

A new way to play:

Emotionally responsive gaming that improves wellbeing



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BfB Labs

BfB Labs is a London based tech startup that sets out to bring emotionally responsive gaming to the world. Our games give players more emotionally intense experiences and challenge them to master skills of emotional control, which improve performance and focus within the game and in their everyday lives.

Product: Champions of the Shengha + BfB Sensor

Our first title, Champions of the Shengha, is a fantasy card battling game played with the BfB Sensor - an ear clip monitor that measures users' emotional state by tracking their heart rate variability (HRV). The game challenges you to defeat your opponents with a combination of strategy and self control on the way to becoming the ultimate Shengha warrior.

Through regular play, users master powerful skills of emotional control. These skills equip them to cope and thrive within the game and beyond it, improving their capacity to deal with stress, anxiety and frustration and be at their best.



Impact: Evidence-based emotional development

We have run 5 trials with groups of between 10 and 90 young players aged 10-15 and have demonstrated that our games effectively train players to manage their emotional state through diaphragmatic breathing. Findings from the largest trial run in early 2016 include:

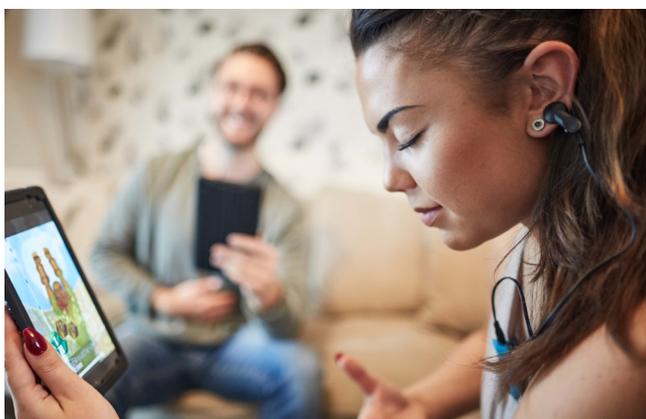
- Players spent on average 26 minutes per play session focusing on breathing
- Over 4 in 5 participants were able to reliably double their heart rate variability, spending 40% of focused breathing time over this threshold
- 3 in 4 reported getting better at staying calm and focused within the game
- 1 in 4 reported they had already started applying these techniques outside of the game by the end of the trial
- 2 in 3 participants would recommend the game to a friend



Support: BfB Emotional Learning packages for schools

In September 2016, BfB Labs launch the product through a crowdfunding campaign. Trials have shown that as a fun, compelling experience, the game has unique potential to reach a diverse range of young people and provide substantial benefits for emotional development within education, where there is a well recognised need for higher levels of foundational learning skills, such as focus and resilience. We plan to make the game available for free to at least 50 schools and youth groups in the UK and USA as part of this launch. We are looking to build a small network of supportive individuals and organisations to help sponsor these schools packages.

We have three BfB Emotional Learning packages available:



Advocate \$150 / £110

- Donate to our schools programme that will make the game available for free to schools in the UK and the USA.
- Your donation will help fund the distribution of BfB Sensors, game licences, intro booklets, staff training sessions from a BfB Labs product trainer and ongoing support, plus access to the BfB teacher analytics dashboard to track and report on participant engagement and improvement

Hero \$1,250 / £950

- Provide a pack for a class or youth group.
- Nominate a school or group (in the UK or USA) or give to one of our partners
- They get 10 BfB Sensors, 60 game licences, 30 intro booklets, staff training session from a BfB Labs product trainer and ongoing support, plus access to the BfB teacher analytics dashboard to track and report on participant engagement and improvement
- You get 1 BfB Sensor, 1 game license, 1 intro booklet

Guardian Angel \$5,000 / £3,500

- Provide a pack for a school
- Nominate a school (in the UK or USA) or give to one of our partners
- They get 30 BfB Sensors, 500 game licences, 30 intro booklets, staff training session from a BfB Labs product trainer and ongoing support, plus access to the BfB teacher analytics dashboard to track and report on participant engagement and improvement
- You get 1 BfB Sensor, 1 game license, 1 intro booklet

