



Entertainment Science / Playmatics JV

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Company Profile

Industry Sector:

Medical Devices (Behavior Change Apps)

Company Overview: The Entertainment Sciences/Playmatics JV was formed to create BreatheFree, an easy-to-use smoking cessation system in which bio-verified abstinence from smoking is incentivized with the immediate delivery of videogame-based “virtual” rewards. Bio-verification is obtained twice daily through the use of a small, portable CO meter that plugs into the user’s smartphone. Their smartphone is also the platform for the engrossing BreatheFree game, which features individual play, team play, and rewards for individuals and for groups that meet smoking cessation milestones. BreatheFree even provides players with additional incentives for providing social support to other quitters in the game.

Target Markets: Consumers (smokers who wish to quit), wellness programs, healthcare providers & payors, and pharmacies.

Key Value Drivers

Technology: A downloadable app/game that is readily available to individuals via the Apple and Android smartphone ecosystems, bundled with a CO monitoring device that connects to most smartphones.

Competitive Advantage: BreatheFree is a FUN, convenient, drug-free, minimally invasive, low-cost, long-lasting smoking cessation system that is currently being proven to be effective in rigorous RCT studies. Based on an approach proven to be effective in smoking cessation, contingency management, the BreatheFree intervention incorporates social support for smoking cessation, continuous verification of program adherence, and ongoing bio-verification of actual smoking status for every participant.

Plan & Strategy: The successful completion of a systematic RCT will be followed by product deployment, including direct-to-consumer sales, licensing to wellness programs, partnerships with pharmacies, and coverage as a treatment/device prescribed by healthcare professionals.

Management

Leadership:

Darion Rapoza, PhD, CEO, Entertainment Science
Dan Scherlis, Exec. Producer, Entertainment Science
Margaret Wallace, CEO, Playmatics

Scientific Advisory Board:

Bethany Raiff, PhD, Faculty, Rowan University.

Product Pipeline

- 1. Proof of Concept:** Completed proof of concept in 2015.
- 2. Phase Two:** Product to enter RCT in Summer 2016.
- 3. Phase Three:** Implement full commercialization plan for consumers, physicians, pharmacies, wellness programs, Medicare, and private payors.