AI-Powered Workplace Stress Intervention Tool, Peak Mind, Amongst Latest Cohort to Graduate the Globally Recognized Creative Destruction Lab

Currently supporting Police Officer chronic stress and trauma exposure, the U.S. based startup looks to accelerate growth and welcome aboard new clients.

We have big plans in the future across many more industries and verticals where we see applications of our AI-enabled platform!

For Immediate Release:

Ind. (2023-5-2)—Announced today, U.S. based, technology platform, Peak Mind graduates from the **CDL-Wisconsin, Risk, 2022/23 Cohort.**

[Peak Mind](#) is empowering safer workplaces through cutting-edge innovation. Peak Mind is equipping you and your teams for today's mental well-being crisis with the help of software and hardware integrations loaded with social-emotional learning tools, experts, and simulations. These interventions are delivered while using [Virtual Reality](#) head mounting devices. Peak Mind has garnered approx. 230,000,000 household TV news views since its announcement of its VR police officer intervention. VRx is a growing field in the insurance space, with the announcement of the first reimbursable CPT code [0770T](#) and CMS code [E1905](#), and Peak Mind is eager to be one of the first of its kind in the U.S solving to improve the future of the workplace – by helping lower user stress.

After being selected for the program from over 300 applicant companies in October 2022, Peak Mind was amongst a small number of ventures in the latest cohort to graduate. "With the help of CDL and the mentors that raised their hands to support us, we know we are stronger than when we started 8 months prior. Through the CDL network and the advice we received throughout the program, we now have a clear path to our next major revenue growth points and clarity around what our company will look like in the future," said [Dr. Alicia E. Mckoy](#), Peak Minds CEO & Founder. "The depth of expertise and willingness to support our start-up was refreshing to see. Everyone from leading academic luminaries of AI, Risk and so many others, through to entrepreneurs who have built billion-dollar companies from the ground up. CDL gave us the opportunity for massive scalability.

After completing CDL, Peak Mind now has their sights set on continuing to partner with the Insurance industry to make this type of technology available to more citizens. Also, we will continue to expand upon the success that they have achieved. "We have big plans in the near future as we continue to lower the stress for our [Police Officers and First Responders](#). We will expand across many more industries and

verticals where we see applications of our machine learning-based technologies in the near future."
#NurseStress #TurnoverSolution #RetentionTool

The Risk of Un-Wellness
Peak Mind is on a mission to empower safer workplaces by utilizing cutting-edge innovation—innovation that will save U.S. companies money. Today, the U.S. loses nearly 12% of its GDP annually due to mentally unhealthy and unproductive citizens. These unbudgeted and unpredictable expenses can be seen in smaller instances, through characteristics like unexpected time off of work, increasing insurance claims, or lack of productivity; however, in larger and more dire instances, costs can incur when communities have to address situations of racial unrest or workplace violence. However, the expense isn't just monetary.

Safer workplaces play an undeniable role in our Nations reputation which is often measured in economic impact. Unsafe workplaces can lead to greater community crime, less community investments—at the individual and enterprise level, and less sense of place. For states, this could result in less business and talent attraction and retention—which would have dire impacts on state's revenue and competitiveness.

About the Creative Destruction Lab
Creative Destruction Lab (CDL) is a nonprofit organization that delivers an objectives-based program for massively scalable, seed-stage, science- and technology-based companies. Its nine-month program allows founders to learn from experienced entrepreneurs, increasing their likelihood of success. Founded in 2012 by Professor Ajay Agrawal at the University of Toronto's Rotman School of Management, the program has expanded to eleven sites across five countries: Oxford (Saïd Business School, University of Oxford), Paris (HEC Paris), Atlanta (Scheller College of Business, Georgia Institute of Technology), Madison (Wisconsin School of Business, University of Wisconsin-Madison), Seattle (University of Washington, Foster School of Business), Estonia (Delta Management School, University of Tartu). Vancouver (Sauder School of Business, University of British Columbia), Montreal (HEC Montréal), Calgary (Haskayne School of Business, University of Calgary), and Halifax (Rowe School of Business, Dalhousie University). Since its inception, companies that have participated in the CDL program have created more than $28 billion (CAD) in equity value. CDL alumni include Ada (Toronto), Atomwise (San Francisco), Kyndi (Palo Alto), Xanadu (Toronto), Maple (Melbourne), BenchSci (Toronto), Kheiron (London), and Roadbotics (Pittsburgh).

All media inquiries may be sent to or to schedule an interview or a lab tour request, please contact Dr. Alicia E. Mckoy at alicia@joinpeakmind.com or 317-499-6879.

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About Peak Mind
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