

Dear CuesHub Stakeholders,

As a Public Benefit Corporation, CuesHub provides its public benefit reports every two years. CuesHub was founded in January 2022 with the following two articles in its incorporation filed with the State of Delaware.

Article III states,

“The Corporation shall be a public benefit corporation as contemplated by subchapter XV of the Delaware General Corporation Law (the “DGCL”), or any successor provisions, that it is intended to operate in a responsible and sustainable manner and to produce a public benefit or benefit, and is to be managed in a manner that balances the stockholders pecuniary interests, the best interests of those materially affected by the Corporation’s conduct and the public benefit or benefits identified in this certificate of incorporation. Accordingly, it is intended that the business and operations of the Corporation create a material positive impact on society and the environment, taken as a whole. If the DGCL is amended to alter or further define the management and operation of public benefit corporations, then the Corporation shall be managed and operated in accordance with the DGCL, as so amended.”

Article IV states,

“As its specific purpose, the Corporation shall promote a positive effect (or reduce negative effects) on the general public’s happiness and wellbeing, including without limitation, people, employees, entities, and communities, by delivering targeted messages on their personal devices to transform the way they live, work, and interact with one another; furthermore, in order to advance the best interests of those materially affected by the Corporation’s conduct, it is intended that the business and operations of the Corporation create a material positive impact on society and the environment, taken as a whole.”

Since its founding in 2022, CuesHub has taken the following steps towards its public benefit goals with evidence of its intended impact as noted.

1. Although there are thousands of apps for stress management, there is no reliable mechanism available today for people to track when and why they get stressed. Due to this shortcoming, there is no product available today that can provide momentary relief in stressful moments. CuesHub licensed an AI technology from the University of Memphis that can be used to detect from commercial smartwatches when people experience stressful moments. A nationwide 100-day study (called MOODS) of this technology with 122 users who used the MOODS app on a Fossil Sport smartwatch and their smartphone showed promising results. Users reported a 10% reduction in both stress intensity and stress frequency, resulting in 10 fewer stressful events per month. Because a majority of stressors are not under the individual’s control (due to their work or family demands and situations), this reduction is at par or better than many active stress interventions that require setting aside tens of minutes per day in practicing these interventions. In contrast, the MOODS study required no more than a few minutes per day. The stress reduction in the MOODS study was due to increased awareness, identifying dominant stressors, most stressful places, days, and times, and realizing what users can work on to reduce stress. They self-initiated 14 types of modifications to their daily life, only a third of which are usually recommended in self-help books or apps.
2. After licensing the MOODS technology, CuesHub made the technology energy-efficient (as users needed to recharge their watch every 6-8 hours), found ways to make it work on modern (Fossil Gen 6) and widely used smartwatches (Samsung Galaxy). Further, it developed a novel momentary intervention in stressful moments. It developed a brand new smartphone app for both Android and iPhone users to help them track their stressors. The apps for all four devices were fully developed, tested, and released publicly. To ensure any interested user can benefit from the CuesHub apps, they are offered without any fees.

3. CuesHub has pioneered a new form of privacy protection. Despite offering a fully-personalized experience, CuesHub apps do not collect any identifying information, providing a similar level of anonymization as filling out experience report surveys.
4. Thus far, tens of users have downloaded and benefited from the CuesHub apps. Their voluntary feedback has shown that CuesHub is helping them reduce stress. Below are some such testimonials.
 1. "The app has helped me feel secure, and cared for, just the act of making me part of the study was enough. On top of that, when I am stressed and I get a message, the app tells me how to calm down! It is truly amazing what it does to the mind."
 2. "I love the positive messages the watch gives me, it is helping a lot."
 3. "I was rushing to the office, changing lanes frequently. That is when I received the first prompt. I realized I was stressed. I calmed down and the rest of the commute was peaceful."
 4. "I was messaging with someone. It was becoming stressful. I was about to respond in a way that I would have regretted later on. That is when I received an alert. I realized I was stressed. I calmed down. I then changed my response to something more thoughtful."
 5. "I was speaking with someone over the phone. The conversation was gradually becoming stressful due to disagreements. That is when I received an alert. I realized I was becoming stressed. I then paused, took a deep breath, and then changed my response. I agreed with the other party. I later realized that what they were saying was in fact better."
5. It has been only a couple months since the launch of the CuesHub app suite. Many features are currently under development to expand the number of ways users can use the apps to better manage their stress. As the adoption of CuesHub grows, it expects the benefits of the app to grow, as each deescalation of stressful moments helps not only the CuesHub user, but also others who interact with the user, as stress usually spills over to friends, family, and even next-door neighbors.
6. Over time, CuesHub expects wider usage of its apps will result in fewer conflicts at home, fewer conflicts at work, and fewer conflicts on the road. Such an outcome can not only make our lives more peaceful, but also healthier, as excessive stress is linked to both initiation and worsening of many chronic diseases. Reduction in stress also has a potential to result in fewer sick days at the workplace, and fewer work-related illnesses, as 45% of sick days and 37% of illnesses are attributed to stress. These improvements have the potential to slow down the growing cost of healthcare, improve productivity, and reduce turnovers, resulting in reducing over \$1 trillion that stress is estimated to cost the worldwide economy.

- Santosh Kumar (CEO & Co-Founder) and Tim Hnat (CTO & Co-Founder)