share *your* perspective so you can be heard.

The more we feel heard and understood, the more connected and happier we are.

No training required.



Value

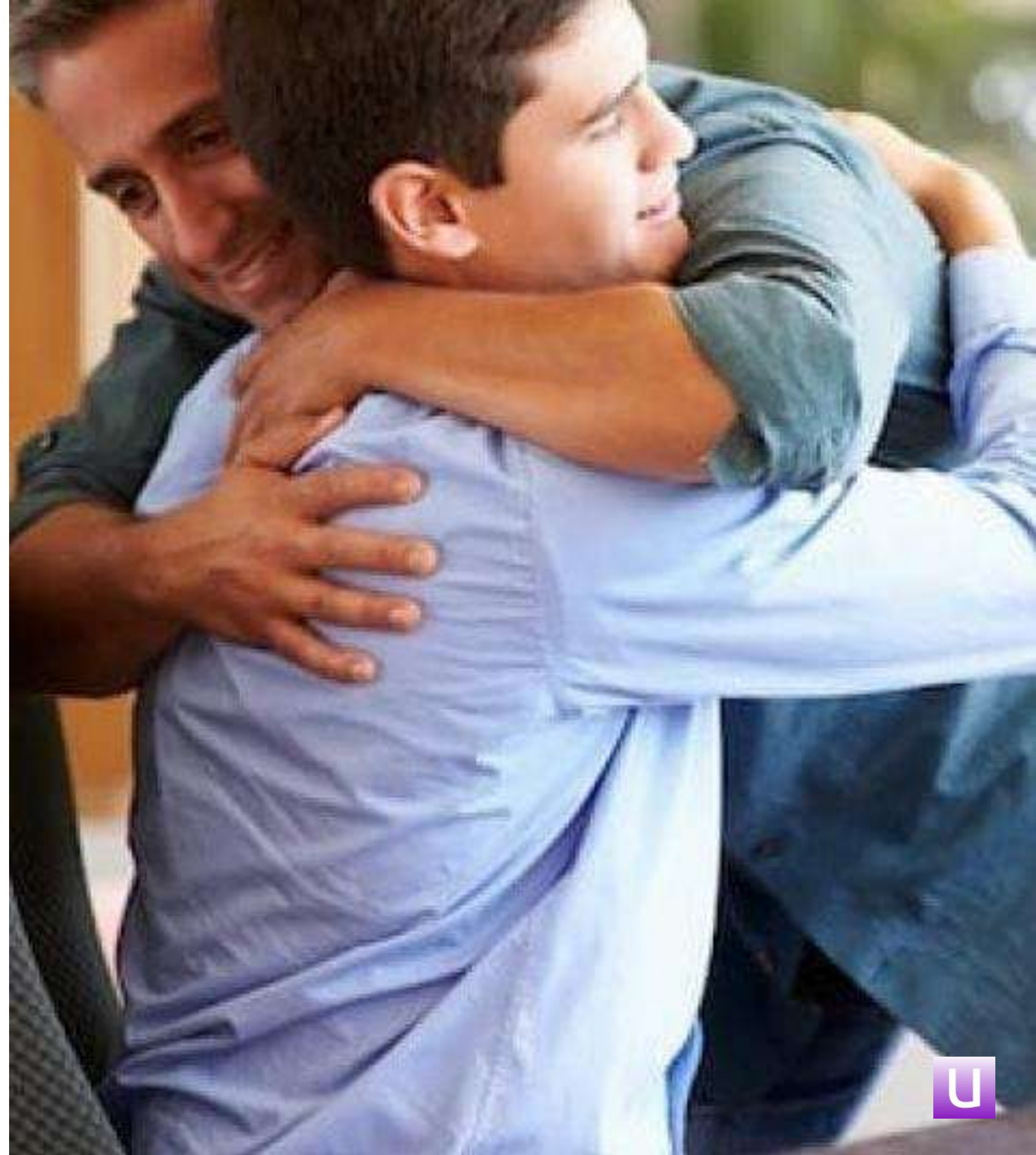
Feel heard.
Feel valued.

Feel loved.
Feel connected.

Feel less lonely.
Feel less emotional pain.

The results...

Fewer destructive “bad” behaviors.
More constructive “good” behaviors.



Unlocking Uchi's Secrets

Simple in appearance, complex in design.

Answering questions starts [your] *real* conversations.
Your uchiFeed includes only *your uchi*. (Safe & Private)
You must share your answer to read *your uchi's*. (Two-way)

Written-word only – we share more in writing than speaking.
Asynchronous communication – slow down and enjoy on-going connection.

Quality not quantity – for less screen time.
No WiFi required – data-friendly for all demographics.
And much more.

“When asked to share your perspective, without fear of shame or judgement, people engage and answer.”



Research & Results

83%

Strengthened
Relationships

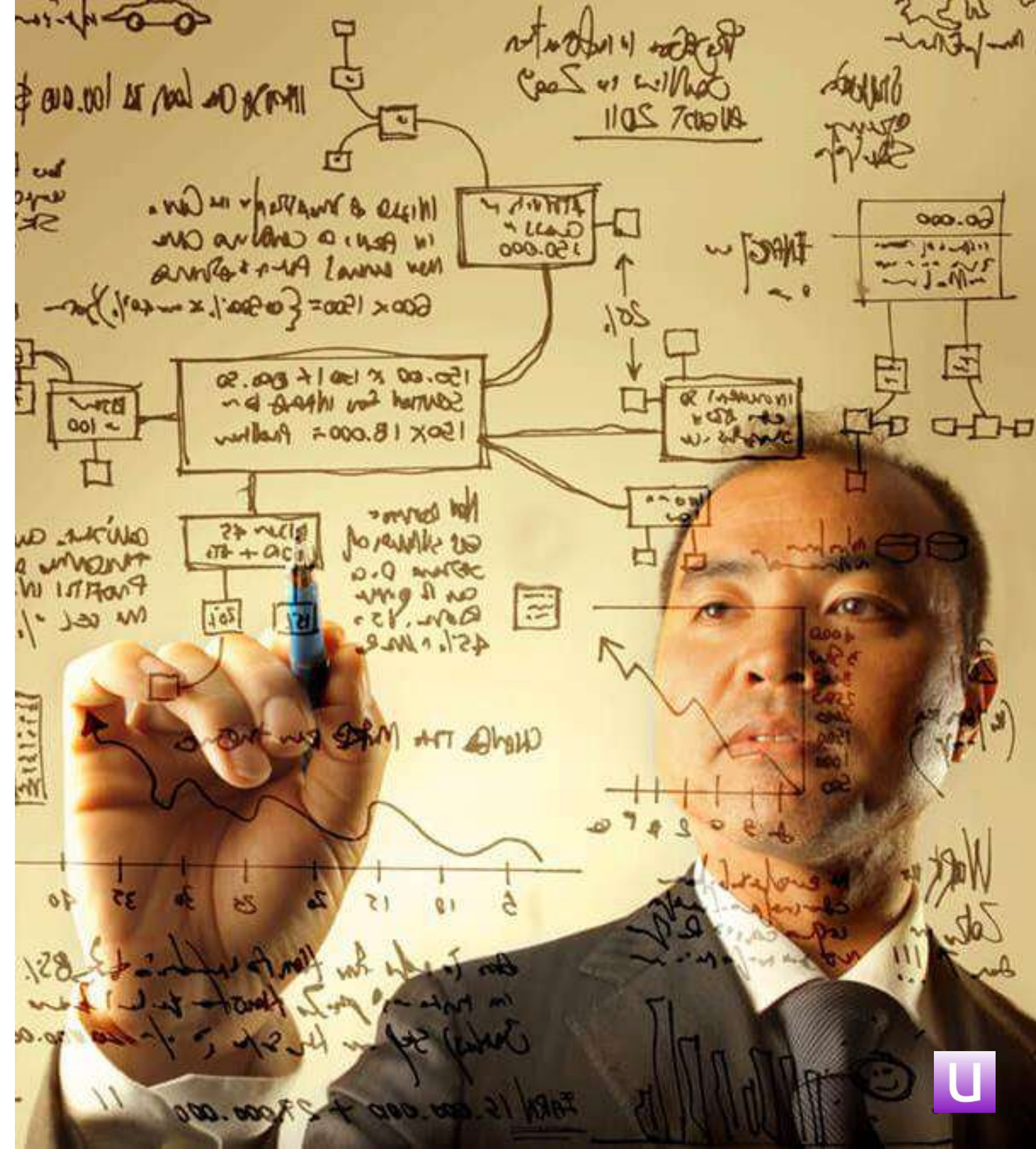
<2 Weeks

Behaviors
Improve

Depression,
Attendance & Engagement, and
Team Building & Productivity
ALL improve.

*"Students say they feel more comfortable
speaking up because they feel like they 'know'
each other better because of Uchi."*

Learn more at: <https://uchiconnection.com/media/#research>



Markets (primary)

Outcomes – Uchi makes a difference.

Family & Friends



Improve relationships.
Happier & healthier families.
Better behaviors.
Greater joy.

Schools



Improve engagement.
Improve grades & scores.
Improve mental & emotional
health and behaviors.

Businesses



Improve culture.
Improve engagement.
Improve innovation.
Improve retention.

One Small Step...

Are you a **parent** wanting the best for your family?

Are you an **educator** tired of the status quo and looking for a tool an entire school can use to improve mental & emotional health and behaviors?

Are you a business **leader** seeking an edge that will make a difference in employee success without disrupting workflow?

Are you looking for the key to happiness and thriving?

If you answered “Yes”, then schedule a
FREE 15-minute discovery call with our
CEO – Kevin Strauss.

[Click to Schedule](#)



The Team

Core



Kevin Strauss
CEO



Ben Simon
CTO

Advisors



Jordan Mercedes



Eileen Bild



Michael "Fritz" Fritzius



Joe Kwon



Erica DeJoannis



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Start today for FREE!

Learn more at uchiconnection.com