



BIPOLAR WORK & PLAY

Smart City. Smart Health. Greater Good.

Self-sufficient (renewable energy)
Mental Wealth House, Hub & Theme
Park for the mood-disordered;
practicing their genius and creativity
for the greater good.



- Create a self-sufficient mental wealth ecosystem for bipolar mood disorder patients.
- Back it up financially with a green theme park and workshops for the smart-city's entire community.
- De-stereotype mental diversity.
- Harness bipolar mood disorder attributes and unique advantages to create a smart-city hub that is solving problems for the greater good.



PROBLEM 1

[People with Bipolar Mood Disorder], when facing a mania stage episode have no healthy urban outlet.

PROBLEM 2

Even with medications, the day-to-day routine and the mundane for this period of time can be excruciating, overwhelming, and confusing.

PROBLEM 3

Many have no support system and their spouses and close families find this period overwhelming.

PROBLEM

Valuable resources are wasted, periodically, and affect people with bipolar disorder (and their surroundings') personal and professional lives.



THE UTOPIA

SOLUTION 1.1

The Bipolar Green Clinic, Hub, and Theme Park and its facilities will be a renewable-energy structure, design to act as a self-sufficient infrastructure within the city. For patients who need to keep their high-functioning life intact.

SOLUTION 1.2

The Green Theme Park will be operated by day-patients and community members (city residents) as employees and its revenues will finance the clinic and its facilities.

SOLUTION 1.3

Workshops of innovations, art, culture, business, health and more will be operating throughout the year. Instructed, composed, and educated by professional staff and creative/innovative patients.



This venture will convert the time that is wasted on agony and pain to alternative therapeutic deeds while being part of the whole sustainable community still.
A venture that translates that mental care shouldn't be stigmatized.

BIPOLAR MOOD DISORDER



Bipolar disorder, also known as manic-depressive illness, is a brain disorder that causes unusual shifts in mood, energy, activity levels, and the ability to carry out day-to-day tasks. There are four basic types of bipolar disorder; all of them involve clear changes in mood, energy, and activity levels. These moods range from periods of extremely “up,” elated, and energized behavior (known as manic episodes) to very sad, “down,” or hopeless periods (known as depressive episodes). Less severe manic periods are known as hypomanic episodes.

DEFINING THE ILLNESS AND ITS VIRTUES

1

TYPE 1

Bipolar I Disorder

2

TYPE 2

Bipolar II Disorder

3

TYPE 3

Cyclothymic Disorder
(also called
cyclothymia)

4

TYPE 4

Other Specified and
Unspecified Bipolar and
Related Disorders.

Bipolar disorder is a lifelong illness. Episodes of mania and depression typically come back over time. Between episodes, many people with bipolar disorder are free of mood changes, but some people may have lingering symptoms. Long-term, continuous treatment helps to control these symptoms.





POPULATION

An estimated 1% of the population is affected by a bipolar mood disorder (There are More than 3 million US cases per year).

HISTORICAL EVIDENCE

Among those with bipolar disorder, we remember outstanding minds such as Winston Churchill, Catherine Zeta-Jones, Kurt Cobain, Nina Simone, Vincent van Goch, Ludwig van Beethoven, Philip Graham, Ada Lovelace, Sylvia Plath, Edgar Allan Poe, John A. Mulheren, Heinz Prechter, Lou Reed, Lynn N. Rivers, Frank Sinatra, Margaret Trudeau, Ernest Hemingway and many more.

TARGET MARKET



The bi-polar patients, their surroundings and the city population.

VIRTUES



ADVANTAGE 1

A study in Sweden on over a million men showed that it may be that genetic or environmental factors linked with having bipolar disorder in a pure form are also involved in high intelligence.

ADVANTAGE 2

Biographical reports linking bipolar disorder with exceptional literary or scientific creativity.

FINDING GREATER GOOD



The Bipolar Green Treatment Clinic specializes in existentialist therapy with a great emphasis on one of the most bright sides of this disorder, its great volumes of energy, creativity, and productivity. An assembly of city and urban specialists can turn this tender and vulnerable disorder into a problem solvers committee - great minds hive. The Mental Wealth House will be open to all bipolar patients during their time of “cycling”, among those are CEOs, creators, lawyers, doctors, woodworkers, artists, musicians, and many other creative, aspiring, successful, and determined people who happen to be bipolar, as well. All assembled to a smart city Great Minds Hub that focuses on the urban ecosystem, in all aspects and specialties.



The Great Minds Hub will be designed altogether with the municipality offices to target community issues and benefits the city face constantly. It will be a committee of problem solvers and an impact accelerator; encouraging local businesses and entrepreneurs within the city to create a positive change societally or environmentally. And to encourage art, creative and cultural projects (tourism).

IMPACT



DIRECT COMPETITORS



INDIRECT COMPETITORS





COMPETITIVE ADVANTAGES

NUMBER 1

Self-sufficient Mental
Wealth House

NUMBER 2

De-stereotyping of
mental health

NUMBER 3

Metropolitan committee
of problem solvers.

NUMBER 4

Inner-city life
integration. Business
and community wise.

COMPETITIVE ADVANTAGES



APPROACH 1

Cultural and intellectual attraction

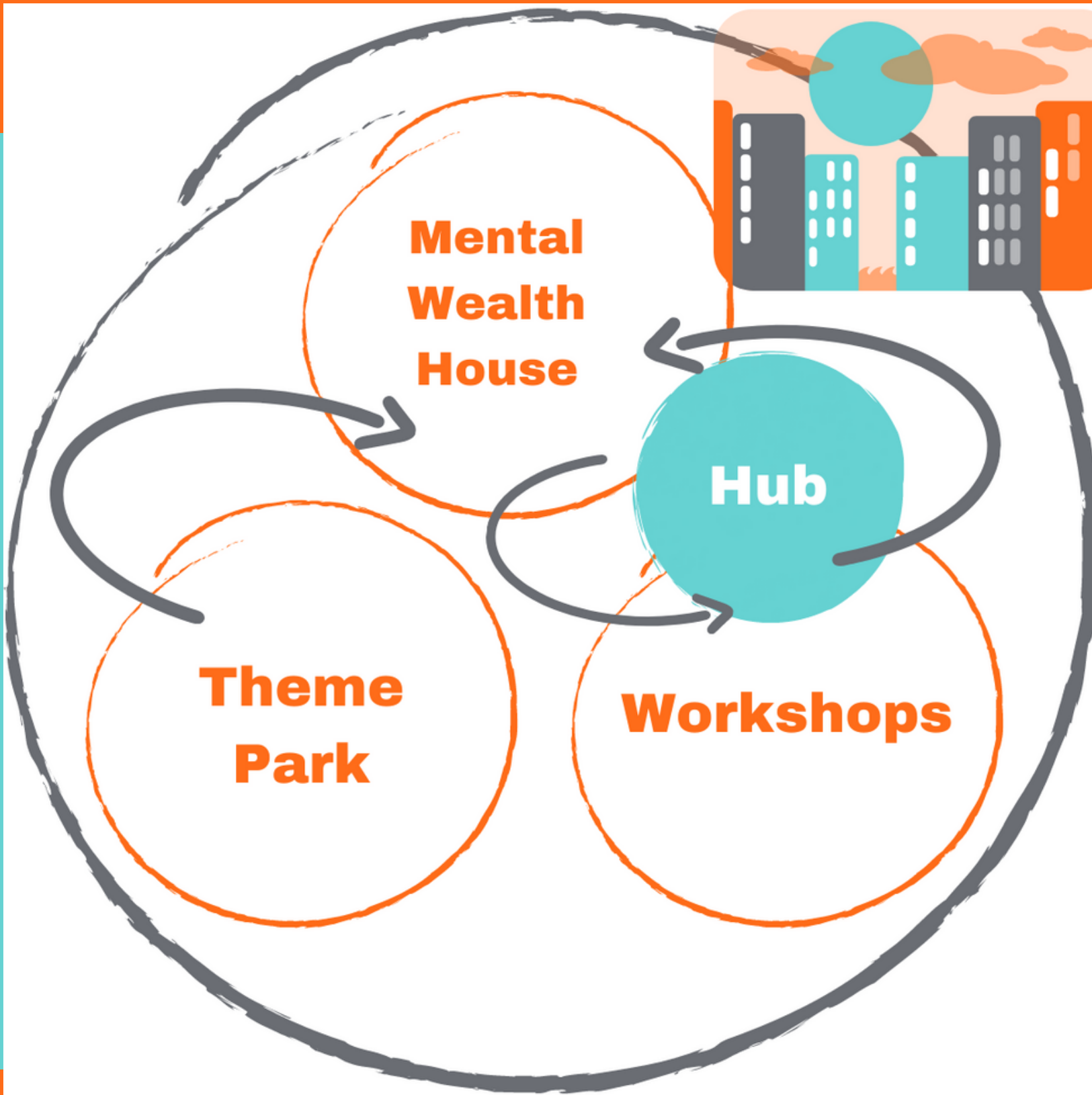
APPROACH 2

Smart City vision

APPROACH 3

Events, partnerships, ads, local media
and community groups.





SIZE THE MARKET

Practicing genius and creativity for the greater good.

THE TEAM



**KEREN
ISRAELI**

Ecosystem Architect



**DR.
FEELGOOD,
MD.**

CEO



**DR. SISTER
LITHIUM,
MD.**

CIO

FUTURE ROADMAP

Currently, researching Smart City partner. Raising diversity and inclusive impact investments to reach Smart City Proposal.





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