

The background features several abstract, organic shapes in shades of purple and blue. A large, irregular shape is on the right side, and a smaller circle is positioned above the main text. The colors transition from light blue to deep purple.

Wellbeing Box

A modern solution to
embrace mindfulness.

WFH- here to stay?

Since the outbreak of Covid-19, some companies are taking a work-from-home approach and many publications predict that the WFH trend could become the new 'normal' for many medium and large organisations for years to come. For some workers WFH can be ideal and constructive for balancing work and life. On the other hand, the living circumstances of some employees might not be ideal as it could be detrimental to their mental health. If this is accurate, organisations should find it beneficial to invest in the employees mental health while working from home in order to increase trust, health and overall wellbeing.

The background features three large, overlapping, organic shapes in shades of purple and blue. The top-left shape is a large, rounded form with a gradient from light blue to dark purple. The middle shape is a large, elongated, bean-like form with a similar gradient. The bottom-left shape is a smaller, rounded sphere. The text is positioned on the right side of the image.

Virtual Reality and Presence

VR and Presence

What is Presence?

Virtual presence is the ability of a user to feel that they are in a virtual location such as a web site or an immersive simulation using technologies like virtual reality (VR) or augmented reality (AR). Presence gives users the ability to feel so immersed in their virtual world, their brain cannot tell the difference, and can'trick' the users into believing they are part of the virtual world.

Why is it important?

Presence plays a huge role in VR and the future of technology. It will also play a large part of how humans communicate with each other in future. As presence allows humans to experience feeling as if they are in a digital world, it can have huge benefits for folks with phobias, mental health disorders and other general life issues, through VR Exposure therapy.

Industries that use VR

- Gaming
- Travel
- Space
- Education
- Healthcare
- Research
- Military & Law Enforcement
- Tourism
- Entertainment
- Dating

**"Virtual reality was once the dream of science fiction. But the internet was also once a dream, and so were computers and smartphones. The future is coming."
Mark Zuckerberg**



Virtual Reality Statistics

- 41% of adults say they would try virtual reality if given the opportunity.
- 44% of the people interested in purchasing VR devices are between the ages of 18–35.
- Mobile head-mounted displays will amount to 75% of VR display devices sold by 2020.
- The global virtual reality market is expected to top \$34 billion by 2023.



Meditation & Mindfulness

Meditation

Daily Practice

Creating a daily meditation practice is beneficial for people looking to live a well-balanced life. Not only does it give one the space for five minutes a day, it is said to have numerous benefits and advantages to help ones wellbeing.

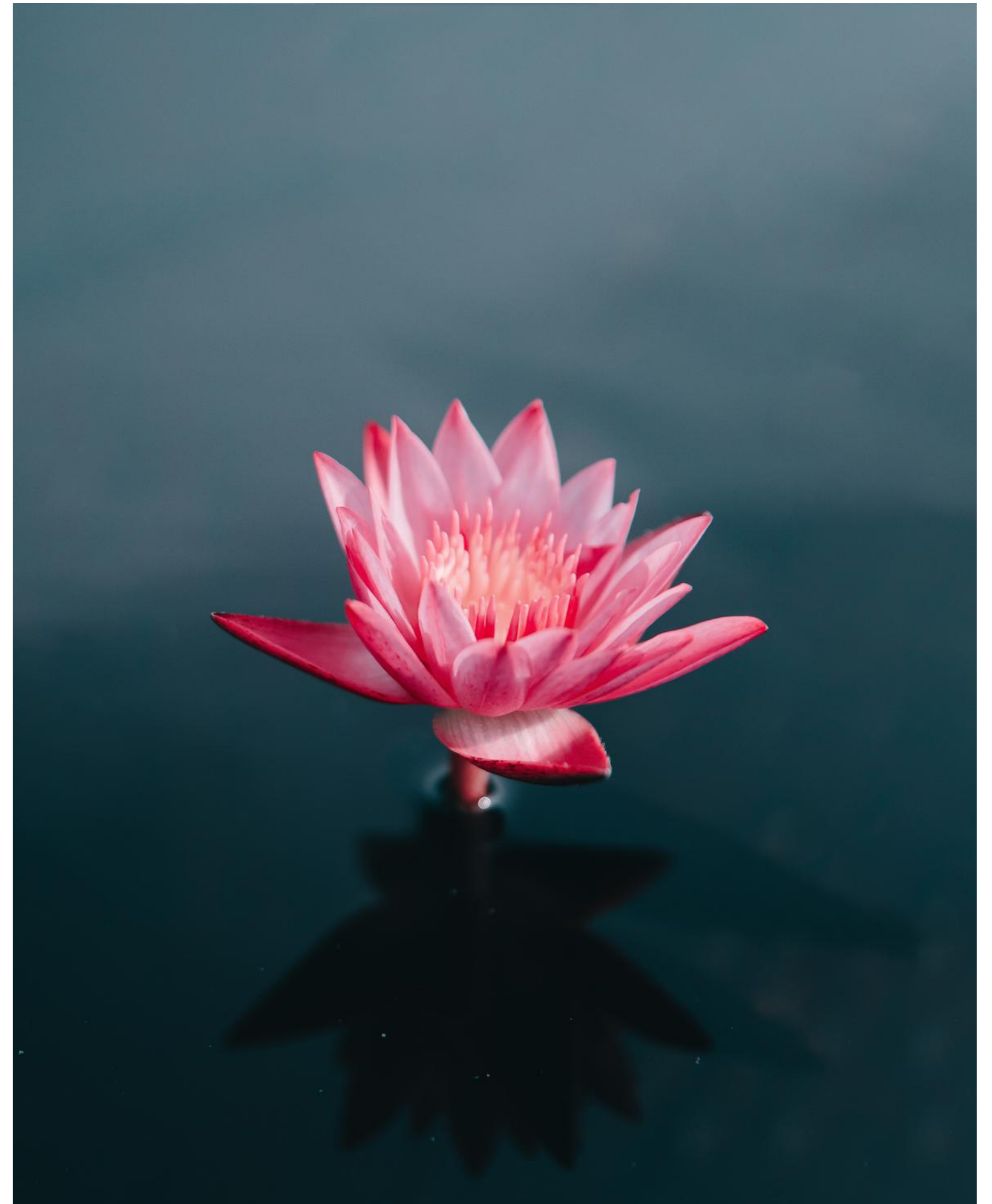
What are the benefits?

- Improved concentration and memory
- Better performance at work and/or school
- Increased energy
- General health and wellness
- Improved attitude and outlook on life

Not just for yogis

The art of meditation originated in India a few thousand years BC. The traditional views of meditation is to sit in a mountain and be still, but the modern way is to learn how to be aware of ones thoughts and feelings and carry on with their day. Meditation is not just for yogis, but for people of all ages to help manage their mind better.

**“Meditation is not a way of making your mind quiet. It’s a way of entering into the quiet that’s already there.”
Deepak Chopra**

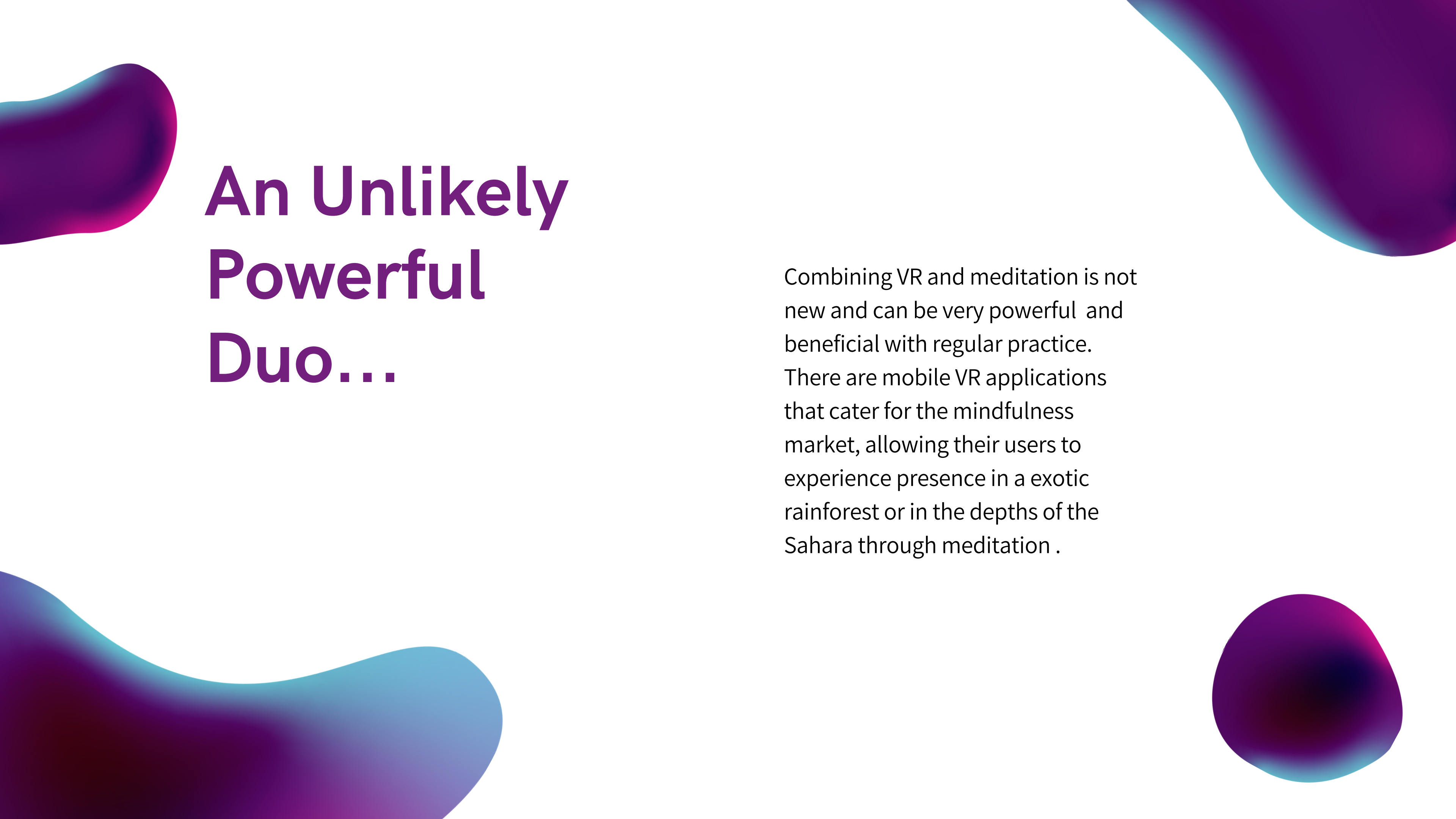


Meditation Statistics

- The value of the meditation market is set to double from \$1.2 billion in 2017 to \$2 billion by 2022.
- It is believed that globally between 200 and 500 million people meditate.
- Meditation app, Headspace, has been downloaded just under 40 million times.
- Meditation can cut the wake time of insomniacs by at least 50%.
- Research shows that people who meditate can reduce their chance of being hospitalized for coronary heart disease by 87%.

The background features a dark purple gradient with several organic, glowing shapes in shades of blue and purple. A prominent sphere is positioned near the top center, partially overlapping the text.

Bringing VR and Meditation together



An Unlikely Powerful Duo...

Combining VR and meditation is not new and can be very powerful and beneficial with regular practice. There are mobile VR applications that cater for the mindfulness market, allowing their users to experience presence in a exotic rainforest or in the depths of the Sahara through meditation .



Wellbeing Box

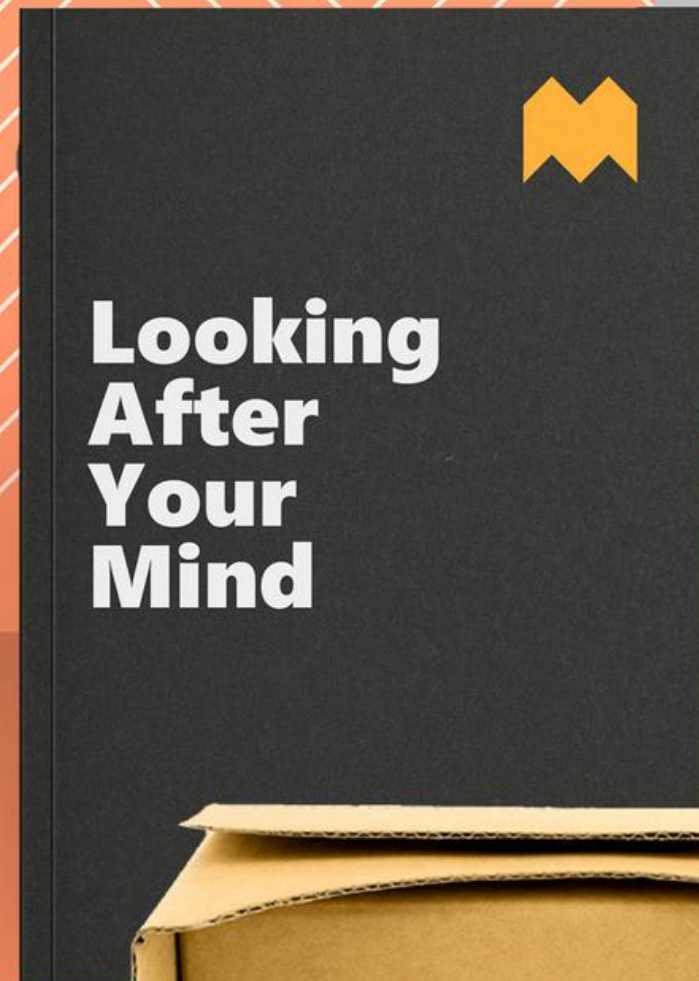
A modern solution to embrace Mindfulness

The Wellbeing Box is a box provided by an organisation, given to employees who are currently working from home. Wellbeing Box could include items such as VR Google Cardboard Headset, a VR Meditation Application, company branded 'goodies' (T-shirt, mugs, stickers), vouchers from local health food shops, and books, note-books etc.

The Wellbeing Box is a cost-effective way to contribute to the wellbeing of employees who are living and working from home at this time. The Wellbeing Box can also encourage and build trust and loyalty between the organisation and the employees.

Wellbeing Box Item Ideas

- Vouchers for Health Food Stores
- Company branded water bottles
- Company branded apparel
- Notebooks
- Colouring Books
- Novels on mental health
- VR Meditation App Subscription
- VR Google Cardboard Headset



**mockup of Wellbeing Box

"Sustainable solutions based on innovation can create a more resilient world only if that innovation is focused on the health and well-being of its inhabitants. And it is at that point - where technology and human needs intersect - that we will find meaningful innovation."

Frans Van Houten

Ruth Guest/ July 2020